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# Broadcasting & Cable

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Multiple Ownership:  
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May Wag the Dog

Justice Targets  
Rochester  
Radio Market

If You Can't Beat  
'Em, Join 'Em:  
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## EDUCATION

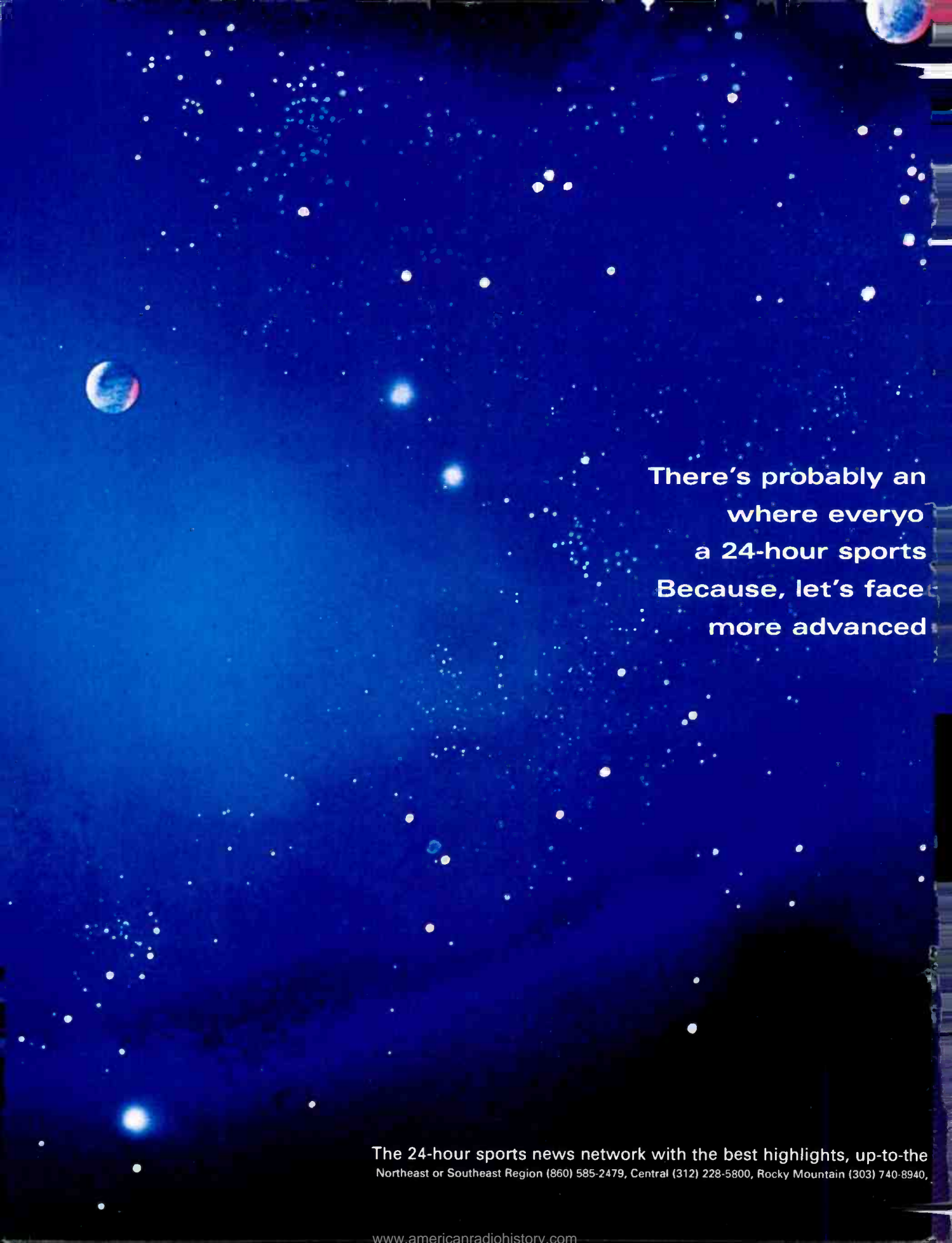
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PBS's  
"The West"

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# Fast Track

Must Reading from

**Broadcasting & Cable**

September 9, 1996

**TOP OF THE WEEK / 8**

**FCC will review broadcast ownership regs** The FCC plans to review its broadcast ownership regulations, but new rules could emerge much sooner. Officials are considering station sales that could alter key local TV and radio ownership policies well before commissioners wrap up their rulemaking. / 8

**Matoian out, Roth in** Fox Entertainment Group President John Matoian ended his two-year tenure at the network last week, and was replaced by Peter Roth, president of Fox's production arm, Twentieth Century Fox Television. / 15

**Broadcasters run for Congress** Six broadcasters hope to parlay their communications skills and community ties into political careers this year; five are running for the House, another for the Senate. / 16

**Time Warner/Turner merger delayed** Time Warner and Turner Broadcasting expect to close their proposed merger by mid-October but have not yet settled on a new management structure. On Friday they filed with the SEC to extend their deadline through the end of the year. / 18



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**Celebrity interviews increasing in radio**

Major radio networks are pushing interviews with comics, musicians, movie and television stars, authors and other celebrities. / 45



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**Fox unveils news channel lineup** Fox News Channel plans 16 hours of live programming weekdays when it debuts next month with a reach into 12 million homes. / 47

**EchoStar buys balance of DBSC** Federal regulators gave EchoStar Communications Corp. the green light to acquire the 60% stake in Direct Broadcast Satellite Corp. it does not already own. The grant of the "instant merger" application allows a cash-stock swap worth an estimated \$23 million. / 52



USA Networks plans to expand USA Live into a one-hour daily programming block hosted by Bertice Berry. / 49

**COVER STORY: EDUCATIONAL TV**

**Western education** Ken Burns has repeatedly demonstrated that television can educate as it entertains. His latest effort, an eight-part, 12 1/2-hour film called *The West*, premieres Sunday on PBS. Cover photo courtesy of PBS / 22



**The PBS tradition** As other networks scramble to meet new educational programming standards,

PBS will expand its educational offerings with new shows, teacher guides and Internet programming. / 24

**Cable channels educate as well as entertain** Educational channels such as Discovery, History, and Learning are pumping millions into programming. / 31

**Telemedia**

**@Home cable Internet access starts rollout** After protracted trials, the @Home cable Internet access starts a relatively slow rollout in Fremont, Calif. / 55

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**BBC picks AP for ENPS** The BBC has chosen Associated Press to supply its Electronic News Production System, which combines text, audio and video in one desktop unit. The newsroom system will be installed at more than 5,000 seats throughout the BBC's worldwide operations. / 59

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\*Summary of findings from a random nationwide survey conducted by Bruskin/Goldring Research (3/18/96), among 516 adult cable subscribers with children between the ages of 8 and 15.



# Ownership rules on the way

FCC decisions on pending station sales may set policy on TV signal overlaps and large TV-radio combinations before rulemaking gets under way this fall

By Chris McConnell

## WASHINGTON

The FCC later this fall plans to launch a review of its broadcast ownership regulations, but new rules could emerge much sooner.

FCC officials are considering station sales that could alter key local TV and radio ownership policies well before commissioners wrap up their rulemaking.

Some deals have officials wondering whether they should permit companies to own stations closer together than previously allowed. Others have FCC staff asking how they should apply new laws on owning TV and radio stations in the same market.

The questions arise from a series of requests by broadcasters to waive ownership restrictions and clear the way for planned station buys. While granting such waivers would allow the stations to close on their deals, it would also relax

ownership policies for the rest of the business. "With each [waiver], you've got a new precedent," says an industry observer.

That prospect worries some at the FCC. Commissioner Susan Ness says that she prefers to address the local ownership rules directly. "In general terms, I do not like to do rulemaking by waiver," Ness says. But she also acknowledges the interest of accommodating station transfers. "We try to balance the needs of broadcasters with good public policy."

"We're constantly dealing with



FCC commissioners must balance broadcaster need for prompt action on station deals with desire to make policy in formal rulemakings.

this problem," says another FCC official, maintaining that the commission needs to find a "golden mean" between promptly processing applications and not undermining existing rules.

Commissioner James Quello maintains that

new market conditions merit a fresh perspective on the broadcast waiver requests.

"As long as there is no market dominance, we have to review it with a new attitude," Quello says.

Several of the waiver requests concern the FCC's policy on owning television stations with overlapping signals. The so-called duopoly rules generally forbid it, but Fox, NBC and others are asking the FCC to waive the rule so that they can close on station acquisitions.

The duopoly rules bar companies from owning two or more stations in a market or even from owning two stations in adjacent markets with overlapping signals. The waiver requests ask the FCC, in essence, to relax the rule to permit overlap of the outer portion of signals—the grade B contour, in FCC parlance. The grade B signals extend up to 70 miles from a station transmitter.

The FCC is preparing to gut the duopoly rules. The 1996 Telecommunications Act requires the FCC to consider relaxing the duopoly rule to permit ownership of two UHF stations in a market or possibly one UHF and one VHF. And on its own initiative, the agency has proposed relaxing the rules to permit overlap of the grade B signals of any two stations.

But the completion of that rulemaking is months away. The agency plans

## It takes two

The FCC must decide whether to permit common ownership of these pairs of stations with overlapping signals.

Owner/Buyer (Seller)	Stations	Area overlap	Pop. overlap
Media General <sup>1</sup> (Park Comm.)	WFOA-TV Montgomery, Ala., ABC, ch. 32	6.0%	4.3%
	WBMG-TV Birmingham, Ala., CBS, ch. 42	7.3%	1.8%
Woods Communications <sup>2</sup>	WCOV-TV Montgomery, Ala., Fox, ch. 20	13.5%	8.75%
	WDFX-TV Ozark, Ala., Fox, ch. 34	25.7%	17.0%
USA Broadcast Group <sup>1,3</sup> (Smith Broadcasting)	WATM-TV Altoona, Pa., ABC, ch. 23	33.0%	48.0%
	WWCP-TV Johnstown, Pa., Fox, ch. 8	11.0%	6.4%
NBC (New World)	KNBC-TV Los Angeles, NBC, ch. 4	5.6%	2.6%
	KNSD-TV San Diego, NBC, ch. 39	20.5%	14.9%
Tribune Co. (Renaissance)	WPIX-TV New York, WB, ch. 11	13.5%	8.0%
	WTIC-TV Hartford, Conn., Fox, ch. 61	11.4%	27.0%
Tribune Co. (Renaissance)	WLVI-TV Boston, WB, ch. 56	17.1%	5.5%
	WTIC-TV Hartford, Conn., Fox, ch. 61	9.9%	6.3%
Tribune Co. <sup>4</sup> (Renaissance)	WPHL-TV Philadelphia, WB, ch. 17	11.6%	5.0%
	WPMT-TV Harrisburg-York, Pa., Fox, ch. 43	9.4%	9.1%
Fox (New World)	WFLD-TV Chicago, Fox, ch. 32	13.2%	6.6%
	WITI-TV Milwaukee, Fox, ch. 6	12.2%	21%

<sup>1</sup> Both stations are being bought; <sup>2</sup> Woods owns both stations. Overlap will occur if WDFX-TV power increase and WCOV-TV new antenna site applications are granted; <sup>3</sup> Applicant argues that overlap would be substantially less due to obstructing terrain; <sup>4</sup> Figures assume grant of minor change application.



to launch the rulemaking this month or next. That means it will probably not be ready to issue final rules until some time in the first quarter of next year.

Broadcasters looking to wrap up station acquisitions do not have that kind of time. Fox, NBC, US Broadcast Group and others are asking the FCC to waive the rule now in cases where it would block planned station buys.

Commission officials say the FCC grants waiver requests only when it sees a good reason for doing so. In several cases, for instance, the FCC has waived the duopoly restriction where one of the two stations faced bankruptcy, and the new ownership structure offered a possibility of reviving the station.

FCC officials, however, will not have such circumstances to point to if they decide to grant some of the pending applications. Broadcasters, instead, are relying on such factors as the distinctiveness of the different markets and the number of competing services.

The lack of a pending bankruptcy or a comparable circumstance has many puzzling over how the FCC will treat the waiver requests. "The staff has given no indication that these will be granted as a matter of course," says one observer.

Also pending at the agency are a series of applications by broadcasters seeking to own multiple radio stations and a TV station within the same market.

The new law allows the FCC to liberally grant requests in the top 50 markets by broadcasters seeking to hold TV/radio combinations. The law, however, does not say how the FCC should treat cases where the broadcaster would own several radio stations in the same market.

And applications to do so by Westinghouse, Jacor, Clear Channel and Cox Broadcasting have officials asking how the law should apply in such cases.

"They don't know the answer," says one broadcast lawyer. An FCC official agrees, adding that the commission will address the issue in its ownership rulemaking this fall.

The commission in the past has applied the liberal waiver policy only to cases involving a single radio station in a market, and has granted applications to combine a TV station with multiple local radio stations on a case-by-case basis.

What's new in the current batch of TV/radio applications is the sheer number of stations involved. A grant of

## How many is too many?

FCC is considering granting these proposed TV-radio mega-combes

Market	Stations owned by:	Pending buys from:	Total stations
	WESTINGHOUSE/CBS	INFINITY BROADCASTING	
New York	WCBS-TV-AM-FM, WINS(AM)-WNEW(FM)	WFAN-AM, WZRC(AM)-WXRK-FM	TV, 3 FM, 4 AM
Los Angeles	KCBS-TV, KNX(AM)-KCBS-FM, KFWB(AM)-KTWW(FM)	KROQ-FM, KRTH-FM	TV, 4 FM, 2 AM
Chicago	WBBM-TV, WBBM-AM-FM, WMAQ(AM), WXRT-FM, WSCR-AM	WUSN-FM, WJJD(AM)-WJMK-FM, WCKG(FM), WYSY(FM)	1 TV, 6 FM, 1 AM
Philadelphia	KYW-TV, WGMP(AM)-WOGL-FM, KYW(AM)-WMMR(FM)	WYSP-FM, WIP-AM	1 TV, 3 FM, 3 AM
San Francisco	KPIX-TV-AM-FM, KCBS(AM)-KRQR-FM	KOME-FM, KFRC-AM-FM, KYCY(FM)	1 TV, 5 FM, 3 AM
Boston	WBZ-TV-(AM)	WODS-FM, WBCN-FM, WZLX-FM, WBOS(FM), WOAZ-FM	1 TV, 5 FM, 1 AM
Baltimore/ Washington	WJZ-TV, WARW-FM	WJFK(AM)-WLIF-FM, WPGC-AM-FM, WJFK-FM, WCAO(AM)-WXYV(FM)	1 TV, 5 FM, 3 AM
Detroit	WGPR-TV, WWJ(AM)-WYST(FM), WLLZ(FM)	WYCD(FM), WOMC-FM, WXYT-AM	1 TV, 4 FM, 2 AM
		INFINITY BROADCASTING; COX BROADCASTING	
Orlando	WFTV(TV)	WHOO(AM)-WHTO(FM), WMMO(FM); WDBO(AM)-WWKA-FM, WZKD(AM)	1 TV, 3 FM, 3 AM
		INFINITY BROADCASTING; NEW CITY COMMUNICATIONS	
Memphis	WPTV-TV (LMA with WLMT-TV), WDIA(AM)-WHRK-FM	KWAM(AM)-KJMS(FM), WREC(AM)-WEGR-FM, WRXQ-FM	2 TVs, 4 FM, 3 AM
		U.S. RADIO; RADIO EQUITY PARTNEFS	
Greenville, S.C.		SINCLAIR BROADCAST GROUP	
		RIVER CITY BROADCASTING	
		JACOR COMMUNICATIONS	
Tampa	WBRD(AM)-WDUV(FM), WFLA(AM)-WFLZ(FM)	WTSP-TV, WXTB(FM), WTBT(FM)	1 TV, 4 FM, 2 AM
Cincinnati	WCKY(AM), WOFX(FM), WLW(AM)-WEBN(FM)	WKRC-TV, WKRO(FM), WWNK(FM)	1 TV, 4 FM, 2 AM

\*selling to Sinclair partner Glencairn

Clear Channel's latest radio acquisition in Memphis, for instance, would give the company ownership of one TV and seven radio stations in the market, plus control of another TV through a local marketing agreement.

