

NEWSPAPER

# Electronic Media

Published weekly by Crain Communications

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DECEMBER 2, 1996



# the [semiannual] critics poll



best cable  
show:  
'the larry  
sanders show'  
[hbo]



[story, full results  
begin on page 3]

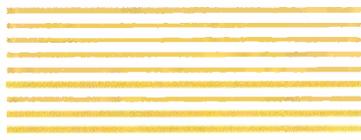
best  
press relations:  
hbo and nbc

best show:  
'frasier' [nbc]

Their action hour.



# Electronic Media



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## AT PRESS TIME

### Pittsburgh ratings flap

PITTSBURGH—ABC affiliate WTAE-TV here successfully protested NBC affiliate WPXI-TV's attempt to retitle its Nov. 25 late newscast in the face of a high-rated "Monday Night Football" game featuring the Steelers. To avoid a low rating, WTAE aired a special on the O.J. Simpson civil trial at 11 p.m., then a "late" edition of its news at 11:08. Nielsen Media Services will include the late edition in the station's late news average, but not the 11 p.m. Simpson special.

### Canada tobacco ad ban?

TORONTO—Canada's parliament this week will consider legislation that would ban cigarette commercials on the nation's TV and radio outlets, among other strong  
*(Continued on Page 56)*

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DECEMBER 2, 1996

# Digital TV foes agree not to agree Let marketplace decide

BY DOUG HALONEN  
WASHINGTON BUREAU CHIEF

WASHINGTON—Amid much fanfare, the broadcast and computer industries announced a compromise last week that would leave the transmission standard for digital television to the marketplace.

Computer industry representatives hailed the agreement as a major win because it prevents the federal government from enshrining a broadcast industry-backed standard that computer folks perceived to be inferior.

"This is what the computer industry has been asking for from the beginning," said James Burger, an attorney for Apple Computer.

But broadcast industry lobbyists also hailed the deal, in part because it ends an interindustry dispute that had threatened to derail digital TV indefinitely.

To some degree, too, it helps speed what many believe will be a revolution in data received via computer and television.

"It's a win, win, win situation for broadcasters and computer and television receiver manufacturers," said Eddie Fritts, president and CEO of the National Association of Broadcasters.

Others said the announcement served as a needed shot in the arm for the new technology and spurred predictions that the first commercial digital stations  
*(Continued on Page 55)*

# USA Network's Koplovitz a pioneer on media frontier

BY LEE HALL  
STAFF REPORTER

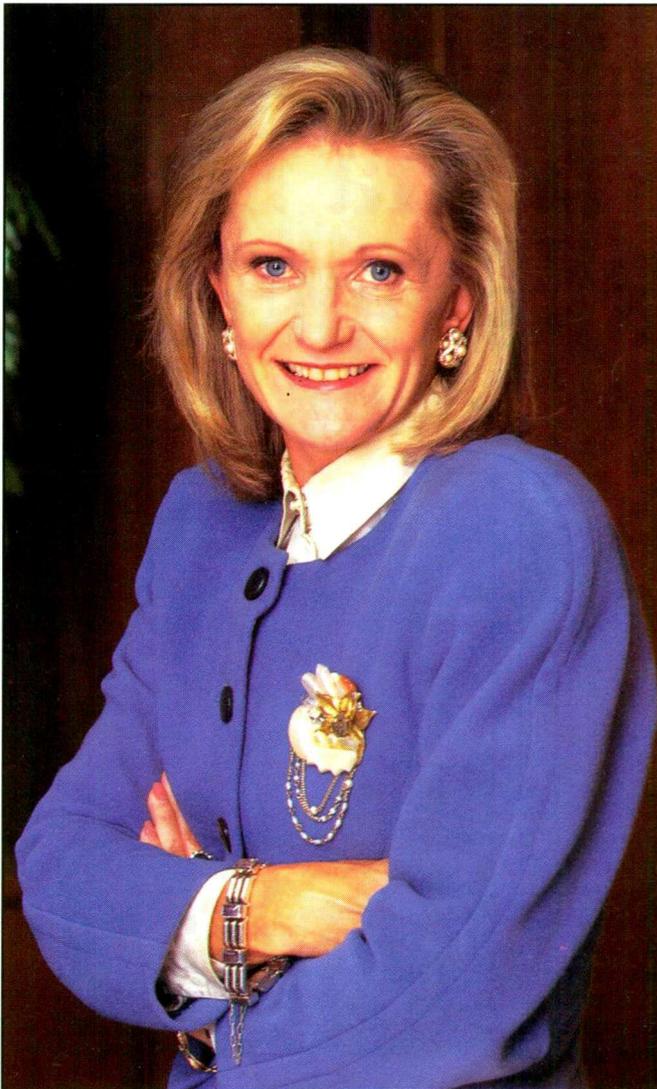


Photo by Lyle Lectuc

Cable's first general entertainment channel was the brainchild of Kay Koplovitz, founder and CEO of USA Networks.

Call it "the vision thing." Nearly 30 years ago, Kay Koplovitz, founder and CEO of USA Networks, recognized something others couldn't yet see.

Her concept that satellites might be used as an efficient method to distribute video programming led to what would become cable's first general entertainment channel.

What Ms. Koplovitz created as Madison Square Garden Sports Network in

### NBC interested in USA? Page 3

1977 later evolved into USA Network. Under her direction, USA added Sci-Fi Channel in 1992 (now among cable's fastest-growing networks at 40 million subscribers) and launched its first international entertainment network in Latin America in 1994.

Today, Ms. Koplovitz continues to lead USA Networks into new frontiers by investing heavily in original programming and staking out new global distribution.

ELECTRONIC MEDIA sat down with Ms. Koplovitz at her Midtown Manhattan offices to discuss the networks' future. An edited transcript of the conversation follows.

**EM:** You saw something in satellite distribution in the 1960s that others didn't see. Why?

**Ms. Koplovitz:** I wrote my masters thesis on it in 1968. I was fascinated  
*(Continued on Page 22)*

## INSIDE:

### SITES SEEN

Check out ELECTRONIC MEDIA's new feature, Nothing But Net, which takes an expert look at significant Web sites you might have missed. **PAGE 24**

### MIP-ASIA SECTION

ELECTRONIC MEDIA INTERNATIONAL's special preview of the Hong Kong market's television programming fare is inside today's edition. **FOLLOWS PAGE 39**

# 'Knight Rider' to ride again for MCA

BY DIANE MERMIGAS  
FINANCIAL EDITOR

MCA Universal will dip into its television archives to revive a popular series as "Team Knight Rider," a first-run syndication offering for fall of 1997 that will be launched on the UPN-affiliated Chris-Craft TV

stations.

The hour-long action adventure series—complete with a new team of crime fighters and high-tech vehicles—will be sold on a barter basis to stations, in an arrangement similar to the three-to-one split MCA Universal has for its first-run syndication series, "Hercules" and

"Xena."

MCA is expected to retain the proceeds from the sale of eight-and-a-half minutes of national advertising time per hour-long episode, while stations clearing the show retain proceeds from the sale of five-and-a-half minutes of local ad time, sources said  
*(Continued on Page 54)*

## THIS WEEK IN EM

**Broadcast** and computer industry representatives last week announced a compromise that would let the marketplace decide the transmission standard for digital TV. (Page 1)

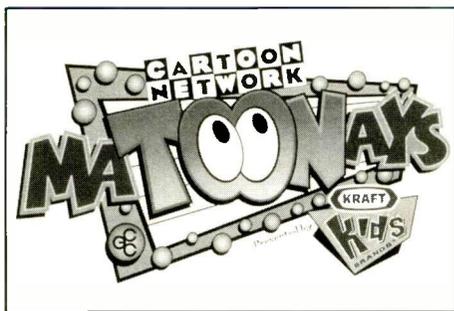
**Kay Koplovitz**, founder and CEO of USA Network, talks with ELECTRONIC MEDIA about the cable network's future. (Page 1)

**"Team Knight Rider,"** a new first-run syndication offering from MCA Universal, will launch on Chris-Kraft's UPN affiliated stations in fall 1997. (Page 1)

**Comedy Central** was forbidden by Viacom to air its parody of "It's a Wonderful Life," when rights owner Republic Pictures threatened to sue. (Page 3)

**The FTC** is looking at the placement of certain TV commercials by Stroh Brewery to weigh their effect on young viewers. (Page 3)

**"Frasier"** and "The Larry Sanders Show" scored big with television critics in ELECTRONIC MEDIA's critics poll. (Page 3)



The Cartoon Network's new "MaToonays" marketing campaign will open in theaters next month. (Page 6)

**NBC** is seriously considering a bid for USA Network, according to sources. (Page 3)

**The November sweeps** winner is to be announced today, but NBC has already declared itself the victor, having led the pack throughout the ratings contest. (Page 4)

**TCI** promises to give specific answers this week on which networks, including superstations, will be dropped from the nation's largest cable system. (Page 4)

**Broadcast** and cable writers and producers are taking jobs online as an increasing number of networks develop their own station Web sites. (Page 24)

**Eyemark Entertainment** has formed a joint venture with Partner Stations Network to create first-run syndicated programming for all day-parts. (Page 56)

**TBS Superstation** President Bill Burke is giving the soon-to-be network a makeover, purchasing shows such as "Full House" and "Fresh Prince of Bel Air" to attract younger viewers and advertisers. (Page 56)

**Jim Steyer**, founder of Children Now, has put his money where his mouth is by forming JP Kids, a for-profit company that develops, produces and distributes children's programming for television and other media. (Page 56)

**Reg Grundy**, game-show guru, believes the future of game shows is on the Internet, and he has poured money into companies which focus on such technological issues. (Page EMI-2)

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# With Multimedia buy, MCA has folks talking 'Shows need love and care,' says Meidel

**BY GREG SPRING**  
LOS ANGELES BUREAU CHIEF

LOS ANGELES—The MCA Television Group became a player in the syndicated strip business overnight last week, purchasing the assets of Multimedia Entertainment from Gannett Broadcasting for what sources said was between \$45 million and \$50 million.

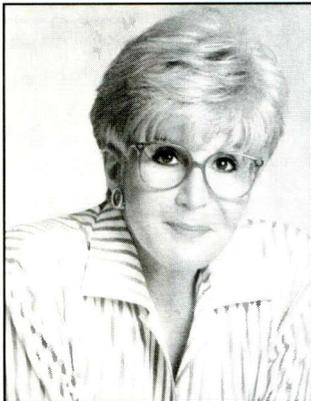
The move gives MCA the successful "Sally Jessy Raphael" and "Jerry Springer" talk shows, as well as freshman talker "Pat Bullard" and "Crook & Chase," which is on a slow-roll national distribution plan.

Given that it takes about \$15 million to launch even an unsuccessful talk show, MCA could have easily spent what it did on Multimedia on three brand new syndicated strips, only to come up empty.

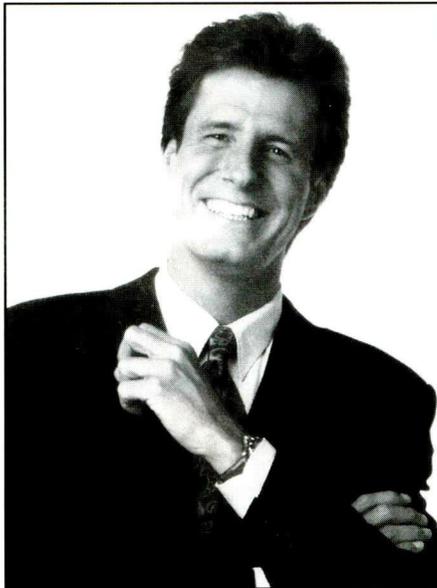
"It was much easier and a hell of a lot faster in buying Multimedia," said Greg Meidel, chairman, MCA Television Group.

For example, Mr. Meidel said, "Sally" earned a 4.2 Nielsen rating (percentage of TV homes) in overnight markets, making it the second-highest rated talk show of the week. "I can tell you that the chances of getting a 4.2 on a new show right off the bat are very difficult."

As part of the deal, Ms. Raphael is said to have agreed to do her talk show through the 2001 television season. Earlier this year, Mr. Springer signed a



With its purchase of Multimedia last week, MCA added veteran "Sally Jessy Raphael" (above) and freshman "Pat Bullard" talk shows to its inventory.



six-year contract extension as well.

Mr. Meidel said he plans some cosmetic changes to the two successful talk shows, as well as a big push in advertising, promotion and marketing.

"These shows need to be given some love and care," he said. "I'm not going to go in and tell Sally what to do on her show. [But] there are some opportunities to upgrade these shows as a result of their performance."

The strips now join weekly hours "Hercules: The Legendary Journeys" and "Xena: Warrior Princess" in MCA's arsenal.

The fate of the struggling "Pat Bullard" and the regional talk show "Crook & Chase," which is

cleared in 85 markets representing 33 percent of the country, is far less certain. Mr. Meidel said he would first look at November ratings before making any decisions about the shows.

Also uncertain is how staffing issues will be handled in the wake of the deal. MCA gets Multimedia's shows, not the rights to use the company name. And most industry observers expect few Multimedia employees to find positions in MCA.

In addition to the four domestic strips, MCA acquires rights to the "Donahue" library, as well as international talk shows including "Venessa" in the United Kingdom, "Fliege" in Germany and "Ruby" in Israel. #

# WBBM winnows Kurtis, Douglas

**BY JON LAFAYETTE**  
NEW YORK BUREAU CHIEF

Anchors are being shuffled at WBBM-TV, one of CBS's big-market stations stuck at the bottom of the ratings.

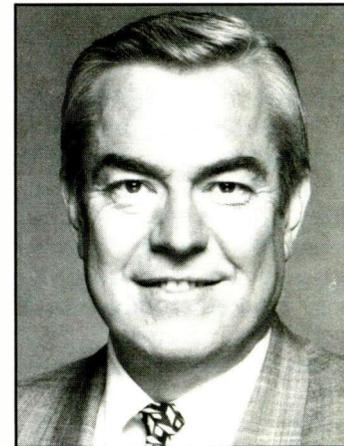
The station eased 30-year veteran Bill Kurtis out of the 6 p.m. anchor chair to employ a consistent anchor team throughout the station's evening newscasts.

The move, made by recently named General Manager Hank Price, was less severe than the wholesale anchor massacre in September at WCBS-TV, New York, which slid further in the November sweeps ratings without its familiar faces.

Repairing the station group was a key priority when Westinghouse acquired CBS last year. But the stations in the top three markets remain trouble spots.

In New York, following the dismissal of seven well-known anchors and reporters, WCBS's 5 p.m. news was off 32 percent from a year ago, its 6 p.m. news was off 47 percent and its 11 p.m. news was off 14 percent.

From sign-on to sign-off, WCBS tied for fourth place among six stations with a 4.2 Nielsen Media research rat-



WBBM-TV moved veteran anchor Bill Kurtis out of the 6 p.m. newscast.

ing (percentage of TV households) and a 10 share (percentage of sets in use), down from 4.5/11 a year ago.

ABC-owned WABC-TV overtook WNBC, thanks to a daytime lineup bolstered by "The Rosie O'Donnell Show" at 10 a.m.

WABC had a 7.1/17 sign-on to sign-off, followed by WNBC-TV with a 6.7/16.

Tribune-owned WPIX-TV, New York, was third again with a 4.7/11.

WNBC held onto its late news leadership with a (Continued on Page 52)

## CORRECTION

The distributor of the syndicated news feature "American Moment" with Charles Kuralt is 9th

Wave Productions, Austin, Texas. Another distributor was incorrectly listed in a Nov. 11 article. #

# It's not always 'Wonderful' in merger land

BY MICHAEL SCHNEIDER  
STAFF REPORTER

LOS ANGELES—It seemed like a good idea at the time.

Comedy Central last month announced it had taken footage from the Frank Capra holiday standard "It's a Wonderful Life" and turned it into a raucous parody via some crafty film editing and audio dubbing.

But what happened was an exercise in how corporate synergy isn't always a boon to the creative process.

When Republic Pictures, which owns the rights to "It's a Wonderful Life," caught wind that Comedy Central was flaunting its use of a loophole in the movie's copyright, the company threatened a lawsuit.

In a page from the "Oops!" files, Comedy Central quickly learned that Republic is owned by Spelling Entertainment, which is partly owned by Viacom, which in turn owns a portion of Comedy Central. The cable network backed down and yanked its parody of "It's a Wonderful Life" off the schedule.

"You don't get into a legal battle with your sister," said a source close to the situation. "It's just not a good idea."

But Viacom is in the process of selling Spelling—and once it does—the "It's a Wonderful Life" parody will hit the television screens, the source said.

"The thing's done, and it's fantastically funny," said the source, who added that Comedy Central would air the "It's a Wonderful Life" parody as soon as the family ties end—even if that means debuting its version of the Christmastime film in the middle of summer.

In a merger-happy business, the Comedy Central snafu is par for the course.

"This happens all the time," entertainment lawyer Mike Adler said. "In a big company, the left hand doesn't know what the right hand is doing."

Another recent example: TNT's decision to table a movie project titled "Strange Justice" about Anita Hill's sexual harassment charges against Supreme Court Justice Clarence Thomas.

Reportedly, the movie was postponed indefinitely out of fear that it might

(Continued on Page 54)

## Now, beer ads getting FTC look

### Liquor flap widens

BY CHUCK ROSS  
and BILL McDOWELL  
ADVERTISING AGE

The Federal Trade Commission is looking at the placement of certain Stroh Brewery Co. TV commercials to see if the audience is made up of significant numbers of viewers under 21.

If so, the FTC also wants to know the effectiveness of the ads—primarily for Stroh's Schlitz malt liquor brand—on young viewers, said an executive with knowledge of the investigation.

The FTC also has similar questions about the placement of certain hard-liquor TV commercials from Seagram Americas.

But it is the FTC investigation of Stroh that is particularly significant, because for the first time it directly draws beer marketers into the liquor-advertising fray.

Meanwhile, Rep. Joe Kennedy, D-Mass., last week urged the Federal Trade Commission to "take a hard look at the slick ads the alcohol beverage industry is using to make their products attractive to the nation's youth."

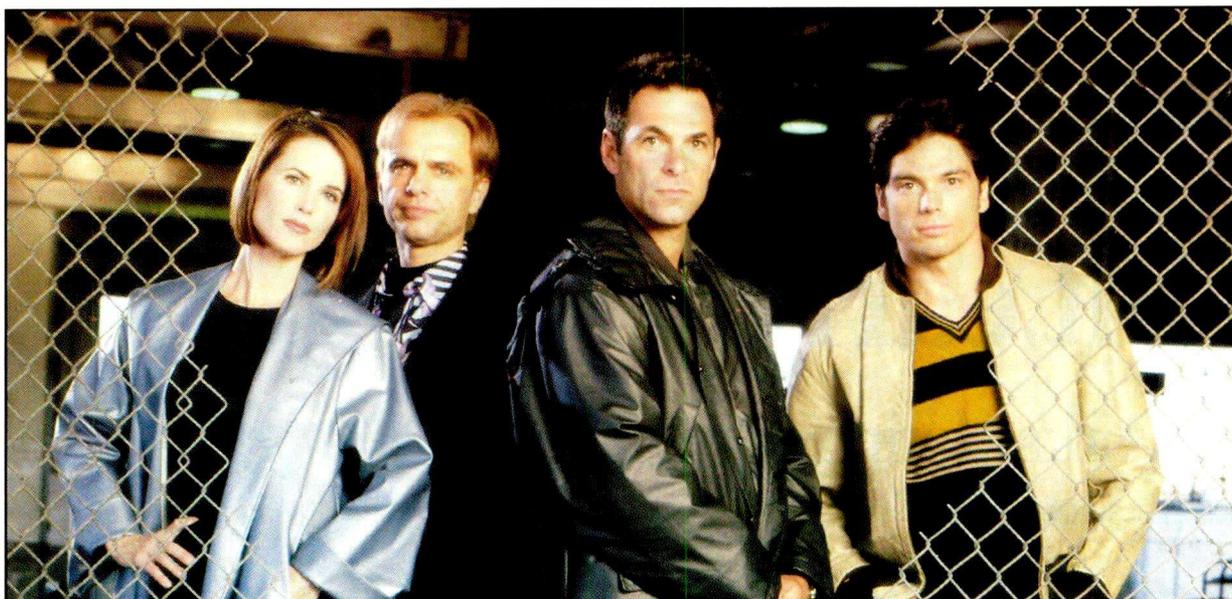
In a Nov. 27 letter to FTC Chairman Robert Pitofsky, the congressman said he is "encouraged by media reports" that the agency "might be investigating the effects of radio and televised alcohol advertising" on children.

Beer marketers spent \$736.1 million on advertising last year, 88 percent of which was on electronic media, according to Competitive Media Reporting.

Stroh advertises Schlitz Malt Liquor on a number of

(Continued on Page 53)

## EM CRITICS POLL



CBS's now-cancelled "EZ Streets" was the best new show, according to the EM Critics Poll.

## 'Frasier,' 'Sanders' critic-pleasers again

BY MICHAEL SCHNEIDER  
STAFF REPORTER

LOS ANGELES—This year may have been rough on "Frasier" star Kelsey Grammer, but he could count on at least one thing: an excellent showing in ELECTRONIC MEDIA's TV critics poll.

The 25th installment of EM's semiannual television show barometer has once again named "Frasier" the best TV series.

And critics named "EZ Streets" the best new show, even though CBS cancelled it.

The NBC sitcom was given top honors twice in 1995 and has walked away with best comedy series honors in six out of the seven polls conducted since the show debuted in fall 1993.

"This really was unexpected," said "Frasier" executive producer Peter Casey.

When "Homicide: Life on the Street" beat out "Frasier" in last spring's poll, Mr. Casey thought the show's reign as the top pick of critics had passed.

"You feel like, OK, they're moving on to fresh territory, it's the nature of the beast," he said. "New shows will come along; yours becomes that old familiar show. That we were able to top the poll again was satisfying."

ABC's "NYPD Blue," which has also frequently claimed the top spot, landed in second place this time. NBC's "Homicide," which was named best show in the spring poll, dropped to third place.

(Continued on Page 16)

# NBC has eyes for USA Network, sources say

BY CHUCK ROSS  
ADVERTISING AGE

NBC is seriously considering a bid for USA Network, according to executives with knowledge of the situation.

NBC has made no secret of the fact it wants an established, ad-supported basic cable entertainment channel to complement its MSNBC and CNBC networks. It also has pieces of a number of other networks, including A&E Network and American Movie Classics.

USA Network is available in about 67 million homes. Ad revenues in 1995 were \$500

million, making it No. 9 in the industry.

A move for USA Network, said to be valued at \$3 billion, could set up a bidding war with CBS. Michael Jordan, chairman of CBS parent Westinghouse Electric Corp., told reporters a few weeks ago that CBS would be interested in USA should it become available.

### Try, try again

As recently as eight weeks ago NBC executives had decided that buying an existing entertainment network was probably not in the cards. The company had tried, and failed, to obtain a control-

ling interest in International Family Entertainment's The Family Channel.

In late October, however, the co-owners of USA Network—Seagram Co.'s MCA and Viacom—ended talks that would have led to Viacom acquiring the MCA portion of USA for \$1.45 billion. The deal fell apart over taxes that MCA would have had to pay if the pact was consummated.

Those talks were initiated to settle a lawsuit filed by MCA as it sought to force Viacom to sell its 50 percent stake in USA to MCA. That suit is still pending.

"What we know from the filing of the

suit and the aborted settlement talks is that both MCA and Viacom are willing to sell," said one of the executives familiar with the situation. "All NBC has to decide is if it can come up with a figure for the network, which would be about \$3 billion plus whatever it takes to settle the tax liabilities from a sale."

### Programming tie-in?

As part of any pact, NBC would likely tie in programming deals with both Viacom's Paramount Pictures TV unit and MCA TV.

(Continued on Page 55)

# TCI hatchet list may include superstations

BY LEE HALL  
STAFF REPORTER

ATLANTA—TCI promises specific answers this week on which networks will disappear from some of its systems, as the nation's largest cable operator prepares a major reshuffling of its channel lineup.

Although the official list isn't ready yet, word began to leak out in some communities last week, making for one turbulent morning at the corporate offices of Turner Broadcasting System

The Tulsa World reported last week that TCI would drop from its Tulsa, Okla., system Turner's TBS Superstation, along with WGN-TV, Black Entertainment Television and TNN: The Nashville Network.

The story brought a terse response from new TBS Chief Executive Officer Terence McGuirk.

"TCI has a contractual obligation to carry TBS," Mr. McGuirk said.

TCI officials cautioned that any decisions were not yet final and subject to change.

WGN-TV, the Chicago-based supersta-

tion, stands to lose substantial distribution on TCI systems, in part because of its inability to control the fees the cable operator must pay for the service.

"We're getting to a point now in a competitive marketplace that we simply cannot afford, because of cost or shelf space, the carriage of a distant superstation," said Bob Thomson, senior vice president of communications and policy planning at TCI.

WGN has held its carriage fees steady over the years. But cable operators are responsible for copyright fees, and those

charges continue to ratchet upward.

"It's based on gross [system] revenues," said Derk Tenzythoff, director of marketing for United Video Satellite Group, the Tulsa-based company that distributes WGN nationwide.

"If their cost of carrying a superstation is increasing, it's because their revenues are going up," Mr. Tenzythoff said.

WGN also suffers from a recent U.S. Appeals Court ruling that forces the station to black out popular Chicago Bulls telecasts from its national feed. Mr. Ten-

(Continued on Page 52)

## NBC claims sweeps win, a bit early

### Networks' ratings down

BY MICHAEL SCHNEIDER  
STAFF REPORTER

LOS ANGELES—The final results will be released today, but NBC has already declared itself the winner of this year's November sweeps.

NBC was far ahead of its network competitors by last Wednesday in both households and adults 18 to 49.

With just one night remaining, NBC averaged an 11.4 Nielsen rating (percentage of TV homes) and 18 share (percentage of sets in use) in households, down from 12.0/19 last November, and pulled a 7.3 in adults 18 to 49, compared with last year's final 7.6.

That means NBC has now won the last eight sweeps in its target audience of adults 18 to 49, including July contests.

"With ever increasing competition and ratings erosion impacting our competitors, we feel good about what we've accomplished, especially after overcoming major schedule disruptions in October and early November," NBC West Coast President Don Ohlmeyer said.

Added NBC Entertainment President Warren Littlefield, "The key to us was not to stunt during sweeps and let our programs air."

Perhaps it was the lack of stunt programming among all four major networks that caused a drop in their collective ratings compared with last November.

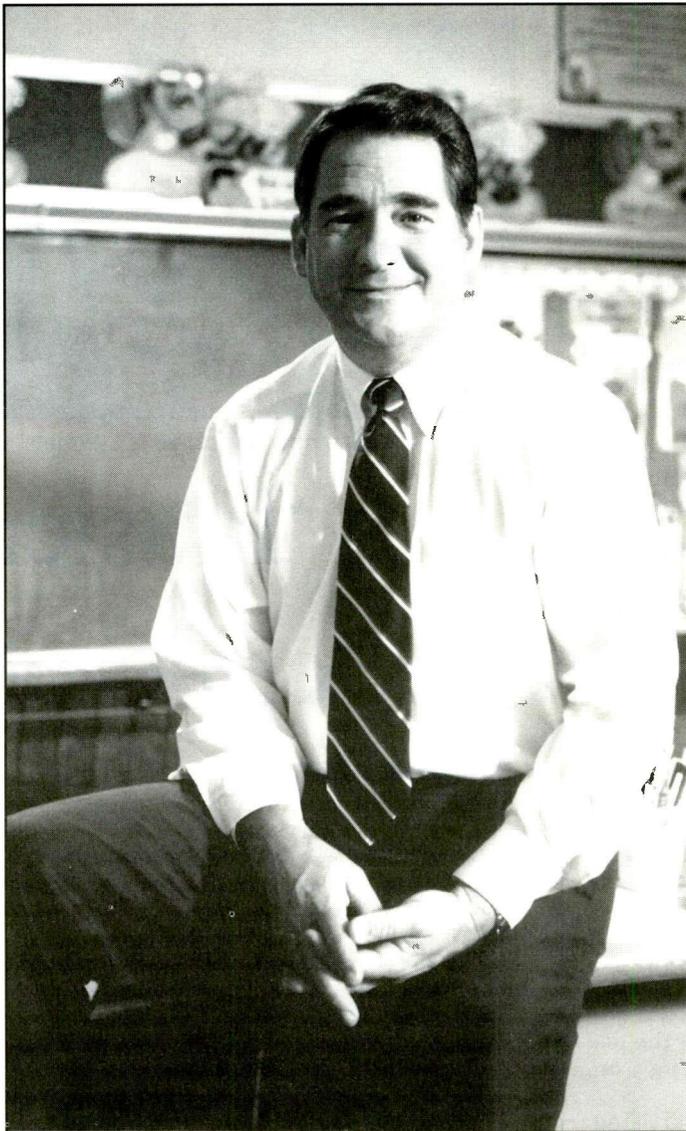
Most of that erosion was at the expense of ABC, although NBC also dipped in households, and both NBC and CBS dropped slightly in adults 18 to 49. CBS was up in households while Fox improved in both adults 18 to 49 and homes.

Because of the Thanksgiving holiday, national numbers from the last night of sweeps could not be tabulated until today.

Nonetheless, ABC claimed the silver medal in adults 18  
(Continued on Page 52)

## Looks like next telcom leader will be Tauzin

BY DAVID HATCH  
STAFF REPORTER



Rep. Billy Tauzin, a nine-term Cajun country congressman, is considered an ally of broadcasters.

WASHINGTON—Rep. Billy Tauzin, R-La., the nine-term congressman and former Democrat, is widely expected to assume control of the influential House telecommunications subcommittee next year as key broadcast issues move front and center in Congress.

The representative from Cajun country already has won an important battle before assuming his new post: He edged out Rep. Mike Oxley, R-Ohio, in their competing bids to be subcommittee chairman.

Rep. Tauzin, considered a strong friend of broadcasters, will face the challenge of reaching conciliation on several highly charged issues, such as digital TV spectrum auctions and hard-liquor advertising on TV.

Reform of the Federal Communications Commission and oversight of the Telecommunications Act of 1996 are among the areas he plans to tackle early on in his chairmanship.

In a wide-ranging interview earlier this month, Rep. Tauzin outlined for ELECTRONIC MEDIA his stance on these and other issues.

An edited transcript of the interview follows:

**EM:** Should the hard-liquor industry be allowed to advertise on TV?

**Rep. Tauzin:** The distilled-liquor industry is correctly complaining about the fact that it's losing market share to beer and wine because beer and wine have not undertaken a voluntary restraint on advertising.

I think they [hard-liquor companies] want parity, and I don't blame them.

(Continued on Page 54)

# Disney beats projections with strong earnings

BY DIANE MERMIGAS  
FINANCIAL EDITOR

The Walt Disney Co. posted higher than expected fiscal fourth quarter earnings despite the continuing cost to rebuild the ABC television network.

Operating income rose 27 percent to \$858 million on a 12 percent increase in revenues to \$5.27 billion in the fourth quarter ended Sept. 30.

Pro forma net income for the quarter rose 60 percent to \$354 million, or 52 cents per share, bolstered by the strong

performance of its home video, theatrical films and theme park units.

However, Disney broadcasting operations, aided by accounting treatments to offset network rebuilding costs, also posted a 22 percent increase in operating income to \$334 million on a 4 percent increase in revenues to \$1.4 billion in the quarter.

Operating income at ABC fell 5 percent in the quarter as prime-time household ratings declined 18 percent and other day-part ratings declined between 3 percent and 11 percent, said Jessica Reif, analyst

for Merrill Lynch.

However, radio profits increased 13 percent, ESPN operating income increased 15 percent, and Disney Channel profits grew about 20 percent in the quarter, she said.

Disney's creative content was especially robust in the fourth quarter, posting an 18 percent increase in revenues to \$2.7 billion and a 31 percent increase in operating income to \$387 million on the strength of home video releases such as "Oliver & Company" and "Aladdin and the King of Thieves."

The company's returns were reported on a pro forma basis, integrating ABC results from a year ago, since Disney acquired Capital Cities/ABC in February, 1996.

On the basis of Disney's strong fiscal year-end performance, which beat most analysts' projections, Ms. Reif raised her fiscal 1997 earnings estimates for the company to \$2.70 per share, an increase of 21 percent that meets Disney's self-imposed 20 percent annual earnings growth target.

For the full fiscal year ended Sept. 30,  
(Continued on Page 53)

We'd like to  
dedicate this award to  
overspenders everywhere.