The question of how to treat such

requests likely will wind up in the hands of commissioners before the final draft of that rulemaking for case-by-case analysis. "It's a matter of market dominance," Quello says. "The FCC has to look at the competitive situation in the market."

## FCC also has eye on Jacor

The Justice Department may have signed off on Jacor's bid to buy Citicasters Inc., but the FCC has not wrapped up its review.

Justice approved the \$774 million deal last month on the condition that Jacor limit its share of the Cincinnati radio revenue to 50% by spinning off one of its radio stations there. Some broadcasters now are concerned that the deal could attract additional limits from the FCC.

FCC officials are silent on the specifics of Jacor's application. But at least one commissioner insists that any Justice Department cap should not limit the FCC's review of broadcast merger applications.

"The commission is not bound by whatever position the Justice Department has taken," says Commissioner Susan Ness. She adds that the FCC's evaluation of a deal's public interest implications differs from the Justice Department's antitrust analysis.

—CM

# Justice looks at Rochester radio

ARS control of 62% of revenue, 49% of audience raises antitrust concerns

By Donna Petrozello  
**ROCHESTER, N.Y.**

In his 23 years of radio broadcasting in Rochester, N.Y., WDKX(FM) owner Andrew Langston cannot remember a time when competition loomed so large.

Langston also can't remember a time when the U.S. Department of Justice stepped in to investigate a possible antitrust violation by a Rochester radio station owner.

Yet American Radio Systems' control over eight signals in the market, pending its \$30.5 million acquisition of four stations from the Lincoln Group, has put the city's smaller broadcasters, and the feds, on alert.

"They have more or less a monopoly of the market, and that is not the American way," Langston says of ARS. "It is not a level playing field." Langston, with wife Gloria, has managed urban WDKX, Rochester's sole urban station, for 23 years.

"The day of the entrepreneur making an impact in a market like Rochester is over," says Alan Bishop, vice president and general manager of rock WMAX-FM Rochester.

With stations from the Lincoln Group, ARS will control WCMF-AM-FM, WRMM-FM, WHAM(AM), WVOR-FM, WPXY-FM,



*Of the 20 radio stations licensed to Rochester, ARS would control eight. WDKX(FM) owner Andrew Langston says ARS may monopolize the market.*

WHTK(AM) and WNVE-FM, all in Rochester. That cluster gives ARS control over roughly 62% of Rochester's nearly \$30 million in radio revenue for 1995 and nearly 49% of the market's estimated 146,500 average-quarter-hour audience.

Although ARS has not exceeded the number of stations it is permitted to hold in one market, questions remain about whether it is violating antitrust regulations.

In recent weeks, U.S. Department of Justice officials questioned several local broadcasters, advertisers and agencies about their concerns over ARS's proposed deal and its potentially adverse effect on competition. There is speculation that the DOJ may require ARS to divest one of its Rochester stations to

bring the group's control over market revenue under 50%.

Broadcasters fear that ARS will dictate radio commercial rate structures in the market, either by raising or lowering rates, or by selling inventory on multiple stations in combination—or "package"—deals.

Langston says he fears that ARS will raise rates and offer

better contest awards to listeners, leaving him no alternative but to raise rates. From a programming standpoint, he also fears that ARS may change the format of one of its stations to urban to compete directly with WDKX.

Bishop worries that ARS will lower ad rates at its stations "to go after the largest share of the money [revenue], preferably money from agency-oriented advertisers, and shut the smaller stations out of business. If you are an advertiser and want to go with ARS stations and not buy anything else, you could, and not miss much."

Bishop is also concerned that ARS could attract Rochester's top radio sales executives with higher salaries and better benefits, spelling a loss to individual broadcasters.

Around the Rochester market, advertising agency executives and leading radio advertisers say that if ARS raised inventory rates, they might not buy commercial radio at all.

Randal Simonetti, vice president of public relations for Rochester Telephone, says "the fear is that when something appears monopolistic, it is possible that rates could be increased. But if one medium became noncompetitive because of pricing, we would consider using other media."

Jay Advertising's Mariann McCormick, director of marketing for the Rochester firm, says that if any radio group monopolized the market and raised rates, agencies "would look at alternatives to radio."

Regardless of the outcome of the DOJ investigation and ARS's pending station deal, Langston says, he will stick it out on his own. Other companies call daily with offers to buy WDKX, Langston says, but he has refused them: "I'll do whatever it takes, legally, to stay in the market." ■

## Sinclair re-ups Fox affiliations

**HOLLYWOOD**—Sinclair Broadcast Group signed five-year extensions with Fox for the eight Fox affiliates that Sinclair either owns or programs, the network announced last week.

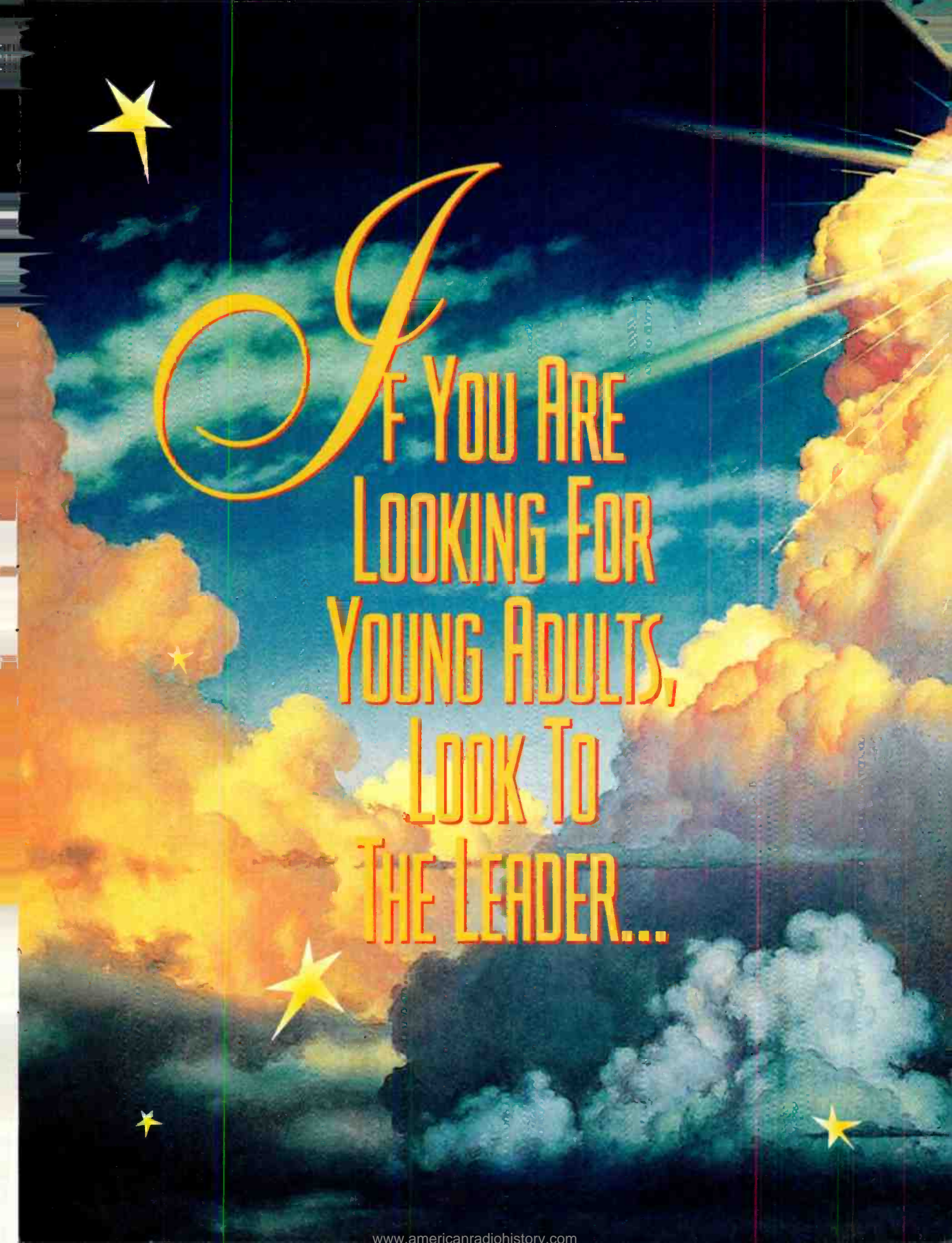
"The Sinclair Broadcast Group is one of the most progressive media companies in the industry today," says Chase Carey, Fox chairman. "They share our commitment to the future of broadcasting, and we're pleased to be able to continue our relationship with them."

The agreements, each of which includes a five-year renewal option, cover WPGH-TV Pittsburgh; WBFF Baltimore; WTTE Columbus, Ohio; KABB San Antonio, Tex.; WSMH Flint, Mich.; WBKY-TV Danville/Lexington, Ky.; KDSM-TV Des Moines, Iowa, and WYZZ-TV Bloomington/Peoria, Ill.

Sinclair is one of the largest broadcast groups in the country, owning or providing programming or sales service to 28 TV and 25 radio stations in 26 markets. The television group reaches roughly 15% of U.S. TV households and also includes ABC, CBS and UPN affiliates.

—LR





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# Gabelli beefs up Cablevision holdings

Investor seen buying at bottom of market

By Price Colman  
DENVER

**A** group led by Mario Gabelli has increased its ownership of Cablevision Systems Corp. Class A shares to 20.9% in moves apparently intended to capitalize on Cablevision's depressed stock price.

The group, which includes Gabelli Funds Inc. subsidiary GAMCO Securities Inc. as the largest investor, purchased 143,000 Class A shares between Aug. 7 and Aug. 29 for prices averaging \$40 a share.

The purchases bring the group's holdings to 2.4 million shares. Gabelli was traveling and unavailable for comment on his reasons for increasing his holdings in Cablevision. Some have speculated that he might be considering a takeover run at the cable MSO.

But the fact that his group has purchased Class A shares, with one vote

per share, as opposed to "supervoting" Class B shares with 10 votes per share, makes that scenario unlikely. Cable industry analysts suggest instead that Gabelli simply is taking advantage of a buying opportunity.

Gabelli "is a smart investor," says Chuck Kersch of Neidiger Tucker Bruner in Denver. "This is a very intelligent move. He's showing a lot of foresight."

Over the past year, Cablevision stock's performance has mirrored that of the cable sector as a whole, trending down as investors twitchy about telecommunications competition sold shares. Cablevision shares (Amex: CVC) have lost more than 38% of their value during that



Mario Gabelli is buying low.

time, dropping from a 52-week high of \$63 to a 52-week low of \$38.875.

Does the Gabelli group's move signal a turnaround for the cable sector as a whole?

"I hope so," says Jessica Reif of Merrill Lynch. "I certainly think that will happen. I think this is the bottom, and Mario Gabelli typically has been a value investor. With the stock trading at a historic low of six times cash flow, it seems [that] for the value investor it's the right time to up holdings."

Cablevision shares were hit particularly hard after the late February announcement of the US West/Continental Cablevision deal. There had been speculation, never confirmed, that US West was talking to Cablevision about a deal similar to the one the telco cut with Continental.

Because Cablevision is one of the few cable operators that have not struck a deal with a telco or other partner, it probably will continue to be the subject of rumor and speculation.

"They have a terrific cluster in New York City that is very attractive to a number of cable companies," says Reif. "It will always be an acquisition target as long as it remains an independent company."

That has rekindled speculation that Cablevision might spin off its Rainbow Programming arm into a separate, publicly traded company and then sell off cable holdings.

"I think [Chuck] Dolan is going to spin out Rainbow, then sell the cable holdings and keep Rainbow," says a source in the investment community. "He wants to be a provider of services instead of in the distribution business.... US West is the logical buyer for those holdings."

US West's perspective, however, is that the Continental deal will give the telco the critical mass in cable it seeks. "We're comfortable that we can achieve our strategic goals with the footprint we would have after the merger," says US West spokesman Steve Lang. "That's not to say there aren't trades and fine-tunings of clusters that wouldn't go on."

## Viacom, Redstone buy back stock

**NEW YORK**—Viacom took a major step last week toward trying to boost investor confidence and its sagging stock price. Viacom and its parent, the Sumner Redstone-controlled National Amusements Inc., will buy up to \$250 million worth of Viacom stock (Amex: VIA) apiece.

The stock's value has dropped 30% in the past 12 months from a high of \$54.25 last September. The news was well received on Wall Street last week, with the stock rising \$2, to \$33 per share, on the news Thursday (Sept. 5) and closing at 33 on Friday. Analysts had anticipated that the company would take some action, given its \$10 billion in debt and the lackluster results from its home video rental chain, Blockbuster Entertainment. The buy-backs, which will start immediately, could retire as much as 6% of the stock now in public hands, analysts said.

Smith Barney senior media analyst John Reidy said that the announcement also signaled "management confidence in the company's future performance. It's meant to drive the stock up, but nobody buys back just to make the stock go up. It reflects management's view that the issue was oversold, but also, trading in the low- to mid-30s, it's as good an investment as they see." The move comes shortly after Viacom spun off its cable system subsidiary to a new public company controlled by TCI.

That move was greeted warmly by investors because it removed some Viacom stock from the market and took about \$1.6 billion in debt off Viacom's books. The company has an Oct. 8 meeting with analysts. —SM



Sumner Redstone



# Matoian out, Roth in at Fox

By Cynthia Littleton and  
Lynette Rice

## HOLLYWOOD

**F**ox Entertainment Group President John Matoian abruptly ended his two-year tenure at the network last week and was replaced by Peter Roth, president of Fox's production arm, Twentieth Century Fox Television.

Rumors had circulated for months that Matoian would be replaced as Fox's head of programing, although insiders say it was his decision to leave. Sources say Matoian had another year on his contract, and that top brass wanted him to sign up for another three.

Matoian reportedly thought that his authority had been undercut by the July promotion of Fox Sports President David Hill to a new management post overseeing the network and other divisions within Fox Television. Sources close to the network say Hill began to take a more active role in marketing and promotion strategies for the new season and may even be reconsidering Matoian's decision to cancel *America's Most Wanted*.

Matoian put a positive face on his departure. "I have enjoyed my stay at Fox and am proud of my accomplishments and the team of people who helped me mature this 'weblet' into an aggressive, competitive network."

Fox insiders say still more staff changes could be in the works.

Roth will mark the third new programing head to come into Fox since Peter Chernin left the post in 1992. Since then, Fox Chairman Rupert Murdoch has shown little patience with his programing chiefs.

Roth has been president of Twentieth Century Fox Television since June 1994. Prior to joining Fox in 1992, he was president of Stephen J. Cannell Productions for six years.

Matoian was hired in July 1994 to broaden the network's demographic appeal, launching such comedies as *Ned and Stacey* and the drama *Party of Five*. He went to Fox after two years as head of movies and miniseries for CBS Entertainment. ■

# Twentieth rolls out slate

**HOLLYWOOD**—Twentieth Television unveiled last week a wide-ranging development slate for 1997 that includes two strips for syndication, 10 TV movies for Fox and 32 episodes of A&E's *Biography*.

Twentieth offered the sneak peek at the proposed projects as a signal to the industry that the company is emerging from a quiet period with ambitious production plans.

By early next year, Fox's syndication arm will be supplying programing to the largest station group in the country. When Fox parent News Corp.'s buyout of New World Communications Group is completed, Fox will have 22 major-market O&Os covering nearly 40% of the country. The latest round of station group mega-mergers has put control of the domestic syndication market in the hands of a few big broadcast players, led by Fox.

"There's a lot of production going on here," said Rick Jacobson, president of Twentieth, adding that the company is also pursuing first-look deals with outside producers.

In the works for syndication is the game show strip *Your American Pop Quiz*, described as a pop-culture quiz show. *The Collectibles Show* is a variation on FX's *Personal fX*, which invites viewers to bring in their collectibles and antiques for appraisal and auction. The show has interactive elements that involve the studio audience and viewers. Also planned are an action hour and a weekly sitcom set in a high school.

The Fox TV movie projects include two new installments of the *America's Most Wanted* franchise and two more *Alien Nation* sci-fi thrillers. In addition to the *Biography* order, Twentieth's cable projects include a history of 20th Century Fox for AMC and a two-hour special celebrating *Hollywood Aliens and Monsters* for A&E.

Last week's announcement marked Twentieth's first major production initiatives under the leadership of Jacobson and Peter Faiman, president of programing and production. Jacobson wiped most of Twentieth's production and development slate clean shortly after joining Twentieth late last year, canceling the long-running magazine *A Current Affair* and other first-run shows.

Twentieth also surprised the station community last month with the decision to pull the plug on late-night strip *Loveline* just a few weeks before its scheduled premiere. *Loveline* was one of three new first-run entries for the 1996-97 season that Twentieth will soon inherit from New World Entertainment.

Jacobson said the company has spent the past few months evaluating the programing needs of the Fox stations and opportunities in the overall marketplace. With off-network prices rising and fewer family-oriented sitcoms on the networks, Twentieth's weekly sitcom, for example, is designed to meet the demand for affordable afternoon/evening transitional programing.

"We're looking at a business and marketplace that [are] very different from just a year ago," said Jacobson. "What we're trying to do is build some assets."

—CL



'Pretty Poison' is one of Twentieth's movies that will air on Fox.

# Broadcasters campaign for Washington jobs

Talk show hosts, anchors target one Senate, five House seats

By Heather Fleming  
**WASHINGTON**

Six broadcasters hope to parlay their communications skills and community ties into political careers this year. Five are running for the House; one, for the Senate.

If successful, they will join several former broadcasters on Capitol Hill: representatives Ron Klink (D-Pa.), Scott Klug (R-Wis.), J.D. Hayworth (R-Ariz.), Henry Bonilla (R-Tex.), Harold Rogers (R-Ky.) and Mike Ward (D-Ky.) and senators Conrad Burns (R-Mont.), Kay Bailey Hutchison (R-Tex.) and Jesse Helms (R-N.C.).

There are "really a lot of comparisons between the two jobs," says Klink. "You have to be a very quick study [and] a good listener, [and you] have to communicate your ideas to the populace."

Republican Ronna Romney is a Detroit radio talk show host taking on a three-term incumbent, Michigan Democratic Senator Carl Levin. Recent polls conducted by Levin's campaign show Romney down by 10 points, with 46% supporting Levin. Romney, daughter-in-law of former Michigan governor and presidential candidate George Romney, says the numbers show it is a "winnable race."

Romney says that her talk show experience on WJR(AM) led her into politics by making her aware of people's frustrations with government. In 1994 she was narrowly defeated in the Senate Republican primary.

"There comes a time where you say it's time to put action behind words," she says. "It's easy to get behind a microphone and talk."

Sharing Romney's motivation is fel-



Ronna Romney (R), Detroit radio talk show host



Patrick Combs (D), Lincoln, Neb., radio talk show host



Anita Rufus (D), Palm Springs, Calif., radio talk show host



Jay Johnson (D), Green Bay, Wis., TV news anchor

low radio talk show host and Democrat Patrick Combs, of KLIN(AM) Lincoln, Neb. He's hoping to defeat Republican Doug Bereuter for a House seat in November. Bereuter, a well-financed nine-term incumbent, won the '94 election with 63% of the vote, leading Combs to refer to his effort as the "ultimate David-and-Goliath race."

"What really energized me this time was to hear the frustration [in] people's voices every day, and most of the time it focused on government," Combs says.

Another radio talk show host, Anita Rufus, will challenge freshman Republican Sonny Bono for the House seat representing Palm Springs, Calif.

Rufus began her career in 1992 at KPSI(AM) Palm Springs. Her radio experience helped to boost her name recog-

nition throughout the district, an important asset in a race against a former entertainer who enjoys 99% name recognition, a campaign spokesperson said.

Mark Baker, an anchor and reporter at WGEM-TV Quincy, Ill., is the Republican candidate for the 17th congressional district in Illinois. He is running against seven-term Democrat Lane Evans. "As we started our family, I began to think a lot more about the future, and a lot of things bothered me about the direction our country is going," Baker says. "In journalism it is not my prerogative to make my point of view known."

Connie McBurney, a 24-year veteran of KCCI(TV) Des Moines, Iowa, is running against freshman Representative Greg Ganske (R). Her broadcast journalism experience includes working as chief weather anchor for the station, an important job in the farming state. Active in community activities, McBurney founded a community development program and worked with Blank Children's Hospital on children's advocacy issues.

Thirty-one-year TV veteran Jay Johnson is one of a handful of Democrats seeking the party's nomination for the vacant seat in Wisconsin's 8th congressional district. The Sept. 10 primary will decide who will face off in November to fill retiring Representative Toby Roth's (R) seat. Johnson enjoys widespread name recognition from anchoring news since 1981 in Green Bay at WFRV-TV and WLUK-TV. He also is active in community affairs, having volunteered for the local United Way and Easter Seals. As an anchor and reporter, Johnson has "gotten into the homes and factories [in the district]. I've gotten to be involved in people's lives as a reporter," he says.

All six broadcasters have left their positions, at least temporarily, while they run for office. ■



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# Time Warner/ Turner deadline extended

By Rich Brown  
NEW YORK

**T**ime Warner and Turner Broadcasting expect to close their proposed merger by mid-October but have not yet settled on a management structure for the new operation, and on Friday the companies filed with the SEC to extend their deadline through the end of the year.

Under the deal's original terms, either company could terminate the merger if it were not completed by Sept. 30.

A shareholder vote on the deal will be held Oct. 10 (pending formal FTC approval, possibly as early as this week this week), and the decision to extend that deadline to the end of the year was designed "just to have some breathing room," according to a Time Warner spokesman. He also said that nothing has been determined about the structure of the combined companies.

"The deal will go through," says Fred Moran, president, Moran & Associates, one of several media analysts who participated in a conference call with the companies on Friday. "The government took their pound of flesh and left the deal intact."

Moran says the "pound of flesh" refers to the curtailed position of Turner shareholder Tele-Communications Inc. As described by company officials during the conference call, TCI's original plan to have a 20-year price advantage over competing video delivery services for all of the Time Warner/Turner networks has been reduced to a five-year advantage for just *Headline News* and *TNT*.

"We are not upset with the shorter term," says Robert Thomson, senior VP, TCI. No one knows what the competitive situation will be in the programming arena after five years, plus we have certain options with respect to renewal that take the sting out of it for us."

"Six months ago," says Moran, "I thought there was a 50-50 chance the deal would not go through, because I didn't think John Malone would give up that power." ■

## Closed Circuit

WASHINGTON

### Keeney on hold

**C**onfirmation hearings on Regina Keeney's nomination to fill the vacant FCC commissioner's slot have not yet been scheduled, and committee chairman Larry Pressler (R-S.D.) is unsure whether they will be. "I have to consult with my colleagues on the committee...and with [Senate Majority Leader] Trent Lott to see what the thinking is," Pressler said last week. Lott (R-Miss.) sounded a more pessimistic note. "I don't think so," he responded when asked whether Keeney's nomination is going anywhere. A spokesperson for Lott said the nomination was "not on our radar screen," and the Commerce Committee staff said they were told that Lott's priority is to finish up appropriations bills before the beginning of the new fiscal year.

### TCI searching for DBS home

**T**ele-Communications Inc. may be forced to look beyond Canada to launch its DBS service, some industry observers say. Last July, the FCC denied TCI's application to launch a DBS satellite in an orbital slot owned by Telesat Canada. The commission is scheduled to decide on TCI's re-application by the end of September, but one well-placed industry source says it's unlikely to happen that soon. TCI Senior Vice President Bob Thomson acknowledges that TCI has "minimal flexibility" to stretch its end-of-September deadline for FCC approval. TCI's next option is to launch a U.S.-based satellite in its 119 degree orbital slot this December, but industry analysts say TCI also may be looking beyond North America for another international satellite partner. "If they don't get into the Canadian slots, there are lots of other slots out there," says Jim Schaeffler, chairman of DBS market research firm the Carmel Group. "Everybody is talking about Mexico, but there are other slots held by Bermuda and the Bahamas." Thomson says that although TCI is aware of other available DBS slots, "we do

not have active conversations with respect to any of those."

NEW YORK

### Just looking

**A**mong observers present last week for Fox News Channel's program unveiling in New York was former America's Talking programming chief Beth Tilson, who had been handpicked to head programming for America's Talking by former AT president Roger Ailes, who now heads Fox News. Despite her attendance, Fox insiders say she is not in line for a post at the new network.

### SFX gets into syndication

**S**FX Broadcasting may take its first step toward syndicating its on-air talent. SFX acquired the 33-station John Boy and Billy Syndication Network (we're not making this up) last week through its purchase of the network's home station, *WRFX*(FM) Charlotte, N.C. The acquisition marks the company's first venture into distributing syndicated programming. Mike Ferrell, soon to be named president of SFX, said that "having the network as part of SFX increases our ability to potentially syndicate on-air talent at our stations."

DENVER

### Troubled partners

**T**he efforts to ease the friction in the Time Warner Entertainment/US West partnership have been put on hold while Gerald Levin and Ted Turner work out control issues involving the Time Warner/Turner Broadcasting merger (see story, left). Those efforts should resume as soon as possible, suggest analysts who contend that it serves US West and Time Warner best to work out their differences. "Time Warner Entertainment is the most important thing on US West's plate right now," says an investment source. "US West is either going to end up with all or most of the cable systems, or majority control of that partnership." For the record, both US West and Time Warner say that talks about restructuring the partnership are on hold.



# Free-TV coalition seeks roadblock for candidates

*Group hopes for standardized approach to free airtime*

By Chris McConnell

## WASHINGTON

**B**ackers of free political airtime who hope to convince broadcasters to put up a TV "roadblock" for candidate statements will need to overcome some obstacles of their own this week.

Network executives will convene in Washington on Wednesday to discuss coordinating their various free-time proposals and perhaps delivering simultaneous coverage similar to that of the President's State of the Union address. About 15 broadcast and cable industry executives—as well as Clinton and Dole campaign representatives—have been invited to the meeting by the Free TV for Straight Talk Coalition.

The coalition, which includes former broadcasters Walter Cronkite and Roger Mudd and is led by former *Washington Post* reporter Paul Taylor, has been pushing the networks to offer

free time. Now that Fox, ABC, CBS, NBC and PBS have all proposed a variety of free-airtime plans, the coalition wants to see if the networks can create a more standardized format.

PBS President Ervin Duggan and News Corp. Chairman Rupert Murdoch have said that they support creating a TV roadblock for the candidate statements, and several other industry sources say they are keeping an open mind about the roadblock issue.

But they also are keeping an eye on what they describe as a series of drawbacks to the idea.

CBS Executive Vice President Martin Franks cites last month's political conventions' low ratings as evidence against a homogenized offering. He says that a more varied approach—in which candidate statements air at different times of the day rather than all at once—will come closer to achieving the free-airtime initiative's objectives. "We are more likely to reach more voters,"

Franks says.

Sources at ABC and NBC also voice doubts about a roadblock, and some point to logistical hang-ups. One industry observer questions how all the networks could fit a coordinated candidate package into existing fall program and advertising schedules.

"It's difficult to do in this time frame," says the source, who also questions how the candidate statement will be produced and distributed to broadcasters. "There are just a lot of questions."

Coalition leader Taylor concedes that tough logistical issues exist, but he says there are also potential payoffs.

"It will drive journalistic coverage," Taylor says. He voices hopes that the free TV segments will provide a break from the scripted material that characterized the conventions.

Taylor and PBS's Ellen Hume maintain that the candidate segments could constitute a political miniseries if the opponents were to respond to each other's statements on alternating nights. Viewers, they say, could tune in at a certain time with the expectation of hearing an answer to the previous night's statement by the opposing candidate.

"There could be drama to it," says Hume, executive director of PBS's Democracy Project. ■

# Time Warner loses at federal appeals court

*Cable company had asked court to stay FCC must-carry order*

By Chris McConnell

**T**ime Warner New York City Cable Group last week lost a skirmish in the cable industry's war against the must-carry law.

The U.S. Circuit Court of Appeals in Washington, D.C., rejected the company's attempt to block an FCC ruling that required it to carry WMBC-TV Newton, N.J., on cable systems in Manhattan and Staten Island beginning Sept. 5. The company had asked the court to stay the ruling while Time Warner seeks review of the commission action at the FCC.

The company has maintained that the Manhattan and Staten Island cable systems do not fall within the area of dominant influence (ADI) of WMBC-TV, an Asian-language broadcaster.

"It's a station that no one in New York has even heard about," says Dick Aurelio, president of Time Warner New York City Cable Group. Aurelio

**Dick Aurelio says the FCC ruling will force his cable systems to drop the International Channel from the Manhattan system and the Travel Channel from the Staten Island system.**

says the FCC ruling will force his cable systems to drop the International Channel from the Manhattan system and the Travel Channel from the Staten Island system.

The cable systems last week informed viewers of the possible switch

in a message crawl that appeared on the Preview Channel in New York. "Time Warner Cable has been ordered by the FCC to add WMBC-TV on Sept. 5."

The company had hoped that the appeals court would allow it to put off dropping the two cable programs while it contested the FCC ruling. "A limited stay will avoid the harm caused to Time Warner by [the FCC ruling's] forcing it to drop established programs to make room for WMBC-TV," the company argued in its Aug. 28 petition to the court.

Time Warner also cited the Supreme Court's approaching review of the must-carry law. The high court is scheduled to hear oral arguments next month in the cable industry's challenge to the law.

The National Association of Broadcasters and the Association of Local Television Stations had argued against staying the FCC's ruling. ■

## NAB, MSTV prep broadcasters for digital allotment battle

The National Association of Broadcasters (NAB) and the Association for Maximum Service Television (MSTV) are prepping broadcasters for the approaching battle over the FCC's plan to allot each station a new channel for digital television. The two groups last week briefed about 40 lawyers on the plan, which includes a proposal to reallocate channels 60-69 away from broadcasting. Next month the groups will hold briefings on the allotment plan for station executives across the country, beginning with an Oct. 1 meeting in Washington. Briefings in St. Louis and Los Angeles are scheduled for Oct. 4 and 9, respectively. An NAB spokesperson says the groups hope the educational initiative will result in a coordinated industry effort when broadcasters offer their comments on the allotment plan later this fall.

## How I spent my summer vacation

FCC Director of Public Affairs Susan Sallet and her counterpart at the National Telecommunications and Information Administration, Paige Darden, put their public relations skills to use at the Democratic convention. Using vacation time and their own money, both volunteered as flacks. Sallet—whose mother, Anne Lewis, is the Clinton/Gore deputy campaign manager for communications—worked for Clinton/Gore campaign manager Peter Knight.

## Somewhere, over the rainbow

GOP presidential nominee Bob Dole's economic plan calls for offsetting tax cuts with \$34 billion in spectrum auction revenue, but not even Dole's former Senate Republican colleagues are clear what spectrum will pay for it. Senator John McCain (R-Ariz.) says the money could be raised "from a broad variety of auctions but...that digital TV would probably be part of it." Fellow Commerce Committee member Ted Stevens (R-Alaska) says he doesn't "think you have to talk about [specific spectrum] at all" because "you can still estimate what we're going to get is at least equal to what we've got so far [from spectrum auctions]."

## New ALTV board members

The Association of Local Television Stations (ALTV) elected two new members to its board: Al DeVaney, general manager, WPWR-TV Chicago, and Adam Ware, executive vice president, Silver King Communications Inc. Re-elected to a board seat was Norris Reichel, general manager, WOFL-TV Orlando, Fla.