1996  
CableACE Award  
"Best Game Show"



Buena Vista Television

# The Insider

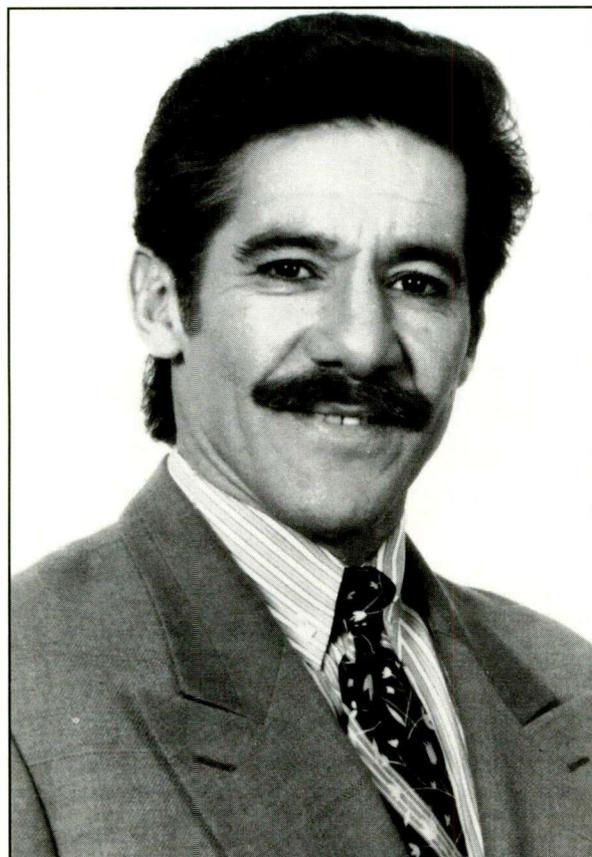
By Greg Spring

**Lieberman, Part 2:** Violence and tabloid talk shows still bug him and Sen. Joseph Lieberman plans to widen his campaign to clean up television as the next Congress gets under way in January. In particular, the Connecticut Democrat plans to broaden his efforts by urging the industry "to improve standards across the board," one source tells *The Insider*. But at this point it's uncertain whether Sen. Lieberman will reintroduce a resolution urging broadcasters to offer family-friendly fare during the 8 p.m. to 9 p.m. prime time hour. When that resolution was introduced earlier this year, it had only a handful of co-sponsors and the senator didn't bother to seek a floor vote.

**Eyes on Texas:** When CBS completes the acquisition of Infinity Broadcasting, look for the company to turn its eyes deep in the heart of Texas. Sources tell *The Insider* that the company wants to buy KTVT-TV, the network's affiliate in Dallas. The station is owned by Gaylord Entertainment, which is now in the process of selling the CBS affiliate in Seattle, KSTW-TV. While CBS showed little interest in KSTW, sources say it does plan to lasso KTVT before anyone else gets a chance to bid.

**Sprechen sie Deutsch, Heather?:** While the DreamWorks-produced game show "Majority Rules" is only in two U.S. markets, *The Insider* has learned the DreamWorks folks are planning to shoot a German-language pilot in Los Angeles in the coming weeks. And therein lies the rub. The "Majority Rules" format is heavy on audience participation, with the contestants themselves being culled from those in studio. Sources say that DreamWorks is having trouble finding enough German speakers in Los Angeles to play along, and has been scouring the not-terribly-prominent German club scene in the city looking for participants. DreamWorks officials could not be reached for comment.

**Majority ratings:** So just how is "Majority Rules"



Yes, indeed, Gerald Rivera has hosted his show in the buff, or almost.

doing in the U.S.? In Phoenix on KPNX-TV, the show averaged a Nielsen household rating of 4.5 and an 8 share in its 6:30 p.m. time period during October. That's down from the 7.3/13 "Extra" pulled in that time period the previous October. And in New Orleans on WWL-TV, "Majority Rules" averaged a 3.4/11 in households during October in its 4 p.m. slot, down from the 6.8/19 the locally produced "Angela" earned in the spot the previous October.

**Geraldo Rivera, hard-hitting nudeman:** Some careful readers of last week's column were kind enough to call and remind *The Insider* that Geraldo Rivera indeed already has appeared nude during his talk show—proving once again that there is no hyperbole in the world of television. According to sources, in the late 1980s Mr. Rivera hosted his talk show from the Tree Tops nudist ranch in Palm Springs, and in opening the show, Mr. Rivera appeared in a hot tub with about 30 other nudists. There is no independent confirmation that Mr. Rivera was totally nude during the taping.

**Sounds like something on PBS:** America's Public Television Stations, the lobbying arm of public broadcasting, will hold a meeting in Washington on Dec. 2 to map out a long-term legislative strategy for the 105th Congress, industry sources tell *The Insider*. About 30 station representatives from around the country are expected to attend. The meeting will focus on funding options for the conversion of PBS stations to digital and on congressional authorization of PBS funds for 1998 through 2000. It also will explore prospects for legislation to create a trust fund to finance public television.

**Classic Woody:** Turner Classic Movies, the cable channel devoted to films from Hollywood's golden years, will give cineasts a behind-the-scenes look at a new film for a change. TCM has the rights to a special on the making of Woody Allen's new "Everyone Says I Love You." The special will be shown Feb. 1, the day after the film opens. TCM will also show five classic Allen movies, including "Annie Hall" and "Manhattan."

**Operators are standing by:** A recent "Saturday Night Live" skit really lit up the phone lines at Shop at Home Network, when the parody of a late-night sports memorabilia program hosted by Don West and Eddie Lewis brought nearly 200 calls to the shopping channel. Among those who weren't fooled, of course, was Mr. West, who was watching "Saturday Night Live" at the time. "We realized about halfway through the thing, they were poking fun at us," Mr. West says. "My wife said that if you closed your eyes, you'd really think it was me. It was the highest form of flattery I can think of."

**Beaming up dollars:** As if the back-end from Paramount's Star Trek franchise wasn't large enough, now comes word that Christie's plans to include an original tricorder from the "Next Generation" series—in working condition and designed with a miniature screen—in a Los Angeles auction this month. Estimated price? Up to \$16,000. If that's too steep for your liking, those living on a more modest budget can take heart. A red-and-black Star Trek jumpsuit is estimated to go for \$4,000, while a dagger used by a Klingon is expected to fetch in the neighborhood of \$1,800.

—With reports from Lee Hall, David Hatch, Jon Lafayette and Greg Spring



Darrin Adams (from left), Paul "Doc" Watson, Jeff Lamb and Aimee Nuzzo play it for laughs on WMBD-TV.

## Radio comes to TV; plays in Peoria

BY JON LAFAYETTE  
NEW YORK BUREAU CHIEF

There isn't much local news in Peoria, Ill. So when CBS affiliate WMBD-TV found it had 35 more minutes to fill because the network's "This Morning" was letting affiliates program more of each show, the station went in a different direction.

Midwest TV owns both WMBD and WMXP-FM and the two stations teamed up to produce "The Morning Mix," a show that sounds more like Don Imus than Harry Smith, filled with jokes, skits, off-color wise-cracks, sound effects and a little news.

WMBD Station Manager Bill Lamb said that rather than fight for the 8 percent of Peoria viewers who were looking for local morning news on the market's affiliates, the station went after the other 92 percent of the audience.

"Hopefully, we won't hurt the other guys at all, and we'll play in a bigger arena," Mr. Lamb said.

The station recruited Mr. Lamb's brother, Jeff, a successful radio morning man from WIOT-FM, Toledo, Ohio, as host of its new show; Paul "Doc" Watson from WSPD-AM, Toledo, as anchor; and Darrin Adams from KIFI-TV, Idaho Falls/Pocatello, Idaho, as weatherman.

Aimee Nuzzo, a reporter and weekend anchor, is the fourth member of the morning team, handling news updates.

The two stations simulcast the program from 6 a.m. to 8 a.m., with the radio station playing music when CBS  
(Continued on Page 38)

## 'MaTOONays': For adults mostly

BY LEE HALL  
STAFF REPORTER

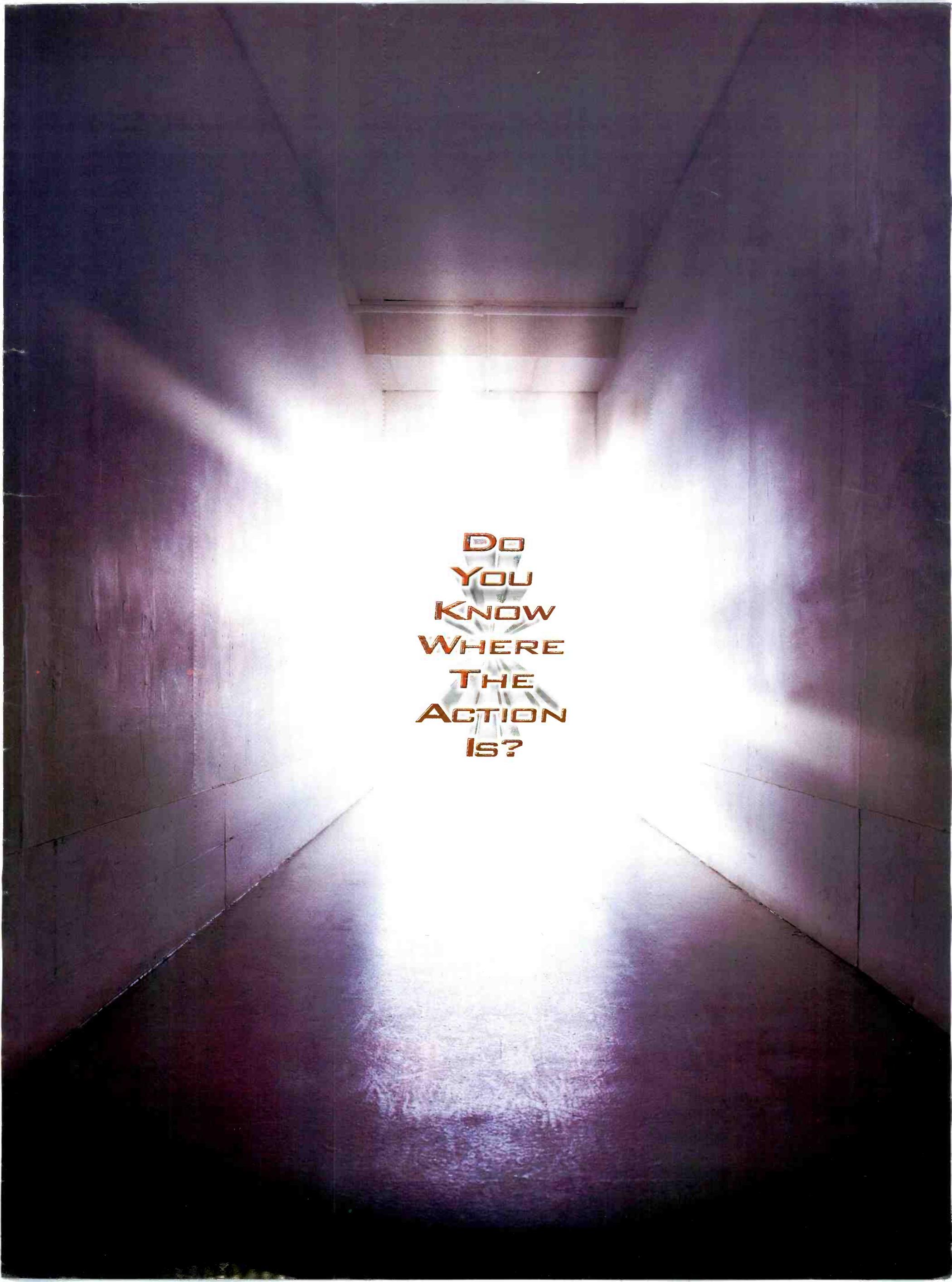
ATLANTA—The Cartoon Network will raise the curtain in movie theaters next month on a new marketing campaign, called "MaTOONays," aimed at exposing its animated product to one of its fastest growing audience segments: adults.

In doing so, the network hopes to revive an American tradition with a year-long schedule of big screen movies packaged with cartoon shorts.

The screening of family-oriented films will be preceded by a 20-minute animated package one Saturday morning a month at 50 General Cinema theaters around the nation. If the experiment works out, it will be expanded into other areas.

"When I was a kid, I remember going out to a movie and seeing cartoons. It was the way that most of the classic cartoons were introduced in the 1930s and 1940s," said Craig McAnsh, senior vice president of marketing for Cartoon Network.

(Continued on Page 38)



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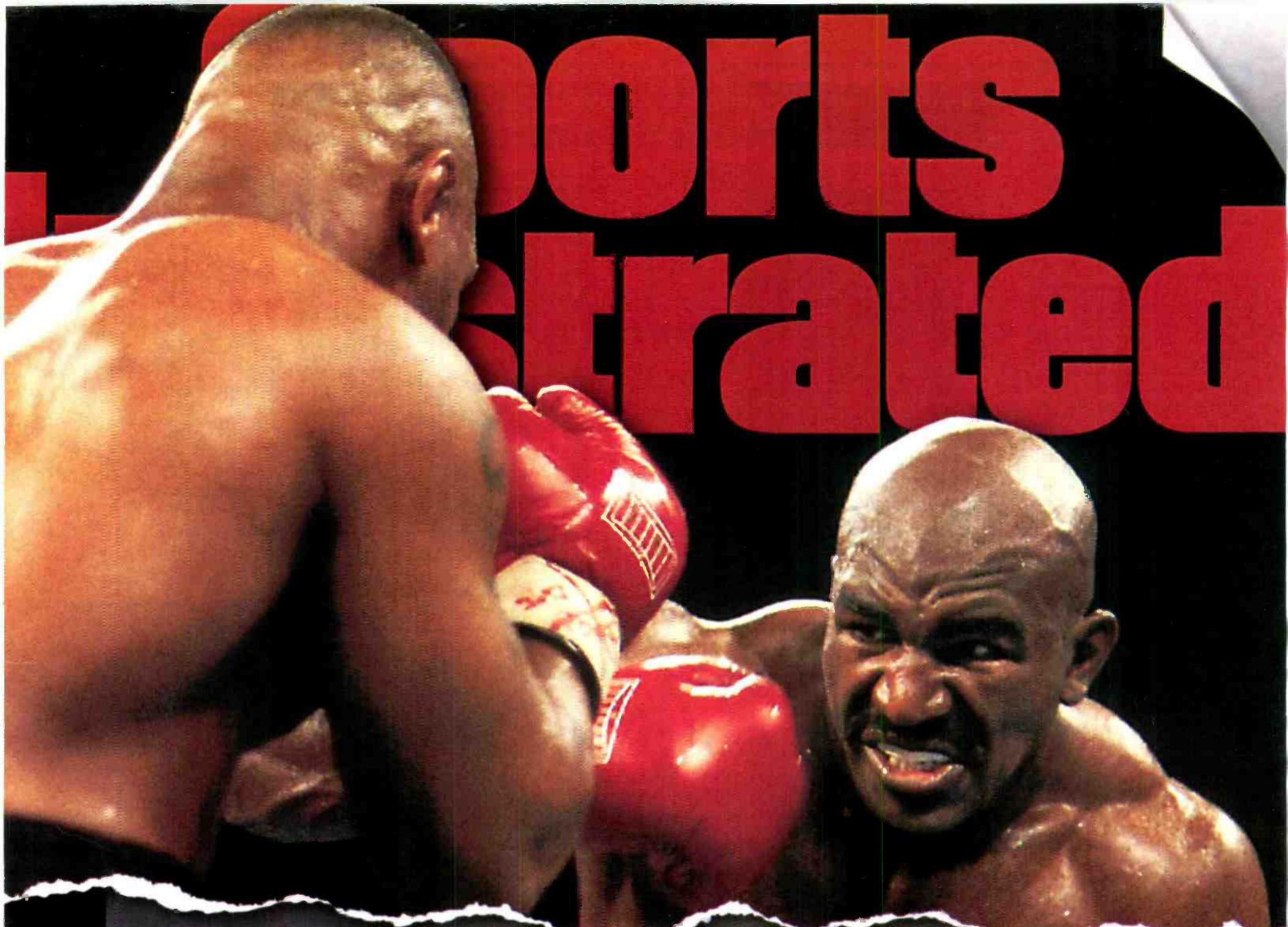
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## EM CRITICS POLL

## The 'Ugh' file

BY MICHAEL SCHNEIDER  
STAFF REPORTER

Enough praise! Critics in the latest ELECTRONIC MEDIA poll were harshest with two quickly canceled sitcoms, as the doomed "Lush Life" and "Public Morals" tied for worst show on television.

USA Today writer Matt Roush spared no venom for the two shows, noting that no one has mourned their passing.

On "Lush Life," Mr. Roush was particularly annoyed by star Lori Petty: "It was one of the most grotesque caricatures of the season, sort of this ghastly attempt at being hip . . . It was really horrifying, clearly not the sort of thing anybody wants to see on TV."

While "Lush Life" will quickly be forgotten, Mr. Roush said the Steven Bochco/Jay Tarses fiasco "Public Morals" may "resonate for a while as a classic blunder."

"We critics like to pick our fights, pick our battles, and we were insulted by the envelope-pushing that 'Public Morals' pretended to do," Mr. Roush said. "It didn't seem new and fresh, it was smutty and grimy. No one was amused by this show."

"I couldn't be more happy that it went off the air."

## Tori's no favorite

Critics also didn't pick just one entry in the worst movie/miniseries/special category, they singled out an entire genre. Without any coaxing, the overwhelming choice was a variation on "any made-for-TV movie starring Tori Spelling" or any other star from an Aaron Spelling soap opera.

Singled out just as often as "anything with Tori Spelling" was the NBC drama "Mother, May I Sleep With Danger," starring, you guessed it, Ms. Spelling.

NBC was also blamed for the crop of films that poll respondents abhorred.

According to Mr. Roush, NBC was guilty of "exploiting the Spelling babes in a variety of crisis movies."#

## Best flacks

For this survey, ELECTRONIC MEDIA asked critics to rank the quality of press relations and publicity departments at the major networks.

Among broadcast outlets, NBC was ranked first, followed by Fox in second place, ABC third and CBS fourth.

"NBC is tops—helpful, timely, inventive," one critic noted, while another said, "Fox is in general incredibly helpful and fast in getting info."

ABC was criticized for being less accessible, and memories of past CBS press relations executives still resonate among critics.

All four networks had their fans and detractors, but many noted that CBS has recently made great strides in improving its relationship with TV reporters.

Among cable networks, critics said HBO has the best press and publicity department with Turner Broadcasting System's collective of cable outlets placing second. On the other end, the poll respondents gave poor marks to The Family Channel, followed by Showtime and USA Network.#



"Larry Sanders" won best cable series and placed seventh overall in EM's Critics Poll.

## 'Frasier,' 'Sanders' please critics again

(Continued from page 3)

HBO's "The Larry Sanders Show," seventh place overall, was named best cable series, a title the show has continually held since its 1992 debut.

And HBO's original movie "If These Walls Could Talk" and PBS's latest Ken Burns miniseries "The West" were tied for best movie/miniseries/special.

"Frasier," a spin-off from "Cheers" designed to showcase that series' supporting character Frasier Crane (played by Mr. Grammer), has turned into a bona fide hit ensemble comedy that, over the years, has rivaled its parent show in critical acclaim.

## Perfect'

"All of the elements you look for [in a TV series] are there in abundance," San Francisco Chronicle writer John Carman said. "It's a relatively sophisticated comedy, once in a while with slapstick elements. The casting is perfect."

"The characters are close enough to humanity that you can make a connection with them," Mr. Carman said.

The show's team toils to keep the show as fresh as possible, even in season four, Mr. Casey said.

"We write a very intelligent show and never write down to the audience," he said. "The core of the writing staff has been together for over three seasons. I think that has had a great deal to do with consistency of scripts."

"Frasier" continues to hold its own against tough competition from ABC's "Home Improvement." According to Nielsen Media Research, "Frasier" has averaged a 12.2 rating (percentage of TV households) and 18 share (percentage of sets in use) so far this season, placing it at a tie for 15th place among all programs.

Although it's entering season five, "The Larry Sanders Show" still scores big among TV critics and continues to beat any other cable competition by a wide margin.

"It's so dead-on every week, seemingly so true to the nature of television talk," Dallas Morning News writer Ed Bark said of "Larry Sanders," which recently swept every category it was nominated for at this year's CableACE Awards.

Mr. Bark notes that HBO's more liberal stance on profanity helps make "Larry Sanders" more realistic.

"I think it's helped immensely by the fact that it's on pay cable," Mr. Bark said. "I think a show like that would have a difficult time working on conventional TV, not that they would ever find a place for it."

## Out with the new!

Meanwhile, the nation's TV critics are not pleased with this year's crop of new series—and it shows.

Only four new programs received more than three votes, and the top two are already in trouble: CBS's "EZ Streets," which managed to place sixth overall and first among new shows, has already been taken off the air, while ABC's "Relativity," placing a distant second among new shows, has performed poorly on Saturday nights.

Just like last year's love affair with "Murder One" (and "My So Called Life" the year before), this year critics are rallying to save "EZ Streets," an hour-long drama starring Ken Olin.

Of course, "Murder One" lasted a full season and was renewed this year, while CBS pulled "EZ Streets" after just two episodes.

"I'm despondent," Newsday writer Diane Werts said. "It's just disheartening. Everybody wrote tons about it, but it didn't even get a tune-in. CBS didn't have a safe place to put it. It makes me wonder if anything of quality can last there."

"I can't blame them [CBS]. It did really bad numbers," she said. "Something like that ['EZ Streets'] is really delicate, it needs a safe harbor to launch it. With CBS, where do you launch it? It's not compatible with 'Touched By An Angel.'"

Ms. Werts said "EZ Streets" reminded her of "Homicide."

"It was breathtaking in everything it tried to do," she said. "I felt like it tried to cover so much territory, but not in a heavy-handed way, about the political connections in our current world: cops, crooks. It all sort of tied together in an ethically challenged web."

"I wanted to know where those people were going to go."#

## How they voted

## TOP SHOWS ON TELEVISION\*

1. Frasier (244) NBC
2. NYPD Blue (226) ABC
3. Homicide (197) NBC
4. Seinfeld (180) NBC
5. X-Files (150) FOX
6. EZ Streets (123) CBS
7. Larry Sanders (120) HBO
8. Law and Order (116) NBC
9. ER (113) NBC
10. Simpsons (97) FOX

## WORST SHOWS

1. Lush Life (16)
- (tie) Public Morals (16)
3. Sparks (11)
4. Homeboys in Outer Space (10)
5. Mr. Rhodes (8)

## BEST CABLE SHOW

1. Larry Sanders

## BEST NEW SHOW

1. EZ Streets (20)
2. Relativity (13)
3. Spin City (12)

## BEST MOVIE/MINISERIES/SPECIAL

1. If These Walls Could Talk (HBO)
- (tie) The West (PBS)
3. Moll Flanders (PBS)
4. Vote for Me (PBS)

## WORST MINISERIES/MOVIE/SPECIAL

1. Mother, May I Sleep with Danger? (10)
2. London Suite (4)

## RANKING THE PRESS AND PUBLICITY DEPARTMENTS

1. NBC
2. FOX
3. ABC
4. CBS

## CABLE PRESS AND PUBLICITY

- Best:
1. HBO
  2. Turner
- Worst:
1. Family Channel
  2. Showtime
  - (tie) USA Network

## BEST CRITICS

1. Howard Rosenberg (L.A. Times) (16)
2. Ed Bark (Dallas Morning News) (11)
3. Tom Shales (Washington Post) (9)

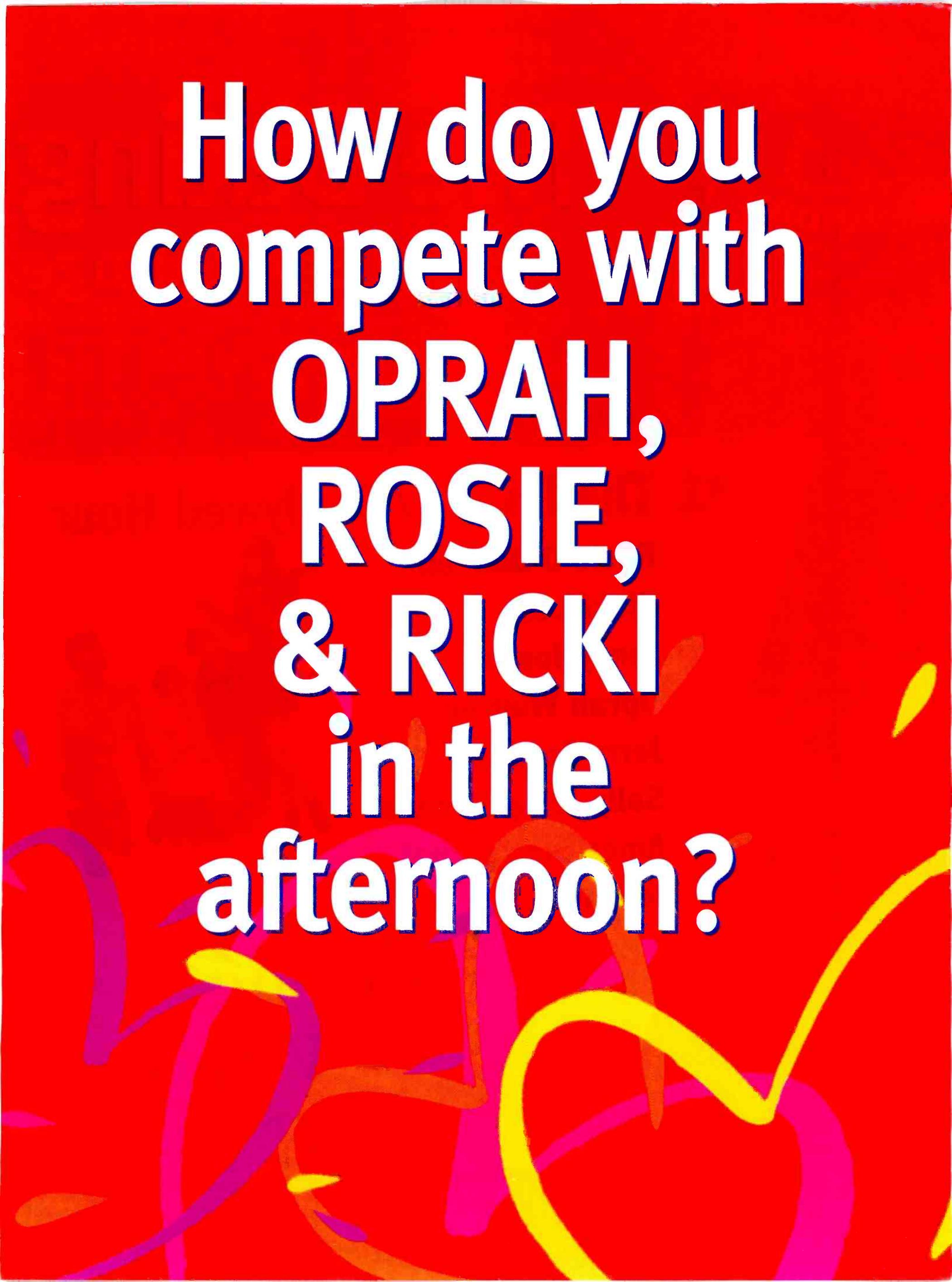
\*Votes were tabulated with 10 points awarded for each first place vote, down to 1 point for a show ranked tenth on each critic's survey.

## Participants

Here's a list of critics who participated in the ELECTRONIC MEDIA survey:

Ed Bark, Dallas Morning News; Aron Barnhart, Chicago-based free-lancer; Erik Bergman, TV Host, April Bernard, Seventeen; Robert Bianco, Pittsburgh Post-Gazette; Bill Brioux, TV Guide Canada; Joel Brown, The (Chicago) Daily Southtown; Ruth Butler, Grand Rapids (Mich.) Press; Roberta Caploe, Bauer Publishing, New Jersey; John Carman, San Francisco Chronicle; John Carmody, Washington Post; L.P. Carrington Jr., TV Guide, Los Angeles; Karen Connor, TV Host, Pennsylvania; Robin Dougherty, Miami Herald; Glenn Esterly, TV Guide Canada; Tom Feran, Cleveland Plain Dealer; John Freeman, San Diego Union; Laura Fries, Satellite Orbit/Satellite Direct; Lon Grahnke, Chicago Sun-Times; Ellen Gray, Philadelphia Daily News; David Horowitz, Ann Arbor (Mich.) News; Julia Keller, Columbus (Ohio) Dispatch; Brian Lambert, St. Paul (Minn.) Pioneer Press; Sylvia Lawler, The (Allentown, Pa.) Morning Call; John Levesque, Seattle Post-Intelligencer; Keith Marder, (Los Angeles) Daily News; Ed Martin, Inside Media; Bruce Miller, Sioux City (Iowa) Journal; Joanne Ostrow, Denver Post; Mark Pattison, Catholic News Service, Washington; Gail Pennington, St. Louis Post-Dispatch; Matt Roush, USA Today; Dusty Saunders, (Denver) Rocky Mountain News; Pete Schulberg, The (Portland) Oregonian; Tom Shales, Washington Post; Bob Sokolsky, (Riverside, Calif.) Press-Enterprise; Jonathan Storm, Philadelphia Inquirer; Dave Walker, The (Phoenix) Arizona Republic; David Waistad, News & Views, Los Angeles; Joanne Weintraub, Milwaukee Journal Sentinel; Diane Werts, Newsday; and Susie Wetmore, TV Guide, Los Angeles.

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in the  
afternoon?



**#1**  
**Women**  
**18-34!**

# The Dating

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**Jenny Jones**

**Oprah Winfrey**

**Jerry Springer**

**Sally Jessy Raphael**

**American Journal**

**Jeopardy**



*the Dating*  
**Newlywed**  
**Hour**

# Newlywed Hour!

**Powerhouse!**

**#1  
Women  
18-49!**

**3pm-6pm**

STATION	TIME PERIOD	WOMEN 18-34	WOMEN 18-49
<b>WITI</b>	<b>3:00 pm</b>	<b>5.6</b>	<b>3.7</b>
<b>WITI</b>	<b>4:00 pm</b>	<b>3.9</b>	<b>3.5</b>
<b>WVTV</b>	<b>5:00 pm</b>	<b>3.3</b>	<b>2.5</b>
<b>WISN</b>	<b>3:00 pm</b>	<b>2.9</b>	<b>2.4</b>
<b>WISN</b>	<b>4:00 pm</b>	<b>2.8</b>	<b>3.7</b>
<b>WDJT</b>	<b>4:00 pm</b>	<b>2.0</b>	<b>1.5</b>
<b>WDJT</b>	<b>3:00 pm</b>	<b>1.8</b>	<b>1.4</b>
<b>WTMJ</b>	<b>3:00 pm</b>	<b>1.1</b>	<b>1.4</b>
<b>WTMJ</b>	<b>3:30 pm</b>	<b>1.1</b>	<b>1.8</b>



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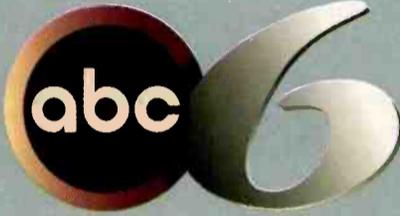
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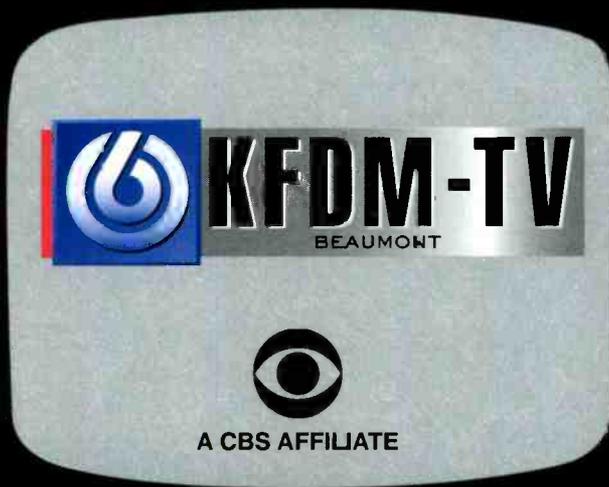
  
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## USA NETWORKS' KAY KOPLOVITZ

## Cable channel had genesis in master's thesis

(Continued from Page 1)

by satellite technology, and I saw immediately the power it could have for the communications business. That's one of the things that I am proudest of when I look at where we are in the evolution of television. We are a part of the pioneering effort that has vastly changed the landscape of television forever.

**EM:** But now that same satellite distribution system is threatening the industry. What does cable have to do to meet the threat?

**Ms. Koplovitz:** The Achilles' heel of the industry has been customer service, the perception that it is unreliable. The industry is trying to eradicate that bad image by a very aggressive campaign of on-time service.

Cable has to gain the trust of the customer that they will be properly serviced and that pricing will be competitive. Then cable is in an excellent position to retain and even grow its marketplace.

**EM:** What's your take on when digital delivery will reach the critical mass necessary to level the playing field for cable vs. satellite?

**Ms. Koplovitz:** I don't think there will be critical mass of digital boxes until after 2000. The production schedules, the cost of the boxes is still relatively high.

**EM:** You have talked about possibly starting new networks, but you've concluded that the environment isn't right. What has to change to make the timing right?

**Ms. Koplovitz:** The right environment will arrive when the industry has a little more capacity available. If must-carry is struck down, that will be a good environment. It's really not necessary in today's marketplace.

**EM:** USA has managed to be the top-rated cable network in prime time year after year, despite a broad appeal that runs counter to the belief that cable networks must focus narrowly to compete.

**Ms. Koplovitz:** We have always gone somewhat against the grain. People watch television first to be entertained. And we felt there was room to be competitive with what the broadcast networks were doing in the entertainment field.

We were first to buy the big off-network series, like "Murder She Wrote" and "Miami Vice," and the first to really compete with syndication for big theatrical movie packages.

We were the first to make a huge commitment to original movie production, and the first to commit to series in a big way. And we still are really the only really significant series producer in basic cable.

**EM:** What's the message of USA Studios, the new on-screen environment you embarked on last summer?

**Ms. Koplovitz:** It's part of the branding



Photo by Lyle Leduc

**Kay Koplovitz:** "This is probably the most exciting time in communications in the history of man. We must rise to the challenge if we want to succeed."

rollout we've undertaken. We don't feel we have gotten sufficient credit for the amount of original production we do.

**EM:** You plan to spend \$175 million on original programming next season?

**Ms. Koplovitz:** Yes, but that figure doesn't calculate the cost of "USA Live," one of our daytime initiatives. That number is primarily for prime time, and we have a lot of other initiatives besides prime time.

**EM:** USA and Sci-Fi are staking out territory overseas as well?

**Ms. Koplovitz:** Yes. We'll have two networks operating in Latin America in Spanish and Portuguese. We have Sci-Fi Europe which is also seen in southern African countries, and we want to ex-

pand that in both Europe and the Middle East.

We look to expand our distribution for both USA and Sci-Fi Channel into Asia in 1997. Sci-Fi is one of the strongest, thematic general channels one could offer. Science fiction is revered in virtually all societies.

**EM:** What are your concerns about the ongoing debate over program ratings, the v-chip?

**Ms. Koplovitz:** My guess is we'll look back at it in a few years, and just think it was always there. We in the industry take it up with reservation and some trepidation because we really don't want to do anything that implies censorship.

What we are willing to do is to provide information for parents in particularly to make judgments about programming that is appropriate for their children.

If we are successful, we will be able to inform people more clearly about what programming is about. The vast array of choices makes it desirable to have some description for programming.

When there were three networks, you could pretty much know what a given program was about. With 100 networks it gets much more difficult, so there is some fundamental consumer reason to want to know a little more about pro-

gramming.

**EM:** There are very few women, and even fewer minorities, at high levels in the cable industry. Why has the industry been so slow to embrace diversity?

**Ms. Koplovitz:** I think it has something to do with assimilation into society. Every industry carries with it practices that have us hire people like us. We all probably feel the most comfortable with other people like us, and it's hard to break that cycle.

**EM:** What impact has the legal fight between Seagrams and Viacom had on internal operations?

**Ms. Koplovitz:** Very little. I would give both parent companies, MCA and Paramount/Viacom, high marks for keeping this in the courts and out of the day-to-day operation. We have continued to green-light new programs, we have a full slate coming out in January, continued our overseas expansion, continued our push to identify new programs or networks that we could introduce, and none of it has been slowed or stopped by the dispute between the owners.

**EM:** With USA in just about every cable household now, where will you find new eyeballs in the future?

**Ms. Koplovitz:** I believe we will be in 80 percent of U.S. households by the year 2000. We're in 72 percent now. We'll add some by DBS, by telephone, by MMDS and competitive distribution systems as they become more prevalent, but cable will remain the primary delivery mechanism. Our goal is to reach every household in America.

The vibrancy of cable is such that we may not reach 100 percent of the homes in America, but I think we'll see the day when we reach 90 percent, through multiple distribution, whether it's cable or satellite or MMDS.

**EM:** You've been running this show for nearly 20 years. What are you going to do the next 20?

**Ms. Koplovitz:** Oh, there is so much! Make this a bigger and more vibrant company.

This is probably the most exciting time in communications in the history of man. We must rise to the challenge if we want to succeed, and I find it quite seductive, frightening and intimidating, yes, but ultimately alluring because I think you must want to play in it, and you must figure out what is best for your company and your products in this evolving environment.

**EM:** You've been quoted as saying you're not always right, but you're never in doubt.

**Ms. Koplovitz:** Well, I did say that about myself [laughs]. I am opinionated, and I am not that doubtful once I make up my mind. I would rather determine my fate rather than have someone else determine it for me. That's one reason I love the Sci-Fi channel so much, because it is an environment of complete and unabridged creativity.

There is no boundary you have to stay within in that realm, because anything you can imagine, you can create, and it can be believable. It is the ultimate environment for creativity, and that has always seduced me, going into new areas is very attractive to me. Setting the rules of the game is much more fun than playing by somebody else's rules.#

## Koplovitz's cable career

A Milwaukee native, Kay Koplovitz graduated Phi Beta Kappa from the University of Wisconsin and holds a master's degree in communications from Michigan State.

Before founding USA Networks,

Ms. Koplovitz operated a public relations firm and served as a vice president of UA-Columbia Satellite Services.

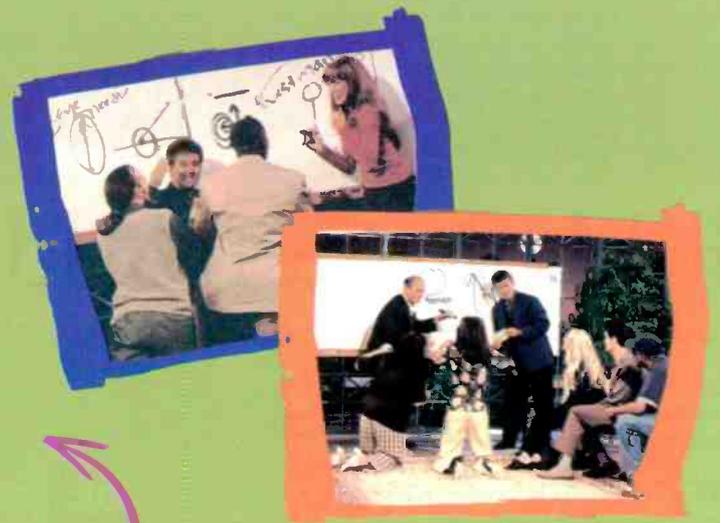
Ms. Koplovitz received the 1995 CableAce Governor's Award.#

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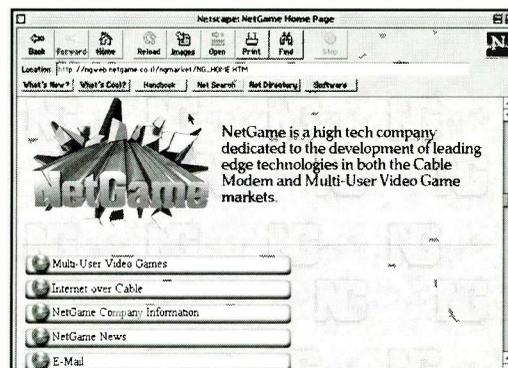
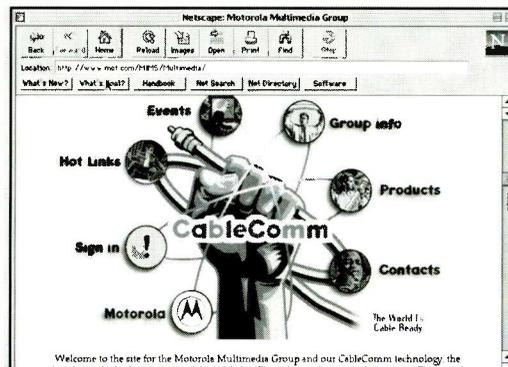
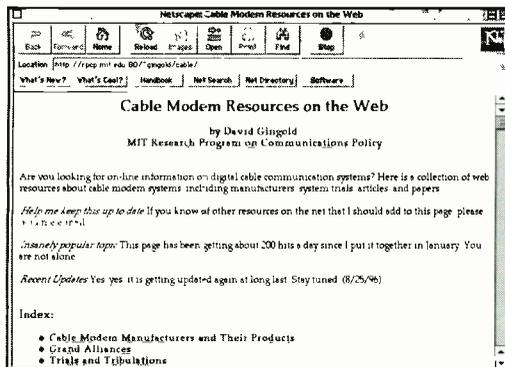
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David Gingold's "Cable Modem Resources" Web site looks simple, but offers numerous links to pages with in-depth cable modem information.

## NOTHING BUT NET

# Need to know something about modems? This site can tell you

"Cable Modem Resources on the Web" (<http://rpcp.mit.edu/gingold/cable/>) has no bells and whistles and very little original content, but forests of links. You could spend several hours or even days combing the Web looking for sites of cable modem manufacturers, reports of cable modem trials, URLs of cable companies, and technical papers about cable modem deployment.

But David Gingold of MIT's Research Program on Communications Policy has done all the work for you, grouping more than 200 sites and pages into logical classifications. Each of these listings is annotated with a brief description of what's there.

Do some pre-Western Cable Show surfing on this site and you'll come off as a modem genius when the talk turns technical. #

—Russell Shaw

## Introducing a new EM feature

**Editor's note:** On this week's New Media page, ELECTRONIC MEDIA debuts Nothing But Net, a regular feature spotlighting notable Web sites from TV industry players. Sites will be chosen by Russell Shaw, a veteran ELECTRONIC MEDIA free-lancer and author of two recent books about the Internet, who regularly reviews Web sites for Ziff-Davis Publications.

Our picks will not necessarily be the Web

sites with the coolest or most powerful graphics, but the ones that do their job best—promote a television station, plug a new television series, highlight a broadcast or cable network's offerings, or act as a time-saving and illuminating informational resource.

If you have suggestions about future sites you'd like us to spotlight, you may e-mail Mr. Shaw at [russellshaw@delphi.com](mailto:russellshaw@delphi.com). #

# Golden rule: Add a Web site; don't add staff

Local stations have taken to the Web like ducks to water. But we all know what added projects mean: more work. So just who is doing the work of planning and maintaining stations' Web sites?

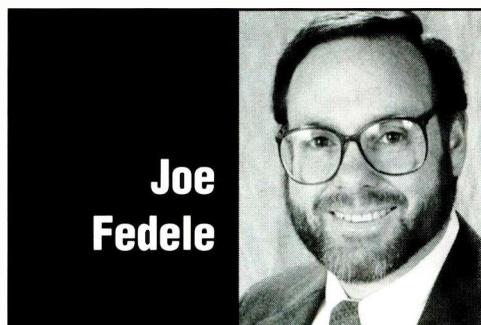
That's what I set out to find in a highly unscientific but very interesting survey.

Nearly 90 percent of the respondents said they used existing personnel as architects of their Web sites. Only 10 percent said that maintaining the site was their primary job function.

Those who maintain a station's Web site generally come from the news, art or creative services divisions.

That falls right in line with what I expected as those departments look to round up and engage new viewership. Holding a surfer's attention is not always an easy task in this point n' click environment.

News, sales and marketing seem to



Joe Fedele

have the greatest influence on what appears on most television station Web sites. Again, this is in line with the primary objective of attracting new viewers, increasing sales and marketing better.

When stations were asked how many people contribute their time to the Web site in a week, the answer was an astonishingly low average of 3.6 people.

With the CNN Web staff in the hundreds, I expected a much higher number across the board. This demonstrates a set of extremes as some broadcasters throw huge resources at the Internet while others are much more reserved. Perhaps the medium is simply too new to make a clear judgment on its viability.

Finally, I wanted to know who takes care of the technical needs and how "connected" the rest of station personnel are via an intranet.

Not surprisingly, nearly 80 percent of the responding stations charge their engineering department with maintaining Web site-related hardware. Only 10 percent said that their information system departments were solely in charge.

That leads me to speculate that the Internet is perceived as a broadcast medium and not just an office computer attachment. This could have interesting implications in that stations tend to pour

more money into broadcast applications than information system-related projects.

But while stations tend to view the Internet as a broadcast medium, less than half maintain an intranet.

The relative lack of enthusiasm many TV stations have toward an intranet tends to support my theory that while the Internet becomes a major broadcast tool, intranet applications will be relegated to info systems as an extension of e-mail. #

Joe Fedele is managing director of network engineering for Telemundo Network, Miami.

If you have any questions or comments, you can reach Mr. Fedele in care of ELECTRONIC MEDIA, 740 N. Rush St., Chicago, Ill. 60611., or on the Internet at [jfedele@fedele.com](mailto:jfedele@fedele.com) or at his Web site at <http://www.fedele.com/website>

# Contemplating a job on Web? News sense counts

BY RUSSELL SHAW

SPECIAL TO ELECTRONIC MEDIA

Could you make the switch?

An increasing number of jobs are opening up on cable network and TV station Web sites, and those jobs are being filled by broadcast writers and producers.

Virtually all cable networks and some 304 U.S. television stations now have Internet sites, according to the Yahoo! Internet index.

In many cases, the people who staff these sites come from the broadcast side, where their training was in editing news to syncopate with onscreen, visual references.

The Web, however, is a more static medium, where, for the most part, bandwidth limitations force live news footage to be turned into photos on a Web page.

When 14-year CNN employee Charles Westbrook moved from producer in CNN's international news department to the senior producer's slot at CNN Online Web site last April, he had to substantially adjust his news editing skills.

"After I moved over, my television impulses were to get the anchor on the set and go live. But on the site, we put up a bulletin."

Mr. Westbrook admits that the procedure sounds similar to breaking in to a televised event with a live bulletin—but the dynamics of the two processes are fundamentally different.

"On our Web site, somebody has to take the information and then put it into HTML. That can happen quickly, but it's not the same process."

Still, a strong journalistic sense helps. "The person has to have the ability to tell a story using visual and audio elements," says Bertram Medley, Jr., who worked in TV production before becoming producer of NBC Interactive last year. "Once

a person is able to do that, they will be able to tell a story in either medium."

Mr. Medley, however, recognizes some distinctive differences between the two forms. "There are some things you have to relearn, such as how a single image or two images can be used to tell a story vs. having 30 seconds of video," he says. "A Web site is more print-based than broadcast-based."

Perhaps the starkest culture shock is not technical, but journalistic, says Greg Saunders, creative services director for KGO-TV, San Francisco. In the Web environment, says Saunders, who administers KGO's Web site, the emotive tone of some news dispatches is not easily transferable to pixels on a computer monitor.

"Sound bites will be less important, but maybe you can build a link from a story on your Web page to a resource of more information," he says.

Most people agree that a basic knowledge of software tools helps. Although most of the heavy Web page production work for MSNBC's site is handled at Microsoft headquarters, Mr. Medley, who is responsible for daily operation of the site, learned HTML coding.

"You should have an understanding of how links work, and how to put break commands in front of a word to create a table," says Christopher McCown, interactive media administrator for WCAU-TV, Philadelphia.

But given the choice, most Web site administrators say they would rather hire an HTML-challenged applicant than a journalistically inexperienced one.

"My main concern is content. Do they have that journalistic mindset? The other, more technical stuff can be taught," Mr. McCown says. #

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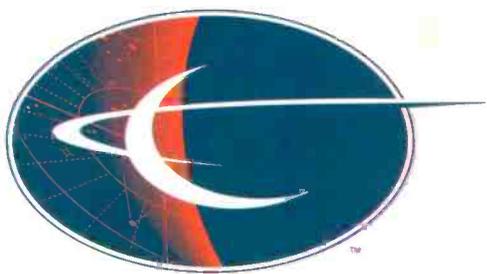
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## WHO IS NEWS

### Broadcast TV

**Jim du Bois** to president/CEO-elect of the Minnesota Broadcasters Association, from writer, Format magazine, Minneapolis-St. Paul. Mr. du Bois succeeds **Jim Wychor**, who will become director of government relations for the association.

**Rosalyn Weinman** to executive vice president, broadcast standards and content policy, NBC, New York, from senior vice president, broadcast standards and practices.

**Vince Manze**, senior vice president, advertising and promotion, NBC Entertainment, New York, has signed a new multi-year contract. Also at NBC Entertainment, **Lindy DeKoven** to executive vice president, miniseries and motion pictures for television, and longform programming, NBC Studios, New York, from senior vice president, miniseries and motion pictures for television, NBC Entertainment.

**Steve Gasque** named Washington bureau chief, Cox Broadcasting; from reporter/anchor, Cox-owned WSB-TV/Atlanta.

**Larry Hancock** to director, prime-time series programs, NBC Studios, New York, from director, creative services and marketing, MCA/Universal Pictures, New York.

**Gina Mazzarferri** to director, Renaissance transition, Tribune Broadcasting, Chicago, from corporate controller, Weigel Broadcasting. Tribune is in the process of acquiring Renaissance Communications.

**Bob Affe** to director, corporate programming, Weigel Broadcasting Co., Chicago, from program director, WTOG-TV, Tampa, Fla.

**Victoria Regan** to general manager, WDTN-TV, Dayton, Ohio, from vice president and general manager, Binghampton, N.Y.

**Niki Lamberg** to online development manager, WLVI-TV, Boston, from marketing director, CLTV News, Chicago.

**Linda Keller** to director of employee relations, WGN-TV, Chicago, from director of human resources, WGN radio, Chicago.

**Dennis Swanson** elected to the New York State Broadcasters Association. Mr. Swanson is president and general manager of WNBC-TV, New York.

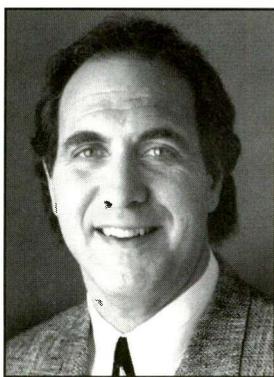
**Greg Schaefer** to director of sales, WCBS-TV, New York, from executive vice president, CBS Television Sales.

**Sam Fuller** to general sales manager, KTVD-TV, Denver, from general sales manager/national sales manager, KRRT-TV, San Antonio.

**Kimberly Buck** to marketing



**ROSALYN WEINMAN**  
NBC



**VINCE MANZE**  
NBC



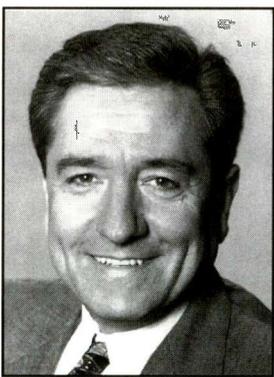
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WGN-TV



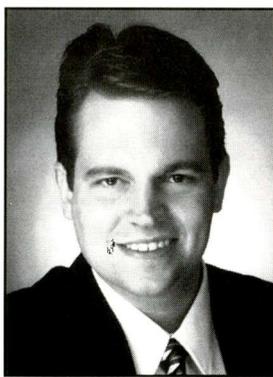
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**FRED MARTINO**  
WSJV-TV



**C. MALATESTA**  
Warner Bros.

consultant/advertising sales, KSWB-TV, San Diego, from account executive, Orange County Newschannel, Santa Ana, Calif.

**Bob Hall** to local sales manager, WJRT-TV, Flint, Mich., from account executive.

### Cable TV

**Susan Grant** to president, CNN Newsource Sales, Atlanta, from president, TPS, Atlanta.

**Dan Levinson** to senior vice president of marketing, Court TV, New York, from vice president of product development and marketing operations, HBO, New York.

**Tony Fox** to senior vice president, corporate communications, Comedy Central, New York, from vice president, corporate communications. Also at Comedy Central, **John Cucci** to senior vice president and controller, from vice president and controller.

**D. Bruce Sellers** to executive vice president, distribution and affiliate affairs, America's Health Network, Orlando, Fla., from senior vice president, distribution and affiliate affairs.

**Robert Levi** to executive vice president, worldwide program planning and acquisitions, Turner Entertainment Group, Atlanta, from executive vice president, program administration and acquisitions, Turner Entertainment Networks, Atlanta.

**Elena Gutierrez** to vice president, advertising sales, western region, fX Networks, Los Angeles, from director, advertising sales, western region. Also at fX, **Mark Romano** to director of affiliate sales and marketing, eastern region, New York, from director, affiliate sales and marketing, Univision/Galavision;

New York, **Charlene Weisler** to vice president, research, from director, national and local ad sales and marketing research; and **Anne Marie Begley** to director, affiliate sales and marketing, southeast region, Atlanta, from manager, affiliate sales and marketing.

**Marci Pool** to vice president of development, original programming, Turner Network Television, Los Angeles, from vice president of development, television and theatrical films, Warner Bros., Los Angeles. Also at Turner Network TV, **Michael Seldin** to vice president of development, original programming, from head of development and feature acquisitions, Morgan Creek Productions, Los Angeles.

**Jim Haile** to director of procurement, Primestar Partners, Bala Cynwyd, Penn., from purchasing manager, Nabisco, Philadelphia. Also at Primestar, **Chuck Sargent** to territory manager, eastern region, from Time Warner Satellite Services, Columbia, South Carolina.

**Jim Mills** to senior editor, Capitol Hill, Fox News Channel, Washington, from Capitol Hill producer, C-SPAN, Washington.

**Charles Murrell** to managing director, HBO Asia, Singapore, from vice president, TCI Cablevision of Texas.

**Cindi Lovins** to director, executive recruitment, E! Entertainment Television, Los Angeles, from human resources contractor, Buena Vista Home Video, Los Angeles.

**Chris Fletcher** to head of sales, ITEL, London, while continuing to head sales in Latin America, Spain, Portugal, Italy and Russia. Also, **Peter Pas** to vice president, sales and programming, from head of sales, Hamburg; and **Jane Millichip** to sales man-

ager, French-speaking territories, Africa and the United Kingdom, from editor, TV World.

### Distribution

**Steve Beabout** to senior vice president, legal and administration, Encore Media Corp., Englewood, Colo., from general counsel, Riverwood International Corp.

**Jean Goldberg** to vice president, media sales and research, Warner Bros. TV Distribution, Los Angeles, from director.

**Tasi Ponder** to manager, Web site development, MTM Entertainment, Studio City, Calif., from executive assistant.

### Journalism

**Jennifer Marnowski** to producer, "2 News This Morning," WBBM-TV, Chicago, from producer, WGN-TV, Chicago. And, **Darren Stagner** to producer/associate producer, "2 News This Morning," WBBM-TV, Chicago, from news producer, WLWT-TV, Cincinnati.

**Bill Sandefur** to assistant news director, KMOV-TV, St. Louis, from news director, WXII-TV, Winston-Salem, N.C.

**Steve Wilkerson** to general manager, WTOG-TV, Tampa, Fla., from local sales manager, WBFS-TV, Miami.

**Charlene Shirk** to co-anchor, "Good Morning Jacksonville Saturday," WTLV-TV, Jacksonville, Fla., from general assignment reporter, KOTV, Tulsa, Okla.

**Bruce Gordon** to general assignment reporter, WTXF-TV, Philadelphia, from general assignment, "Inquirer News Tonight."

**Matt Sczesny** to anchor/reporter, KMOV-TV, St. Louis, from weekday anchor/reporter, WPTV, West Palm Beach, Fla. Also at KMOV, **Anne Steffens** to reporter, from anchor/reporter, WSBT-TV, South Bend, Ind; and **Mary Cannon**, community affairs director, KMOV, was elected president of the National Broadcast Association for community affairs.

**Daniel Rosenheim** to news director, KRON-TV, San Francisco, from managing editor, San Francisco Chronicle.

**Martha Martinez** to news anchor, "Morning Show," KYNG-FM, Dallas, from reporter and weekend anchor and reporter for sister station KEWS-FM, Dallas.

**Steve Bartelstein**, **Steve Berthiaume**, **Justin Farmer**, **Eric Goodman** and **Chris Rose** to anchor, CNN/SI, Atlanta. Mr. Bartelstein, from sports director and anchor, KGW-TV, Portland, Ore.; Mr. Berthiaume, from host, producer, writer and editor, WTIC-TV, Hartford, Conn.; Mr. Farmer, from sports anchor and reporter, WPTV, West Palm Beach, Fla.; Mr. Goodman, from sports anchor and reporter, WKBW-TV, Buffalo, N.Y.; and Mr. Rose, from sports anchor and reporter, KRNVT-TV, Reno, Nev.

**Fred Martino** to weeknight anchor, WSJV-TV, South Bend/Elkhart, Ind., from anchor/reporter.

### New Media

**Craig Diamond** to director, marketing, Paramount Digital Entertainment, Hollywood, from manager, national promotions, Paramount Pictures National Promotions, Hollywood.

**Laurence Sheldon** to digital audio specialist, New Media Hollywood, Los Angeles, from freelance sound engineer, Four MC, Burbank, Calif.

### Production

**Catherine Malatesta** to senior vice president, Warner Bros. International Television Production, Burbank, Calif., from vice president.

**David Sit** to vice president, operations, MacNeil/Lehrer Productions, Arlington, Va., from managing director, WNYC-TV, New York.

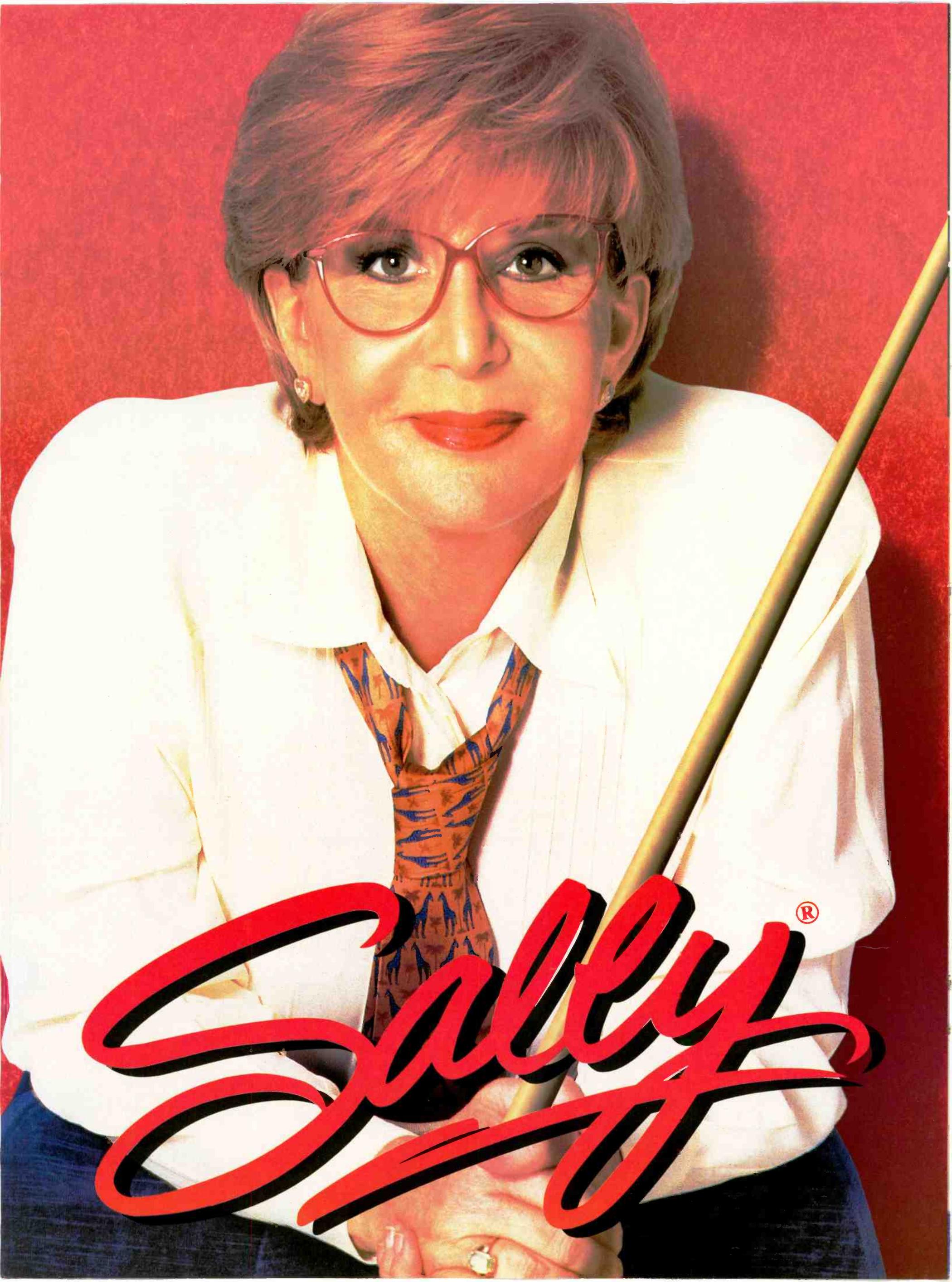
### Radio

**Jeff Gonzer** to program director, Adult Rock & Roll format, Westwood One Radio Networks, Valencia, Calif., in addition to on-air morning personality for Adult Rock & Roll format.#

To have your personnel announcement considered for Who Is News, please mail, fax or e-mail information to Sara Teasdale, ELECTRONIC MEDIA, 740 N. Rush St., Chicago, Ill. 60611. The fax is 312-649-5465. The e-mail address is steasdal@craim.com.

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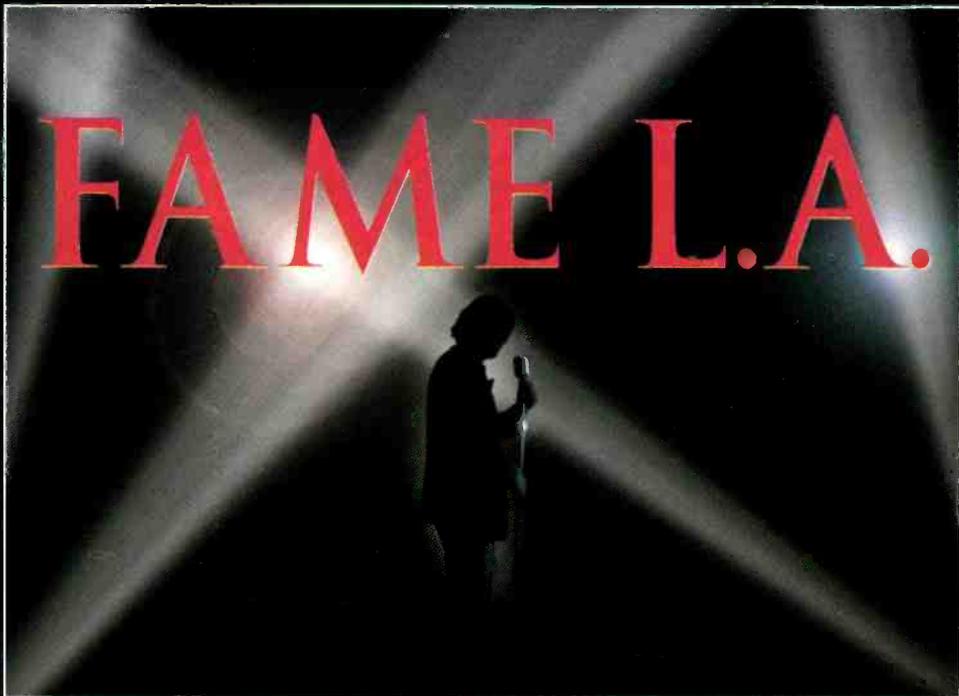
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\*Source:SNAP/NSI: Feb. '95, May '95, Jul. '95, Nov. '95, Feb. '96, May '96, Jul. '96, NSI/WRAP Metered Market Overnights 11/2 - 11/29/95, 10/31 - 11/20/96. Single Topic Talk.