## Fields bill to be marked up

The House Telecommunications and Finance Subcommittee this week is scheduled to mark up Representative Jack Fields's (R-Tex.) last legislative shot at reforming the FCC before he retires. Bill co-sponsor Representative John Dingell (D-Mich.) is not budging on a provision that would restrict the FCC chairman from traveling farther

than 50 miles from Washington on business purposes for the next two years, a Dingell aide said. It is unclear whether the Senate Commerce Committee will take up the bill this year. When asked if he would have a bill of his own or would consider the House bill, committee chairman Larry Pressler (R-S.D.) said, "I haven't done anything new on that. I'll have to talk to my colleagues."

## Pressler pressed

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) is taking a beating in the South Dakota press. Contrary to Pressler campaign ads claiming the Telecommunications Act of 1996 is lowering telephone rates for South Dakotans, the *Rapid City Journal* reported that "the legislation so far has helped push up telephone prices, and cable TV rates are climbing too, in South Dakota and across the nation." The *Rapid City Journal* also reported that Pressler's commercials

"designed to portray him as a down-to-earth, small-town South Dakotan" fail to show the "high-style trappings of limousines and corporate jets that are Pressler's preferred mode of transportation." A syndicated column by Jack Anderson and Michael Binstein appearing in the Aug. 30 *Watertown Public Opinion* accuses Pressler of flip-flopping on his position on the Snowe-Rockefeller Amendment which gives public schools, libraries and hospitals in rural areas access to telecommunications services at discounted rates. Although Pressler initially voted against the provision in Commerce Committee markup, he supported it "once it reached the light of day on the Senate floor.... Not surprisingly, a Pressler campaign commercial makes no mention of his original opposition to the Snowe-Rockefeller plan."

## Telcos appeal interconnection rules

Two local telephone companies are taking on the FCC's interconnection rules. GTE and the Southern New England Telephone Co. are appealing the rules at the U.S. Court of Appeals in Washington. They asked the FCC to halt implementation. If the request is denied, the telcos say, they will ask the court for the stay. The rules govern how incumbent telephone companies must interconnect their facilities with those of upstart competitors. Congress mandated the rules in the 1996 Telecommunications Act to boost competition. But local telcos claim that the rules are unfair, that they require them to provide interconnection below cost. "Requiring local companies to subsidize resellers—some of whom will be among the nation's largest companies—would not create true competition, would not encourage investment in facilities or innovation and would not create any new jobs," GTE Senior VP William Barr says in a prepared statement.

## Krieg advances at WCA

Andy Kreig has two new titles and expanded responsibilities at the Wireless Cable Association. Richard Alston, the new president, appointed Kreig general counsel; the board elected him vice president.



Edited By Chris McConnell



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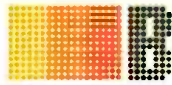
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**F**aced with new educational-television guidelines from Washington, the industry is entering an era of education with a Capitol E. But while the mandates are a recent addition, TV that informs as it entertains is nothing new. Ken Burns, who elevated the medium almost single-handedly with *The Civil War*, is traveling west this time for PBS, which continues to pursue its charter of teaching and delighting with TV. It is not alone, however. Cable's *Mind Extension University* and *Cable in the Classroom*, for example, are adding their own class acts. Meanwhile, commercial broadcasters are working on getting credit for the educational shows they already air and on developing new ones.

## HOW THE WEST WAS DONE



*'The West,' an eight-part series produced by Ken Burns and Stephen Ives, premieres on PBS Sunday, Sept. 15.*

By Michelle Y. Green,  
special correspondent

**P**romotional materials bill *The West* as "a Ken Burns film by Stephen Ives." It is no surprise that Ken Burns, master of the genre, took on a documentary series with the scope and complexity of the American West. But how did co-producer and director of the series Stephen Ives, who grew up in the shadow of Walden Pond, come to have a love affair with the West?

"If the Civil War was an adolescent, violent episode in our national experience," says Ives, "the West was our coming into maturity, and so I was intrigued by it. The story had traditionally been told through stereotypes; then it was turned on its ear as a catalogue of

conquests. The truth," says Ives, "is infinitely more compelling."

"I am passionately involved with the path of our country—who we are. The series was conceived by me at the time I was also doing the baseball series," Burns says. "Stephen worked with me on *The Civil War* and *Baseball*, so I knew that he was a person I could work with and trust with a big job. He was the day-to-day producer/director; I was executive director and creative arbiter. I became the foster parent."

The eight-part, 12 1/2-hour series begins with European explorers converging on the Native American world in the 1500s and ends in 1806 with America transformed as an industrial nation. Viewers will see stories of people from all walks of life, cultures and

occupations who built and shaped the West.

"The pendulum of Western history interpretation has swung widely from that of gunslingers fighting off Indians to cataloguing the crimes against indigenous people," says Burns. "The West is something in-between that speaks to the human spirit."

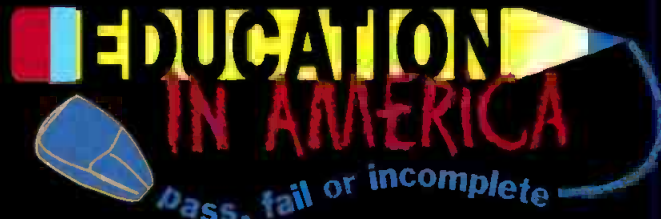
Ives summarizes their focus another way: "The West is a complicated place. It's tempting to look at it as black-and-white stories, a simple morality tale. But ultimately, I see the West as the four-way stop sign of American history, a place of surprising collisions of cultures. These stories that embrace contradiction and ambivalence are at the heart of what makes this series work."

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of *The West*, which cost roughly \$8 million to produce. Burns says that GM's commitment to the project went beyond funding. Too often, says Burns, "these programs are like skywriting that blows away. GM was very dedicated." The National Endowment for the Humanities, the Corporation for Public Broadcasting, the Public Broadcasting Service and The Arthur Vining Davis Foundation all contributed funding for the project.

An educational goal of the series, says Burns, is to serve as a "broad popular arouser, to ignite a general interest." Toward that end, GM has established a dedicated Web site, *New Perspectives on the West*, as a resource for college students enrolled in American history courses. The site offers 100 hours of audio and video clips, photographs, maps, music, behind-the-scenes profiles and text not seen in the series.

"We need students in this country to grapple with some of the tough issues that *The West* presents. Ives says. "To have a clear-eyed view of some of the enormous achievements is essential, but we shouldn't ignore the fact that there were tragic examples of manifest destiny."

In making the film, Burns says, he



*'The West' is the third collaboration for Ives and Burns, who also worked together on 'The Civil War' and 'Baseball.'*

learned "a thousand tiny facts. I tried to take these huge stories and tell them from the inside out." The series uses diaries, personal accounts and family perspectives to tell the story.

One interactive feature of the Web site invites visitors to post comments, a virtual opportunity to create personal family history. "History is intimate," says Burns. "The building block is to tell me about your family. What we'll learn is a tolerant, ambiguous history.... It isn't about answers but about questions. You can really discover yourself

in the past, filled with a great amount of emotional undertone."

Users can access the site ([www.gm.com/The West](http://www.gm.com/TheWest)).

Other offshoots include a mammoth coffee-table book, three books for children and the soundtrack on compact disk. Turner has packaged the video series for home and rental markets, and Time-Life is offering the series through its tape-at-a-time plan.

Despite the marketability of the project, Ives insists there are no plans to approach commercial networks with the series.

"We couldn't possibly do this without the incredible resources of PBS. They give us the time and freedom to do these films the way they should be made," says Ives, whose father is past-president and current vice chairman of the board of WGBH-TV Boston.

"No broadcaster does that. I'm a child of PBS—*Masterpiece Theatre* was almost a religious experience for me. The shows on PBS profoundly shaped the way I feel about this country, about history. It's a privilege for me to come back and present this series to the station."

A General Motors Mark of Excellence presentation, *The West* premieres Sunday, Sept. 15, at 8-9:30 p.m. ET, with each episode repeating at 9:30-11 p.m. ■

## Educating is a tradition at PBS

*Noncommercial network broadening efforts with new shows, Internet, teacher guides*

By Michelle Y. Green,  
special correspondent

With many broadcasters scrambling to fill the void of "core educational programming," the Public Broadcasting Service is extending its reach with targeted off-air educational services and a new fall lineup.

PBS, a cooperative of 346 member stations that reach 98 million Americans each week, has become synonymous with educational programming, or, as one PBS executive puts it, "Education with a capital E."

Educational programming for children is becoming a bumper sticker-like phrase, says Stu Kantor, PBS director of corporate communications. "It's the 1990s equivalent of 'Let's do lunch.' The word 'education' was used as much at the July 29 White House con-

ference as 'I' and 'we,' but we need to stop for a moment and ask what it means to provide a truly educational service to the children of America."

Building on the educational value of its programming, PBS has developed an array of educational learning services that targets special groups.

### Reaching the teachers

The Teacher Publication Project is a collaborative effort of PBS and the Corporation for Public Broadcasting aimed at making PBS programming more accessible to teachers. At the heart of the project is *PBS Teacher Connex*, a curriculum-based guide to PBS programs. The monthly magazine contains advance notice of PBS children's and general-audience programs, with expanded program descriptions, PBS video offers, Internet resources

and special features. A boon to teachers is the expanded videotaping rights for classroom use.

"For many years, PBS has worked with producers, underwriters and unions to insure that teachers had the right to tape our programs and use them for a reasonable period of time," says Sandra Welch, executive vice president, learning services. "Almost all national programs have at least one year of off-air taping rights. This is important because a subject aired in September may not be needed in the classroom until January."

The *CPB Teachers' Digest*, a companion magazine that binds in *PBS Teacher Connex* three times a year, features teacher-written articles on how to teach PBS-based shows across the curriculum. PBS and CPB developed the joint magazines after a year's





## A compelling formula for children's programming alliances.

Experience counts, and for nearly three decades, PBS and its member stations have created, co-produced and scheduled the highest-quality children's programming in the industry. From "Sesame Street" to "Kratts' Creatures," "Mister Rogers' Neighborhood" to

"Wishbone," PBS has established an incomparable record of programming that delights and informs, charms and teaches.

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worth of research, consultation and market testing of more than 1,000 teachers across the country.

"As broadcasters, we get in the mode of thinking fast, watching the competition and getting the product out," Welch says. "Sure, there are other publications that are bigger and fancier, but we feel really good that we took the time to listen to teachers and give them what they want."

Local PBS licensees stand to benefit from the teacher-outreach initiative. To date, nearly half of PBS member stations are participating in the project, imprinting their co-brand on the front cover of the magazine and piggybacking on PBS local and national on-air spots. Stations also have access to subscriber lists of teachers in their area for additional local outreach.

Although the project officially launches with this month's return of teachers to the classroom, prepublication promotions for the magazines already have garnered nearly 6,000 teacher subscriptions. Inaugural issues of the two publications are being mailed to 50,000 teachers free in September; charter subscriptions are available for \$12 per year for *Teachers' Digest*, which includes the bound-in *PBS Teacher Connex*.

#### PTV

PTV is a direct outgrowth of the government's Education 2000 goal that all children start school ready to learn. PTV is a comprehensive package of resources that includes award-winning educational series for children 2-12, between-program educational messages, and print materials that provide information about programing, parenting/caregiving and hands-on activities.

Between-program messages reinforce the educational concepts of a program the young viewer has just watched. Animated P-PALS appearing in such segments as *Go Find Out*, *Stick to It* and *Work It Out* prompt kids to explore, finish tasks and negotiate conflict.

Member stations work with local education and social-service agencies to provide workshops on how to use television as an effective learning tool. KCOS(TV) El Paso, for example, is working with a local community-based organization to help provide attractive, ongoing educational ser-

vices to migrant children.

PTV's national rollout is slated for this month. PBS executives project that it will reach 77% of American households this year, 99% by 1997.

Other learning services targeting specific populations include Mathline, a two-year professional development program for math teachers that is available for the first time this year to elementary school teachers; Going the Distance, which offers adults a chance to earn associate degrees through distance learning, and Ready to Earn, an initiative that prepares adults for the work force. Targeted to older, working, and minority populations, adult learning telecourses and other media-based programs are now available to more than 130 colleges via 56 public TV stations. Tying it all together is PBS Online ([www.pbs.org](http://www.pbs.org)), which provides teacher and user guides and community outreach materials.

#### New for fall

The crown jewel of the PBS fall lineup likely will be *The West*, an eight-part series by executive producer Ken

will be supported by advertising on the Turner Networks and print ads in the *New Yorker*, *People*, *Entertainment Weekly* and *Esquire*. The video series hits store shelves on Nov. 15.

Notable among PBS's children's fare this fall is the debut of *Adventures from the Book of Virtues*, based on William J. Bennett's best-selling anthology. The animated series of classic tales debuted as three hour-long prime time specials (Sept. 2-4, 8 p.m. ET) and has additional episodes in production for the PBS winter/spring 1997 season. Also appearing this fall is *Where in Time Is Carmen Sandiego?* (weekdays, 5 p.m. ET, beginning Oct. 7), a history-based spin-off of the popular geography education show, and *Arthur* (weekdays, 8:30 a.m. ET, beginning Oct. 7), the popular aardvark hero of children's book fame.

#### On the horizon

Pioneering in educational programing has long been PBS's bailiwick. Enter PBS Horizons, a planned informational and cultural cable service co-produced by WGBH-TV Boston and WNET(TV)



'Adventures from the Book of Virtues,' based on William Bennett's best-selling anthology, debuted last week on PBS, but episodes will air through spring.

Burns and director/co-producer Stephen Ives. Following the same formula as Burns's award-winning documentaries *The Civil War* and *Baseball*, this epic saga uses diaries, letters, vintage photographs and commentary from modern historians to chronicle the people, places and events of the American frontier. The 12 1/2-hour series premieres at 8 p.m. ET on Sunday, Sept. 15, and is underwritten by General Motors Corp. A Web site ([www.gm.com/TheWest](http://www.gm.com/TheWest)) features clips from the series, behind-the-scenes looks at production and interactive resources and games. The broadcast

New York. The format will spotlight the country's greatest thinkers, scientists, authors, artists and teachers during appearances at major universities, libraries, museums and other institutions. Now in development, the project is on hold pending channel availability.

What about competition from specialty cable channels now vying for a slice of the education market? PBS points out that from October 1994 to September 1995, public television pulled a 2.2 average Nielsen prime time rating, compared with a 1.3 for TNT, 1.0 for Nick at Nite, 0.9 for Lifetime and 0.7 for A&E and Discovery. ■





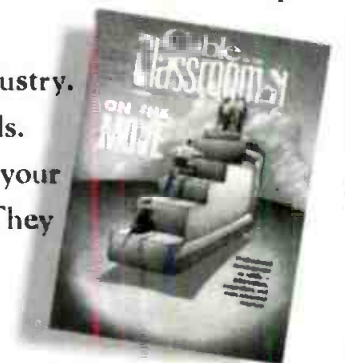
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*Cable in the Classroom is a public service of the cable television industry.*

# Networks: A touch of classroom



Most claim some educational fare; say they are working on more

By Lynette Rice

**M**ost of the network broadcasters are entering the fall confident that young viewers will find something educational in their children's lineups or promising that new series now in the works will satisfy regulators' desire for more educational shows.

The Fox Children's Network thinks it can already stand tall with such series as *Where on Earth Is Carmen Sandiego?*, *Life with Louie* and *C-Bear and Jamal*. *Carmen Sandiego* offers lessons on history and geography, *Louie* provides socialization skills and *C-Bear* serves up lessons of life and responsibility, FCN says.

The network also says that its practice of running captions with *Bobby's World* and *Rimba's Island* will boost its young viewers' reading skills. FCN President Margaret Loesch started the practice after receiving a letter from a viewer who said that closed-captioning not only benefited his deaf child but improved the reading skills of a hearing sibling.

"The irony of it is that we have had in excess of three hours [of children's educational programming] for several years, so it is not a tall request for us," Loesch says.

NBC calls on teen psychologists and educational consultants to insure educational programming for

teenagers—its target market with Saturday morning shows such as *Saved by the Bell: The New Class* and *California Dreams*. Both tackle such subjects as self-esteem and teen smoking.

"We will comply. We were the first network to address the Chil-

Schwartz says. "If you're going to preach to teenagers, they'll just turn on another channel. Our shows are definitely doing what we needed to do."

CBS is rolling out two new shows—*Bailey Kipper's P.O.V.* and *Secrets of the Cryptkeeper's Haunted*

*House*—that it says will provide an additional hour of children's programming this fall. *P.O.V.* is a live-action series about an 11-year-old who records, and consequently learns something from, the day's events, while *Secrets* is a live-action game show that has teams of children facing a combination of questions, riddles and physical challenges.

The network continues to tout its Emmy Award-winning *Beakman's World*, which provides a humorous spin on science, and *CBS Storybreak*, which adapts popular children's literature.

"We are particularly proud of the Saturday morning lineup because it fulfills CBS's commitment to present at least

two hours of enriching children's programming—and it does it with entertaining programs that children will want to watch," says James Warner, president, CBS TV Network.

ABC expects tots to learn something from its new shows *Brand Spanking New Doug* and *Flash Forward*. The animated *Brand Spanking* follows a 12-year-old daydreamer who is trying



A sampling of educational fare offered by broadcast networks (clockwise, from top left): CBS's 'Beakman's World,' ABC's 'Schoolhouse Rock,' Fox's 'Where on Earth Is Carmen Sandiego?' and NBC's 'Saved by the Bell.'

dren's Act in 1990. *Bell* was cited in the first children's act," says Robin Schwartz, NBC's director, prime time series and Saturday morning programs. "We are definitely doing what we need to do."

In addition, NBC cites its *The More You Know* PSAs that emphasize family, school and voter registration.

"I can't say that it's easy,"



to figure out how he fits in life; the live-action *Flash* focuses on two 13-year-old girls as they embark on a rite of passage: eighth grade.

Other existing shows that ABC cites as educational are its *ABC Weekend Special*, *Fudge*, *Free Willy* and *The New Adventures of Winnie the Pooh*. Finally, the network will continue airing its *Schoolhouse Rock* series of musical vignettes that teach children about math, grammar, science and history.

The WB says it won't presume that

any of the shows in its current kids lineup can be deemed A-OK by the FCC, so it will continue developing at least two educational shows for next fall. One of the series will be produced by Norman Lear, and both have the potential to be stripped over six days.

The network also will continue airing its *Crazy Careers* interstitials, which acquaint young viewers with various jobs.

"There are definitely parts of *Animaniacs* [that are educational], but we

don't know yet what the FCC is going to require, so everybody is staking out that this works or that works," says Jamie Kellner, The WB's CEO.

UPN this year will debut its first lineup of children's programming, but will not try to identify any of its new shows—which include an animated *The Incredible Hulk* and a series based on the motion picture "Jumanji"—as educational. A spokesperson says the network has shows in development for next fall that should keep the FCC happy. ■

## Broadcasters seek 'friendly' programming

*Syndicators hope to fill need for mandatory educational shows*

By Cynthia Littleton

**O**utside of the children's arena, syndicators have largely ceded the field of educational programming to cable, but National Geographic Television remains an exception to the rule.

National Geographic Television's monthly first-run specials typically land on the high end of Nielsen's weekly top 10 list of syndicated shows. *National Geographic: On Assignment*, a magazine-style hour hosted by Robert Ulrich, averaged a 7.3 Nielsen household rating last season. NGT's first-run package, distributed for the past 10 years by Turner Program Services, is cleared in 172 markets covering more than 90% of the country.

"*National Geographic* is just one of those brand names that is so high in terms of recognition value, people feel compelled to watch," says Dick Kurlander, vice president, director of programming, Petry Television.

As a result, *On Assignment* commands premium advertising rates, in spite of its additional cable exposure on superstation WTBS(TV) Atlanta. Many broadcasters run the specials in weekend access and early fringe as a transition from news or sports.

The success of the *On Assignment*



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series led TPS to offer a new monthly package of wildlife and nature specials hosted by celebrities and well-known documentary filmmakers. TPS has cleared 12 one-hour *Wild! Life Adventures* specials in more than 85% of the country.

"There is a wide appetite for natural adventure programming on broadcast TV," says Susan Grant, TPS president.

But some distributors say that audience already is well served by public television, the Discovery Channel and other niche specialty 24-hour cable networks. *On Assignment's* ratings are a testament to *National Geographic's* reputation for quality.

Andrew Wilks, vice president of programming and production for National Geographic Television, was convinced of the universality of *National Geographic* a few years back when he found villagers in rural Tanzania who were familiar with the magazine.

Although the National Geographic Society has had a TV production unit for more than 30 years, the Washington-based National Geographic Television has only begun to capitalize on the brand name in the for-profit arena.

NGT was spun off into a taxable

subsidiary of the 108-year-old nonprofit society last year to allow the unit to become more active in licensing, merchandising and other areas previously limited by the nonprofit status of the parent company.

During the past year, NGT has signed long-term deals to produce specials for NBC and TV movies with Hallmark Entertainment. A domestic National Geographic cable channel also is on the drawing board, although NGT has targeted Latin America as the first market for its branded programming service, Wilks says.

Children's programming also is a growth market for NGT, in light of last month's FCC ruling requiring broadcasters to air three hours of educational programming per week, Wilks says.

NGT is at work on *Amazing Planet*, a children's series that revolves around "three totally clueless aliens and their discoveries on Earth," Wilks says. No



In *'National Geographic: On Assignment,'* a woman in Mozambique fights off the effects of a blistering sun by keeping her face moist with a cream made from ground bark.

distributor has been signed for the project, but the show may be offered in syndication next year.

The FCC ruling has boosted broadcasters' demand for children's educational programming, but distributors say FCC-friendly syndicated shows are the hardest to market because few stations give the shows good time slots or much promotion.

Broadcasters counter that low ratings make children's educational programming a particularly tough sell with local advertisers, in part because many of the shows are geared toward preschool-age children.

Many programmers also are perplexed by the FCC's vague definition of educational programming as "programming that furthers the educational and informational needs" of children under the age of 17.

"We look for programs that are interactive and encourage kids to find answers to questions and encourage pro-social values," says Liz Cheng, programming director of Hearst Broadcasting's WCVB-TV Boston, which has long aired children's educational programming at 5-8 a.m. on Saturday.

WCVB-TV also produces several of the block's most popular half-hours, including the nature program *Captain Bob* and *A Likely Story*, about a librarian's travels in her bookmobile.

"We look at these programs as an opportunity to give something back to the community [rather] than an opportunity to make money," Cheng says. "We produce these programs because it's the right thing to do." ■

## What's friendly?

Among the syndicated children's programs likely to meet FCC guidelines for educational children's programming:

**A.J.'s Time Travelers**—Bohbot Entertainment  
**Bananas in Pajamas**—Sachs Family Entertainment  
**Bill Nye the Science Guy**—Buena Vista Television  
**Dream Big**—Litton Syndications  
**Feed Your Mind**—Turner Program Services  
**Field Trip**—Western International Syndication  
**Ghostwriter**—Tradewinds Television  
**Gladiators 2000**—Tribune Entertainment  
**Gadget Boy**—DIC Entertainment  
**Inspector Gadget**—DIC Entertainment  
**Jack Hanna's Animal Adventures**—Litton  
**Madison's Adventures: Growing Up Wild**—Tradewinds Television  
**New Adventures of Captain Planet**—Turner Program Services  
**News for Kids**—Eyemark Entertainment  
**PC-4U**—Promark  
**PE-TV**—Intersport Television  
**Sing Me a Story with Belle**—Buena Vista Television  
**The Why Why Family**—Saban Entertainment  
**Wild About Animals**—Mediacast

Source: Petry Television



'Bill Nye the Science Guy' is syndicated by Buena Vista Television.



# Cable channels educate as well as entertain

*Cable's lesson plans include history, science, computers and more*

By Michael Katz

**V**iewers with an appetite for information will find plenty on cable's menu, where channels with names like Discovery, History and Learning are true to their names.

## Discovery

The Discovery Channel aggressively enters the 1996-97 season having spent \$110 million on 952 hours of original programming. Among the new offerings are specials *Immortality on Ice*, debuting Oct. 20 at 9 p.m. ET, which looks at prolonging life through cryonics, and *Destination Mars*, premiering Dec. 1 at 8 p.m., which will feed off the recent Mars frenzy and explore the feasibility of sending people to the red planet. Discovery has new daytime series *Interior Motives*, which offers practical tips to help viewers fix up or design their homes. And returning is its popular prime time nature anthology series, *Wild Discovery*.

Discovery also has *Assignment Discovery*, its commercial-free contribution to Cable in the Classroom, the cable industry's public-service initiative. The network often works with teachers and makes its prime time shows suitable for the classroom. "Our philosophy is that we know television, but teachers know best what works in the classroom," says Linda Brown, Discovery Communications director of educational programming. "Teachers can use the programs to convey concepts in a much shorter time span than by using only traditional methods."

## The History Channel

The History Channel has carved its own niche by focusing on a single educational subject. "The channel's goal is to inform people, to make them more aware of history," says Joe LaPolla, the channel's director of program acquisitions and scheduling. "The nature of history is to make people discover their



A red-eyed tree frog stars in an episode of Discovery Channel's 'Wild Discovery,' which runs every night of the week.

And on The History Channel, a historical novel about Lincoln by Gore Vidal is brought to life in a miniseries starring Sam Waterston and Mary Tyler Moore.



past, and we try to present it in an enjoyable way."

Slated for this fall on The History Channel is *November Warriors*, a documentary hosted by Roger Mudd that follows some of the most exciting presidential campaigns in American history. It premieres Oct. 7 at 8 p.m. *The Edison Effect* is a three-part look at Thomas Edison's most famous inventions—the electric light, the phonograph and motion pictures—and how they changed the world. On Sept. 16-19 at 8 p.m., The History Channel will present *Four Years of Thunder*, a four-part series on aviation during World War I. *Assassinations That Changed The World* studies the killings of 10 political figures and their influence on history. It debuts Nov. 18 at 8 p.m.

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*Reel Truths* reveals how some early news reels sometimes depicted fake

news events unbeknown to the audience.

The History Channel also targets some of its shows toward children. Beginning this fall the channel will feature *Inspector Gadget's Field Trip*, a part-animated, part-live-action series as cartoon character Inspector Gadget (the voice of Don Adams) visits historical sites around the world. The History Channel is hoping to capitalize on a lack of similar material on broadcast television: "I think there has always been a lack of educational programming, and we are in a position to help fill a void that exists," says LaPolla.

**Encore**

Encore Media's WAM! network fea-



WAM!'s 'Space Journals' explains how scientific discoveries are made in space.

tures educational programming targeted exclusively for children 8-16, and boasts that its shows are "kid-tested, parent-approved and classroom proven." The network is commercial-free and offers 12 hours of strictly educational programming every week-day.

Not only are the network's shows targeted to kids, but they feature mostly children. "Kids learn best watching other kids succeed doing tasks," says Midge Pierce, WAM! vice president of

programming. "Our kids are designed to be role models."

WAM!'s educational lineup reads like a typical grade-school day made up of blocks of time devoted to history, geography, language arts and science. Some of WAM!'s shows are *World Youth News*, with international news and information produced by teenagers from around the globe; *Space Journals*, a series of eight space documentaries explaining how scientific discov-

eries are made in space; *The Global Family*, which centers on the interrelationship of the environment, animals and human beings, and *Genesis Literary Adaptation Programs*.

**Jones Computer Network**

Jones Intercable's Jones Computer Network concentrates on the technological side of educational programming. *FuturTech*, a news story format, focuses on the technology of the future. *Digital Gurus*, for high-end computer

**TLC spells success**

Approaching the fifth anniversary of its relaunch, The Learning Channel has managed an impressive turnaround. It has become one of the fastest-growing networks, from 15.5 million subscribers in 1991 to more than 50 million today.

"We have been pleasantly surprised by how quickly and forcefully TLC has been able to grow in the past five years," says John Ford, senior vice president and general manager of The Learning Channel, referring to the time period since the network was purchased by Discovery Communications. "And to get us to 50 million in the middle of 1996 was way beyond expectations when we bought the channel."

Ford says TLC is doing well after a record August in reaching its target audience of adults ages 25-54 and is investing more in original programming. TLC has plunked down \$70 million for 733 hours of original shows for the 1996-97 season, and another \$18 million over the next 18 months for marketing and promotion. This is from a network that spent almost nothing on original programming just five years ago.

*Myth America*, premiering on the channel's Oct. 1 anniversary, looks at facts of American history that have been stretched into myths. Debuting on Oct. 2, *Seatek* featuring new technologies for underwater



TLC's 'Seatek' is a half-hour weekly series boasting outstanding cinematography.

exploration as well as difficult aquatic endeavors. *Medical Detectives*, beginning Oct. 3, details how medical science is used to solve crimes. The channel's commercial-free children's educational programming block will add two new series beginning this fall. TLC also will put more money into current real-life drama series *Trauma*, which documents the hectic world of hospital emergency rooms.

Echoing the opinion of other educational-programming executives, Ford insists that educational doesn't have to be boring: "Our viewers say they love to be stimulated and to feel that they have been entertained and informed," he says. "They don't want a lecture or instructional television."

Creating engaging educational programs for adults and for children can get tricky, and requires vastly different techniques to reach the two groups. For the programs aimed at two- to five-year-olds, Ford says they employ lots of color, some animation, singing, dancing and, of course, puppets. With adult-oriented programs, TLC emphasizes pacing, strong camera work and writing with good story arcs. "We pay a lot of attention to how well we write them and put the shows in a conversational style that doesn't appear scripted," Ford says. "Stilted, formal and instructional sounding is something we avoid like the plague."  
—MK



users, is a how-to series on software packages. For children, JCN has *Computer Kids*, a weekly computer and new media information program for families attempting to make computing fun and interesting.

**NewsTalk Television**

Twenty-four-hour channel NewsTalk Television, which launched two years ago, will present a series this month, *Education in America: Pass, Fail or Incomplete*. The five-part show, which

runs daily Sept. 16-20, will focus on critical issues in education and will feature education professionals, representatives of business and government, and parents and students. Viewers are encouraged to participate in live discussions via call-in, e-mail or fax or by visiting the network's Web site. The week that the series runs, all of NewsTalk Television's programming, including *Teen Segment* and *Prime Time Edition*, will focus on education. ■

# Cable clears way for classroom TV

By Harry A. Jessell

**T**here are plenty of documentaries and other TV programs that fit nicely into lesson plans. But if a teacher tapes a program and shows it to his class, he and his school could find themselves facing stiff fines for copyright infringement.

Such suits don't happen often, but they happen often enough to make teachers wary of using VCRs to supplement their textbooks.

Enter *Cable in the Classroom*. Since 1989, the cable industry-sponsored group has been working with cable programmers to identify commercial-free educational programs that teachers may tape without threat of copyright hassles.

The nonprofit group says that 31 networks now air 180 hours per month of copyright-cleared programs for teachers. Include C-SPAN and C-SPAN II and the hours swell to 540.

Because the shows are stripped of commercials, the networks usually air the shows late at night or early in the morning.

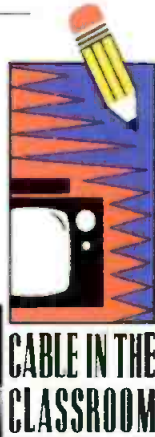
To make sure that teachers know what programs are available and when and where they will air, *Cable in the Classroom* distributes a monthly magazine through its member cable operators.

To belong to *Cable in the Classroom*, cable operators must agree to provide free cable service to every elementary and secondary school in their

service area. As a result, 75% of such schools in the nation—grades K-12—enjoy free cable.

A survey of some 800 teachers in April found that 70% used the *Cable in the Classroom* programming at least once during the last school year, and 25% said they used it one to four times a week.