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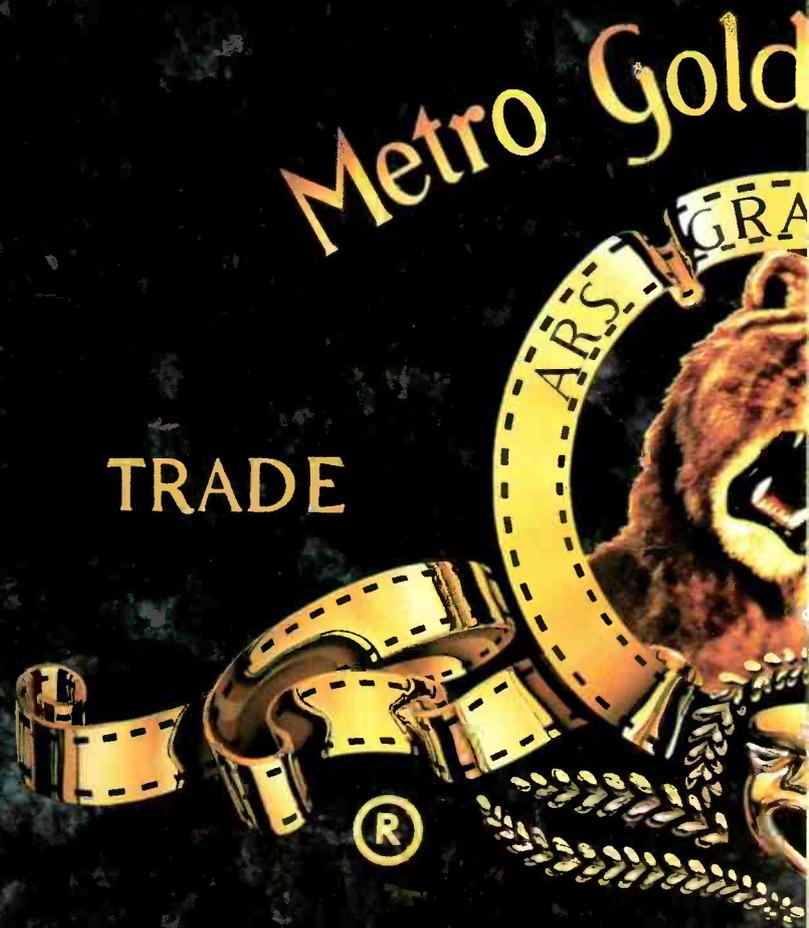
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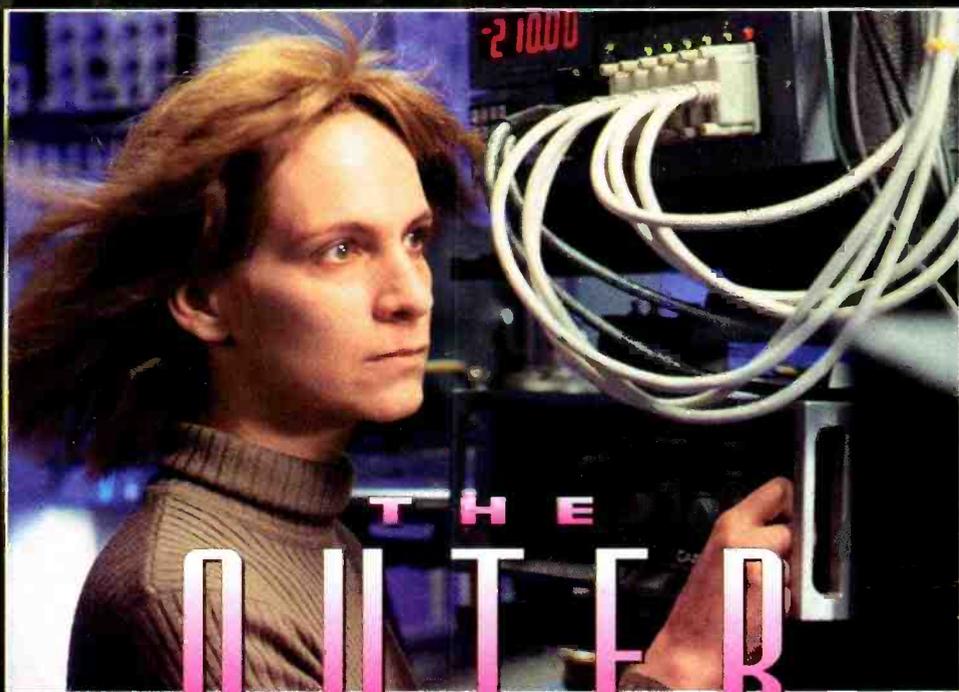
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YOU'D HAVE TO WEAR A BADGE



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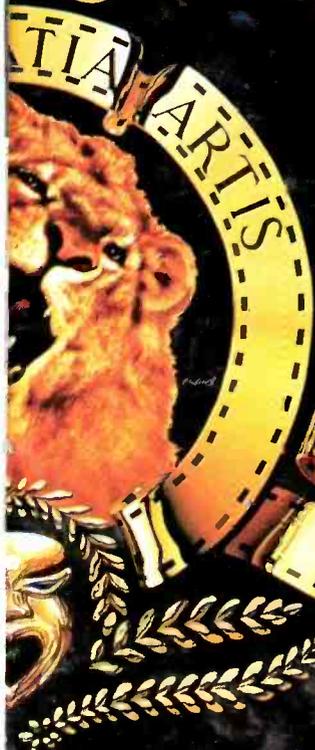
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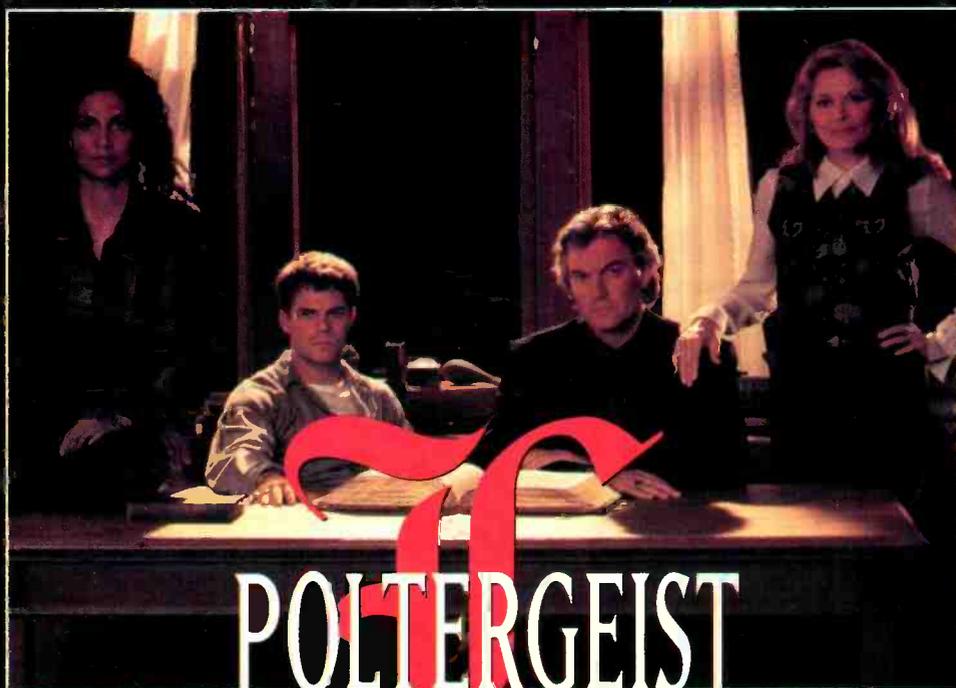
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# TV version of morning zoo playing in Peoria

(Continued from Page 6)

cuts in with national news segments.

Terry Towery, TV and radio critic for the Peoria Journal Star, said the new show has attracted considerable attention in Peoria and that he had received some phone calls and e-mail about it himself.

Viewer reaction was split over "The Morning Mix," said Mr. Towery, who added that the show had improved since its debut.

"It sort of stunned people at first," he said. "You expect some borderline, sophomoric raunch from radio that you don't see in television."

Nielsen Media Research ratings for the show, which premiered Oct. 21, will not be available until later this month.

Mr. Lamb guessed the rating would come in somewhere between a 3 and an 8, which would be an improvement over the station's typical second place finish in the time period in the market with a 2 rating. NBC affiliate WEEK-TV is the typical leader, with a 5.

Advertisers don't appear to be waiting for the November ratings book to be released. Although some advertisers have pulled live spots, the price per spot on the show is up 50 percent and the show has been 95 percent sold out, said Mr. Lamb.

"The Morning Mix" can be a shock to the sys-

tem for viewers accustomed to morning TV rather than morning radio. A recent gag involved something called "the three-eyed turtle," a supposed and mysterious sexual position.

Viewers who called in were told the turtle didn't exist but were asked to play along and tell viewers how great it was, Mr. Lamb said.

The station got hundreds of calls seeking information about the turtle. A number of querying calls went to the local Better Business Bureau.

Ultimately, the anchor/disc jockeys promised viewers and listeners that they would come clean, but while the explanation was being read, a live report about a cat in a tree broke in, prompting another round of phone calls.

The show is a big change for Ms. Nuzzo, who'd only done straight news before and still anchors the noon news.

"They [viewers] still see me as a news person. I can be a part of it without being besmirched by it."

On camera, Ms. Nuzzo takes the morning show's hijinks in stride, rolling her eyes when talk turns to the three-eyed turtle.

Her gripe with that bit was not that it was sexual, she said, but that it was a joke.

"I don't want people to start doubting my credibility," she said. #

## It's retro, it's for adults, it's moviehouse 'toons

(Continued from Page 6)

The weekend movie/cartoon combo was a staple of American movie houses until the 1960s, when animated product virtually disappeared from the big screen and found a new home on television.

And The Cartoon Network now holds a good chunk of the genre's memorable moments in its vast library.

The move could yield double dividends. Although its programming is designed for kids, adults make up nearly a third of the network's audience. The Saturday specials will weave original "World Premiere

Toons" with the classic features many parents grew up watching.

The appeal to adults was one reason cited by TCI, the nation's largest cable operator, in its decision to accelerate a systemwide rollout of The Cartoon Network. About 4 million of the network's 31 million subscribers reside in areas served by TCI cable systems.

### The price is right

Children will pay \$1.50 for the Saturday specials, while parents get in free.

"It's a nice value-oriented way to get out and have some fun and spend quality time together as a

family," Mr. McAnsh said.

And a nice way to make some money for the network, which has secured Kraft Foods as the exclusive national sponsor for the program.

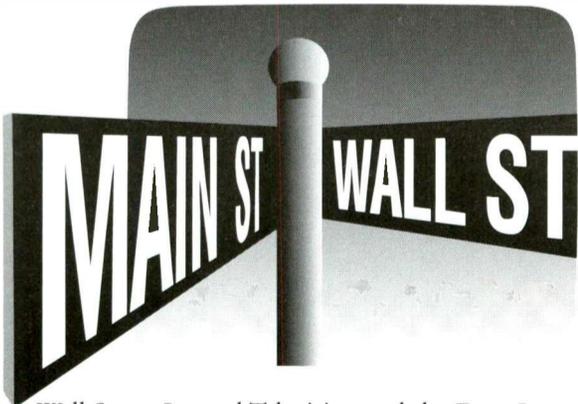
"It provides us with a perfect occasion to demonstrate the commitment... to quality family entertainment," said Dick Helstein, Kraft vice president of advertising.

Kraft will receive 30-second promotional spots for products such as Kool-Aid and Jell-O.

General Cinema will support the campaign with print and direct-mail ads, and in-theater signage.

The theater chain will offer an annual pass for \$7. #

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## BRIEFLY NOTED

### CBS and Shapiro split

CBS News last week said it and former O.J. Simpson attorney Robert Shapiro agreed to end their arrangement that called for Mr. Shapiro to do analysis of the Simpson civil trial. "Mr. Shapiro was increasingly uncomfortable trying to bridge the gap between his former role and his new one," CBS News said.

### Malone takes TCI chairman title

John Malone was named chairman of TCI, replacing Bob Magness, TCI's founder, who died last month. Mr. Malone continues as president and CEO of TCI.

### DBS clock ticking for cable, says report

Cable operators have less than three years in which to distinguish their service from that of direct broadcast satellite, a recent report from Moody's Investors Service states. Beyond two or three years, DBS will likely establish a healthy subscriber base and will be cost-competitive with cable as DBS hardware costs decrease.

### Bob Jacobs exiting King World

As expected, King World Productions announced last week that Bob Jacobs, president of domestic sales, has left the company effective last Wednesday. King World Chairman Roger King called the split amicable. A replacement will be named at a later date.

### Renewals, add-ons for 'Real TV'

Paramount Domestic Television's "Real TV" was renewed through the 1997-1998 season on seven New World stations and the show will move to New World's WJW-TV, Cleveland, in the fall of 1997 and to WDAF-TV, Kansas City, in January 1997. The strip is averaging a 2.6 Nielsen household rating. Securing "Real TV" renewals and upgrades has become a top priority at Paramount, syndication sources said, as the company so far has no new product for 1997.

### NBC to slot midseason debuts on Thursdays

NBC plans to pull one or more of its Thursday sitcoms temporarily in January and March to try out midseason shows, possibly including the Tea Leoni show "The Naked Truth."

### NBC, Fox spar over disaster shows

NBC and Fox stepped up the war of words last week regarding the proliferation of reality-based disaster shows. NBC West Coast President Don Ohlmeyer blasted Fox for airing specials such as "When Animals Attack II," while defending a "Dateline NBC" segment on animals attacking humans. "In the context of doing 145 telecasts a year, 'Dateline' doing a story is not the same as playing 'When Animals Attack' twice," Mr. Ohlmeyer said. He added that "Dateline's" story was about survival, while Fox's shows contained "grotesque" footage. Fox defended the specials, noting that the genre was not exclusive to Fox and is not new to TV.

### U.K.'s Carlton buys Westcountry

The United Kingdom's leading regional ITV franchise holder, Carlton Communications, last month acquired Westcountry Television, another franchise holder, for 85 million pounds (U.S. \$142 million). The deal, which extends Carlton's share of ITV ad revenue to 34 percent, was sparked by the relaxation of ownership rules last month.

### CNBC to add 'Conan O'Brien'

CNBC will launch "Late Night With Conan O'Brien" on Dec. 2 at 10 p.m. (ET). Episodes won't be shown on CNBC until 30 days after they've appeared on NBC.

### Program Exchange selling 'Tex Avery'

The Program Exchange said it will distribute DIC Entertainment's "The Wacky World of Tex Avery," a strip being launched in fall 1997. DIC plans to produce 65 episodes.

### WNBC-TV revamps daytime lineup

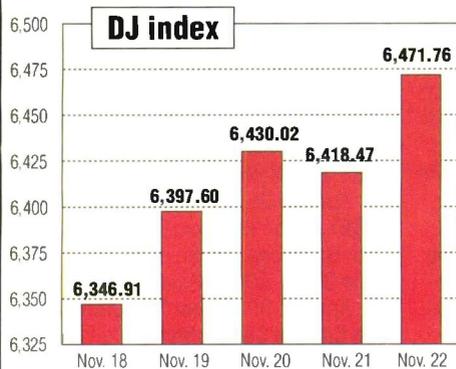
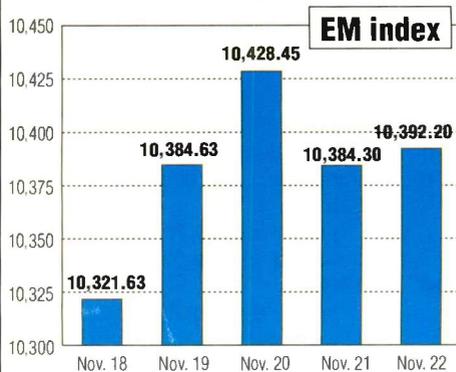
WNBC-TV, New York, will re-arrange its daytime schedule to air the new soap "Sunset Beach" at noon when it launches on Jan. 6. The station will move its noon newscast to 11:30 a.m. and is shifting "Court TV: Inside America's Courts" to 11 a.m.

### 'Winnie the Pooh' back on Saturdays

ABC has brought back "The New Adventures of Winnie the Pooh" to its Saturday morning lineup. The series will air at noon (ET), replacing "Flash Forward," which has been canceled.

### 'College Bowl' special clears 87%

GGP has cleared its "College Bowl Preview" one-time special on 170 stations representing 87 percent of the country for a broadcast window from Dec. 20 to Jan. 1. #

**ELECTRONIC MEDIA stock index  
for the week ended Nov. 22**

**Winners**

	Nov. 22	Change from Nov. 15
Unapix Entertainment	\$3.94	+12.50%
IFE	\$158.50	+9.31%
Zenith	\$13.38	+7.00%
Cablevision	\$29.13	+6.39%
Seagrams	\$40.25	+5.57%
A.H. Belo	\$37.88	+4.84%
SBC Communications	\$51.50	+4.83%
Media General	\$31.25	+4.60%
Pacific Telesis	\$36.00	+4.16%
Disney	\$19.75	+3.95%
Times-Mirror	\$51.88	+3.75%
Spelling Entertainment	\$7.50	+3.45%
Silver King	\$24.75	+3.13%
New World Communications	\$25.13	+2.55%
Sony	\$64.63	+2.38%
Comcast (cl. A)	\$16.88	+2.27%
Ametech	\$56.63	+2.26%
BellSouth	\$40.75	+2.19%
NYNEX	\$46.00	+1.94%
IBM	\$11.50	+1.10%
Tribune	\$88.25	+1.00%
BET	\$27.75	+0.91%
US West	\$31.13	+0.81%
News Corp.	\$21.63	+0.58%
Washington Post (cl. B)	\$348.88	+0.50%
Scripps	\$34.00	+0.37%
Matsushita	\$40.75	+0.31%

**Losers**

	Nov. 22	Change from Nov. 15
Gannett	\$72.13	-0.17%
GE	\$22.00	-0.56%
Westinghouse	\$18.50	-0.67%
HSN	\$14.00	-0.88%
TCI (cl. A)	\$13.50	-0.92%
All American Communications	\$11.88	-1.04%
Harte Hanks	\$11.50	-1.08%
Gaylord Entertainment	\$77.00	-1.44%
Jones Intercable	\$16.50	-1.49%
Chris-Craft	\$40.63	-1.52%
NTN Communications	\$3.69	-1.67%
McGraw Hill	\$45.63	-1.88%
Viacom (cl. B)	\$37.75	-2.27%
Graff PPV	\$101.00	-3.12%
Meredith Corp.	\$51.38	-3.29%
Starsight	\$7.13	-3.39%
Century Communications	\$6.94	-4.31%
Heritage Media	\$24.88	-4.33%
Adelphia Communications	\$6.31	-4.72%
Clear Channel Communications	\$71.00	-5.65%
King World	\$10.38	-6.74%
Sinclair Broadcasting	\$26.25	-12.13%
Granite Broadcasting	\$1.63	-13.33%

**Unchanged**

	Nov. 22
Knight-Ridder	\$37.50
Playboy	\$11.88
Renaissance Communications	\$35.13
Scientific Atlanta	\$15.13
Time Warner	\$40.88

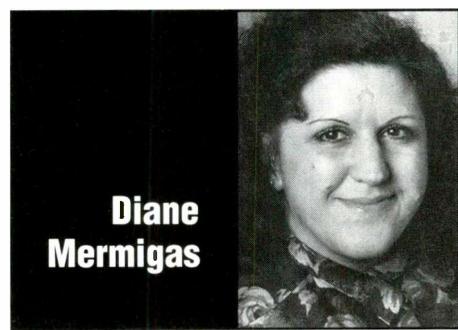
Note: Closing figures are price per share (s)-stock split  
Source: Nordby International

## Wall Street not sold on future of DBS industry

It's reality check time for the direct broadcast satellite industry.

Sobering reports from Wall Street analysts, coupled with revised DBS sales and subscriber projections, are casting some doubts on the potential of the industry, which has enjoyed meteoric growth in the past year.

Perhaps the most dramatic impact so far has been evident in the stock of U.S. Satellite Broadcasting, a DBS pioneer whose fortunes reflect the obstacles



**Diane Mermigas**

confronting domestic satellite services. Together with DirecTV, with which it shares a satellite and related services,

the companies dominate the domestic DBS market.

As projected sales of DBS equipment and subscribers have been lowered, USSB stock has slid from a high of \$38.50 just after it went public in February to a recent \$10.75 a share.

However, some industry experts question whether the more modest growth rates the DBS industry appears to be settling into are, in fact, more realistic than initial expectations.

"This is a painful correction and overreaction," Philip Sirlin, analyst at Schroder Wertheim & Co. says.

"This is really all about what were unrealistic expectations to begin with floated by people with an interest in hyping DBS," Mr. Sirlin said.

DirecTV, which now expects to have 2.3 million DBS subscribers instead of 2.7 million by year's end, had initially targeted 3 million subscribers. "Maybe the revised figure more accurately reflects the real growth," Mr. Sirlin said.

However, he said, "USSB's business concept and execution remain solid."

USSB, which has more than 1 million subscribers, is targeting 1.6 million by the end of its fiscal year next June.

USSB and DirecTV share an estimated 2.14 million DBS subscribers compared with 1.57 million subscribers claimed by Primestar; 263,647 by EchoStar; and 13,219 for AlphaStar.

Many experts expect DBS to eventually grow to 15 percent of nearly 100 million U.S. TV households compared with its current 4 percent market share.

Nonetheless, Laura Martin, an analyst for CS First Boston, recently lowered her rating on the company to "hold" from a "strong buy."

Ms. Martin points to "dramatically slowing growth in demand for satellite dishes" and DirecTV's lowering its own household estimates in the past three months by 700,000 households, or 35 percent of its installed base.

"USSB management's inability to control its own destiny increasingly concerns us," Ms. Martin said.

Stanley Hubbard Sr., founding chairman of USSB, who also has a controlling interest in Hubbard Broadcasting, disagrees.

"Everything is on track," he said. "We think we can break into the black by the end of our fiscal year in June 1997. The stock market will follow our earnings."

USSB revenues have grown to \$192 million for the fiscal year ended June 30, 1996, from almost nothing a year earlier.

Mr. Sirlin estimates that by the year 2000, USSB should be able to attain 12 percent penetration of U.S. TV households and 41 percent of the domestic DBS market, posting \$45 million in earnings on \$763 million in revenues.

USSB's Achilles' heel is its reliance on third-party

(Continued on Page 53)

# CLOSED!

WNWO-TV, Toledo, Ohio from Toledo Television Investors, L.P., Ralph E. Becker, Chairman and Victor Kopko, Vice President to Malrite Communications Group, Inc., Milton Maltz, Chairman & CEO, Kevan A. Fight, Executive VP-Finance & CFO for \$39,500,000.

Brian E. Cobb  
Broker

BRIAN E. COBB  
CHARLES E. GIDDENS  
703-827-2727

RANDALL E. JEFFERY  
RANDALL E. JEFFERY, JR.  
407-295-2572

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## CALENDAR

### This Week

Tuesday-Wednesday, **Online Advertising '97**, presented by the Interactive Television Association, at the Crown Plaza Hotel, New York. Information: Melissa Lester, 212-780-6060.

Tuesday-Wednesday, **NIMA's 3rd Annual Pacific Rim Conference**, at the Grand Hyatt, Hong Kong. Information: John LeMark, 212-986-7080.

Thursday-Saturday, **MIP Asia International Program Market**, Hong Kong Convention Center, Hong Kong. Information: Barney Bernhard, 212-689-4220.

Thursday, **Directing Daytime Drama**, seminar co-sponsored by the Directors Guild of America, featuring Bruce Barry of "Guiding Light," David Pressman, "One Life to Live," and Maria Wagner, "As the World Turns," at the Museum of Television & Radio, New York. Information: Jane Leet, 212-621-6705.

Friday-Sunday, **Association for Education in Journalism & Mass Communication**, conference at the Hilton Hotel & Towers, Atlanta. Information: Fred Williams, 803-777-2005.

Sunday-Monday, **PROMAX Sales Promotion Conference**, at the Chicago Hilton & Towers, Chicago. Information: Linda Nichols, 213-465-3777.

### Next Week

Dec. 9-13, **The Fourth Annual Fall Internet World '96**, produced by Mecklermedia, at the Jacob Javits Convention Center, New York. Information: Beth Edwards, 203-341-2883.

Dec. 9-13, **PaineWebber's 24th Annual Media Conference**, featuring presentations by chairmen, CEOs and CFOs from more than 40 leading corporations in the media industry, at the McGraw-Hill Building, New York. Information: Christiana Woods, 212-713-2445.

Dec. 10, **CTAM New Revenue Roundtable**, "It's Time to Start Your Engines," at the Hyatt Regency Alicante, Anaheim, Calif. Information: M.C. Antil, 703-549-4200.

Dec. 11-13, **TeleCompetition '96**, second annual conference sponsored by Business Research Publications, at the Vista Hotel, Washington. Information: J.C. Ermis, 202-842-3022.

Dec. 11-13, **The Western Show**, sponsored by California Cable Television Association, at the Anaheim Convention Center, Anaheim, Calif. Information: Caryn Shriner, 301-206-5393.

Dec. 12, **Federal Communications Bar Association's 10th Annual FCC Chairman's Dinner**, at the Grand Hyatt Hotel, Washington. Information: Paula Friedman, 202-736-8640.

Dec. 12-13, **14th Annual Telecommunications Policy and Regulation Conference**, sponsored by the Federal Communications Bar Association and the Practicing Law Institute, Grand Hyatt Hotel, Washington. Information: Paula Friedman, 202-736-8640.

### Later in December

Dec. 18, **International Radio Television Society Foundation Christmas Benefit**, at the Waldorf-Astoria Hotel, New York. Information: Marilyn Ellis, 212-867-6650, ext. 306.

Dec. 19, **Electronic data interchange implementation workshop**, sponsored by the Cabletelevision Advertising Bureau, at Price Waterhouse, New York. Information: Elizabeth Carr, 212-258-8163.

## Major events

### MIP Asia

Hong Kong, Dec. 5 to 7. Info: Barney Bernhard, 212-689-4220.

### AEJMC

Atlanta, Dec. 6 to 8. Info: Fred Williams, 803-777-2005.

### Western Show

Anaheim, Calif., Dec. 11 to 13. Info: Caryn Shriner, 301-206-5393.

### ALTV

New Orleans, Jan. 12 to 13, 1997. Info: Angela Giroux, 202-887-1970.

### NATPE

New Orleans, Jan. 13 to 16, 1997. Info: Christine LeFort, 310-453-4440.

### SMPTA

New York, Feb. 6 to 9, 1997. Info: Shellie Amberson, 914-761-1100.

### Monte Carlo Market

Monte Carlo, Feb. 10 to 13, 1997. Info: Liliane or William Vitale, 201-869-4022.

### NCTA

New Orleans, March 16 to 19, 1997. Info: Bobbie Boyd, 202-775-3669.

### TVB

Las Vegas, April 7 to 8, 1997. Info: Robert Romano, 212-486-1111.

### NAB

Las Vegas, April 7 to 10, 1997. Info: Laura Cary, 202-429-5335.

### MIP-TV

Cannes, France, April 11 to 16, 1997. Info: Barney Bernhard, 212-689-4220.

### CAB

New York, April 13 to 15, 1997. Info: Nancy Lagos, 212-751-7770, ext. 329.

### BCFM/BCAA

San Francisco, May 21 to 23, 1997. Info: Mary Teister, 708-296-0200.

### January 1997

Jan. 8-11, **Caribbean Cable TV Association Conference**, at the Aruba Sonesta Resorts, Aruba. Information: Margaret Dean, 809-776-3320.

Jan. 9, **Radio Sales Seminar**, sponsored by the West Virginia Broadcasters Association, at the Days Inn Conference Center, Flatwoods, W.V. Information: Marilyn Fletcher, 304-744-2143.

Jan. 12-13, **Association of Local Television Stations annual convention**, Ernst Morial Convention Center, New Orleans. Information: Angela Giroux, 202-887-1970.

Jan. 13-16, **National Association of Television Program Executives 33rd annual program conference and exhibition**, Ernst Morial Convention Center, New Orleans. Information: Christine LeFort, 310-453-4440.

Jan. 15-16, **19th Annual International Sport Summit**, organized by E.J. Krause & Associates, at the Marriott Marquis, New York. Information: Jim Rice, 301-986-7800.

Jan. 16, **Salute to Super Bowl**, luncheon sponsored by the IRTS Foundation, at the Waldorf-Astoria Hotel, New York. Information: Marilyn Ellis, 212-867-5550, ext. 306.

Jan. 16, **The New York Festivals**

**1996 International TV Programming & Promotion Awards Show and International Non-Broadcast Awards Show**, to be held in conjunction with NATPE, at the Ernest Morial Convention Center, New Orleans. Information: Joan McLoughlin, 914-238-4481.

Jan. 16-18, **Building Winning Sales Teams**, CAB's 10th annual sales management program, at the Del Lago Conference Center, Houston. Information: Donna Peltier, 212-508-1235.

Jan. 19-21, **3rd Annual Strategic Business Meeting**, sponsored by the Interactive Services Association, at the Red Lion's La Posada Resort, Scottsdale, Ariz. Information: Patti McKnight, 301-495-4959.

Jan. 22-24, **Leadership Conference**, for national and chapter officers of Women in Cable & Telecommunications, at the Loews Coronado Bays Resort, San Diego. Information: Molly Coyle, 312-634-2353.

Jan. 26-27, **Winter Meeting**, sponsored by the West Virginia Broadcasters Association, at the Marriott Town Center, Charleston, W.V. Information: Marilyn Fletcher, 304-744-2143.

Jan. 27-29, **Technology Forecasting for the Telecom Industry**, presented by Technology Futures Inc., at the Renaissance Hotel, Austin, Texas. Information:

Carrie Vanston, 213-436-0314.

### February 1997

Feb. 4, **DBS Conference**, "The Five Burning Questions," sponsored by The Carmel Group, at The Westin Hotel, Los Angeles. Information: Francoise McAvinchey, 408-626-6222.

Feb. 4-5, **Arizona Cable Telecommunications Association 1997 Annual Meeting**, at the Doubletree Suites Hotel, Phoenix. Information: Susan Smit, 602-955-4122.

Feb. 6-9, **Society of Motion Picture & Television Engineers**, conference at the Crown Plaza, New York. Information: Shellie Amberson, 914-761-1100.

Feb. 7, **Network Entertainment Division Presidents**, luncheon sponsored by the IRTS Foundation, at the Waldorf-Astoria Hotel, New York. Information: Marilyn Ellis, 212-867-6650, ext. 306.

Feb. 10-13, **Monte Carlo Television Market**, international television showcase, Loews Hotel, Monte Carlo, Monaco. Information: Liliane or William Vitale, 201-869-4022.

Feb. 11, **Television Sales Seminar**, sponsored by the West Virginia Broadcasters Association, at the Marriott Town Center. Information: Marilyn Fletcher, 304-744-2143.

Feb. 19-21, **"Remember the BCCA"**, 32nd annual seminar sponsored by the Broadcast Cable Credit Association, at the Hyatt Regency, San Antonio. Information: Mary Teister, 847-296-0200.

Feb. 19-21, **Texas Show '97**, sponsored by Texas Cable and Telecommunications Association, at the San Antonio Convention Center, San Antonio. Information: W.D. Arnold, 512-474-2082.

Feb. 27-March 7, **American Film Market 1997**, at the Loews Santa Monica Beach Hotel, Santa Monica, Calif. Information: David Gibbs, 213-954-5858.

### March 1997

March 13, **Newsmaker Luncheon**, sponsored by the IRTS Foundation, at the Waldorf-Astoria Hotel, New York. Information: Marilyn Ellis, 212-867-6650, ext. 306.

March 13-19, **CeBIT '97: World Business Center Office, Information & Telecommunications**, sponsored by Hannover Fairs USA, at the Hannover Fairgrounds, Hannover, Germany. Information: Mette Fisker Petersen, 609-987-1202.

March 16-19, **National Cable Television Association's annual convention**, at the Ernst Morial Convention Center, New Orleans. Information: Bobbie Boyd, 202-775-3669.

March 24-26, **SPORTEL America**, presented by the SPORTEL Organisation, at the Doral Beach, The Ocean Resort, Miami Beach. Information: Liliane or William Vitale, 201-869-4022.

March 26, **Gold Medal Award Dinner In Honor of NBC President Bob Wright**, sponsored by the IRTS Foundation, at the Waldorf-Astoria Hotel, New York. Information: Marilyn Ellis, 212-867-6650, ext. 306.

### April 1997

April 4-7, **"Reinventing Electronic Media: Multimedia in the New Millennium"**, Broadcast Education Association's 42nd annual convention, sponsored by the National Association of Broadcasters, Las Vegas Hilton, Las Vegas. Information: Jenny Wade, 202-429-5354.

April 7-8, **Television Bureau of Ad-**

**vertising's Annual Marketing Conference**, Las Vegas Hilton, Las Vegas. Information: Robert Romano, 212-891-2215.

April 7-10, **National Association of Broadcasters annual convention**, Las Vegas Convention Center, Las Vegas. Information: Laura Cary, 202-429-5335.