"That's a good starting point," says Megan Hookey, who replaced Bobbi Kamil as head of *Cable in the Classroom* in July. "But it's also an opportunity to improve. We need to make the curriculum connection more clear to teachers." ■



*Superstation WTBS(TV) Atlanta offers 'Feed Your Mind' through the Cable in the Classroom program.*



*'Communication: The Human Imperative' is offered by ME/U.*

## ME/U turns tube into teacher

When it comes to educational TV, Jones Intercable's Mind Extension University (ME/U) remains a key player. A distance-education cable network, ME/U allows viewers to earn college credit or even bachelor's or master's degrees (12 degree programs are available) while watching classroom lectures on television. The network is affiliated with more than 30 universities and reaches roughly 26 million households. Viewers can choose from more than 170 classes. Last spring there were 27 ME/U graduates.

But Jones's commitment to educational TV has expanded beyond ME/U, created nine years ago. Indeed, Jones also offers ME/U Knowledge TV, a 24-hour service of educational programming in four categories: business, careers and finance; health and wellness; computers and technology, and global culture and language. Knowledge TV is advertiser supported, primarily by infomercials.

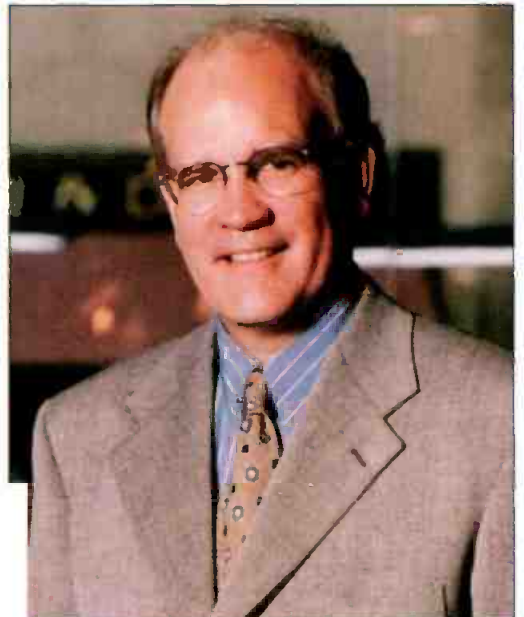
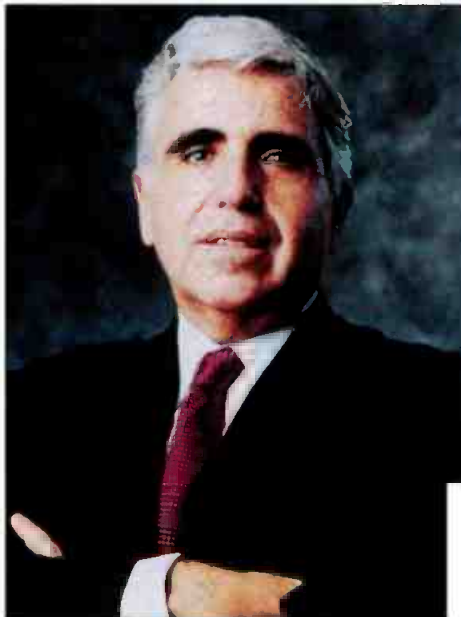
The cable company also has taken its educational network overseas. It delivers a computer training series to some 20 million Chinese households in conjunction with China Education Television. Other Jones educational activities include its ME/U Knowledge Store, which enables viewers to purchase educational products, and ME/U Knowledge Online, a computer Web site that offers products and services and online enrollment. —KM

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# Broadcasting

September 9, 1996

## CBS, NBC flirt with disaster

Miniseries about Titanic, deadly virus are planned for first sweeps showdown

By Lynette Rice

**A**n outbreak in the air and a disaster in the ocean are among the highlights as some network battle plans begin to take shape for the November sweeps.

CBS hopes to make a big splash in the season's first ratings period—Oct. 31 to Nov. 27—with its ambitious, four-hour *Titanic*. Set for Nov. 10

and 12, the miniseries starring George C. Scott and Peter Gallagher has drawn upon fictional and true-life accounts to retell that fateful day in 1912.

The miniseries is sure to be a spectacle, given all the production company has done to depict the disaster.

Co-executive producer Larry Sanitsky says that CBS spent a "fortune" building the doomed ship in a massive Vancouver water tank and sound



CBS hopes to raise ratings with 'Titanic' (right), while NBC is making time for 'Pandora's Clock.'



stage, where special cranes and pulleys were used to help the ship sink. Producers also re-created the ship's opulent grand staircase and went to London to collect authentic period costumes.

"As we got into it, we learned there is a continued interest and fascination with the Titanic," says Sanitsky, adding that his take on the disaster is different from James Cameron's big-

screen version by Paramount, which is due out next summer. "I think that's partly because the scale of human tragedy is still relatable. By the same token, it's not like a bomb went off. It's a failure of technology [that] we all still reel from."

On Nov. 24 and 26, CBS will debut another original miniseries, starring Anthony Edwards, Eric Roberts and Sam Neill. The four-hour *In Cold*

## Discovery to make nature shows for CBS

CBS has once again tapped Discovery Communications Inc., this time for three original prime time nature documentaries that could debut during the November sweeps.

Similar to an earlier deal that involves CBS's new *Eye on People*, the cable programming company will supply the one-hour "species-driven" specials for initial run during the network's 1996-97 season before airing them later on Discovery Channel, says Greg Moyer, Discovery Communications' president and chief editorial and creative officer.

Discovery, which retains all international rights to the nature programs, already has penned a programming agreement with CBS's entertainment and information cable channel, set to launch in 1997.

"These will be first-class documentaries that travel the globe and give breathtaking views of our natural world,"

Moyer says. "We're extremely excited to have this kind of programming on CBS. It reinforces what we think the cable subscribers already know—that we're a good producer of documentary programming. We also hope to talk to the 28 million homes that don't have subscriptions to cable."

CBS executives think the nature specials will appeal not only to families but to advertisers hungry for "high-quality, documentary-like programming."

"We plan to target these as quarterly specials," says Terry Botwick, vice president, specials, CBS Entertainment. "In terms of a long-range view, we're intent on building a brand that can be sustained over time...so we're not targeting an end date."

In fact, the Maryland-based Discovery—which also owns The Learning Channel—already has begun to develop prime time nature documentaries for the 1997-98 season, Moyer says.

—LR

*Blood* from Hallmark Entertainment is based on Truman Capote's 1965 non-fiction novel about the investigation of the 1959 murders of the Clutter family in Kansas.

No word yet on which of CBS's theatricals, including "Dave," "The Pelican Brief" and "Philadelphia," may air during the sweeps.

NBC has announced that it has transformed the best-selling novel by John J. Nance into the four-hour miniseries *Pandora's Clock* for Nov. 10 and 11. Richard Dean Anderson, Robert Loggia and *Frasier's* Jane Leeves will star in the thriller in which a passenger collapses from an unknown virus while en route to New York. The virus is so

deadly that no airport will allow the 747 to land.

"We'll do well," says David Israel, who wrote and executive-produced the miniseries. "November numbers are never as high as [those in] February or May because, frankly, there is more competition [from] *Monday Night Football*. I know the bar has been set very high with last year's *The Beast* and *Gulliver's Travels*, but something in the good solid 20s—that would be something to shoot for."

NBC also has announced that it will finish the sweeps month with a *National Geographic* special at 8 p.m. Nov. 27, followed by a two-hour *World's Greatest Magic*.

Fox and ABC are remaining mum about their plans for the November sweeps, although sources say the latter may pull a blockbuster such as "The Lion King" from the Disney animation vault to air during the critical ratings period. Other theatricals that ABC has on its plate are "Forrest Gump," "Four Weddings and a Funeral" and "The Flintstones."

UPN promises something tasty for its *Star Trek: Voyager* fans, since the network plans to run double episodes of the show during the November sweeps. One will feature an appearance by the character Q (John De Lancie), who comes back wanting to procreate with Captain Janeway (Kate Mulgrew). ■

## Reorder in the court (TV)

*Court TV revamps syndicated show*

By Cynthia Littleton

The wheels of justice may turn slowly, but *Court TV: Inside America's Courts* is promising to deliver a verdict every day as the strip begins its second season this week.

The half-hour returns with a news magazine-style approach to covering real-life courtroom dramas and legal issues. Each episode will reveal the outcome of at least one trial, along with highlights from the proceedings and profiles of key players.

*Court TV* also has switched to a solo-anchor format with Gregg Jarrett, whose former co-host, Kristin Jeanette-Meyers, joined CBS News last spring.

This season, *Court TV* will offer more in-depth features on legal personalities, trends and high-profile rulings.

The new "News You Can Use" segment will zero in on reports of insurance scams, home repair rip-offs and other consumer-oriented topics. "Reel Law," a segment introduced during the summer, examines the accuracy of Hollywood's portrayal of lawyers and the law.

*Court TV's* shift from a reality-oriented approach to an emphasis on drama and storytelling was prompted by feedback from viewers, according to the show's executive producer, Andrew Regal.

*Court TV* averaged a 1.5 national Nielsen household rating last season, performing best when scheduled as a lead-in or lead-out to local newscasts.

Distributed by New Line Television, *Court TV* is cleared in 90% of the country, with a lineup that includes NBC O&Os in the top four markets and



Gregg Jarrett will be the sole anchor of 'Court TV: Inside America's Courts.'

Washington. In an effort to promote the show and boost the Court TV brand name, stations that carry the half-hour strip have free access to the cable network's courtroom footage for use in local newscasts.

This season, *Court TV* also will provide stations with a monthly package of legal-oriented vignettes and features. Additionally, New Line is distributing one-minute Court TV radio spots that feature Jarrett covering topical legal issues. *Court TV* stations have been asked to choose a radio partner for the free spots in each market.

"Building partnerships in the news area is really important to *Court TV*," says Chris Russo, senior vice president, marketing for New Line Television. "We can bring a lot of extra value to news operations and in that way differentiate ourselves from other shows in the marketplace." ■

### Winning the Global TV News Game

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Carla Brooks Johnston



by Carla Brooks Johnston

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# Montel re-ups with Paramount

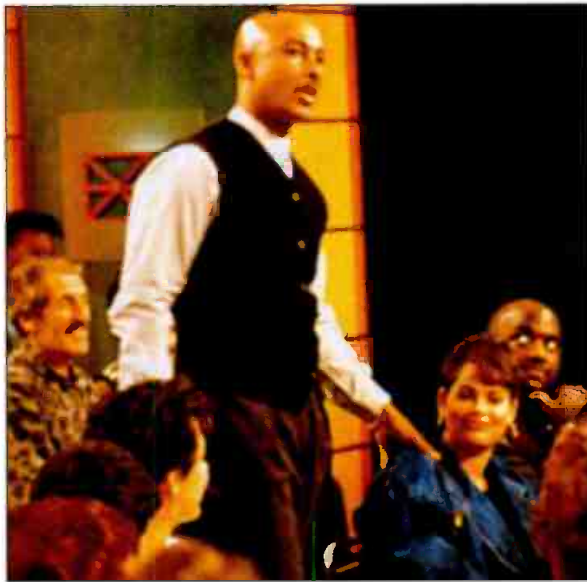
Deal calls for talk show host to develop TV projects for studio

By Cynthia Littleton

**M**ontel Williams has signed a wide-ranging new deal with the Paramount Television Group to keep hosting and producing his daytime talk show through the 2000-01 season.

The agreement also calls for Williams to develop and produce movie and TV projects for Paramount on a first-look basis under his Letnom Productions banner (Montel spelled backward). Williams's highly rated talk show, produced in association with Chris Craft/United Television, begins its fifth season this week.

Sealing a renewal deal with Williams was important to Paramount. The studio was taken by surprise earlier this year, when its other



Williams is looking to branch out beyond talk shows.

star talker, Maury Povich, announced plans to launch a show with a rival studio when his contract with Para-

mount expires at the end of next season.

Williams made headlines a few weeks later, when he was hit with a sexual harassment lawsuit filed by several former female employees of his show. He strongly denies the allegations, which have not had a noticeable impact on his ratings.

Williams, this year's Emmy winner for best daytime talk show host, has long expressed an interest in broadening his work in television. He made his first foray into prime time last season starring in the short-lived CBS drama *Matt Waters*.

Last week, Williams named producer Hamilton Cloud, a former vice president with Quincy Jones/David Salzman Entertainment, senior vice president of development for Letnom. ■

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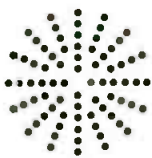
The Fellowship, the second to be awarded to a US journalist, will be for three months, starting in October 1997. All expenses, including university fees, travel and living costs, are paid for by Reuters America.

The winner will join a dozen journalists from around the world at the REUTER FOUNDATION FELLOWSHIP PROGRAMME at Green College, Oxford. These professionals follow individual studies of their choice, with specialist academic advisors. And they meet up, at the Reuter Foundation house, for topical seminars and other group activities.

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The Reuter Foundation

REUTERS



information. The production process involves 50 animators, sound designers, editors, writers and talent—to name a few. "It takes as long to create one minute of treats as it does to create one minute of 'Toy Story,'" says producer Allison Murphy. "The main purpose was to have each treat tell a complete story in itself."

### No smoking

NBC's *Frasier* and Fox's *The X-Files* were honored, while CBS's *Chicago Hope* was snubbed, during the first-ever Phlemmy Awards by the Los Angeles County and Sacramento-Emigrant Trails chapters of the American Lung Association. The awards culminated a year-long study by



Mulder confronts the 'Smoking Man' on 'The X-Files.'

teenage critics who reviewed more than 150 hours of prime time series to record incidents of smoking.

*Frasier* and *X-Files* were lauded for airing antismoking stories or themes; *Chicago Hope* was criticized for having star Christine Lahti pass out cigars after her promotion to hospital chief of staff.

In all, Fox averaged 2.67 tobacco incidents per hour, followed by NBC

### Fox flexes demo muscle

During the week of Aug. 26-Sept. 1, Fox grabbed the top spot among adults 18-49 for the first time ever as a seven-night-a-week network. Fox also won the week in other key demographics: adults/men/women 18-34 and men 18-49. The network weighed in with five of the top 20 programs for the week with adults 18-49: *Beverly Hills, 90210* (number 6); *New York Undercover* (12); *Party of Five* (15); the Fox movie special *Tornado!* (17), and *The X-Files* (20).

### New from Nielsen

The new season, as measured by Nielsen, kicks off Sept. 16 with the ratings service's largest sample ever: 5,000-plus homes. Nielsen will add three more metered markets in 1996-97—New Orleans, Salt Lake City and Columbus, Ohio—bringing the total to 36 markets representing almost 58% of U.S. TV households. It is also expanding its diary samples by 15% in each of the 211 markets it measures. In other news, Nielsen Media Research

has received a patent on its Active/Passive Metering System, which identifies programs and commercials by reading digital codes imbedded in the programing.

### Commercial-free Dave

CBS's *Late Show with David Letterman* will present a special, one-time-only, commercial-free broadcast on Sept. 20. The only sign from advertis-

by Pearl Jam.

### 'SNL' newcomers

Ana Gasteyer of the Los Angeles sketch group *The Groundlings* and stand-up comedian Tracy Morgan will join returning cast members Norm Macdonald, Mark McKinney and Cheri Oteri on the 22nd season of NBC's *Saturday Night Live*. The new season begins Sept. 28 and features guest host Tom Hanks and musical guest Tom Petty and the Heartbreakers.

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SYNDICATION MARKETPLACE

Classic clears

Twentieth Television has cleared its Twentieth Classics I movie package in 40% of the country. The collection of 33 classic and contemporary 20th Century Fox titles—ranging from "How to Marry a Millionaire" to "Less Than Zero"—is being offered on a cash basis with short-term windows. "We found a growing need in the marketplace for cash titles," says Paul Franklin, senior vice president/general sales manager, Twentieth. Buyers for Twentieth Classics I to date include eight stations in the Paramount Station Group.

'Oprah' takes off

Oprah Winfrey kicked off its 11th season last week (Sept. 3) with her highest first-day numbers ever, thanks in part to the drawing power of guest John F. Kennedy Jr. Oprah averaged an 11.8 overnight household rating in Nielsen's metered

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 25. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	9.2/224/97
2. Jeopardy!	7.7/218/98
3. Home Improvement	7.6/226/97
4. Oprah Winfrey Show	6.9/234/99
5. Seinfeld	6.8/221/96
6. Hercules, Journeys of	5.2/223/97
7. Entertainment Tonight	5.1/179/93
7. Simpsons	5.1/194/96
9. Inside Edition	4.6/168/90
10. Wheel of Fortune-wknd	4.4/174/74
10. Xena: Warrior Princess	4.4/199/96
12. Roseanne	4.3/175/93
13. Fresh Prince of Bel-Air	4.2/158/88
13. Star Trek: Deep Space Nine	4.2/236/99
15. Hard Copy	4.1/181/93
15. Married...With Children	4.1/178/91

markets. Last Tuesday also marked the show's first day of head-to-head competition with original episodes against *Rosie O'Donnell*, which averaged a 4.3 in metered markets. *Rosie* was no match for *Oprah* in Atlanta, where the reigning queen

of talk pulled in a 15, compared with a 2 for *Rosie*.

Internet: Boon or bust?

Will the Internet ever become a viable source of revenue for broadcasters? That's the focus of the NATPE Educational Foundation's tele-workshop set for Wednesday, Sept. 25, originating from WDSU(TV) New Orleans. NATPE is due to release a report later this month on how its members are using the Internet and the World Wide Web. Panelists scheduled to take part in "TV and the Web—Revenue Stream or Revenue Dream" include Jim Moloshok, senior vice president, marketing and advertising, Warner Bros., and Phil Pikely, new business development manager for KLAS(TV) Las Vegas. The initial satellite feed will be sent out at 1:30 p.m. ET on Ku-band SBS6, transponder 11, frequency 11.970. —CL

Rysher gives green light to 'Soldier of Fortune'

By Cynthia Littleton

Rysher Entertainment is charging ahead with production on *Soldier of Fortune, Inc.*, an action/adventure series developed with movie producer Jerry Bruckheimer.

Rysher says it will produce at least 13 episodes of the show, which revolves around an elite group of undercover agents who become mercenaries in the fight against crime. Rysher originally

committed to a two-hour movie/pilot of *Soldier of Fortune, Inc.* last December, but the 13-episode order was approved on the strength of the first scripts and interest in the network and syndication marketplace.

*Soldier of Fortune, Inc.* is being produced by Simpson/Bruckheimer Films and Neil Russell Productions, which acquired the rights to the project from the controversial magazine of the same name. Bruckheimer and his late part-

ner, Don Simpson, produced such theatrical blockbusters as "Beverly Hills Cop" and "Top Gun," in addition to the more recent hits "The Rock," "Crimson Tide" and "Bad Boys."

Bruckheimer says he has been "selectively" looking for TV properties to develop and is enthusiastic about the prospects for *Soldier of Fortune*. His first TV series production—a TV spin-off of Simpson/Bruckheimer Films' 1995 hit "Dangerous Minds"—debuts on ABC this month.

Call for entries

The San Francisco International Film Festival is accepting entries for its 1997 Golden Gate Awards

Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Aug. 26-Sept. 1

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 95.9 MILLION HOUSEHOLDS; ONE RATINGS POINT=959,000 TV HOMES YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • \*PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Week 50	abc	13	NBC	FOX	UPN	WB
	4.7/8	6.5/11	6.7/12	5.8/10	3.9/7	2.5/4
MONDAY	8:00 64. New Passages 5.0/9	8. The Nanny 8.9/16 28. Almost Perfect 7.5/13 27. Murphy Brown 7.6/13 30. Cybill 7.4/12	20. NBC Monday Night Movie—The Distinguished Gentleman 7.9/14	52. Fox Summer Monday Movie—Unlawful Entry 5.8/10	75. In the House 4.2/8 75. Mal & Eddie 4.2/7 81. Goode Bhvr 3.8/6 87. Sparks 3.5/6	103. 7th Heaven 2.2/4 98. Savannah 2.8/5
	7.4/13	5.9/10	6.5/11	5.8/10	3.7/6	
TUESDAY	8:00 19. Roseanne 8.0/15	33. Rescue: 911 7.2/13	35. Mad About You 6.9/13 40. NewsRadio 6.6/11 20. Frasier 7.9/13 17. Caroline in/City 8.1/13	52. Fox Tuesday Night Movie—Point of No Return 5.8/10	77. Moesha 4.1/7 87. Homeboys 3.5/6 81. Mal & Eddie 3.8/6 92. Sparks 3.3/5	
	6.5/12	5.8/10	6.4/12	7.4/13	3.0/5	3.5/6
WEDNESDAY	8:00 46. Ellen 6.1/12	24. The Nanny 7.7/15 23. Dave's World 7.8/14	50. Wings 5.9/11 56. J Larroquette 5.5/10	24. Beverly Hills, 90210 7.7/14	98. The Sentinel 2.8/5 97. Star Trek: Voyager 3.1/5	95. Sister, Sist 3.2/6 84. Nick Freno 3.6/7 90. Wayans Br 3.4/6 81. Jamie Foxx 3.8/6
	5.1/10	6.2/11	8.2/15	7.2/13		
THURSDAY	8:00 60. High Incident 5.4/10	6. Candid Camera: 50th Anniversary 9.6/18	5. Friends 9.7/18 8. The Single Guy 8.9/16	43. Living Single 6.3/12		
	8.7/18	6.7/14	7.0/14	4.7/10		
FRIDAY	8:00 28. Family Matters 7.5/17	35. Diagnosis Murder 6.9/14	48. Unsolved Mysteries 6.0/13 16. Dateline NBC 8.3/16	84. Sliders 3.6/8 50. The X-Files 5.9/11		
	3.5/8	7.8/17	4.3/9	5.2/12		
SATURDAY	8:00 77. Second Noah 4.1/10	66. Dr. Quinn, Medicine Woman 4.8/11	90. Ushuaia: Ultimate Adventure 3.4/8	66. Cops 4.8/12 56. Cops 5.5/13	62. America's Most Wanted 5.3/11	
	4.5/9	7.6/16	5.9/12	5.6/12		2.1/5
SUNDAY	7:00 103. Perot '96 2.1/5	7. 60 Minutes 9.2/22	45. Dateline NBC 6.2/14	92. Big Deal 3.3/8		107. Kirk 1.7/4 106. Brotherly Lv 1.9/4 105. Parnt 'Hood 2.0/4 101. Sister, Sistr 2.4/5 100. Unhap Ev Af 2.5/5 102. Unhap Ev Af 2.3/4
	6.1/12	7.4/14	6.7/13	5.9/11	3.5/6	2.6/5
WEEK AVG	9.5/16	8.9/15	11.5/20	6.5/11	2.8/5	2.4/4



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# EZ, SFX play musical stations

Evergreen also involved in 10-station swap in Philadelphia, Charlotte

By Elizabeth A. Rathbun

In a complicated swap involving 10 radio stations, three companies and two markets, EZ Communications Inc. and SFX Broadcasting Inc. would command the airwaves in Charlotte, N.C.

As part of the deal, which requires FCC approval, Evergreen Media Corp. would completely bow out of Charlotte and give its stations there to EZ. In exchange, EZ would move out of Philadelphia, giving number-five-ranked WUSL-FM and WIOQ-FM (13) Philadelphia to Evergreen. Evergreen already owns WYXR-FM (11) and WJZ-FM (tied for 13) Philadelphia and is buying low-ranking WFLN-FM. Rankings are from Arbitron's spring 1996 survey of listeners 12-plus, 6-10 a.m. weekdays.

The total Evergreen/EZ/SFX deal could be worth \$350 million or more, with \$110 million also changing hands, says broker Peter S. Handy of Star Media Group Inc. However, the stations' values have not been determined. The possibility of an Evergreen/EZ swap first was reported Aug. 12 in BROADCASTING & CABLE.

Key to last Wednesday's agreement is FCC approval for the swap of the Philadelphia and Charlotte stations. That would give EZ six FMs in Charlotte, one more than allowed by federal law.

To address that problem, EZ says it will bundle its WSSS(FM) Charlotte with Evergreen's WRFX-FM Kannapolis/Charlotte and WNKS-FM Charlotte, then swap all three to SFX. SFX would then own four FMs in Charlotte—until SFX hands over its WTDR(FM) Statesville/Charlotte to EZ.

The final tally: EZ adds three FMs and two AMs to its WSOC-FM; SFX adds three FMs to its WLYT(FM).

Under this scenario, EZ and SFX would own eight of the market's top 11 stations and 70% of the market's estimated 1995 radio ad revenue. SFX

would have 31%, while EZ would have 39%, according to *Duncan's American Radio*.

The cumbersome swapping choices raise questions. Why would EZ trade

cohesive and smart buy for advertisers," SFX Executive Chairman Robert F.X. Sillerman says.

EZ also was driven by its planned \$655 million merger into American

Radio Systems. Markets the size of Charlotte are more compatible than Philadelphia is with ARS's holdings, Handy says.

Meanwhile, Evergreen has set its sights on the nation's top 10 radio markets, so the Philadelphia-Charlotte was appealing, Handy says. Charlotte is Arbitron's 37th-largest market; Philadelphia is the fifth. It makes sense to give up four high-rated FM stations in Charlotte in exchange for "two full [FM] signals in market [number] five. Strategically, that's very smart," Handy says.

With the other stations it owns or is buying in Philadelphia, Evergreen would capture about 20% of that market's radio revenue, Evergreen Chairman Scott K. Ginsburg says.

"Evergreen's cluster is the only five-station FM cluster in the market," and Philadelphia is the third top 10 market where Evergreen has such a cluster, Ginsburg adds.

## Ellis leaving Ellis/Raycom

The lingering question of Bert Ellis's plans once Raycom Media Inc. takes over his Ellis Communications Inc. have been answered. Ellis last week said that he will resign as president of Ellis Communications once its \$738 million merger into Raycom is completed Thursday (Sept. 12). Ellis will look for "other businesses to start or companies to buy" with Kelso & Co., which had backed Ellis Communications. Raycom is backed by Retirement Systems of Alabama.

"It is now time for me to move on," Ellis said in a news release. He added that he also wants to build up IXL, a multimedia company that he helped found.

Bryan Kent Hawkins, one-third shareholder of Raycom, will take over as interim CEO. ■

## CHANGES ROCK CHARLOTTE

Format concentration seems to be the latest twist in radio consolidation. In Charlotte, N.C., EZ Communications and SFX Broadcasting want to reshuffle their stations so EZ gets the country- and urban-formatted stations, while SFX sticks to rock. Following is the list of affected station owners—current, interim and ultimate—arranged by format.

		Station	Share*	Current owner	Interim owner	Ultimate owner
<b>ROCK</b>	AOR	WRFX-FM	1	Evergreen	EZ	SFX
	CHR	WNKS-FM	10	Evergreen	EZ	SFX
	Soft AC	WLYT(FM)	7	SFX		
	'70s	WSSS(FM)	11	EZ	—	SFX
<b>COUNTRY</b>		WSOC-FM	2	EZ		
		WTDR(FM)	6	SFX	—	EZ
<b>URBAN</b>		WPEG(FM)	4	Evergreen	—	EZ
		WBAV-FM	9	Evergreen	—	EZ
		WBAV(AM)	15	Evergreen	—	EZ
<b>SPORTS</b>		WFNZ(AM)	18	Evergreen	—	EZ

\*Listeners 12-plus in Arbitron's spring 1996 book.

three FMs when it needs to get rid of only one? Why would EZ give up top-rated WRFX-FM?

It seems to boil down to the desire to consolidate formats (see chart). After the swaps, EZ would own both country and both urban stations in Charlotte. SFX would have two FMs with rock formats and "sales-compatible" '70s and soft AC stations to boot, Handy says.


"EZ reshuffled the deck kind of how it wanted," Handy says. Its goal in Charlotte apparently was to "take the format positions [it] can make the most money with."

EZ wasn't interested in giving up that market's number-two country station, WSOC-FM, Handy says. So SFX jumped when EZ offered Evergreen's rock franchise, including the market's number-one station, WRFX-FM. EZ previously had no rock stations in the market.

"With the new order of Charlotte stations and our top-rated [country] station, WSOC-FM, our presence in the market is exceptional," EZ President Alan Box said in a news release.

As for SFX, "as a combined entity, we have the opportunity for significant cost savings as well as presenting a



A large, stylized red '10' graphic is positioned in the upper half of the page. The '1' is a simple vertical bar, and the '0' is a thick, rounded ring. The text 'IT'S MOVED TO NEW YORK AND IT'S A TEN.' is overlaid on the '10' in white, bold, sans-serif capital letters.

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# THE AGENDA

Grand Hyatt Hotel, 42nd & Lexington, New York, NY  
September 24, 1996

8:30–9:00 am *CONTINENTAL BREAKFAST*

9:00–10:00 am *KEYNOTE ADDRESS*  
Reed Hundt, *Chairman, FCC*

10:00–11:00 am *POLICY PANEL*  
Eddy Hartenstein, *DirectTV*  
Peter Lund, *CBS*  
Brian Roberts, *Comcast*  
David Westin, *ABC*  
Robert C. Wright, *NBC*

11:15–12:15 pm *PROGRAMMING PANEL*  
Kay Koplovitz, *USA Network*  
Les Moonves, *CBS Entertainment*  
Dick Robertson, *Warner Bros. TV*  
Barry Thurston, *Columbia TriStar TV*  
Richard Wolf, *Wolf Film*

12:15–2:00 pm *LUNCHEON*  
John Malone, *TCI\**

2:00–3:00 pm *INTERNET PANEL*  
Jim Moloshok, *Warner Bros. TV\**  
Peter Neupert, *Microsoft\**  
Paul Sagan, *Time Inc.\**  
Edmond Sanctis, *NBC\**

3:00–4:00 pm *ADVERTISING PANEL*  
Betsy Frank, *Zenith Media*  
Tim McAuliff, *Blair Television*  
Ed Wilson, *CBS/Eyemark*

4:15–5:15 pm *FINANCIAL PANEL*  
Peter Egersky, *Lazard Freres*  
Dennis Leibowitz, *DLJ*  
David Londoner, *Schroder Wertheim*  
John Reidy, *Smith Barney*  
Donald Russell, *CEA*

5:30–7:00 *COCKTAIL RECEPTION*



Kay Kolovitz



Peter Lund



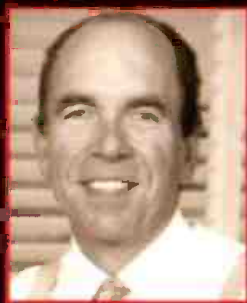
John Malone



Jim Moloshok



Les Moonves



Dick Robertson



Donald Russell



Paul Sagan



Barry Thurston



Bob Wright

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# Changing Hands

The week's tabulation  
of station sales

## Proposed station trades

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

THIS WEEK:

TVs □ \$0 □ 0

Combos □ \$391,930,000 □ 8

FM's □ \$128,640,433 □ 10

AM's □ \$3,640,001 □ 6

Total □ \$524,210,434 □ 24

SO FAR IN 1996:

TVs □ \$5,335,830,845 □ 70

Combos □ \$10,594,550,479 □ 257

FM's □ \$1,976,154,023 □ 293

AM's □ \$155,478,914 □ 173

Total □ \$18,062,014,261 □ 793

SAME PERIOD IN 1995:

TVs □ \$2,592,112,000 □ 93

Combos □ \$1,324,283,810 □ 155

FM's □ \$470,606,651 □ 250

AM's □ \$77,327,754 □ 137

Total □ \$4,464,303,215 □ 635

Source: BROADCASTING & CABLE

## COMBOS

**Swap of WIOQ(FM) and WUSL(FM) Philadelphia plus \$10 million for WPEG(FM) Concord/Charlotte, WBAV(AM) Charlotte-WBAV-FM Gastonia/Charlotte, WFNZ(AM) (formerly WRFX) Charlotte-WRFX(FM) Kannapolis/Charlotte and WNKS-FM (formerly WEDJ-FM) Charlotte, all N.C.**

Value: \$250 million

**Swapper, wioq, wusl:** EZ Communications Inc., Fairfax, Va. (Alan Box, president); owns wsoc-FM and wsss (FM) Charlotte. Note: EZ is being purchased by American Radio Systems (see "Changing Hands," Aug. 12). In related deal, EZ will swap WRFX-FM, WNKS-FM and WSSS(FM) for WTDR(FM) (see item, below).