April 11-16, **MIP-TV**, Cannes, France. Information: Barney Bernhard, 212-689-4220.

April 13-15, **Canadian Association of Broadcasters**, at the New York Hilton and Towers, New York. Information: Nancy Lagos, 212-751-7770, ext. 329.

April 14-15, **The Kentucky Cable Telecommunications Association's Annual Spring Convention**, at the Hyatt Regency Hotel, Lexington, Ky. Information: Randa Wright, 502-864-5352.

April 23-25, **REPLItech Europe 1997**, at the Montjuic Convention Center, Barcelona, Spain. Information: Diane Greco, 800-800-5474.

April 27-30, **Forum '97: Capitalizing on Cable's Connections**, sponsored by the Cable Television Public Affairs Association, at the Mayflower Hotel, Washington. Information: Sally Flynn, 202-775-1081.

### May 1997

May 6-9, **Multimedia '97**, conference presented by Multimedia Communications, Virtual Reality World, VI-COM/Photographic Communications, Showcase on Production and Electronic Design, at the Metropolitan Toronto Convention Centre, Toronto. Information: Susan Blair, 905-660-2491.

May 8-11, **Animation and Special Effects Expo**, sponsored by the National Association of Television Program Executives, at the Los Angeles Convention Center, Los Angeles. Information: Christine Lefort, 310-453-4440.

May 12-14, **The 37th Annual Clio International Advertising Festival and Expo**, at the New York State Theater in Lincoln Center, New York. Information: Peter Bartelme, 415-989-0536.

May 20, **IRTS Foundation Awards Luncheon**, at the Waldorf-Astoria Hotel, New York. Information: Marilyn Ellis, 212-867-6650, ext. 306.

May 21-23, **BCFM/BCAA**, annual conferences at the Hyatt Regency Hotel, San Francisco. Information: Mary Teister, 847-296-0200.

May 21-24, **"Connecting Tomorrow With Today," 37th annual conference** sponsored by Broadcast Cable Financial Management Association, at the Hyatt Regency at Embarcadero, San Francisco. Information: Mary Teister, 847-296-0200.

### June 1997

June 4-7, **PROMAX & BDA '97, conference and exposition** at Navy Pier Convention Center, Chicago. Information: Linda Nichols, 213-465-3777.

June 4-7, **National Association of Hispanic Journalists annual convention**, at the Westin Hotel, Seattle. Information: 202-662-7145.#

To have your event listed in *ELECTRONIC MEDIA's Calendar*, please fax, mail or e-mail a short description of the event, with location, date, contact name and phone number, to Sara Teasdale, *ELECTRONIC MEDIA*, 740 N. Rush St., Chicago, Ill., 60611. The fax is 312-649-5465. The e-mail address is steasdal@crain.com.

# Electronic Media International

SPECIAL SECTION

December 2, 1996

Page EMI-1

**INSIDE:****YOU CAN BET ON IT**

For the newest phase of his career, game show veteran Reg Grundy is playing connect-the-dots among gaming, TV and the Internet.

PAGE EMI-2

**MIP-ASIA, TAKE THREE**

With U.S. interest on the wane, the third annual MIP-Asia market has morphed into a more Pan-Asian event.

PAGE EMI-2

**WHAT'S FOR SALE**

A look at programming offered during this week's MIP-Asia market in Hong Kong.

PAGE EMI-4

## Licensing new feature at MIP-Asia

### Virgin market beckons

BY EDMOND ROSENTHAL  
ELECTRONIC MEDIA INTERNATIONAL

This year's MIP-Asia is attempting to sweeten the pot for attendees by adding a licensing and merchandising component to the market.

Hooking up with MIP-Asia capitalizes on a built-in audience when a stand-alone show probably would not work, said Adam Driscoll, managing director of A-4 Publications, which is handling the new features.

Licensing activity has emerged primarily in Japan, (which is second to the United States in volume) with \$14 billion in sales, and in Australia, which is limited only by its population of 15 million, said Mr. Driscoll. Except for some agents in Singapore and the Philippines, the rest of the Asian market is largely unexplored, he said.

"Nobody is expecting to make major revenues yet in the Asian market," he said, "but all of Asia, including India and China, represents 3 billion people, and over half of them are under 25 years old. It's time to start forming strategic partnerships for when the market expands."

MIP-Asia organizer Reed Midem is overseeing and selling the licensing component, with promotion and co-selling by A-4, a U.K.-based worldwide publisher of licensing newsletters, magazines and directories.

(Continued on Page EMI-2)

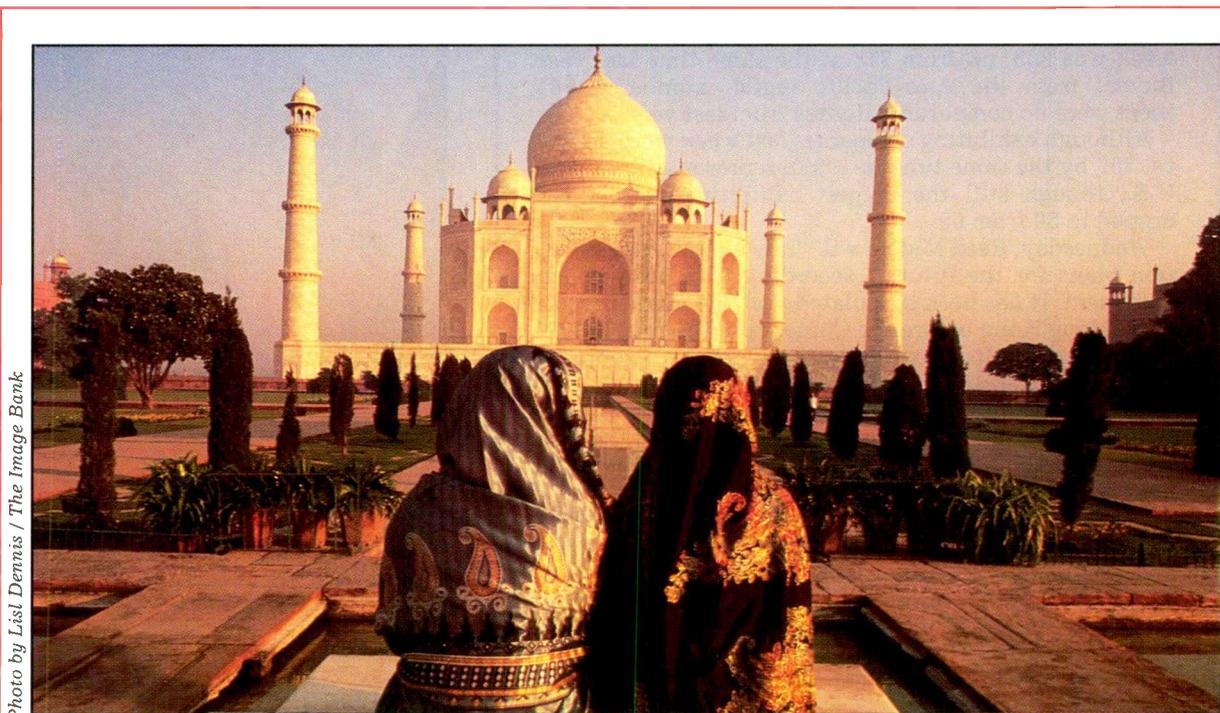


Photo by Lisl Dennis / The Image Bank

The Taj Mahal

## Pay TV squeeze

### Growing India market faces changes

BY MIR MAQBOOL ALAM KHAN  
ELECTRONIC MEDIA INTERNATIONAL

BOMBAY, INDIA—The Indian pay TV industry stands at a crossroads, with direct-to-home broadcasting looming, the government threatening stiff new rules and programmers jostling for carriage in a business hamstrung by strained channel capacity.

Just last week, C.M. Ibrahim, India's minister

for information and broadcasting, stirred the waters when he told reporters that the government is contemplating restricting the telecast of foreign satellite channels to India.

"I am concerned about the culture and integrity of the country," Mr. Ibrahim said. "What they show from foreign soil should have some restrictions."

He said he could not outline the restrictions be  
(Continued on Page EMI-5)

## TV execs size up opportunities in Asian markets

BY GREG SPRING  
LOS ANGELES BUREAU CHIEF

LOS ANGELES—Though the Southeast Asian marketplace is growing, some territories are clearly developing faster than others. Knowing which is which is key to U.S. companies looking to take their business overseas.

Government restrictions still abound, whether regarding programming con-

tent, distribution mode or advertising. Economies and infrastructure also can vary widely. And while all territories in the market have their potential, some potential is clearly greater than others—especially for the near term.

"There are really a good number of markets given the relative sizes that we're talking about," says Herb Granath, chairman of Disney/ABC International Television. "Many of those countries

have an overall poor economy, but within that there are subsets that are attractive."

To sort it all out, ELECTRONIC MEDIA INTERNATIONAL checked in with several experts in the field. Those participating in this thumbnail sketch of the region were: Mr. Granath; Domenick Fioravanti, senior vice president of international networks at Discovery Communications; Fred Cohen, president of King World In-

ternational; and Stan Golden, president of Saban International.

**JAPAN**

Having the strongest self-sustaining television infrastructure in the region makes Japan a Catch-22 for U.S. sellers. While there are plenty of television opportunities there, most go to Japanese-produced shows—at least as far as the  
(Continued on Page EMI-6)

# U.S. firms mull value of MIP-Asia

## Pan-Asian attendance up

BY EDMOND ROSENTHAL  
ELECTRONIC MEDIA INTERNATIONAL

The third annual MIP Asia this week will be a decidedly more Pan-Asian event than it has been in the past.

The Hong Kong market's attendance has slid since its 1994 debut, and its allure has dimmed for U.S. companies.

However, Keith Daly, spokesman for the market organizer Reed Midem Organisation, said that participation by Asian buyers and exhibitors for the Dec. 5-7 convention is up.

The total number of participating companies as of last week was 863, up from 713 at the same time last year. Buyers from the Asia-Pacific region numbered 561; there were no comparable figures from last year.

Although exhibiting companies last week were up (347 vs. 307 by the same time in 1995), representation by the U.S., though still the biggest exhibiting nation, had dipped to 50 from 65.

Wednesday, Reed Midem will "unveil MIP Asia's location plans for the future," according to a Reed Midem statement. It has been speculated that the market would leave Hong Kong before the Chinese take over in 1997.

The market's location and setup has been a source of controversy for U.S. program producers and distributors, who are split about the market's merits and future. While a handful of U.S. companies have joined the 1996 market for the first time, only MCA remains among the heavyweight exhibitors.

"We've found it to be a useful market because we don't have an office in the Asian region," said Fred Cohen, president of exhibitor King World International.

"In recent years, fewer of the Asian buyers have been coming to MIPCOM in Cannes, and they have been waiting to go to MIP Asia.

"We've been able to open and close deals at MIP Asia. Each of the years that we've been there, new broadcasters and cable channels are there, so we can initiate new relationships," he said.

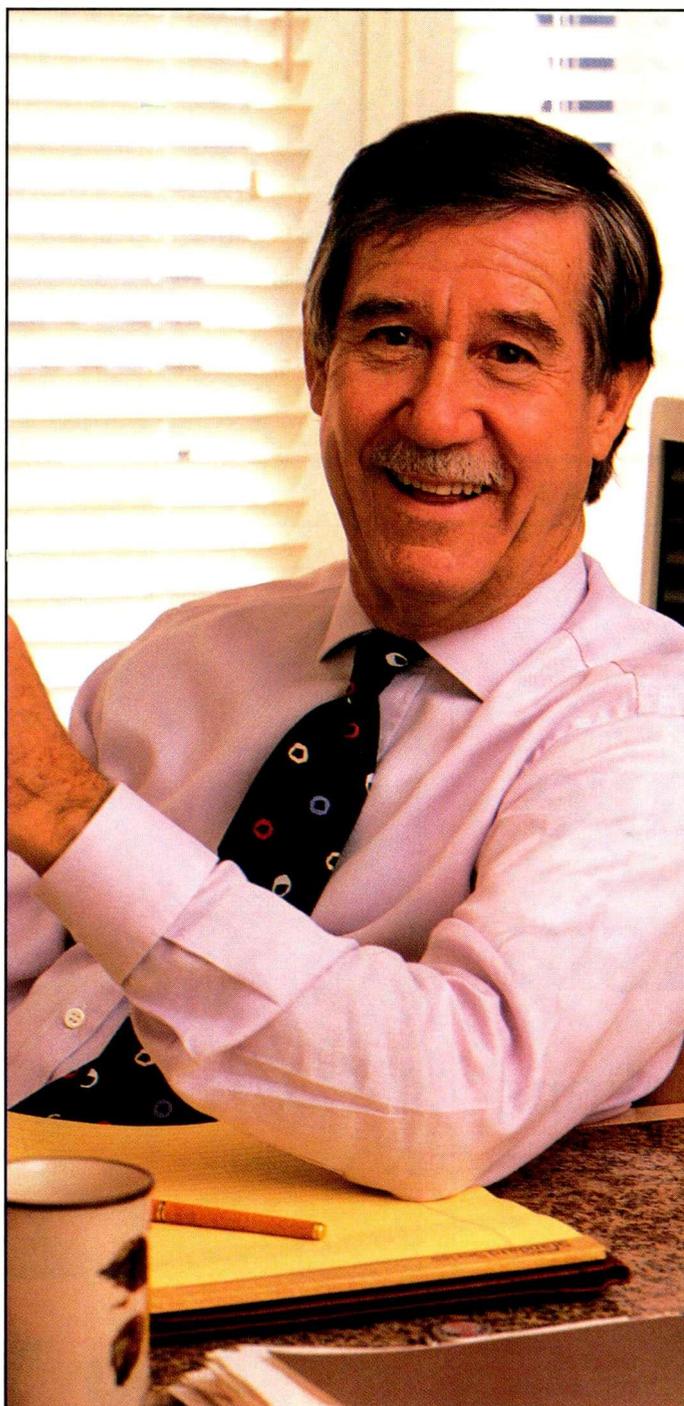
Meanwhile, Warner Bros. did not return to the show last year and won't attend this time either.

"Since we have an office in Australia and year-round presence in the region, this market doesn't really serve our needs," said spokesman Scott Rowe.

At Unapix International, Managing Director Scott Hanock said he finds the show useful but would like to  
*(Continued on Page EMI-7)*

# Grundy loves the odds for Internet gaming

By GREG SPRING  
LOS ANGELES BUREAU CHIEF



Reg Grundy is wagering that gaming, TV game shows and the Internet will make a lucrative business venture.

LOS ANGELES—The game is still on for Reg Grundy.

Though prevented from producing televised game shows for at least another year after selling his Grundy Worldwide to Pearson Television for \$275 million in 1995, the Australian-born pioneer of the game show format is spending a lot of time considering the future of games. And gaming.

It's a future, he believes, that leads squarely to the Internet.

And while Mr. Grundy is not certain just where, when or how TV game shows, wagering and the Internet are going to collide, he's pretty sure there is money to be made. "There must be some connection between all of this—Internet, television, gaming—to put all this together and make something of it," he says.

Since selling his Grundy Worldwide—producer of 160 game shows worldwide including "Sale of the Century" in the United States, "Questions Pour Un Champion" in France, "How Do They Do That?" in the United Kingdom and "Family Feud" in Indonesia—Mr. Grundy has poured his efforts into RG Capital, a global media, entertainment and telecommunications group he owns with his wife Joy.

RG Capital is the dominant shareholder in AWA, the largest publicly listed Australia-based gaming and wagering company. Mr. Grundy and his wife are also the largest shareholders in Nove Pacific, a company focusing on communications issues technology, including the Internet.

It is there where he starts to play connect the dots.

"My whole background is supplying entertainment modules to some type of delivery system," he says. "If product is to be made for  
*(Continued on Page EMI-7)*

# Licensing feature added to entice attendees

*(Continued from Page EMI-1)*

The event aims to attract Asian merchandisers and manufacturers by offering free admission to about 400 prime prospects from some 20 countries. As of mid-November, 73 had accepted, said Barney Bernhard, president of the Reed Midem Organisation in the United States.

Leonard Bendell, president of the Miami-based Leonard Co., said his company will use MIP Asia as a steppingstone into the regional licensing market.

Mr. Bendell said his company, which distributes light entertainment, documentaries and children's programs, hoped to approach manufacturers of toys, apparel and other products regarding two of its characters.

Children's Television Workshop, meanwhile, already has significant representation in Asia and is not looking to cement any deals at the show, said David Jacobs,

regional vice president of Asia and Latin America.

"This will be a chance to catch up with the third parties we work with," Mr. Jacobs said, adding that some CTW staffers specializing in licensing will be attending MIP Asia for the first time.

"Sesame Street" represents some 95 percent of CTW licensed product, he said. Licensing still is a small percentage of the operation's overall revenue, he added, "but I think this will change as the market grows."

Michel Welter, president of Saban International Enterprises, said his company will use the show to promote its children's series to agents and others.

One of Saban's first licensing forays into the Far East has been through the series "Sweet Valley High." The teen-age twin girls starring in the series have toured Manila, where there are now 15 licensees, mostly in apparel and acces-

sories. Toys based on the "Space Striker" series also are selling in the Far East.

Although the Asia-Pacific region has taken heat from Americans for widespread copyright infringement, Mr. Welter said the threat of piracy just comes with the territory.

However, he added, "I think the governments of the various countries are taking it more seriously."

Mr. Driscoll pointed out that China is the biggest culprit as well as the biggest manufacturer of licensed products for U.S. licensors. As licensors make agreements with licensees in Asia, he asserted, the licensees will protect their exclusive territories by clamping down on the pirates.

Mr. Jacobs said CTW has had piracy problems only in areas where there has been no representation nor a management structure in place to deal with licensing.#



Saban's merchandising includes Power Rangers items.

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## MIP-ASIA PRODUCT LISTINGS

The following is a list of the key programming available from 43 companies representing 12 countries at MIP-Asia this year.

The product listings are an editorial feature of ELECTRONIC MEDIA INTERNATIONAL, provided free of charge to companies that submitted information about their top product.

### Alliance Communications Toronto

TV movies "The Cold Equations," "The Morrison Murders," "The Family of Cops II"; "Once a Thief," 22 hours of an action/adventure series and two-hour TV movie; "Beast Wars Transformers," 26 half-hours of an animation series; "ReBoot," 16 new half-hours of an animation series, 39 half-hours total; "North of 60," 13 hours of drama series; "Mirror, Mirror," 26 new half-hours of family/adventure series, 46 half-hours total.

### Atlantis Releasing Neutral Bay, Australia

"Psi Factor: Chronicles of the Paranormal," 22 hours of drama series; "We the Jury"; TV movies "We The Jury" and "Runaway Car."

### BetaFilm Ismaning, Germany

Miniseries "The Lost Daughter" and "Tresko"; "Samson and Delilah," two 94-minute episodes; "Med Squad," 54 hours of a medical drama; TV movie "Eldorado"; Feature "Greenhorn"; "World Safari," 52 47-minute and three 90-minute episodes of a documentary; "Street Beat," 52 half-hours of a documentary.

### CBS Broadcast International New York

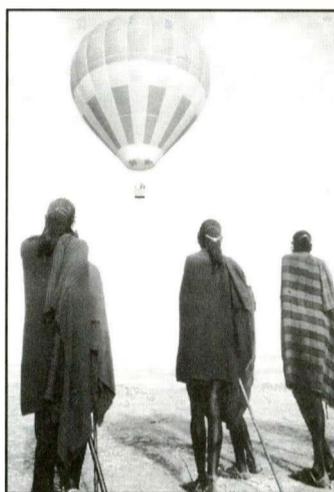
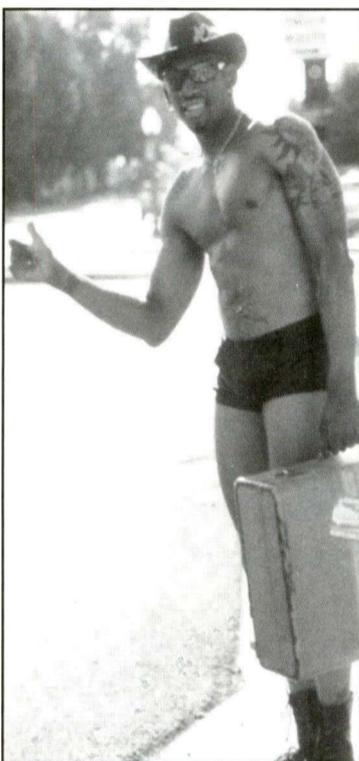
"Everybody Loves Raymond," half-hour comedy series; "The Barbara Walters Specials," hour-long specials; "Promised Land," hour drama series; TV movies "Heart of Fire" and "Stolen Women"; "Santa Claus," hour animated special; hour specials "Totally Animals I, II," "Forces of Nature I, II," and "The World's Most Dangerous Animals."

### CTW International Television Group New York

"Sesame Street," 130 hour episodes of children's educational series; "Elmo Saves Christmas," new hour children's special; "Big Bag," 13 hours or 13 half-hours of preschool series; "Open Sesame," 104 half-hours of children's series; "Risky Numbers," 65 half-hours of game show; "CRO," 21 half-hours of animated children's comedy/action series; "Ghostwriter," 74 half-hours of children's mystery/adventure series; "Square One," 65 half-hours of magazine-format children's series; "3-2-1 Contact," 60 half-hours of science/technology children's series; hour specials including "Sesame Street's All-Star 25th Birthday: Stars and Street Forever Special" and "Sesame Street Stays Up Late."

### Cinequanon Pictures International Los Angeles

TV movies: comedy, "The Treat," "She's Too Tall," "A Little Crazy," "Me and the Gods"; erotic thriller, "The Web"; science fiction/action,



Hearst Entertainment's, "Flash Gordon," (top); MTV's, "Rodman '96 World Tour" (left); and ITEL's, "African Roots: Safari by Balloon" (above)

"Future Fear," "Titan," "Falling Fire" and "Deathgame"; action, "Dilemma," "The Third Force," and "Total Force 2"; erotic action/adventure, "Vice Academy 5"; romantic drama, "Mr. Speckman's Boat."

### Columbia Tristar International Television Central, Hong Kong

Chinese productions "Beijing Undergrounders," 23 hours of a drama; "Camel Road," 22 hours of a drama; "Control Tower '95," 16 hours of a drama; "Fashion Design Master," 20 hours of a drama; "Great Qin Opera," 32 hours of a drama; "Story of A Snowing Night," 20 hours of a drama; Hindi productions "Faasle," 52 half-hours of a drama; "O Maria," 56 half-hours of a drama; "Gaane Jaane Maane," 53 half-hours of a music compilation.

### Discovery Communications Bethesda, Md.

Science/technology and nature programming (available first quarter, 1997): "Destination Mars," two 50-minute segments; "Killer Bees," 50 minutes; "TechnoSpy," 50 minutes; "Wonders of the Universe," 13 25-minute segments; and "Galapagos: Beyond Darwin," 100-minute segment; "Conquerors," four 50-minute shows; "Immortality on Ice," 50 minutes.

### D'Ocon Films Productions Barcelona, Spain

Animated series including "The Fruitties," 52 26-minute episodes; "Delfy and His Friends," 65 26-

stop-frame 3-D animation "Castillo," 13 half-hours; puppet animation including "Hello Spencer," 44 half-hours, and "Poldy & The Dinosaurs," eight 26-minute segments; live action including "Mediterranean Affairs," 52 half-hours, and "Pet Clips," 78 three-minute segments; and documentaries "Shaded Blue," 50 minutes, and "Stonemoney," 24 minutes.

### Facile Entertainment Group S. Ozone Park, N.Y.

Music programs "live@mosquitos," 30 half-hours, and "Richie's Place," 30 half-hours; "Uptown/Downtown," 30 hour episodes of a soap opera; "Max," 24 half-hours of superhero animation; and "Hart Beat," 24 hour episodes of reality series.

### Fox Lorber Associates New York

Entertainment series "The Eccentrics," 13 half-hours; "Extraganza!," seven hours, and "Moviemondo," 13 half-hours; nature/wildlife series "Fox Lorber Goes Wild," 45 half-hours, and "Animals of the Mediterranean," 27 half-hours; documentaries "Deadly Duels," three one-hours; "Strictly Supernatural," three one-hours; "Special Attractions," six one-hours, and "Lumiere and Company," 88 minutes.

### France Television Distribution Paris

"Whirlwind of Flowers," nine 96-minute or 18 48-minute episodes of a drama; "The Barley Barons," three 100-minute or six 52-minute episodes of a drama; "Dr. Sylvestre," six 90-minute episodes of a drama; "Safety Matches," three 110-minute or six 55-minute episodes of a drama; television movie "Antoine"; documentaries "Faraway People," 100 13-minute episodes; "Brother Wolfe"; and "20 Years Old," 12 52-minute episodes.

### The Fremantle Corporation New York

"Baywatch, Series 7," 22 hours of an action-adventure series; "3rd Rock From the Sun," 45 half-hours of a comedy series; "Chinese Cuisine Seasoned with Laughter," 52 half-hours of a cooking show; documentaries "Crime in the USA," 13 half-hours; "Fire Rescue," 24 half-hours.

### Gaumont Neuilly, France

"Home to Rent," 26 half-hours or 52 13-minute episodes of an animated series; "Sky Dancers," 26 half-hours of an animated series; "Dragon Flyz," 26 half-hours of an animated series; "The Magician," 26 half-hours of an animated series; "Lucky Luke," 26 half-hours of an animated series; and "Jason and the Argonauts," 22 hours of an action/adventure series.

### HD-Descler Productions Montreal

"Little Star," 156 14-minute or 78 26-minute episodes of a children's series; "Turtle Island," 26 23-minute episodes of an animated children's series; "Mirob," 26 5-minute episodes of a children's series; "Iris, the Happy Professor," 156 15-

minute or 78 30-minute episodes of a children's series; and "The Adventures of Professor Iris," 52 13-minute episodes of an animated children's series.

### Hearst Entertainment New York

TV movies including "A Kiss So Deadly," "A Different Kind of Christmas," "Her Desperate Choice," "The Reef," "Ed McBain's 87th Precinct: Heatwave," and "The Erica French Story"; "Flash Gordon," 26 half-hours of an animated series; "The Magical Adventures of Quasimodo," 26 half-hours of an animated series; "Short Story Cinema," 58 half-hours of short-length features; "Essence of Life," four one-hour specials; "Intimate Portraits," series of hour-long interview specials; and "Rivals," 18 one-hour episodes; specials "World's Greatest Magic III," "The Hidden Secrets of Magic," "Lance Burton, Master Magician," and "Smithsonian Expedition Specials," three one-hour documentaries.

### Interactive Television Entertainment Copenhagen, Denmark

"Throat & Neck," 13 26-minute episodes of an interactive television game show; "Hugo," 5 minute to 60 minute episodes of an interactive adventure television game show; "Hugo & Bonker," 3-D animated interactive television game show; "Crazy Cartoon Soccer," animated interactive sports game.

### International Broadcast Network San Ramon, Calif.

"The Spirit Within," two 60-minute natural history documentary programs; "The Power and the Glory," 10 30-minute historical documentaries; "Great Splendors of the World," three 60-minute documentaries; "Great Wonders of the World," 10 30-minute documentaries; "Lonely Planet," 13 30-minute travel shows; "Islands of the Pacific/Islands of Australia," 12 45-minute travel shows; "One Second Before Sunrise," four 60-minute documentaries; "Carrier's Caribbean," 12 15-minute episodes of a travel-cooking series.

### ITEL London

"A Dog's World, A Cat's World, A Horse's World," three 52-minute documentaries; "The Coming Plague," two two-hour documentaries; "Wild, Wild World of Animals," 13 30-minute installments of a natural history series; "African Roots," seven 52-minute natural history films; and "Ship to Shore," 78 30-minute episodes of a comedy adventure series for children.

### King World International New York

"The Reppies," 27 half-hours and a 45-minute holiday special of a live-action kids series; "Candid Camera's 50th Anniversary," one-hour comedy special; "The Grant," one-hour special/reality series; "Treasure Hunt," 30-minute game show; "Barbara Walters 20th Anniversary Special," one 60-minute or one 90-minute special; talk shows "The Oprah Winfrey Show" and "Rolonda"; newsmagazines "Inside Edition" and "American Journal"; and game shows "Wheel of Fortune" and

(Continued on EMI-5)

# MIP-ASIA PRODUCT LISTINGS

(Continued from Page EMI-4)  
"Jeopardy" and game show formats "Fotoplay," "Poker Palace," "Hollywood Squares" and "Dingbats."

## Malofilm Distribution Toronto

"Turtle Island," 26 animated 26-minute episodes; "The Adventures of Professor Iris," 26 animated 26-minute episodes; "Mini Mighty Machines," 26 live-action five-minute episodes; "Iris, the Happy Professor," 156 live-action 15-minute episodes or 78 half-hours; "The Interview," 97 minutes; "For the Moment," 121 minutes; documentaries "Ballroom Dancing - Olympic Gold," 52 minutes; "The Plague Fighters: Anatomy of an Ebola Outbreak," 52 minutes; "Sex Cops aka: The Selling of Innocence," 52 minutes; "Jesus in Russia," 52 minutes.

## MCA TV International Universal City, Calif.

"The Beast," four-hour miniseries; "The Burning Zone," 13 hours; "EZ Streets," 13 hours; "Rocky & Bullwinkle," 160 half-hours; "Something So Right," 13 half-hours.

## MGM/JA Telecommunications Group Santa Monica, Calif.

"In the Heat of the Night," 141 hours of a drama; "The Young Riders," 68 hours of a drama; "thirtysomething," 85 hours of a drama; "All Dogs Go to Heaven: The Series," 13 half-hours of a musical series; "Poltergeist: The Legacy," 44 hours of a drama; TV movies "Escape Clause," "The Limbic Region," "Marshal Law," "Have You Seen My Son" and "Convict Cowboy"; Features "A Family Thing," "The Birdcage," "Goldeneye," "It's My Party" and "Get Shorty."

## Momentum Distribution Los Angeles

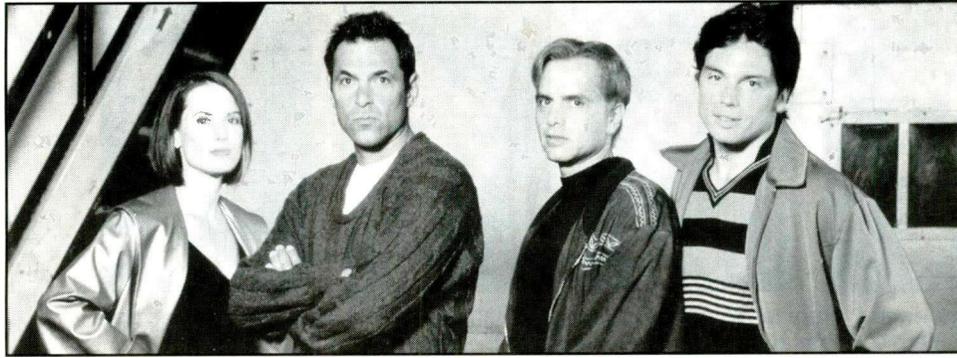
"Film Town U.S.A.," 26 half-hours; "Haven," 76 half-hours; "News for Kids," 52 half-hours; "United Wrestling Federation," 57 hours; miniseries "Octopus 1," six 65-minute episodes; "Octopus 2," six 65-minute episodes; "Octopus 3," seven hours; "Octopus 4," six 100-minute episodes; "Octopus 5," five 100-minute episodes; "The Red Green Show," 26 half-hours of a comedy series; feature films "Children of Nature," 90 minutes; "Seasick," 93 minutes; "Final Night," 86 minutes; "Private Lives," 91 minutes; "Wallpaper," 90 minutes; "Magnus," 93 minutes; children's movies "The Parrot Man," 54 minutes; "Musician's Choice," one hour; "The New Opabinia," 17 minutes; also numerous documentaries.

## MTM Enterprises Inc. Studio City, Calif.

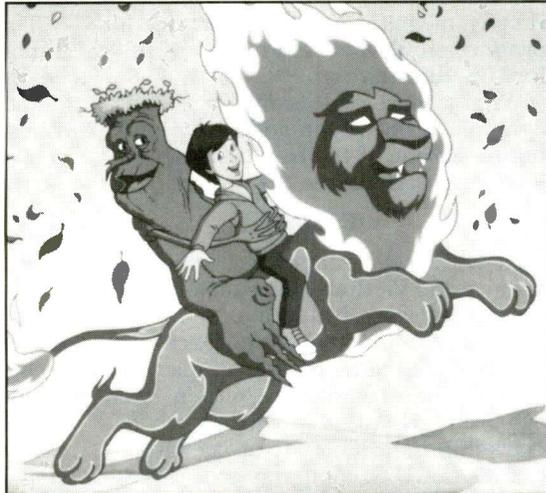
"The Cape," 120 minutes or 20 hours of a series; "Bailey Kipper's P.O.V.," 13 half-hours of a children's series; movies "Apollo 11," 120 minutes; "Ditchdigger's Daughter's," 120 minutes; "Panic in the Sky," 120 minutes; game shows "Wait Til You Have Kids," 65 half-hours; "Shopping Spree," 65 half-hours; "New Family Challenge," 65 hours; specials "The Beef," available as a format; "Get-away," six adventure hours; "FIT-TV," total fitness network; "Home & Family," talk show.

## MTV: Music Television New York

"Rodman '96 World Tour," 13 half-hours of a variety show; "Daria," 13 animated half-hours; "Aeon Flux," 10 animated half-hours; "MTV Oddities:



MCA TV  
International,  
"EZ Streets"  
(left)



Nelvana  
Enterprises, "The  
Neverending Story"  
(above left); MTM  
Enterprises, "The  
Cape" (above right);  
and Alliance  
Communications,  
"The Morrison  
Murders" (right)



"The Head," 13 animated half-hours; "MTV Oddities: The Maxx," seven animated half-hours; "Beavis & Butt-head," 60 animated half-hours; "The 1996 MTV Video Music Awards," 90 minutes; "The 1996 MTV Europe Music Awards," 90 minutes; "Fashionably Loud," one hour; "Road Rules," 26 half-hours of a docu-adventure series; "The Real World I, II, III, IV, V," 99 half-hours of a docu-drama; "Singled Out," 65 half-hours of a game show; "MTV Music Specials," 16 half-hours, 32 hours or five 90-minute shows; "Liquid Television," 22 animated half-hours.

## Multimedia Entertainment New York

Movies "Torch Song," "Murder Between Friends," "House of Secrets," "Jack Reed: Badge of Honor," "Singapore Sling," "Children of the Dark," "Not Our Son," "Deadly Medicine," "Mario & the Mob," "Breaking the Silence"; "Dazzle," four-hour miniseries; talk shows "Sally Jessy Raphael," "Jerry Springer," "Vanessa," "Crook & Chase," "Susan Powter Show," "Denise Prager Show," "The Best of 'Donahue,'" "The New Joker's Wild," 109 half-hours of a game show; "An Evening With Sir Peter Ustinov," "Inside the Vatican," "Children's Network Plus," "Havanera"; feature films "The Courtship," "On Valentine's Day," "1918," "The Chair."

## NBC Enterprises New York

"Profiler," 13 hours of a suspense drama; "Mr. Rhodes," 13 half-hours of a comedy; "USA High," 75 half-hours of a teen comedy; TV miniseries "Danielle Steel's 'The Ring'" and "Pan-

dora's Clock"; TV movies "Sweet Dreams," "Danielle Steel's 'Full Circle,'" "Night Visitors" and "The Secret She Carried."

## Nelvana Enterprises Toronto

"Donkey Kong Country," 26 half-hours of a 3-D animated children's series; "Robin," 27 three-minute shorts of an animated adult series; "Stickin' Around," 13 half-hours of an animated children's series; "Blazing Dragons," 13 half-hours of an animated children's/family series; "The Neverending Story," 26 half-hours of an animated series; "Little Bear," 39 half-hours or 117 7 1/2-minutes of an animated children's series; "Attack of the Killer B Movies," 13 half-hours of science fiction; "Young Duke," 13 half-hours of re-edited John Wayne movies; "Nancy Drew," 13 half-hours of children's live-action mystery series; "The Hardy Boys," 13 half-hours of children's live-action mystery series.

## Pearson Television International Middlesex, United Kingdom

TV movies "First Do No Harm," "To Brave Alaska," "Touched by Evil," "Talk To Me," "Vows of Deception," "Murder in Mind," "The Protected Wife," "Freshman Fall," "The Lies He Told," "All The Winters That Have Been," "Dogmatic," "Shield of Betrayal" and "Whatever Happened to Angel"; "Men Behaving Badly," 13 half-hours of a comedy; "Sometime Never," seven half-hours of a series; "Homicide: Life on the Street," 99 hours of a police drama; "Shortland Street," 1000 half-hours of a drama.

## PolyGram Television International London

"The Thin Blue Line," seven half-hours of a comedy; "Beach Patrol," 26 hours of a reality drama; "The Big Easy," 22 hours of a police drama; "Michael Flatley's 'Lord of the Dance,'" 90-minute music/dance special; "Elton John - Tantrums and Tiaras," 65-minute documentary; television movie "Safe"; and features "The Adventures of Priscilla: Queen of the Desert," "Jason's Lyric" and "The Last Seduction."

## Rigel Independent Distribution and Entertainment Los Angeles

"Deep Blue," one-hour action drama; "Pacific Blue," 35 hours of a drama; "Universal Soldier, The Series," 20 hours of a drama and a two-hour television movie; "Land's End," 20 hours of a drama and a two-hour television movie; "Robocop, The Series," 21 episodes of an action-adventure series and a two-hour movie; "The Fido Chronicles," half-hour adult animated series; features "Tarantella"; "Picture Windows," two 90-minute specials; "The Sadness of Sex"; "The Laundromat"; television movie "The Annette Funicello Story."

## Saban Entertainment Burbank, Calif.

"The Mouse and the Monster," 13 half-hours of an animated series; "Saban's The Why Why Family," 13 half-hours of an educational family cartoon series; "Bureau of Alien Detectors," 13 half-hours of a cartoon adventure; "A Fight for Justice," 90-minute drama; "Unlikely Suspects," 90-minute drama.

## Spin Television International Miami

"TV.COM," 52 half-hours of an Internet newsmagazine; "Joel Siegel Road to the Academy Awards," entertainment special; features "American Tigers," "Blind Vengeance," "L.A. Task Force," "Deadly Eyes," "Broken Bars," "Enter the Blood Ring"; "Extreme Sports," 26 half-hours of extreme sports show; "World Championship Kickboxing," 52 one-hour programs.

## Sport International Puerto Rico

"This Day in Sports," 366 half-hours of a sports history series; "Wide World of Bloopers," 26 half-hours of sports bloopers series; "Live Championship Boxing"; and a boxing library including "Knockouts," "The Big Fights of the Decade," "Greatest Rounds Ever," "Boxing's Best," "Tyson/Ali Comeback" and "Mike Tyson Specials."

## Saxis Rome

"Officer Roca," eight 90-minute episodes of a police drama; "We are Angels," six 90-minute episodes of a comedy; "The New Adventures of Pimpa," 26 five-minute installments of an animated comedy; "Lupo Alberto," 52 6 1/2 minutes of an animated comedy; "Who's Afraid"; and "The Animal Island."

## Thunder Ridge Pictures/ Fairmont International Studio City, Calif./Singapore

"The Last Eunuch," 90-minute drama; "Eerie Tales," 26 half-hours of a drama/reality series; "Dorra," a drama; "We The People," a thriller; and "Hearts & Bullets," action.

## TPL Worldwide Sydney, Australia

"Liquid Highways," 13 one-hour documentaries; "On the Beach," 13 one-hour documentaries; and sports programming "Legends of the Turf," four one-hour episodes; "World of Water," 30 half-hours; "Grand Prix Sailing," 15 hours (Australian series)/20 half-hours (European series); "The Advance Superbike Series," 12 hours and an hour documentary; "The Australian Safari," 10 hours; "The Australian Touring Car Championships," 10 two-hour episodes; "Speedweek," 52 one hour episodes.

## Trimark Television Santa Monica, Calif.

"Peacemaker," action; "Cross-worlds," sci-fi action; "Mazes and Monsters," adventure; "The Dentist," Horror; "Leprecaun 4," sci-fi/adventure; "Pinocchio," thriller.

## Unapix International Sherman Oaks, Calif.

"Jean-Michel Cousteau's Stories of the Sea," 26 half-hours; "History's Turning Points," 26 half-hours; "Ushuaia: Adventures of Nicholas Hulot," 26 hours; "Forever Wild," six hours; "Adventures of the Old West," six hours; "America's Flying Aces: The Blue Angels 50th Anniversary Celebration," one hour.

## VH1 New York

"The Rupaul Show," 12 half-hours of a variety show; "The 1996 VH1 Fashion Awards," 90-minutes of a variety show; "Storytellers," five hours of a music show; "The 1996 VH1 Honors," 90-minutes of a music show; "Duets," two hours and two half-hours of a music show.#

# Take a tour of Asian markets with the experts

(Continued from Page EMI-1)

major commercial broadcasters are concerned.

But all that is changing as Japan prepares for an onslaught of new satellite and digital platforms entering the market in 1997 and 1998.

The bottom line? Even programming that may seem stale by U.S. standards could find a home in the Japanese market—if for no other reason than it hasn't been seen there before.

"Japan is a sleeping giant that is about to awaken," says Mr. Golden. "It's our belief that these new systems will provide immediate entry to programming that is not available in the market."

Mr. Cohen also sees the emergence of a syndication-like business among Japan's various cable services—many of which operate as independent local and regional providers similar to U.S. broadcast stations, rather than national cable networks.

## CHINA

Baby steps seem to be the operative strategy in China. A major danger in the marketplace is copyright protection, enforcement of which is still lax by Chinese officials.

What opportunities exist are mainly on a program-by-program basis, and the more conservative the content, the better. The government in China is still very strict about what type of programming it will air, and satellite dishes are still forbidden—though thousands are sold to Chinese each day.

Some program providers, like Discovery, are looking to build brand awareness. China Central Television



**Media honchos**, (from left to right) Fred Cohen, Domenick Fioravanti, Stan Golden and Herb Granath, discuss the potential of the Southeast Asian markets.

runs a branded Discovery block, and the company's immediate goal is to get into satellite-delivered branded programming blocks.

A full-time Discovery Channel is really not feasible in the short term, Mr. Fioravanti says, adding, "you have to have a lot of patience."

"It's going to be some time before we see some meaningful revenues coming out of there," Mr. Granath adds.

## INDONESIA

Indonesia is at the forefront of deregulation in the Asian marketplace, says Mr. Golden, and therefore, has been an attractive market for U.S. product. Discovery, for one, already reaches about 100,000 subscribers in the region, largely around the major metropolitan areas like Jakarta.

Several new commercial terrestrial stations have also entered the market, and a solid base of satellite dishes are already in people's homes. The new Indostar digital platform set to start up

shortly means even more demand for programming and more opportunity for U.S. distributors.

What's more, the economy is fairly dynamic, all of which adds up to make Indonesia one of the best marketplaces for foreign product in the region.

## VIETNAM

At the lower end of the spectrum, however, is Vietnam. For starters, U.S. companies were forbidden from trading with Vietnam until just recently. Equally, Vietnamese business partners viewed U.S. companies with a wary eye. And lastly, there is little to no TV-market in the country to begin with.

Thus far, U.S. companies report having preliminary discussions with entrepreneurs and broadcasters in the region, but any real business opportunities are still 5- to-10 years out.

## PHILIPPINES

Sophisticated among Southeast Asian standards, the Philippines comes complete with a mature commercial

television infrastructure. Manila just added the commercial broadcast station ABS-CBN, which has a healthy appetite for U.S. shows, airing, for example, King World Productions' "Inside Edition," "The Oprah Winfrey Show" and "Wheel of Fortune." Having a good portion of the populace who speaks English is also a plus.

Though satellite penetration is sparse, the Philippines boasts a healthy cable market experiencing an even healthier period of consolidation—making the landscape easier to negotiate for U.S. firms.

The Philippines also offers something that most other territories in the region don't: the opportunity for foreigners to get involved in local ad sales. Thus, cablers in the region like Discovery can tap two revenue streams; subscriptions and ad sales, and Discovery has customized its signal for the Philippines, allowing for the insertion of local and regional ads.

## SINGAPORE

Singapore has all the pieces in place to be a strong growth market. The only problem is, it's not quite there yet.

Generally speaking, the government is friendly to outside investment, the population is interested in U.S. shows, and the economy is growing.

"It's a good, healthy market," says Mr. Cohen, who maintains that the market has turned the corner from offering contact-making opportunities to cash-making opportunities. #

*Jon Lafayette in New York contributed to this report.*

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# Grundy loves the odds for Internet gaming

(Continued from Page EMI-2) those delivery systems, then we'd like to be part of it.

"We don't even care if we don't make any money," he continues, "because we want to get in there and get our feet wet, and sing along with the Internet. But it won't be a new experience for us because we'll still use the same principals that we used in television."

Mr. Grundy proudly notes that he has never worked from a business plan and would rather respond to the market as it develops.

The Internet has many hurdles to cross—speed of transmission among them—before it will truly become a mass medium, he says. The U.S. market is off-limits as well, as gambling laws here vary too widely from state to state to make online gaming immediately feasible.

However, he notes, all those hurdles will likely be overcome. Besides, he says with a grin, that's what makes it fun.

"There comes a time where the part I enjoy is leaping off into the deep water and swimming furious-

## U.S. firms evaluate MIP-Asia

(Continued from Page EMI-2) see major changes in its format.

"We've been to the show since its inception, and we've been in the Asian marketplace since 1984," he said. "The event has been wrong since day one.

"They've tried to make it into a major convention hall event, but you don't need to have booths. It would be better done in suites. The expense of flying out a staff and designing a booth is too high for the market."

A suite-based setup also is more tailored to the Asian way of doing business, he said.

"These people are very private and competitive, so they're more comfortable doing business behind closed doors. What you don't need is a large, noisy convention hall with everyone barging into your conversation."

Asia represents about a third of Unapix's business, Mr. Hanock notes, and the company always has done business at MIP Asia as well as in advance of the show. He sees the event as an important spoke in a whole wheel of contacts.

"They all come to NATPE, MIP, MIPCOM and the L.A. Screenings, so we have the opportunity to see customers five times a year at shows plus during our two major visits."#

ly."

Looking ahead, he says, the logical form for such a business would be in the scope of an online entertainment center. Computer users could go there to get entertainment news, perhaps partake in a serial program and play a few games.

The games themselves could be based on television properties—advantageous for

branding purposes.

"A successful game show almost always has some involvement for the audience," he says. "They can play along, they can become involved."

In the beginning, he says, the games would likely be just that—games. But as the formats and the audience mature, wagering elements could easily be introduced.

"If people elected to play for

money, they could," he says.

"It could even be the same games."

Which is not to say that online gaming is the only thing on Mr. Grundy's mind. Online serial dramas—Grundy Worldwide was a top producer of soap operas around the world—is also a possibility, as is creating programming for radio.

His job, he says, is to create content. And wherever there is

a need, he will be there to fill it.

"We'll always stay in pictures and in sound," says Mr. Grundy, who on Nov. 25 was honored with the Founders Award from the International Council of the National Academy of Television Arts and Sciences.

"It will always be about content," he says. "The form of delivery is not important to me."#

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**SYNDICATION SALES EXECUTIVES:** New York based, 20 year-old independent syndicator is looking for highly motivated sales executives. Must have knowledge of Nielsen, be a self-starter, ability to qualify the client a must. Senior position, southeast/southwest based with comprehensive knowledge of the territory. Junior/trainee, position northeast based. Heavy phone, light to moderate sensible travel. Fax resumes to 212-447-9320 Attention: GSM

**ARE YOU A GRAPHICS GOD OR GODDESS?** Looking for a new challenge at a #1 station with incredible equipment and great teamwork? Then we need you to come to the Rocket City. We have Adobe photoshop, After Effects, Specular Infini-D and Texturescape and Avid's Elastic Reality. If you have the "right stuff", previous experience as a graphic artist, send your resume and reel ASAP to: Dawn Marek, WHNT TV19, 200 Holmes Ave. Huntsville, AL 35801. Women and Minorities are encouraged to apply.

## HELP WANTED

**LOCAL SALES MANAGER:** KTNV-TV, ABC affiliate, Las Vegas, Nevada "The fastest growing city in America" is seeking an individual to direct and motivate our local sales team. Candidate must have a track record showing success in new business development and special event marketing. Strong research, inventory control, computer, organizational, and people skills a must. Send resume and salary history to General Sales Manager, KTNV-TV, 3355 Valley View, Las Vegas, Nevada 89102. No phone calls please. EOE

**PROGRAM MANAGER:** WYFF-TV, a Pulitzer Broadcasting Station in Greenville, SC is seeking person to administer program functions with added emphasis on developing and producing high impact community outreach projects. Applicants should have 3-5 years experience along with excellent communications skills. Join a team of professionals committed to winning. Send resume to Human Resources Director, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE

## HELP WANTED

**BUREAU CHIEF:** KETV, The Pulitzer Broadcasting station in Omaha, Nebraska, needs an aggressive, experienced reporter for Capital Bureau Chief in Lincoln, Nebraska. Must be a self-starter and excellent story-teller capable of generating and maintaining contacts. Good live work essential. Please send resume and non-returnable tape to Rose Ann Shannon, News Director, KETV, 2665 Douglas Street, Omaha, Nebraska 68131. E.O.E.

**TOP 50, BIG 3 PROMOTION PRODUCER:** Do you produce Topical and Series Promos that bring your competition to their knees? We want a Creative, Aggressive Producer to be a part of our team. We've got all the On-Line stuff, AVID 8000, Chopper, and more. 3 to 5 years; with a killer reel, metered market experience a plus. Number 1 NBC affiliate in a top 40 market. Resume' with Salary History, and reel to: ELECTRONIC MEDIA Classifieds, Box 11253, 740 North Rush Street, Chicago, Illinois 60611, Attn: Robbie Ehrhardt

## HELP WANTED

**REPORTER/ANCHOR:** If you are a reporter who also knows your way around an anchor desk, WEVV-TV may have a place for you. WEVV is interested in a reporter/anchor candidate with 1-2 years experience in a small to medium market. Ability to produce is a plus. No phone calls. Send resume/tape to: Tim Black, WEVV-TV, 44 Main Street, Evansville, IN 47708.

**ACCOUNT EXECUTIVE:** S.E. TV Station is looking for a Local Account Sales Executive. Candidate will be responsible for acquiring, developing and servicing local advertisers for an all news format, TV station. He or she must have a strong work ethic, endless energy and the ability to create local promotional client campaigns, and produce optimum revenue results. Candidate must have exceptional presentation, writing and communication skills, as well as knowledge of all TV Research tools. We are seeking a self-starter that is looking to build a career with our company. Requirements: Bilingual (Spanish); Knowledge of the Miami Market and 3 years Broadcast Sales experience; College Degree preferred. Send resume with qualifications to: ELECTRONIC MEDIA Classifieds, Box 11252, 740 North Rush Street, Chicago, Illinois 60611, Attn: Robbie Ehrhardt. Application Deadline: December 13, 1996.

## HELP WANTED

**ACCOUNT EXECUTIVE:** KFVS-TV, the 76th market leader is seeking an Account Executive to develop new accounts, prepare proposals, make sales calls and presentations, market production services, service accounts and make collections. Candidate selected will be an enthusiastic, aggressive self starter with a winning attitude. Outstanding verbal and written presentation skills are required. The ability to relate effectively with both client and station support personnel is required. 1 to 3 years of successful media sales background is desirable. A degree in sales or marketing or a related field is preferred. Equal Opportunity Employer. A pre-employment drug screen is required. Send resume to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702

**METEOROLOGIST AND NEWS ANCHOR:** We want a meteorologist who can co-anchor news. Be a part of America's first disk-based 24-Hour News Channel. Work for the New York Times Company in a newsroom of the future on Florida's west coast. Rush resume and non-returnable VHS or Beta tape to SNN Channel 6, P.O. Box 1719, Sarasota, FL 34230.

**SYNDICATION SALES:** Major first-run syndication company is looking for two highly motivated salesmen. Previous or current syndication experience a definite plus. Must be a self-starter and willing to travel. Positions are located in the Midwest and Southwest. ELECTRONIC MEDIA Classifieds, Box 11254, 740 North Rush Street, Chicago, Illinois 60611, Attn: Robbie Ehrhardt

## encore MEDIA CORPORATION<sup>SM</sup> (BET MOVIES/STARZ<sup>3</sup>)

### MANAGING PRODUCER

National Cable Network seeking qualified individual for Managing Producer primarily working on a channel which targets Black subscribers and urban market. Position responsible for efficient planning, production and scheduling of all on-air promotional and interstitial materials, and management of entire production process for national cable networks. Requires extensive and varied production and post-production experience. Excellent writing and concept organization, managerial and communication skills. Ability to manage and work under deadline pressure. VHS tape of production and/or promotion work must be submitted with resume, include salary history. **Encore Media Corporation, Managing Producer-DC55,**

### PRODUCER

National Cable Network seeking two qualified individuals for Producer which will be working on a channel which primarily targets Black subscribers and urban market. Responsible for origination of on air material for entertainment oriented premium movie channel. Requires superior writing and creative skills. Must be able to produce and supervise all edit sessions and have experience producing entertainment promotion and interstitial segments. 1-5 years experience in promotions at a broadcast station, network or program supplier. VHS tape of production and/or promotion samples must be submitted with resume, include salary history to: **Encore Media Corporation, Producer-DC57,**

### VIDEO DESIGNER

National Cable Network seeking qualified individual for Video Designer who will be responsible for the design and production of graphics and special effects for on-air promotion, interstitial production and special projects, using Quantel Henry/Hal equipment. Participation in 3-D animation and modeling projects. Requires strong background in all aspects of video production and on-air graphic design. Minimum 2-3 years experience as a designer in a local or network television design department, advertising agency, in-house graphics department or production company environment. Flexible work schedule. VHS tape or three (3) other graphic samples must accompany resume with salary history. Full portfolio will be reviewed at interview. **Encore Media Corporation, Video Designer DC59,**

### NON-LINEAR EDITOR

National Cable Network seeking qualified individual for Non-Linear Editor. Responsible for digitizing and editing of various projects including on-air promotion, marketing pieces, as well as long and short form programming segments. Also responsible for media log input and download into Media Composer 8000 and Audiovision. Requires one year experience in a post production facility, television station or network and six months experience with non-linear editing systems. Ability to manage digitized media and to establish signal paths including video, audio, timecode and RS-422. Familiarity with Sony and CMX edit decision list formats and syntax required. Ability to work shifts within a 24 hour/7 days a week facility. Proven communication and organizational skills a must. High School diploma or equivalent required. Please send resume with salary history to: **Encore Media Corporation, Non-Linear Editor DC-62,**

### EDITOR

National Cable Network seeking qualified individual for Editor. Responsible for on-line videotape for post-production facility. Must be experienced in list management, interformat editing and special effects. 3 years minimum editorial experience at a post production facility, television or network required. Extensive experience with large scale computer videotape editing systems, Edit Decision List management, switcher and Digital Video effects. Fluency with DVE's, character generators and audio techniques required. Demonstrated ability to work unsupervised and with all levels of producers. Individual must be fast, efficient and quality-oriented and able to work shifts within a 24 hour/7 days a week facility. Digital experience with pre-read editing and Avid Media Composer strongly preferred. High School diploma or equivalent required. Submit resume with salary history to: **Encore Media Corporation, Editor DC-61,**

P.O. Box 4917, Englewood, CO, 80155

No telephone calls accepted. Drug test and interview required for successful candidate. EEO/MF

## GENERAL SALES MANAGER

ABC7 Los Angeles is looking for an experienced and dynamic General Sales Manager with a proven track record of sales success in both new and existing business. Qualified applicants must be able to demonstrate excellent sales management techniques, strong organizational skills, and be a wiz at inventory management. Prior experience as a national, local or General Sales Manager in a network environment is required.

Please send your resume to: **Human Resources, ABC7, Dept. GSM EM-12/2, 4151 Prospect Avenue, Los Angeles, CA 90027.** EOE. No phone calls please.



## DISNEYLAND PRESS & PUBLICITY FREELANCE TELEVISION PRODUCERS

Disneyland Press & Publicity Department seeks Freelance Television Producers who will be involved in writing, directing shoots, editing, producing and satellite feeding Video News Releases.

Must have ENG, writing, editing, producing, and directing experience to be used for fast-paced and quick turn-around news and feature packages. Must also have good sense of music use. Requirements include at least 5 years of broadcast news and feature producing experience. For consideration, please submit resume and demonstration reels to:

**Disneyland  
Press & Publicity  
Attention:  
CS/Producer  
PO Box 3232  
1313 Harbor Blvd.,  
TDA #428P  
Anaheim, CA 92803**

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## HELP WANTED

**CREATIVE SERVICES DIRECTOR:** Major market, must be a strategic thinker, able to use words and pictures as weapons. Experience in news promotion. Can you move the meters, run your own show? Excellent compensation package. All inquiries kept confidential, your resume starts the process. EOE. ELECTRONIC MEDIA Classifieds, Box 1221, 740 North Rush Street, Chicago, Illinois 60611, Attn: Robbie Ehrhardt

**ACCOUNT EXECUTIVE:** WCPX-TV, CBS, Orlando is looking for an experienced TV sales professional. Qualified candidates should be proactive, possess strong presentation skills, basic computer skills, knowledge of NSI ratings, TV Scan, qualitative-based research and Qualitap, with 3+ years of TV sales experience preferred. A proven track record with advertising agencies and developing new business is a must. Send resumes to Nancy Davis, Local Sales Manager, WCPX-TV, 4466 John Young Parkway, Orlando, FL 32804 or FAX them to (407) 521-1208, No phone calls please. M/F, EEO

**CHIEF METEOROLOGIST** needed ASAP. BS, Masters or Ph.D. in Meteorology required. AMS certification preferred. Minimum two years of on-air experience and a personality required! Exceptional forecasting abilities a must. NBC affiliate in medium market, great weather town. Experience with WSI and 3-D systems a plus. ELECTRONIC MEDIA Classifieds, Box 1222, 740 North Rush Street, Chicago, Illinois 60611, Attn: Robbie Ehrhardt

**GRAPHIC ARTIST** for #1 Southwest Florida CBS affiliate. Needs television experience in Photoshop and other Mac software. Send resume and reel to: Paul Greeley, Director of Marketing and Promotion, WINK Television, 2824 Palm Beach Blvd., Ft. Myers, FLA 33916. EOE. DFWP.

## HELP WANTED

**WE ARE THE DOMINANT NUMBER ONE** NBC affiliate in the 38th market. We are looking for a GRAPHIC DESIGNER who can work second shift. Must have 2 years experience in broadcast design and knowledge of the DP Max and Power Mac. Send resume and demo reel to Art Director, WOOD TV8, 120 College SE, Grand Rapids, MI 49503. EOE

**CHIEF ENGINEER:** UHF CBS Affiliate with AM/FM seeks candidate who has extensive experience in transmitter and microwave systems maintenance, including at least five years of experience in broadcast television station engineering management. AM directional experience a plus. Strong interpersonal skills are needed to manage the station's engineering staff. This individual will prepare and administer capital and operating budgets, and plan equipment purchases and installation. Send resume and application to: Kendra Cooper, WMBD, 3131 N. University St., Peoria, IL 61604. EOE M/F

**REPORTER/ANCHOR:** I'm looking for someone who can tell a great story, both in the field and behind the anchor desk. We are the market leader in ratings and equipment! I'm looking for someone with one to two years experience. If you are that person, send a non-returnable tape and resume to: Randy Winter, News Director, WAOV TV-9, 1908 Grand Avenue, Wausau, WI 54403-6897. EOE/Women and Minorities are encouraged to apply.

**PRODUCER:** Wanted Weekend Producer for Saturday and Sunday, run assignment desk and other related functions. Send resume, non-returnable VHS tape and cover letter, noting desired position and referral source, by December 18 to: Human Resources, WXIN, 1440 N. Meridian St., Indianapolis 46202. Phone calls will result in disqualification. EOE.

## HELP WANTED

**TELEVISION MAINTENANCE ENGINEERING TECHNICIAN:** Immediate. Requires at least 3 years experience in broadcast operations and maintenance; knowledge of Betacam equipment, 3/4 and RF essential. PC experience a plus. Primarily repair; maintenance installation. Operates SNG truck. **TELEVISION OPS/MAINTENANCE TECHNICIAN:** Requires 2 years experience in Master Control operations, PM maintenance and repair of broadcast-related equipment. Some Master Control shifts. Both positions require SBE certification, FCC General Class or equivalent electronics background and good driving record. Resumes to Michael DeWire, Chief Engineer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. E-mail: mdewire@newschannel6.com. No phone calls please. Equal Opportunity Employer.

**MAIN ANCHOR/REPORTER:** A network affiliated station in Fresno is looking for a community oriented person to fill the position of Main Anchor/Reporter. If you're ready to handle the above duties in a mid-50's market send resume to Marc Cotta, 4880 N First Street, Fresno, CA 93726

**ANCHOR:** KGUN 9 (ABC) in Tucson, AZ. Looking for a strong communicator to complement our male Anchor at 5&10. Non returnable tape along with resume to Carmen Thomas, KGUN 9, 7280 East Rosewood Street, Tucson, AZ 85710. EOE. No phone calls please.

**REPORTER:** Seeking full-time enterprising, self-starting reporter with great attitude. Looking for risk-taking, visual story teller. Unpredictable hours including nights and weekends. Previous anchor experience preferred. Send resume, non-returnable VHS tape and cover letter, noting desired position and referral source, by December 14 to: Human Resources, WXIN, 1440 N. Meridian St., Indianapolis 46202. Phone calls will result in disqualification. EOE.

## HELP WANTED

**RESEARCH DIRECTOR:** WUPA-TV, a Paramount owned UPN affiliate, has an immediate opening for a Research Director. We are the fastest growing station in both the Atlanta market as well as the Paramount Stations group, and we are looking for a highly enthusiastic individual up to this challenging opportunity. One to two years experience preferred with a knowledge of Nielsen, Scarborough and the TV industry. Strong writing, presentation and computer skills are a must. Responsibilities include analyzing ratings and audience information, and presenting/positioning data in support of sales department. Please send cover letter and resume to: WUPA-TV UPN 69, Personnel Office, Box EM-RD, 2700 NE Expressway, A-700, Atlanta, GA 30345. No Phone Calls Please. E.O.E.

**NEWS PRODUCER:** Motivated producer with initiative and common sense who lives and breathes news needed for #1 award winning news team in the 48th market. Sat truck, helicopter, 6 remote news bureaus, and all the toys. One year line producing required, reporting experience and college degree preferred. Resume, cover letter and Non-Returnable Tape to: Craig Kennedy, Executive Producer, KOAT-TV, 3801 Carlisle Blvd NE, Albuquerque, NM 87107. Drug Free Workplace. KOAT-TV is an Equal Opportunity Employer.

**GENERAL SALES MANAGER:** Sullivan Broadcasting of Nashville LMA, WZTV-Fox and WUXP-UPN. Lead the markets' dominant sales force with superior skills in inventory control, research, value added sales and staff/client relationships. Our stations have the most successful off net and syndicated programming to complement our two growing networks. Meters by NSI coming in July '97. Please send resume to: GSM Search, 631 Mainstream Drive, Nashville, Tennessee 37228 or fax to (615) 254-7139. WZTV/WUXP is an Equal Opportunity Employer. M/F/H.

## HELP WANTED

**SALES REPRESENTATIVE:** WXXA-TV FOX23, Clear Channel Television Fox Affiliate in Albany, NY is looking for an aggressive broadcast sales representative. Candidates should have a minimum of 1 to 2 years television or radio sales experience. Knowledge of TVSCAN, rating books, regional agencies as well as a history for building new direct business. To join the FOX23 team, send resume to: Personnel, WXXA-TV FOX23, 28 Corporate Circle, Albany, NY 12203. EOE.

**NEWS PHOTOGRAPHER:** WESH-TV, a Pulitzer Broadcasting Station and NBC affiliate located in Orlando, Florida - 22nd market is seeking a TV News Photographer. Applicant must be experienced in all phases of electronic news gathering (ENG), photography and editing. Knowledge of filming techniques would be helpful. Send non-returnable Beta tapes and resume to Bob Murdock, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No Phone Calls! An Equal Opportunity Employer.

**NEWS PHOTOGRAPHER/EDITOR:** Shoot and edit videotape for broadcast on daily newscast, operate microwave trucks for live shots, fly in helicopter to video tape news events and live shots, locate file tape and edit for newscasts. 1 year shooting for commercial news operation, college degree preferred. Resume, cover letter and Non-Returnable Tape to: Michael Kinney, KOAT-TV, 3801 Carlisle Blvd NE, Albuquerque, NM 87107. Drug Free Workplace. KOAT-TV is an Equal Opportunity Employer.

**NEWS PHOTOGRAPHER:** Great opportunity in growing Florida market. Work for NBC and ABC affiliate stations. Must be creative shooter and editor. Two years news videography and some microwave truck experience required. Send resume and tape to: Mike Reilly, 3719 Central Ave., Fort Myers, FL 33901. EOE.

## ALLBRITTON JACKSONVILLE, INC.

**GENERAL SALES MANAGER** - Allbritton Jacksonville, Inc is looking for a General Sales Manager to join its team in Jacksonville, Florida and build a sales organization from the ground up as we become the new ABC affiliate on April 1, 1997. This sales team leader will possess the ability to apply creative management and marketing techniques to build solid business relationships, develop new revenue opportunities and generate revenue from established sources. Special organization ability is essential to manage a dual local sales operation. A proven record of achievement in broadcast television sales in management positions achieving budgets, both revenue and expenses, and effective staff motivation and management necessary. Goal oriented philosophy and style required. Minimum ten years television sales experience with the last three years in a senior sales management position.

**MANAGER OF OPERATIONS & ENGINEERING** - Allbritton Jacksonville, Inc. is looking for a Manager of Operations & Engineering for its new ABC affiliate in Jacksonville, Florida. This manager will direct and manage the engineering, maintenance and technical operations of the station as well as oversee the construction of our new station over the next 8 months. This manager must demonstrate competence in personnel matters, budgeting, strategic planning and performance standards. A complete knowledge of computers and computer related digital equipment is essential. In addition, this manager must understand studio operations, UHF transmission systems, FCC regulations, FAA requirements and EBS/EAS regulations. A minimum of 10 years experience is required, the last three of which have been as a supervisor or department head.

To apply for these positions with Allbritton Jacksonville, Inc., send a cover letter and resume to Mr. Leonard Firestone, President/General Manager, Allbritton Jacksonville, Inc., 7434 Blythe Island Highway, Brunswick, Georgia 31523. No phone calls please. AJI is a equal opportunity employer.

## ART DIRECTOR



WNBC, the flagship station of the NBC television network, has an exceptional opportunity for a highly-creative broadcast Art Director.

Relying on your strong design skills and supervisory ability, you will conceptualize, execute, and maintain the artistic imagery of WNBC's ON-AIR operation. You will manage the design department, handle budgets and scheduling, and work with management and production to develop daily graphics and special projects.

To qualify, you must be a resourceful team player with a college degree or an equivalent background in broadcasting. Experience producing visually appealing and compelling graphics for news programs is required. Post-production skills are essential, including hands-on knowledge of digital compositing (Quantal Harry & Harriet, Quantal V-Series Paintbox and Picturebox, Infinit, and Abekas A-53 & A-62). 3-D animation design experience is vital.

Along with our cutting edge creative environment, we offer an attractive salary and excellent benefits. For consideration, please send your resume to:

Employee Relations Department,  
Attn: L.M., Room 688E  
30 Rockefeller Plaza, New York, NY 10112  
Fax: 212-265-0307

We regret that we will only be able to respond to those applicants in whom we have an interest.

An equal opportunity employer m/f



## NATIONAL SALES MANAGER

WBDC-TV 50, Washington, D.C., a fast growing Tribune managed WB affiliate station in the seventh largest market in the country, is seeking a dynamic, self motivated, professional with top communication and presentation skills who loves to travel and understands and appreciates the "Customer First" philosophy. Candidates need to have a minimum of three years of national sales at a station or rep firm, a proven track record for attaining sales goals, working knowledge of assisting in the managing of inventory, and the ability to maintain and build relationships with the national buying/rep community. Knowledge of Enterprise, Scarborough, and BMP a plus. No phone calls. EOE. Please fax your resume to: 202-337-8610 or mail to:

WBDC-TV 50  
Attn: Personnel  
2121 Wisconsin Ave.  
Suite #350  
Washington, D.C. 20007



# CLASSIFIED ADVERTISING

## HELP WANTED

**PROMOTION WRITER/PRODUCER:** Southwest Florida TV and Radio Stations need experienced Promotion Writer/Producer. Non-linear editing. Send reel and resume to: Paul Greeley, WINK Television, 2824 Palm Beach Blvd., Ft. Myers, FLA 33916. EOE. DFWP.

**NEWS PRODUCER:** Are you ready to work in one of the most competitive news markets in the country? Wichita's largest TV news organization continues to grow and we're looking for someone to grow with us. If you're a creative writer who likes to light a fire under every newscast, we want to see your tape. 1-2 years producing experience preferred. Send tape and resume to: News Producer search, Human Resource Manager, KSNW-TV, PO Box 333, Wichita, KS 67201.

**NEWSWRITER IN SEATTLE:** Want to work in America's #1 city? KING 5 TV is searching for a talented overnight writer with producing experience. We are number one in the Pacific Northwest and like to promote internally. If you have strong writing skills and can fill-in produce, send 2 copies of your resume to: KING 5 TV, Attn: HR Dept., #96R58, 333 Dexter Ave. N., Seattle, WA 98109. EOE-M/F/D/V

**ACCOUNT EXECUTIVE:** NewsChannel 12 is looking for an experienced sales person with strong presentation skills, NSI ratings knowledge, solid new business development and research skills. Send resume to Personnel Director, WXII-TV, PO Box 11847, Winston-Salem, NC 27116. EOE

**TELEVISION WEATHERCASTER - FULL-TIME:** Morning and noon shift. Degree in meteorology or extensive study required. Experience helpful. Pre-employment drug testing required. Send tape and resume ASAP to Personnel Department, Bulletin #304, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801. EOE.

## HELP WANTED

**WEATHER ANCHOR/NEWS REPORTER:** NBC2 in beautiful, historic Charleston, SC still looking for a person who will anchor weekend weathercasts and report three days a week. Some experience required. Resume, references and VHS tape to News Director, WCBF-TV, P.O. Box 879, Charleston, SC, 29402. Drug test mandatory. EOE, M/F. Telephone calls will disqualify you.

**SOUTHERN ABC AFFILIATE** has an opening for an experienced television ACCOUNT EXECUTIVE. Must be an individual with strong presentation skills, with working knowledge of NSI ratings, market research, computer skills and new business development. Send resume and references to: GSM, KLAX-TV, 1811 England Drive, Alexandria, LA. 71303. No phone calls please. EOE.

**DEAN OF THE MEDILL SCHOOL OF JOURNALISM** Northwestern University: Northwestern University seeks nominations and applications for dean of the Medill School of Journalism. With programs in Evanston, Chicago and Washington, D.C., the school offers undergraduate and graduate degrees and concentrations in print, broadcast, interactive and integrated marketing communications. The successful candidate will have the vision and energy to lead a top journalism school as well as substantial administrative experience at a university or in industry. An advanced degree and teaching experience are desirable. To ensure full consideration, applications (including a cover letter and vitae/resume) and nominations should be received by January 31, 1997. Address correspondence to: Professors Richard C. Christian and Donna R. Leff, cochairs, Dean's Search Committee, Medill School of Journalism, 1845 Sheridan Road, Evanston, Illinois 60208-2101. Northwestern University is an affirmative action, equal opportunity educator and employer.

## HELP WANTED

**EXECUTIVE PRODUCER:** NorthWest Cable News, a division of the Providence Journal Company, is a 24-hour regional news network based in Seattle. We are seeking an EP to oversee the weekend shows and assigned newscasts during the week. If you have excellent leadership skills, strong writing skills, and minimum 4 years news producing experience, send 2 copies of your resume and a non-returnable Beta tape to: NorthWest Cable News, Attn: HR Dept., #96R30, 333 Dexter Ave. N., Seattle, WA 98109. EOE-M/F/D/V

**NEWS DIRECTOR:** Southern Minnesota's #1 Newschannel, located in America's most livable city, seeks energetic, aggressive leader to direct top-notch staff of seasoned veterans and bright young talent. Excellent group with great benefits. Send resume to Jerry Watson, VP-GM, KTTC-TV, 601 1st Avenue, SW, Rochester, MN 55902. EOE.

**JOIN THE BEST.** "New York Times Company" station needs producer for #1 rated 10:00PM Newscast. 2-3 years producing experience. Send resume and current VHS aircheck to: Al Setka, News Director, WHO-TV, 1801 Grand Avenue, Des Moines, IA 50309. EOE.

**TELEVISION ASSISTANT CHIEF ENGINEER:** Great opportunity, with immediate opening, for experienced engineer at group owned leading NBC station in beautiful Monterey County, California. Looking for candidate with educational background in broadcast engineering and five years maintenance experience. Need strong interpersonal skills. Duties include: maintaining and trouble shooting VHF transmitter, microwave and studio equipment, including computers, building equipment and proprietary broadcast equipment. Ability to work with minimal supervision a must. EOE. Fax resume to Antonio Castro, Dept. B, KSBW-TV, (408) 424-3750.

## HELP WANTED

**LOCAL SALES MANAGER:** WABM-UPN, the fastest growing station in Birmingham is seeking an experienced leader to head the local sales team. Candidate must be a good motivator and coach, proficient in the development of new business, and have expert control over inventory and pricing. Experience with qualitative research and tvscan is a plus. Send resume and references to: Ben Kulikowski, 651 Beacon Parkway West, Suite 105, Birmingham, AL 35209.

**REPORTER/ASSIGNMENT EDITOR:** Degree in journalism preferred. Must be willing to assist on the assignment desk. **PHOTOGRAPHER:** Experience with Beta helpful. **PRODUCER:** For morning news hour. Good writing skills a must. Send tapes and resumes to News Director, KEVN-TV, P.O. Box 677, Rapid City, South Dakota 57709. No phone calls.

**MARKETING AND PROMOTION MANAGER:** WFMY-TV, the market's news leader, is seeking a dynamic Marketing and Promotion Manager to lead and manage the creative direction of our station's marketing and promotional efforts. Candidate must be a hands-on team player with strong leadership, communication and administrative skills. Must have a demonstrated ability to develop and execute effective creative strategies in a geographically challenging and very competitive marketplace. At least three to five years minimum experience in a similar role and a college degree in Marketing, Advertising, Broadcasting and/or Journalism preferred. Send resume to: Deborah Hooper, General Manager, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420. EOE

**NATIONAL SALES MANAGER:** Fox affiliate in beautiful Midwest top 100 market needs a highly motivated, experienced person to take the lead in managing our national sales efforts. Successful station in a fast growing group. Solid compensation package with rewards equaling results. Resume to ELECTRONIC MEDIA Classifieds, Box 1223, 740 North Rush Street, Chicago, Illinois 60611, Attn: Robbie Ehrhardt. Equal Opportunity Employer.

## HELP WANTED

**VIDEO DESIGNER:** National Cable Network seeking talented and motivated individual for Video Designer. Must have a strong background in all aspects of video production and on-air graphic design. Responsible for design and production of graphics and special effects for on-air promotion, interstitial production and special projects and participation in 3-D animation and modeling projects. Ability to meet deadlines in a fast-paced, multi-tasking environment. Minimum 2-3 years experience as a designer in a local or network television design department, advertising agency, in-house graphics department or production company environment. Must be able to work flexible work schedule. Prefer experience on Quantel Henry, Hal or Harriet and Macintosh computer skills such as Quark, Illustrator, Photoshop. Please send resume with VHS tape or three (3) other graphic samples and salary history to: Video Designer DC-54, P.O. Box 4917, Englewood, CO 80155. Drug test and interview required for successful candidate. EEO/MF

**REPORTER:** NBC O&O is seeking an aggressive self-starter for reporter position. Candidate must have strong writing skills and the ability to develop contacts and dig up stories. Must also have good people skills and the ability to do live reporting. Send resume and non-returnable tape to: Connie Howard, News Director, WVTM-TV NBC 13, 1732 Valley View Drive, Birmingham, AL 35209. No Phone Calls. EOE

**CREATIVE SERVICES: F/T & P/T—FREELANCE:** American Movie Classics, Romance Classics, Bravo and the Independent Film Channel (all part of Rainbow Programming) is seeking extremely talented Promotion Writer-Producer/Cube Editors/Associate Producers to join us on a F/T or P/T freelance basis (with potential for standard full time employment). You must be a team player who is capable of coming up with great concepts and powerful copy, have an understanding of promotional graphics, and have 2-3 years of promotion experience. Knowledge and love of movies and the arts a plus. Please send resume, two promo script samples, demo tape and salary requirements to: Human Resources, Rainbow Programming, 150 Crossways Park Drive, Woodbury, NY 11797. EOE

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## ENGINEERING SUPERVISOR

WTTG, Fox O&O in Washington, DC. needs an experienced engineering supervisor to provide technical expertise and support to the Engineering Dept. and other related departments as needed. Responsibilities include scheduling and supervision of union technical personnel, and broadcast video and audio engineering. This position involves managing News technical facilities including field and editing systems. Bachelors degree in Electrical Engineering or Computer Sciences or equivalent is required. Minimum 5 years related experience and proficiency in News Operations, and state of the art broadcast A/V systems is a must. Excellent written and verbal communications skills and ability to interact with all levels of personnel is required. Rush resume and salary requirements to:

Lydia M. Martinez • Director of Personnel • WTTG/FOX TV  
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Seeking an experienced detailed-oriented research professional with background in National Nielsen Ratings and applications. Qualified candidates must have a minimum of 1-2 years of television research experience, strong computer skills and possess excellent written and verbal skills. Self-starter with a desire to learn. Required applications: Nielsen LMS, MicroNode, NTI, NSS, Dailes Plus, MS Word for Windows and Excel. PowerPoint a plus.

For consideration, fax/mail resume, cover letter and salary requirement to:

Worldvision Enterprises, Inc.  
1700 Broadway  
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Attn: Human Resources  
Fax: (212) 261-2905.  
No phone calls please.

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(Resumes with salary requirements will be given first consideration)



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

# CLASSIFIED ADVERTISING

## HELP WANTED

**MARKETING MANAGER** - WVIT, Connecticut's NBC Station is seeking a highly motivated, strategic thinker. Must possess strong oral/written communication skills, working knowledge of Nielsen ratings and other related research software, as well as familiarity with the cable industry. Responsibilities: creating and presenting one sheeters, model presentations/packages, ratings assessment/analysis, plus training and related marketing functions. Proficient computer skills a must. Great growth potential with Paramount Television Group. College degree. Resumes to Ron Pulera, GSM, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. E.O.E.

**ACCOUNT EXECUTIVE:** WVIT, Connecticut's NBC Station seeks a candidate with emphasis on agency and new business development. Needs to be self-motivated, aggressive, resourceful and have strong organizational skills. Minimum two years sales experience and college degree required. Great growth potential with Paramount Television Group. Resumes to Rob Ewert, LSM, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE

**PROMOTIONS MANAGER:** Left Brain/Right Brain! Need individual with strong leadership and organizational skills to coordinate station promotions. Must be highly motivated, energetic individual experienced in developing a station image through branding and marketing. Experience with on-air, outside media and community promotions and partnerships. Hands-on success at writing, producing, directing and editing eye-catching on-air station and news promotions. Computer graphics skills a big plus! Send tape, presentations and resumes to Kathleen McLain, G.M., WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. Equal Opportunity Employer. M/F.

## EDITOR WANTED

Fast paced production company with clients nation wide seeks only the best. Minimum 5 years editing experience. Send sample VHS, resume, editing background and salary to: Steve, 976 Houston Northcutt Blvd. Ste. 3, Mt. Pleasant, SC 29464. No Calls.

## HELP WANTED

**EXECUTIVE PRODUCER FOR MORNING NEWS:** KCRA is seeking an Executive Producer for our morning newscasts. This will be a management position in the KCRA news department. The Executive Producer for the Morning News will have direct supervision of the morning news block on KCRA and KQCA, including oversight of editorial decisions, newscast line-ups, and deployment of resources. Duties will also include participation in market research, drafting of mission statements, and implementation of marketing strategies. We are looking for an experienced news producer with solid news judgment and strong interpersonal skills. Send your resume, non-returnable tape of a recent newscast, and cover letter to Bill Bauman, News Director, KCRA, 3 Television Circle, Sacramento, CA 95814. Kelly Broadcasting is an Equal Opportunity Employer M/F/ADA. Employment is contingent on passing a drug/alcohol test.

**MORNING CO-HOST:** Ever wanted to do a show like "Regis & Kathie Lee" or "Fox After Breakfast?" In South Bend, you can be the lead-in for those shows. Our 7-9 AM broadcast has news and weather, but mostly has fun. How spontaneous are you? Can you talk off the cuff about anything and everything? Can you be outrageous without being obnoxious or offensive? Willingness to do basic weather essential; knowing how to do it already is even better. Non-returnable VHS or 3/4" tape and resume By December 9 to Dave Gonigan, News Director, WSJV-Fox28, Box 28, South Bend, IN 46624.

**ANCHOR:** WFTX-TV in the Ft Myers/Naples market seeks a weekend anchor/reporter. Three years television experience required, college degree preferred. The successful candidate will be a leader and Foxified. Send non-returnable tape and resume to: Mark Pierce/Station Manager, 621 SW Pine Island Rd., Cape Coral, Fl. 33991. We are an equal opportunity employer.

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**VISIT ADVERTISING AGE ON THE INTERNET!** Ad Age's World Wide Web site, <http://www.adage.com>, is updated daily!

**INTERNET COORDINATOR:** Are you a news/internet junkie? WVIT, Connecticut's NBC Station needs one to write/create news and information content for website, coordinate internet projects, implement new technology (audio, video) and maintain site. Newsroom experience preferred. Resumes to Steve Schwaib, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE

**PBS ONLINE** (<http://www.pbs.org>) is the dynamic, award-winning Web site that provides information about PBS programming, national and local education resources, interactive events and an online store for public television products. To learn more about your favorite PBS program, or PBS's formal educational services, go to <http://www.pbs.org>

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Category:  Line ad  Display

Ad Copy: \_\_\_\_\_

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Dates(s) of Insertion: \_\_\_\_\_

Amount Enclosed \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

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Attention: Robbie Ehrhardt

Phone: (312)649-5385

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## Director of Communications

NOVA, the award-winning science documentary series broadcast nationally on PBS, seeks a Director of Communications to build brand exposure and awareness in an increasingly competitive television market. Not only will the candidate energize NOVA's promotion and publicity plans, but will push its expanding Science Unit activities (Web site, IMAX®/OMNIMAX® films, and educational outreach) into new media and markets.

The candidate should have a college degree and a 10 year track record of developing and implementing innovative and successful publicity and promotion campaigns (including major print and electronic placements and special events), with an emphasis on television publicity and promotion. Experience producing promos a plus.

Interested candidates should send cover letter and resume to: **WGBH, Human Resources Dept. (96-0190), 125 Western Avenue, Boston, MA 02134.** WGBH is an equal opportunity employer.

# Many cable viewers like what they can't see

BY ELLIS SIMON

SPECIAL TO ELECTRONIC MEDIA

FXM: Movies From Fox, Turner Classic Movies and The History Channel are the networks that cable subscribers most want added to their channel lineups, according to a survey conducted by Beta Research Corp. and released to cable operators last month.

Long Island, N.Y.-based Beta conducts national syndicated studies to measure network appeal among cable subscribers and nonsubscribers. When the results came out, the highest-ranked networks were quick to tout them and make the case for adding their channel or justifying their license fee.

A related poll, also conducted by Beta in September, found Discovery Channel, ESPN and CNN to be the most popular services available. In addition, Discovery ranked first in program quality and uniqueness. ESPN ranked highest in perceived value among people who watch a particular channel.

"The study's goal is to measure perception and image of the networks so they can have something other than Nielsen [ratings] to go by," said Andy Klein, president of Beta's cable television division. Very often, services with low ratings rank high in programming appeal, he noted.

The study consists of two parts: One measures interest in mid-size and newer networks based on concept descriptions. The second measures perceptions of services available including popularity, quality, uniqueness and perceived value.

FXM, which launched in 1994 and has 4 million subscribers, had the highest score among both mid-size and newer networks. In terms of interest in the concept, 65 percent of respondents gave it a score of four or five on a scale of one to five. Other high-ranking newer networks, defined as recently launched channels having fewer than 10 million subscribers, were: Plex, which scored 51 percent; Animal Planet, 43 percent; Outdoor Life Network, 40 percent; and Independent Film Channel, 40 percent.

## Interest in networks based on concept description

Top-Ranked Mid-Size Networks (10-50 million homes)	Percent with high interest in channel (4 or 5 rating)
Turner Classic Movies*	63%
The History Channel	54%
Encore*	50%
ESPN2	48%
Sci-Fi Channel	37%
ME/U Knowledge	36%
Bravo*	36%
Comedy Central	32%
FX	32%
<b>Top-Ranked Newer Networks</b>	
FXM: Movies From Fox*	65%
Plex*	51%
Animal Planet	43%
Outdoor Life Channel	40%
Independent Film Channel*	40%
Fox News Channel	36%
Classic Sports Network	36%
ESPNNEWS	33%
TV Land	33%
Wam!*	33%
America's Health Network	32%

\*Service with commercial-free movies/programs in description.  
Source: Beta Research

Turner Classic Movies ranked first among mid-sized networks, which Beta defines as between 10 million and 50 million homes, with a 63 percent score. It was followed by: The History Channel, which scored 54 percent; Encore, 50 percent; ESPN2, 48 percent; and Sci-Fi Channel, 37 percent.

Commercial-free movie channels and sports services tend to score well in the study because of their broad appeal, Mr. Klein noted. Three of the four highest ranking services based on concept appeal, Turner Classic Movies, FXM and Plex, are movie networks.

However, well-defined niche services also perform well, he added. Home & Garden Television, The Cartoon Network, CMT: Country Music Television, The History Channel and ESPN2, which led among mid-sized networks in program quality, all have clear identities, he said.

For the affiliate sales reps trying to get channels launched, "It's another arrow in the quiver," said Randy Brown, a regional sales vice president with ESPN. "It doesn't close a sale, but it might get some attention."

Intense competition for available channel space makes merchandising of the rankings an important affiliate marketing tool.

"It's sound brand marketing," said Dan Davids, senior vice president and general manager, The History Channel. "You got to use all the elements in your marketing mix and use them well."

Besides generating interest in new services, survey results can reinforce the value of existing channels, an important strategy as carriage agreements come up for renewal. "We use [Beta] to underscore the value of what we deliver to our distributors," ESPN's Mr. Brown said.

ESPN ranked first in perceived value among viewers at \$2.27, followed closely by ESPN2 at \$2.22. Those figures will be repeated in numerous presentations and renewal discussions over the next 90 days, he added.

For cable operators, national studies tend to supplement rather than supplant local research. Many use them as a benchmark to compare subscriber interests in their markets to the norm.

Consequently, some network executives stress consistency of the results among studies and trends as much as the scores themselves. "It's gratifying when you see interest growing from year to year," said Tom Karsh, senior vice president and general manager, TCM.#

# TCI may ax superstations

(Continued from Page 4)

zythoff says he is confident the station will ultimately prevail in the courts, but the uncertainty could not come at a worse time.

The deletion of WGN could also result in the temporary disappearance of programming of The WB in about 50 TCI markets. WGN is a WB affiliate but will stop carrying the programming on its national feed next year. Meanwhile, The WB continues to develop its WeB cable service, which would serve smaller markets without a local affiliate.

TBS, which is about to celebrate its 20th anniversary as a superstation, will soon become one of the first to wean itself away from that designation to a copyright-paid network.

"We already own national rights for about 99 percent of our programming," Mr. McGuirk said. TBS plans to begin converting to network status in July 1997.

"We're still talking with our affiliates on how best to handle the change. We want to make it as non-invasive as possible to their budgeting process," he said.

Several other networks appear vulnerable to being dropped from some TCI systems. Those often mentioned as deletion candidates are VH1, Comedy Central, E! Entertainment and CMT: Country Music Television. Network officials declined comment, pending formal notification from TCI.

Some networks are privately plotting strategy to fight back, including "call your cable operator"-type campaigns or legal challenges.

Despite the threats, some industry leaders view TCI's strong words as so much saber-rattling.

"TCI is known for its ruthless bargaining," one industry executive said.

"This is all part of the process."#

# Toy industry reacts to kids ratings shift

BY KATE FITZGERALD

ADVERTISING AGE

Some toy industry analysts fear that the decline in ratings of kids' programs on syndicated TV and Saturday morning network cartoons could hurt toy sales this holiday season.

"This could turn into a real problem for toy companies with a heavy reliance on toys advertised or based on network or syndicated TV shows that aren't getting attention from kids this year," said Sean McGowan, a toy analyst with Gerard Klauer Mattison.

Toy marketers are already responding to the ratings shifts by increasing their advertising on cable TV, prime-time programming and in a number of fast-growing new kids' print vehicles,

said Debbie Solomon, senior partner-media research at J. Walter Thompson USA, Chicago.

Some media executives say the fear of kids getting less exposure to broadcast TV ads is overblown.

"Kids are watching less Saturday morning TV, but they're watching more cable TV overall and at all hours," said Steve Sternberg, senior partner for BJK&E Media Group, New York.

Ratings of kids' Saturday morning network TV ratings have fallen an average of 36 percent this year from last year, and kids' syndicated TV ratings have fallen between 5 percent and 10 percent from last year, says a recent study by BJK&E.#

Laura Petrecca contributed to this report.

# Kurtis, Douglas depart WBBM-TV Chicago



WBBM-TV's anchor team (from left): Sportscaster Tim Weigel; anchors Lester Holt and Linda MacLennan; and weatherman Steve Baskerville.

(Continued from Page 2)

12.4/21 and picked up some former WCBS viewers in other time periods.

At noon, where former WCBS anchor John Johnson and Michele Marsh now work for WNBC, WNBC's newscast was off 14 percent.

In Chicago, WBBM said that Lester Holt and Linda MacLennan will anchor the station's 4:30, 5, 6 and 10 p.m. newscasts, joined by weatherman Steve Baskerville and sportscaster Tim Weigel.

Mr. Kurtis was expected to be named contributing editor at the station, producing special reports and in-depth stories. His co-anchor, Mary Ann Childers, will shift to the

morning, co-anchoring with Joan Lovett.

Leaving the station is weatherman Paul Douglas, who will manage his Earthwatch weather system full time.

"What the station needs is a sense of identity and branding," Mr. Price said. "The ratings difference is not because we don't have good people. We've got some outstanding people. We needed to narrow our scope and concentrate."

Mr. Price said he also gave a vote of confidence to department heads at the station, including news director Steve Lang.

ABC-owned WLS-TV was No. 1 in Chicago, with an 8.3/20 sign-on to

sign-off average. NBC-owned WMAQ-TV was No. 2 with a 5.9/14. WBBM, with a 4/10, finished behind Fox-owned WFLD-TV (4.5/11) and Tribune-owned WGN-TV (4.1/10).

WLS won all the local newscasts, including 10 p.m., despite NBC's prime-time strength.

In Los Angeles, John Culliton, the new general manager at KCBS-TV, hasn't made big changes, and the station finished in fourth place, behind the NBC-, ABC- and Fox-owned outlets.

KNBC was the market leader with a 5.6/14 sign-on to sign-off edging out KABC, with a 5.5/14. KTTV had a 4.8/12 and KCBS drew a 3.5/9.#

# India's pay television industry at crossroads

(Continued from Page EMI-1)  
cause Parliament is in session.

The government is likely to introduce a bill during this session that could make or break the up-and-coming cable and satellite industry, comprising 50-odd Indian, European, Arab and U.S. TV companies.

## Foreign ownership rules

At issue are stiff rules on foreign ownership of channels beaming to India; repatriation of revenues to overseas headquarters; a continued ban on foreign channels' ability to uplink out of India; and censorship of offensive program content.

Observers interpret the government's intentions as an effort to protect state broadcaster Doordarshan, which accounted for 69 percent of the \$336 million spent on TV ads in India in 1995. However, pay TV networks such as News Corp.'s Star TV and Zee Network (in which News Corp. holds an interest) are eroding Doordarshan's dominance in urban areas.

"In a lot of respects, India is far ahead of other markets in

Asia: Nearly 33 percent of all homes are cabled," said Chris McDonald, general manager-sales and marketing at Hong Kong-based ESPN Asia. "But although there are many cabled homes, cable operators are small and none of the homes are addressable. In terms of sophistication, we are totally not there."

Estimates on the number of cabled homes range from 12 million to 18 million homes.

Whatever the number, pay TV in India is mostly an urban phenomenon and except for Doordarshan and Zee, most program providers have yet to retrieve profits from their Indian investments. That comes despite a market that is growing between 25 percent to 30 percent annually.

## Direct-to-home broadcasting

The entry of direct-to-home broadcasting attempts to overcome the cable industry's chronic channel capacity problem.

Keen to enter India's virgin DTH market are companies including DirecTV, Star TV, Zee, In Cablenet and Doordarshan, along with the Malaysian East

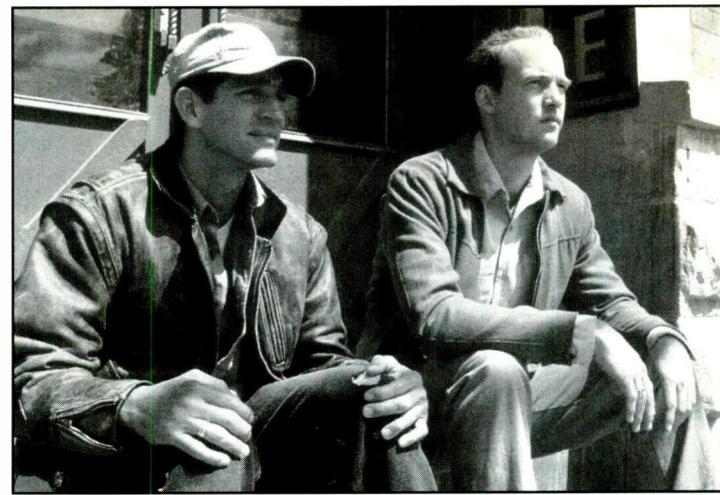
Asian Satellite Co. The Indian government hopes to earn about \$10 billion over the next 30 years by issuing DTH licenses, according to the Ministry of Information and Broadcasting.

"[But] will there be enough critical mass of viewers able to afford DTH?" asks Lynn de Souza, president of Ammirati Puris Lintas India's Initiative Media media buying division in Bombay. "That certain base level has to be achieved."

"Traditionally, DTH is supposed to be a competitor to cable in the West," said Jagjit Singh Kohli, president of Bombay-based In Cablenet, one of India's leading cable systems. "In India DTH can never take over cable, but it can exist in a separate niche. It will be complementary to cable."

Lintas' Ms. de Souza says market forces will prevail.

"The future is good because it's very much a buyer's market for advertisers and software producers," she said. "As far as TV channels go, they have to really struggle to survive. Everyone's expecting a shakeout at the end."#



CBS's "In Cold Blood" competed with ABC's strong Tuesday lineup during the November sweeps.

## NBC claims sweeps win, early

(Continued from Page 4)

to 49, with a 5.9, down from last year's 7.0.

"We're going to finish second in adults 18 to 49, which indicates a very solid sweeps performance for ABC," ABC Entertainment Chairman Ted Harbert said.

Fox, narrowly trailing in the key demographic with a 5.7, up from last year's 5.4, still hoped to beat or at least tie ABC once the dust settled.

"This is continuing the momentum coming out of the May sweep," when Fox beat ABC in the demographic, Fox Research and Marketing Vice President Giles Lundberg said.

"Even in a situation where we both end with [a tie], I think the important point is, our network is growing," Mr. Lundberg said. "Certainly ABC is not going in that direction."

CBS settled for fourth in the younger demographic, posting a 4.6, down from 1995's 4.7.

At press time the second place trophy in households was still too close to call, as CBS's one-two punch of "In Cold Blood" on Tuesday and "The Pelican Brief" on Wednesday battled it out with ABC's strong Tuesday and Wednesday lineups.

With one day left, CBS led ABC 10.2/16 to 10.1/16 in households, and Fox trailed with a 7.8/12.

Last year, ABC ended November sweeps with a 11.4/19 household rating, followed by CBS (9.9/16) and

Fox (7.6/12).

Meanwhile, both UPN and The WB experienced growth in households, adults 18 to 49 and teen demos vs. last November sweeps.

Basic cable continued to show gain vs. this time last year, according to Cabletelevision Advertising Bureau analysis of Nielsen data. According to CAB, basic cable was up 10 percent, from 16.8 million viewers to 18.6 million viewers.

David Poltrack, CBS executive vice president for planning and research, blames part of the broadcast network ratings erosion on Nielsen.

"I think it's a television problem," he said. "Measurement is down period, and there is evidence that it shouldn't be."

Mr. Littlefield said discussions with Nielsen over unexplained drops in "persons using television" figures were on-going.

"This impacts us significantly in the fourth quarter financially," Mr. Littlefield said. "We have a need for accurate information."

Cable executives, meanwhile, said that broadcasters are looking for a scapegoat to explain ratings decline.

"If that claim were true, faulty national measurements would penalize cable more than the broadcasters," said Jonathan Sims, CAB vice president for research. "The charges against Nielsen seem in large measure to be a case of shooting the messenger for bringing bad news."#

## Disney beats earnings projections FTC beer ad probe

(Continued from Page 3)

local broadcast and cable TV outlets. Black Entertainment Television, the only national cable network to date to say it will accept hard-liquor ads, is now running a schedule for two Schlitz Malt Liquor spots, both placed by Burrell Communications, Chicago.

The spots are seen only after 10 p.m. on the East Coast, according to a BET executive, primarily in comedy programming. However, because BET only has one satellite source for program delivery, those spots are seen just after 7 p.m. on the West Coast.

Advertising in sports programming, with its big percentage of underage viewers, has been a mainstay of beer marketers for years.

"I hope I'm not seeing my worst nightmare come true," said one television network executive, referring to a government investigation of beer marketing on TV. "The last thing we need is some sort of a clampdown on beer advertising, especially in sports. That's always been the risk of what Seagram's been doing."

Spokespeople for Stroh Brewing and Seagram Americas, the two companies cited in The Wall Street Journal as the targets of an FTC investigation, told ELECTRONIC MEDIA they had no confirmation of an agency review and had not received subpoenas. The FTC would neither confirm nor deny an investigation.

Meanwhile, Julius Genachowski, counsel to Federal Communications Commission Chairman Reed Hundt, said the FCC chief was still focusing on hard-liquor ads, not beer.#

ELECTRONIC MEDIA Washington reporter David Hatch contributed to this story.

(Continued from Page 4)

Disney reported a 7 percent increase in operating income to \$3.66 billion on a 12 percent increase in revenues to \$21.2 billion.

Fiscal year net income rose 16 percent to \$1.5 billion, or \$2.23 per share.

Disney's broadcasting operations for the fiscal year posted a 12 percent increase in operating income to \$1.1 billion on a 4 percent increase in revenues to \$6.2 billion.

"The fact that we continued our strong growth during this period proves that the combined operations are working and working well," Mr. Eisner said.

Disney shares rose more than one point Nov. 26 to close at \$76 on the earnings news. Most analysts expect the stock to trade \$80 a share or higher next year. During the fourth quarter, Disney said it repurchased 8.2 million of its shares at an average price of \$56.53 per share, or a total cost of \$462 million.#

## Wall Street not sold on the future of the DBS industry

(Continued from Page 39)

third-party programmers and DirecTV, a subsidiary of Hughes Electronics, which manufactured, owns and operates their shared satellite, delivery system and related services, analysts say.

Still, "DirecTV and USSB have the best growth prospects in the DBS industry," Rick Westerman, of USB Securities, says. Whether or not USSB remains an independent player with just five transponders,

limited movies and entertainment service, and no debt remains to be seen. Mr. Hubbard has said the company is not for sale.

The real test will come next year as cable companies continue to roll out new digital services providing many more program channels and pay-per-view services in addition to high-speed cable modem and wireless telephone options.

News Corp., in partnership with MCI or other players it is negotiating with, will

draw on its formidable resources to launch its ASkyB service in a year. TCI also promises to move aggressively into high-powered satellite service through its Primestar partnership and its new public satellite interests.

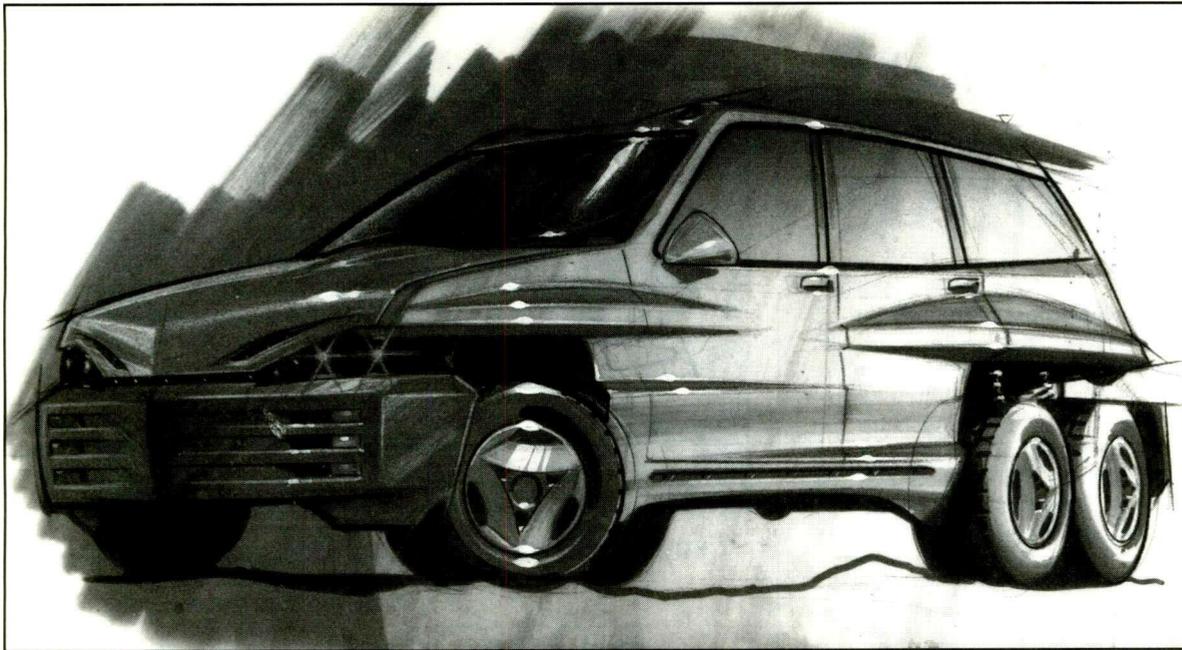
"With cable a mature industry, cable companies are going to more aggressively pursue direct satellite as a supplemental option," Mr. Sirlin said. "It could get intense."

As a hedge, Mr. Hubbard says USSB will use more than half of its annual \$40 million

advertising and promotion budget this quarter pitching its program service, with support from its new marketing partner, AT&T.

With more than \$100 million in cash reserves, analysts say USSB has the flexibility to make strategically savvy moves such as buying into key program services.

USSB offers 25 channels of movie and entertainment including HBO and Showtime. DirecTV provides more than 175 channels including live sports.#



The team in "Team Knight Rider" should fit comfortably in this roomier model.

## 'Knight Rider' to ride again

(Continued from Page 1)

MCA officials, who are negotiating with other major station groups for clearance of "Team Knight Rider," say they will seek a combination of prime-time clearances and weekend afternoon rebroadcasts as part of their station agreements.

MCA could make its first international broadcast deal for "Team Knight Rider" this week at MIP-Asia, having received favorable reception to the proposed series, which it privately presented to select clients at MIP-COM.

The original "Knight Rider" has been a popular offering overseas, airing in 94 countries.

The new series has not yet been cast and is not expected to begin production until the spring in an undetermined location.

Glen Larson, the creator and executive producer of the original "Knight Rider" series, will executive-produce the series. David Hasselhoff, the original star, is not expected to be involved in the new show.

"Team Knight Rider's" production budget is expected to be about \$1.2 million per hour episode, and MCA could spend \$10 million promoting the series, sources said.

Recently announced long-term program supply deals with German, French and other foreign distributors will provide funding to cover about half the production costs.

Such financing should allow Seagram-owned MCA Universal to make a profit on the show its initial season, sources say.

If "Team Knight Rider" catches on, MCA will capitalize on its popularity with clothes, toys, computer games and other merchandise.

MCA officials are negotiating with potential product licensees including Hasbro, Kenner and Toy Biz, which license toys for other MCA Universal series.

MCA officials are negotiating with several major automobile manufacturers—one domestic and one foreign—about a car tie-in to the series and related contests. The discussions involve financial and promotional support for the series as well as supplying cars needed in production.

"Team Knight Rider" also will have its own Web site updated weekly with details about the characters and storylines, and a multimedia promotion campaign touting it as the place "where the action is."#

## Merger land not quite 'Wonderful'

(Continued from Page 3)

anger Mr. Thomas. Next spring the Supreme Court is scheduled to rule on cable "must-carry" rules, an issue of great importance to TNT parents Turner Broadcasting and Time Warner.

"To me, that's really frightening," Mr. Adler said. "It used to be, the New York Times would publish the Pentagon Papers because it was truth regardless of consequences."

(Conversely, during Fox News Channel's recent battle with Time Warner, Fox's Rupert Murdoch used his New York Post to editorially hammer CNN and rival Ted Turner.)

The process of integrating separate divisions after a corporate merger can cause major headaches, noted Derrick Bane, media analyst at Paul Kagan and Associates.

"Not only do some duties overlap, but units that are used to running autonomously may not quite be in the groove yet," Mr. Bane said. "They now have to check with their subsidiaries."

"If you can't integrate the units quickly enough and get the people to work together properly, there could be a culture clash," he said. "Management has got to rush quickly."

Viewers also may get the raw end of the synergy deal. Cross-promotion has become increasingly popular; for example, ABC scheduled a half-hour "exclusive, behind-the-scenes look" at parent Walt Disney Co.'s new live-action movie "101 Dalmatians"—essentially, a prime-time infomercial.

"What happens next? A special on the making of the Warner Bros. store?" Mr. Adler said. "Viewers will tune it out because it's lousy, not because they're sophisticated about what's going on."

Granted, from a financial standpoint, it makes sense for a company's many divisions to look out for one another, even if the creative process suffers.

"Things will pop up," said Bill Marchetti, a media analyst with Paul Kagan and Associates. "In the larger scheme of things, it's not something that's going to tie the hands of some of the media titans."

And most visible uses of broadcast television synergy so far have been a help to the network recipient. ABC's airing of "The Lion King" ended up as the highest-rated prime-time special during this November's sweeps.

"The benefits of synergy far outweigh any drawbacks," Mr. Marchetti said.#

## Tauzin, likely new telcom chief, talks the talk

(Continued from Page 4)

From what I've seen of the numbers, they're losing market share rather dramatically to these other alcoholic beverages.

**EM:** FCC Chairman Reed Hundt says the commission has the authority to ban hard-liquor ads. What's your view?

**Rep. Tauzin:** That [issue] is under the jurisdiction of the FTC, not the FCC.

**EM:** What will your top priorities be as subcommittee chairman?

**Rep. Tauzin:** The implementation of the [1996 Telecommunications] Act is top priority. We've already seen how it's grown into big problems in terms of the interconnection order. We obviously want to untangle the mess that the order has created. So, we want to oversight that implementation.

Secondly, we want to explore the structure of the FCC itself. Is the failure of the FCC to interpret the Act and write regulations under it something that's going to be standard procedure as this implementation process unfolds? Is it because the agency is structured to regulate rather than deregulate? I want to get into that pretty early.

**EM:** Will you propose FCC reform legislation?

**Rep. Tauzin:** You should not be surprised to see something like that. The most distressing thing we've seen since the passage of the Act is a return to the courtroom. Proposals to reform [the FCC], while not drafted, are obviously going to be a real possibility early in the session.

I met in the last several weeks with the head of the [communications] regulatory agency in Great Britain to look at their [governing] model. We're going to be

looking at theirs, and other models, around the world to see which are best for a deregulatory environment. Great Britain is structured to accommodate competition and deregulation. We're structured to regulate monopolies.

**EM:** What's your stance on digital TV spectrum auctions? In what form might you support them?

**Rep. Tauzin:** I'm not at all prepared to support auctions until I know the impact. If we alter the nature of commercial, over-the-air television so dramatically that Americans no longer can see their favorite football game without having to pay a special duty, there's going to be a little hue and cry out there.

There's no dispute that a return [of spectrum] and an auction is going to happen with the [analog] spectrum that TV is currently using. The question is: When do we want that to occur?

The problem that we've had to date is that the budgeteers have looked on [spectrum allocation] strictly as a dollar issue. Our job is to make sure that everybody focuses not just on the dollar question, but on some of the public policy questions.

I don't want to look at auctioning the spectrum from commercial broadcasters without fully understanding the impact on the public service commitment, the nature of commercial television, and the nature of public television and radio.

**EM:** What issues will you hold hearings on?

**Rep. Tauzin:** In general, we are planning hearings on this question of auctions. I also want to explore the role of public television and radio. If you decide tomorrow that you want public television to pay for digital spectrum, do you also simultaneously relieve it of all public service obligations? And if you don't, what's fair about requiring commercial television to have public-interest

obligations.

**EM:** Will you explore a trust fund for public broadcasters?

**Rep. Tauzin:** We'll be looking at the concept of where to fund it, but I'd rather not discuss specific ideas right now.

**EM:** Do you support further deregulation of cable? If so, under what conditions?

**Rep. Tauzin:** I'm for total deregulation [of cable] at some point. When the consumer has adequate choice out there, and there are adequate protections in program access then I have no problem with total deregulation.

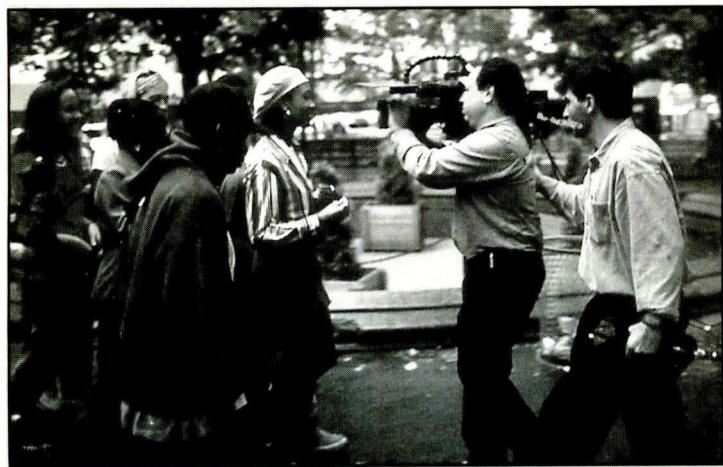
**EM:** Are there any satellite issues that you plan to explore?

**Rep. Tauzin:** [News Corp. Chairman Rupert] Murdoch plans to launch a service that would provide the 10 top TV markets in America with a system that would deliver a DBS package that includes the local affiliate television station. But what about the rural service areas that are not in the top 10? How and when do you supply them with local signals as a component of DBS service?

Maybe telephone companies can do that in conjunction with a DBS supplier. We want to get into that. We want to look at how well-distributed all of these options are to Americans so that nobody's left behind.

**EM:** Anything else that you plan to address?

**Rep. Tauzin:** I want, in the early part of the year, to demystify the Internet for people. This would involve literally understanding the Internet, understanding its potential, its growth, its operations, not only nationally, but internationally.#



JP Kids' "DeBunk" is a weekly children's magazine show funded by the NAB and the Educational Foundation.

## TV activist turns programmer

(Continued from Page 56) can break out of television to multimedia products, consumer products and other ancillary venues. Mr. Steyer also said he is talking to foreign companies about signing overseas co-production partners.

"If we were just entering the kids TV business, it would have been a much more difficult row to hoe," he said. "We're building the company as a bigger business that leverages its products across many media."

"Klutz TV" is being developed based on the popular Klutz Press books, with 55 titles and more than 30 million copies sold.

"Yahooligans!" is an animated series focusing on Internet literacy in a joint venture with Internet

directory/search engine-developer Yahoo!. "Green Wilma" is based on the book series by Tedd Arnold and tells the tale of an 11-year-old girl who is the only frog in her third grade class.

A professor at Stanford University, Mr. Steyer founded Children Now eight years ago as a national advocacy and media group for children. Children Now was among several groups that successfully pushed to increase educational programming for children with the recent FCC three-hour minimum rule.

"The ruling is fortuitous for us, but it's not why we started this company," Mr. Steyer said. "We're really trying to answer a lot of the stuff we've been talking to the media about."#

## Sources: NBC mulls USA Network bid

(Continued from Page 3)

As for Westinghouse, even after it splits off its industrial units, as planned, CBS will be strapped with a mountain of debt from its \$3.9 billion acquisition of Infinity Broadcasting Co.

While Mr. Jordan said the company's debt situation will not affect any serious acquisition opportunities, it appears that NBC, with the backing of parent General Electric Co., would be in a strong position in a bidding war for USA.

It is unclear whether NBC and CBS also would be interested in the Sci-Fi Channel, also part of the USA partnership arrangement between Viacom and MCA.#

## TBS wants to hang with young crowd

(Continued from Page 56)

ourselves against these niche channels that just have documentaries, or just have sports. We have it all," Mr. Burke said.

The campaign, "No Wonder They Call It a Super Station," pokes fun at narrowly focused competitors like Discovery Channel and ESPN and emphasizes the variety of programming available on TBS.

The affable Mr. Burke, 31, was a month shy of his eleventh birthday when TBS hit the scene as the world's first satellite-delivered superstation. This week marks the kickoff of a monthlong celebration of its 20th anniversary.

### Every night a franchise

The marketing plan seeks to establish a franchise position for virtually every night of the week.

"Destination Sunday," launched last summer, will be expanded in January to in-

# Digital TV foes split on standard issue

(Continued from Page 1) and receivers would come on line as early as 1998.

Said Vice President Al Gore, "The standard will keep America at the cutting edge of advanced technology and foster economic growth and the creation of high-wage jobs."

### Not everyone's happy

Despite the cheers, small market broadcasters were sounding an alarm, fearing that the expense of conversion could force many out of business.

"We're about as raring to go for that thing as we are to jump from a high building into a pit of flaming gasoline," said Van Vannelli, station manager, NBC affiliate WHIZ-TV in Zanesville, Ohio.

John Larkin, vice president and general manager of NBC affiliate KTVZ-TV in Bend, Ore., said the costs of conversion—estimated at \$6 million and up—is more than many stations are worth.

"Why would anybody be enthusiastic about this?" said Mr. Larkin. "To play in the new world is going to be very difficult."

Still the switch is expected to sell a lot of TV sets and stimulate the bottom lines of broadcast equipment manufacturers.

"Harris has been planning for it and doing research and development for a long time now," said Martha Rapp, a spokeswoman for Harris Corp., broadcast division, a manufacturer of transmitters.

Added Larry Thorpe, a vice president for Sony Electronics, a major supplier of broadcast production equipment, "It's only a question of having the standard nailed down."

### Grand Alliance finale

Also in the compromise plan that was adopted, the FCC is supposed to approve the remainder of the so-called Grand

Alliance standard—that is, minus the transmission format—before year's end.

In an additional boon to broadcasters, computer industry representatives also vowed that they wouldn't raise any additional ruckus about digital TV or try to stall the new technology, at the Federal Communications Commission, in the courts or in Congress.

The computer industry put a high priority on the deal because it vehemently opposes the so-called interlace technology that broadcasters use that had been included in the original Grand Alliance system.

Computers use a different transmission technology—progressive scanning—because it's better for such computer use, especially displays of text.

Some industry officials insisted that the compromise will make little difference because most broadcasters will still use interlace for digital, at least in the short term, and manufacturers will make digital TV sets capable of receiving signals sent in either the interlace and progressive formats.

### Next wave of computers

"Manufacturers will build sets that receive all broadcast signals," said Gary Shapiro, president of the Consumer Electronics Manufacturers Association.

Still, computer industry representatives said the decision clears the way for them to promote progressive scan technolo-

### Digital TV timeline

**1987**—FCC launches original inquiry and establishes advanced television advisory committee

**1990**—First all-digital high-definition television system proposed

**1993**—Grand Alliance formed to develop ATV system

**1995**—Advisory committee formally recommends the Grand Alliance system to the FCC

gy on a new generation of PCs they're planning to unveil within the next couple of years.

The new PCs, expected to be marketed for about \$2,000, will allow consumers to surf the Internet and receive traditional TV signals.

Apple Computer's Mr. Burger also said progressive is the only transmission technology apt to be included with the new TV/computer sets.

Interlace decoders, he said, would be available, but as a relatively expensive extra at about \$1,000.

That means broadcasters that don't transmit in progressive scan may be in danger of losing access to the 15 million or so of the new computer/TV sets expected to be sold each year.

"If the broadcasters want to cut out 15 million viewers, fine," said Mr. Burger.

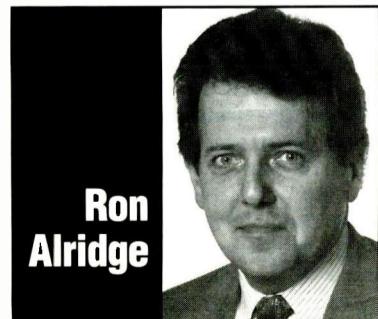
### Victory for Ness

FCC Commissioner Susan Ness had been the key regulatory force behind the deal.

She said she was "confident" that the standard could be approved before year's end.

"It will be a very new world of a 1,000 types of innovative programming and services that are not available today," Ms. Ness said.

Added FCC Chairman Reed Hundt, in a statement, "Our goal has been to trust the market, not government, to define the digital television of the future. Today's agreement is wholly welcome."#



Ron Alridge

...will return

clude not only original documentaries, but a new lineup of broadcast premiere movies, such as "Dumb and Dumber," and "City Slickers II," acquired from sister companies New Line Cinema and Castle Rock Entertainment.

On Monday evenings, the popular Matlock/Perry Mason features will be replaced by "Movies to Die for," a tongue-in-cheek presentation of suspense thrillers.

Wednesdays will remain sports-centered, featuring NBA games in season. "Movies for Guys Who Like Movies" slides into Thursday evenings.

Friday's "Dinner and a Movie" franchise may be the biggest success story of all. The blending of old movies with the comic talents of hosts Annabelle Gurwitch and Paul Gilmartin has been a hit with viewers and opened the door to some creative marketing opportunities, including a cookbook and a scrapbook full of positive reviews from

mainstream media.

"It introduces personality to the network, brings in a much younger audience, and allows us to get press and take ownership of these movies," Mr. Burke said.

Although profitable, TBS has tended to attract an over-50 audience advertisers find somewhat less attractive. Mr. Burke, who started his career at Turner in business development, hopes the franchising strategy opens a few new sales doors.

"We're able to establish premium pricing for certain nights of the week," he said.

They're also looking for some product placement opportunities as well. Among other things, "Dinner and a Movie" viewers have seen a Frigidaire repairman install a refrigerator during the show, and a Domino's pizza delivery on a night when the set's oven wasn't working.

TBS formally celebrates its 20th anniversary Dec. 17th.#

**AT PRESS TIME**

(Continued from Page 1)

measures aimed at discouraging smoking. Advertising Age reports the law would also limit print advertising and event sponsorship. Health Minister David Dingwall said the new policy should meet the legal tests set out in the 1995 Supreme Court ruling that rescinded an ad ban on tobacco in place since 1988. Canada's tobacco council calls the measures "extreme" and "likely illegal."

**CBS claims second**

LOS ANGELES—Based on Wednesday overnight ratings, CBS has claimed the second place trophy in this **November's sweeps**. According to CBS research, the network will finish with either a 10.2 or 10.3 household Nielsen rating, while ABC will have either a 10.0 or 10.1. National ratings—and final sweeps results—will be available today.

**SFX nixes deal**

NEW YORK—SFX Broadcasting last week terminated an agreement to **trade its Charlotte, N.C. station, WTDR-FM, for EZ Communications' WSSS-FM, and for WRFX-FM and WKNS-FM, which EZ is still attempting to purchase from Evergreen Media Corp.** SFX blamed that lengthy transaction for derailing its deal with EZ.

**WGN Bernardin video**

CHICAGO—Tribune Co.'s WGN-TV said it will offer a **two-tape set** of the funeral mass and procession for the late Joseph Cardinal Bernardin, for \$19.95, plus \$5 handling. Net proceeds will benefit Little Sisters of the Poor, which operates a nursing facility where the cardinal's mother lives.

**Primestar adds two**

BALA CYNWYD, PA—Primestar said it will add **Outdoor Life and Speedvision** to the Variety Tier of its DBS service next year. Recently, Primestar announced six other cable network additions to its service.

**WTVJ upgrades 'Access'**

MIAMI—Twentieth Television's "Access Hollywood" was upgraded to 7 p.m. on WTVJ-TV, Miami, where it will replace rival entertainment magazine "Entertainment Tonight." The change will take place on Jan. 6. Last week, "Access Hollywood" earned a 3.2 rating in Miami. #

**QUOTE OF THE WEEK**

**"We're about as raring to go for that thing as we are to jump from a high building into a pit of flaming gasoline."**

—Van Vannelli, station manager, NBC affiliate WHIZ-TV in Zanesville, Ohio, referring to the new compromise transmission standard for digital TV. **Page 1**

## Eyemark and PSN strike program deal

BY GREG SPRING  
LOS ANGELES BUREAU CHIEF

LOS ANGELES—Eyemark Entertainment has formed a joint venture with Partner Stations Network to create first-run syndicated programming for all day parts.

Eyemark and PSN will jointly provide development money to look at programs that make sense for PSN, a consortium of 69 stations reaching 32 percent of the country. Shows that come out to national distribution will be co-financed by both entities.

Officials expect to have specific programs in the marketplace by the National Association of Television Program Executives Conference and Exhibition in New Orleans in January.

The partnership is non-exclusive and will be program-driven on a project-by-project basis, similar to a first-look agreement. Unlike some earlier programmer/station alliances, this deal does not give Eyemark rights to create a project for a specific time period in the PSN schedule.

Eyemark will handle national distribution duties for all shows to come out of the partnership. Those shows may also end up on the CBS station group, which reaches 33 percent of the U.S.

"The PSN stations match up well with CBS," said Eyemark president Ed Wilson, "but they also match up well with Tribune and Chris-Craft stations.

"We like the ability to partner with station groups," he said. "That way you get immediate

feedback from the buyers—what they're looking for, what time periods they are trying to fill."

Composed of stations owned by LIN Television, Malrite Communications, Pappas Telecasting, Providence Journal Broadcasting and River City/Sinclair Broadcasting, the PSN group operates in 45 unduplicated markets in mid-sized cities across the country.

CBS stations operate 14 stations in mainly large markets. The only overlap between CBS and PSN stations are in Pittsburgh and Baltimore, meaning the CBS and PSN stations can reach 62 percent of the country combined.

Founded in 1993, PSN was created to develop and produce programming for stations and then nationally distribute them. Last year, the company was involved in the ill-fated "Jim J. and Tammy Faye," which was cleared on PSN stations and distributed nationally by Worldvision. PSN also partnered with Telepictures in the unsuccessful launch of the half-hour strip "Lifeguard."

PSN Managing Partner Michael Lambert said the group has been approached by many distributors looking to form an alliance. Eyemark, through its close ties with the CBS station group, was chosen because the company understands what stations are looking for, he said.

"Making an alliance with Eyemark, which also has stations in complementary markets, was a nice match," Mr. Lambert said. #

## TV activist turns programmer

BY GREG SPRING  
LOS ANGELES BUREAU CHIEF

LOS ANGELES—Children Now founder Jim Steyer has put his money where his mouth is by forming JP Kids, a for-profit company to develop, produce and distribute children's programming for television and other media.

Among JP Kids projects is "DeBunk," a weekly children's magazine show funded by the National Association of Broadcasters and the Educational Foundation. Other projects licensed by JP Kids include "Klutz-TV," "Yahooligans!" and "Green

Wilma."

All of the projects will qualify as educational for stations trying to meet the FCC mandate of three hours of educational programming a week, Mr. Steyer said. However, he said, he does not want to be pigeonholed as a producer of educational programming.

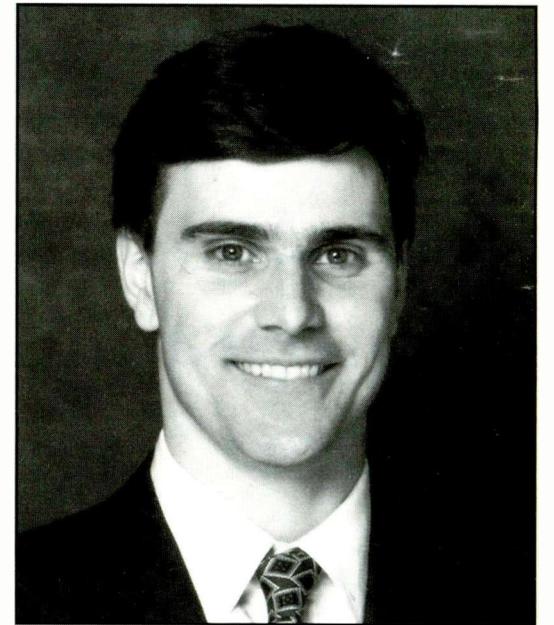
"Our primary goal is to provide great content for kids," he said. "Everything will [be educational] because we're committed to learning."

Thus far, none of the JP Kids projects has a distribution agreement in place. Sources have indicated that "DeBunk," which had originally tar-

geted the syndication, had trouble finding a distributor in the current marketplace. While Mr. Steyer did not rule out a syndication launch for "DeBunk," he said he is looking to sign a network deal.

Even under the best of circumstances, educational children's shows rarely make money, making some distributors reluctant to take them on. Ratings for such shows are typically low, and the time slots they have gotten in the past are less than desirable.

Mr. Steyer said he is well aware of the difficulties in the genre. As such, he is looking to produce product that



TBS President Bill Burke hopes a makeover will attract a younger audience.

## TBS wants to hang with younger crowd

BY LEE HALL  
STAFF REPORTER

ATLANTA—Bill Burke, president of TBS Superstation, is engineering a makeover he hopes will secure the loyalties of younger viewers, and, in turn, advertisers.

TBS has been buying rights to such popular off-network series as "Full House" (1998), "Fresh Prince of Bel-Air" (1999) and "Friends" (2001).

Starting in January, the station-turned-network will kick off a new marketing campaign and reshuffle its nightly program lineup.

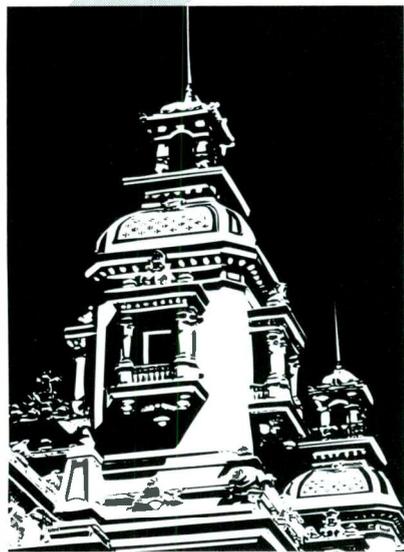
Although TBS will technically convert to a copyright-paid network starting next year, it will hang on to the "superstation" moniker.

"People see us as a 'super' station, and it's a great franchise for us and a way to position

(Continued on Page 55)

(Continued on Page 55)

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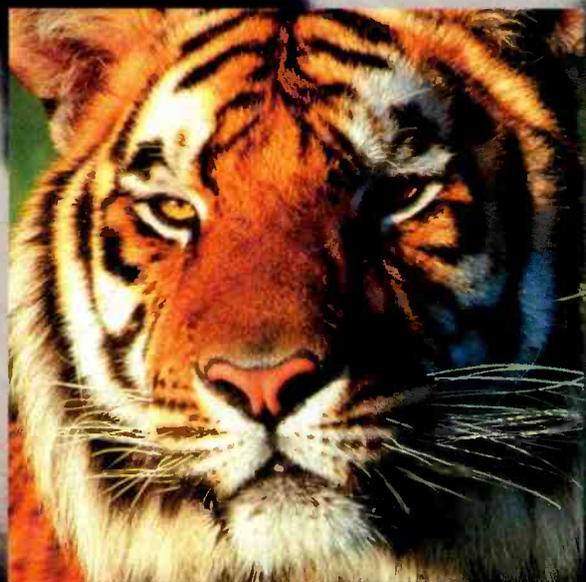
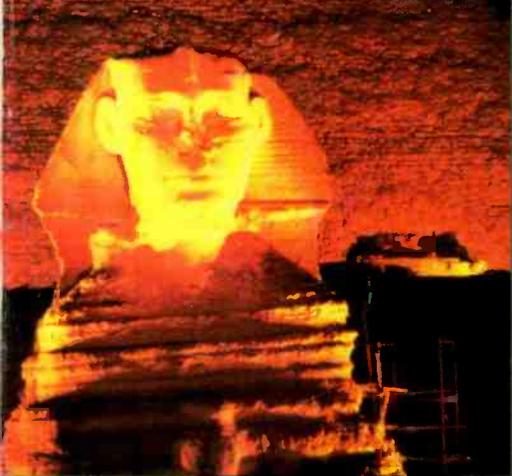
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\*Penetration & Audience Profile, August/September, MARC