**Swapper, wpeg, wbaav-am-fm, wfnz-wrfx, wnks-fm:** Evergreen Media Corp., Irving, Tex. (Scott K. Ginsburg, chairman/55.6% owner); owns WYXR-FM and WJZ-FM Philadelphia; is buying WFLN-FM Philadelphia (for other holdings see "Changing Hands," Aug. 19).

**Facilities:** wioq: 102.1 mhz, 27 kw, ant. 669 ft.; wusl: 98.9 mhz, 18 kw, ant. 830 ft.; wpeg: 97.9 mhz, 95 kw, ant. 1,611 ft.; wbaav(am): 1600 khz, 1 kw; wbaav-fm: 101.9 mhz, 99 kw, ant. 988 ft.; wfnz: 610 khz, 5 kw day, 1 kw night; wrfx: 99.7 mhz, 84 kw, ant. 1,056 ft.; wnks-fm: 95.1 mhz, 100 kw, 1,542 ft.

**Formats:** wioq: CHR; wusl: urban contemporary; wpeg: urban contemporary; wbaav(am): urban gold; wbaav-fm: urban contemporary; wfnz: sports; wrfx: AOR; wnks-fm: CHR  
**Broker:** Star Media Group (Evergreen)

**Swap of WRFX(FM), WNKS-FM and WSSS(FM) Charlotte for WTDR(FM) Statesville/Charlotte, N.C., plus \$64.8 million**

Value: \$100 million

**Swapper, WRFX-FM, WNKS-FM, WSSS:** EZ Communications (see item, above)  
**Swapper, WTDR:** SFX Broadcasting Inc., New York (Robert F.X. Sillerman, executive chairman/53.2% owner); owns WLYT(FM) (formerly WEZC) Hickory/Charlotte (for other holdings see "Changing Hands," Sept. 2, Aug. 26)

**Facilities:** wsss: 104.7 mhz, 96 kw, ant. 1,210 ft.; WTDR: 96.9 mhz, 100 kw, ant. 1,550 ft.

**Formats:** '70s; WTDR: country  
**Broker:** Dugan & Associates (SFX)

**KCEO(AM) Vista/San Diego-KUPR-FM Carlsbad/San Diego, Calif.**

Price: \$32 million

**Buyer:** Nationwide Communications Inc., Columbus, Ohio (Steve Berger, president); owns KFSD-FM San Diego; is buying KPOP(AM)-KGB-FM San Diego (for other holdings, see "Changing Hands," Aug. 5)

**Seller:** Tri-Cities Broadcasting Ltd. c/o Philadelphia Music Works, Bryn Mawr, Pa. (Ken Gross, president); is selling KYTC(FM) Northwood, Iowa

**Facilities:** AM: 1000 khz, 2.5 kw day, 500 w night; FM: 95.7 mhz, 3.3 kw, ant. 305 ft.

**Formats:** AM: talk; FM: adult alternative

**Brokers:** Gary Stevens & Co. (buyer); Media Venture Partners (seller)

**WNAM(AM) Neenah-Menasha-WUSW(FM) Oshkosh, Wis.**

Price: \$5.2 million

**Buyer:** Value Radio Corp. Inc., Neenah (William H. Rittman, president/7.7% owner; William R. Walker, secretary/40.7% owner); is buying WOGB(FM) Kaukauna/Oshkosh, Wis.; is selling WFDL(FM) Lomira, Wis. Walker owns 53.3% of WTDY(AM)-WMGN(FM) Madison and is limited partner of owner of WJJO-FM Watertown, Wis.; 49.9% of WOSH(AM)-WVBO(FM) Oshkosh and 21% of WIZM(AM)-WIZM-FM La Crosse, Wis.; 47.6% of company buying KTOZ-FM Marshfield, Mo.; 39.9% of WSJM(AM)-WIRX(FM) St. Joseph, Mich., and company buying WYTZ(FM) Bridgman, WCSY(AM)-WCSY-FM South Haven and

WZTY(FM) Hartford, all Mich., and has applied for CP for new FM at Benton Harbor, Mich.; 22.5% of WMAY(AM)-WNNS(FM) Springfield and WQKZ(FM) Taylorville, Ill.; 7.7% of WJMC(AM)-WJMC(FM) Rice Lake, Wis., and 6.6% of WCFX(FM) Clare and 4% of WCHT(AM)-WGLQ(FM) Escanaba, Mich. Walker also is limited partner of owner of WIXC(FM) Essexville, Mich., company that has applied for new FM in Frankenmuth, Mich.; and is GP of KOSP(FM) Willard, Mo.; 47.6% owner of company that is GP, and 72.5% owner of company that is LP, of applicant for new FM at Brookline, Mo.; 23.4% owner of GP of company that owns WIXC(FM) Essexville and has applied for new FM in Frankenmuth, Mich.; 13.85% owner of GP of WEAQ(AM)-WIAL(FM) Eau Claire and WECL-FM Elk Mound, Wis., and 12.5% owner of company that is GP of owner of WJJO-FM Watertown.

**Seller:** ODON Communications Group I LP, Neenah (William O'Donnell, president); no other broadcast interests

**Facilities:** AM: 1280 khz, 5 kw day, 1 kw night; FM: 96.9 mhz, 3 kw, ant. 328 ft.

**Formats:** AM: nostalgia; FM: modern country

**Broker:** Broadcasting Asset Management Corp.

**KBOZ(AM)-KATH(FM) Bozeman and KPXX(FM) Livingston, Mont.**

Value: \$1.9 million (includes transfer of KBKO-FM Billings, Mont., from buyer to seller; \$1.15 million for KBOZ-KATH and KPXX; KBKO-FM valued at \$750,000)

**Buyer:** Reier Broadcasting Co., Bozeman (William R. Reier, president/owner); owns KOBB(AM)-KZLO-FM Bozeman; has applied to build FM in Billings

**Seller:** Deschutes River Broadcasting Inc., Portland, Ore. (Edward T. Hardy, president/2.45% owner; Endeavour Capital Funds LP, 86% owner); owns KDWG(AM)-KCTR(FM) and KKBR (FM) Billings and KBMJ(FM) Hardin, Mont.; is buying KBMJ(FM) Hardin/Billings (for complete holdings see "Changing Hands," Aug. 26).

**Facilities:** KBOZ: 1090 khz, 5 kw; KATH: 93.7 mhz, 100 kw, ant. 245 ft.; KPXX: 97.5 mhz, 100 kw, ant. 265 ft.; KBKO-FM: 103.7 mhz, 100 kw, ant. 480 ft.

**Formats:** KBOZ: country; KATH: hot country; KPXX: rock alternative; KBKO-FM: hot country

**WJXY-AM-FM Myrtle Beach, S.C.**

Price: \$1.3 million

Buyer: Carolina Broadcasting Inc.,

Rockville, Md. (Stan Karas, president); owns WCVA(AM)-WCUL-FM Culpeper, Va.

**Seller:** Downs Satellite Broadcasting of South Carolina Inc., Conway, S.C. (Paul Downs, president); no other broadcast interests

**Facilities:** AM: 1050 khz, 5 kw day, 473 w night; FM: 93.9 mhz, 6 kw, ant. 328 ft.

**Formats:** AM: soft standards; FM: country

**Broker:** Snowden Associates

### **KASM-AM-FM Albany, Minn.**

**Price:** \$1.25 million

**Buyer:** StarCom Inc., Waite Park, Minn. (Dennis G. Carpenter, president/87% owner); owns KYRS-FM Atwater, KKSJ(AM) Sartell and KXSS(AM)-KLZZ(AM) Waite Park, all Minn.

**Seller:** Robert E. Ingstad, Valley City, N.D.; for holdings see "Changing Hands," June 10

**Facilities:** AM: 1150 khz, 2.5 kw day, 23 w night; FM: 105.5 mhz, 3 kw, ant. 328 ft.

**Formats:** AM: country; FM: oldies

**Broker:** Johnson Communications Properties Inc.

### **WL0C(AM)-WMCC-FM (formerly WL0C-FM) Munfordville, Ky.**

**Price:** \$280,000 (includes \$30,000 consulting agreement)

**Buyer:** BRC Media Management Inc., Rockville Centre, N.Y. (James E. Champlin, president/owner); owns WLKT(AM) Fayette/Lexington, Ky.; is general partner of company that owns WLRS(AM) Louisville, Ky.

**Seller:** Royse Radio of Hart County Inc., Glasgow, Ky. (Henry G. Royse II, president/joint owner with Terri Lou Royse). Henry Royse owns WCLU(AM) Glasgow; has applied to build FM in Glasgow.

**Facilities:** AM: 1150 khz, 1 kw day, 61 w night; FM: 102.3 mhz, 3 kw, ant. 99 ft.

**Formats:** Both dark

## RADIO: FM

### **WWMX(FM) and WOCT(FM) Baltimore**

**Price:** \$90 million (\$60 million for WWMX; \$30 million for WOCT)

**Buyer:** American Radio Systems Corp., Boston (Steven B. Dodge, chairman); owns WBMD(AM)-WQSR-FM, WBGR(AM) Baltimore; owns or is buying KKDJ(FM), KMJ(AM)-KSKS(FM), KNAX-FM, KRBT-FM, KOQO-AM-FM Fresno, KKSJ(AM)-KBAY(FM), KSJO(FM) and KUFJ(FM) San Jose/San Francisco and KRAK-FM, KHTK(AM)-KNCI(FM), KXOA-AM-FM, KQPT(FM), KCTC(AM)-KYMJ(FM), KSSJ-FM, KMJI(FM) and KSFJ(FM) Sacramento, all Calif.; WZMX(FM), WRCH-FM and WTIC-

AM-FM Hartford, Conn.; WIRK-FM, WKGR-FM, WBZT-AM, WEAT-AM-FM, WOLL-FM and WPBZ-FM West Palm Beach, Fla.; WRKO(AM)-WBMX(FM), WEEI-AM, WEGQ-FM and WWTM(AM)-WAAF(FM) Boston; KBEQ-AM-FM (Kan.) and KFKF-FM (Mo.) Kansas City; KFNS(AM)-KEZK-FM, KSD-AM-FM and KYKY(FM) St. Louis; KFAB(AM)-KGOR(FM) Omaha; WSOC-FM Charlotte, N.C.; KMZQ-FM, KMXB-FM, KXNO(AM)-KLUC-FM, KVEG(AM), KFBI(FM) Las Vegas; WYRK-FM, WJYE-FM, WECK-AM, WSJZ-FM and WBLK-FM Buffalo and WCMF-FM, WCMF(AM) (formerly WRMM), WRMM-FM, WHAM(AM)-WVOR-FM, WPXY-FM, WHTK-AM and (under joint sales agreement) WNVE-FM Rochester, all N.Y.; WMMX-FM, WTUE-FM and WONE-AM and (under LMA) WXEG-FM, WLQT-FM and WDOL-FM, all Dayton, Ohio; KDBX(FM), KBBT(AM)-KUFO(FM), KUPL-FM and KKJZ(FM) Portland, Ore.; WBZZ(FM) and WZPT(FM) Pittsburgh and WIOQ(FM) and WUSL(FM) Philadelphia; KJCE(AM)-KKMJ-FM and KAMX(FM) (formerly KPTY) Austin, Tex., and KRPM(AM) (formerly KING), KYCW(FM), KMPS-AM-FM and KZOK-FM Seattle and KBKS(FM) (formerly KCIN) Tacoma/Seattle, Wash.; is selling WNEZ(AM) New Britain/Hartford

**Seller:** Capitol Broadcasting Co. Inc., Raleigh, N.C. (Jim Goodmon, president; Robert J. Lind, VP, radio group); owns WJZY-TV Charlotte and WRAL-TV-FM Raleigh, N.C.; has time brokerage agreements with WFVT-TV Charlotte, WDNC-AM Durham and WRAZ-TV Raleigh

**Facilities:** WWMX: 106.5 mhz, 7.4 kw, ant. 1,217 ft.; WOCT: 104.3 mhz, 50 kw, ant. 420 ft.

**Formats:** WWMX: adult contemporary; WOCT: '70s

### **WGRR(FM) Hamilton/Cincinnati, Ohio**

**Price:** \$31 million

**Buyer:** Tsunami Communications Inc., Denver (Tony Galluzzo, president); owns KIX(AM) Fort Collins/Denver-KTCL(FM) Denver

**Seller:** Dalton Group Inc., Potomac, Md. (William and Susan Dalton, owners); owns WWMG(FM) and WEND(FM) Charlotte, N.C.

**Facilities:** 103.5 mhz, 11 kw, ant. 1,037 ft.

**Format:** Oldies

### **WXCJ(FM) Havre de Grace, Md.**

**Price:** \$3.5 million

**Buyer:** Steinman Stations Inc., Wilmington, Del. (Julian H. Booker, president); owns WDEL(AM)-WSTW-FM Wilmington

**Seller:** Prettyman Broadcasting Co., Salisbury, Md. (William E. Prettyman Jr., president); owns WXJN(FM) Lewes

and WYUS(AM)-WAFL(FM) Milford, Del.; WLFX(FM) Ocean Pines and WICO-AM-FM Salisbury, Md., and WEPM(AM)-WKMZ(FM) Martinsburg, W.Va.

**Facilities:** 103.7 mhz, 50 kw, ant. 341 ft.

**Format:** Country

### **KRTR-FM Kailua/Honolulu**

**Price:** \$2.5 million

**Buyer:** New Planet Radio, San Francisco (Gerry Clifton, Scott Fey, Albert Bracht, managing partners); is buying KBZR-FM Gilbert/Phoenix and KRIM-FM Payson/Flagstaff, Ariz.; is acquiring Clifton's CP for KBLZ(FM) Kaneohe/Honolulu

**Seller:** Ohana Broadcasting Inc., Honolulu (Austin and Linda Vali, owners); no other broadcast interests

**Facilities:** 96.3 mhz, 75 kw, ant. 2,120 ft.

**Format:** Adult contemporary

### **WWLF(FM) Copenhagen, N.Y.**

**Price:** \$608,203 (\$50,000 for stock; \$558,203 noncompete agreement)

**Buyer:** David W. Mance (75% owner), Watertown, N.Y.; owns 55% of WATN(AM) Watertown-WTOJ(FM) Carthage and 47.5% of WLKC(FM) Henderson, N.Y.

**Seller:** Ezra S. Ford II, Lafargeville, N.Y.; no other broadcast interests

**Facilities:** 106.7 mhz, 200 w, ant. 1,227 ft.

**Format:** Rock

### **WAYG(FM) Sarasota, Fla.**

**Price:** \$400,000

**Buyer:** Northwestern College, Roseville, Minn. (Donald Ericksen, president); owns KNWS-AM-FM Waterloo, Iowa; KDNW-FM and KDNI-FM Duluth and KTIS-AM-FM Minneapolis, Minn.; KFNW-AM-FM West Fargo, N.D.; KNWC-AM-FM Sioux Falls, S.D., and WNBC-FM Madison, Wis.

**Seller:** Southwest Florida Community Radio Inc., Brentwood, Tenn. (Robert Augsburg, president); owns WAYJ(FM) Fort Myers and WAYF(FM) West Palm Beach, Fla., and WAYM(FM) Columbia, Tenn.

**Facilities:** 89.1 mhz, 50 kw, ant. 462 ft.

**Format:** Christian

### **WLHN-FM Elwood, Ind.**

**Price:** \$265,000

**Buyer:** Wade L. Weaver, Marion, Inc.; no other broadcast interests

**Seller:** Phoenix Broadcasting Corp., Lee's Summit, Mo. (LaMar Hughes, principal); no other broadcast interests

**Facilities:** 101.7 mhz, 3 kw, ant. 328 ft.

**Format:** Oldies

*Continues on page 74*



# Networks shopping celebrities

Latest perk for radio stations: live interviews with stars

## Radio

By Donna Petrozzello

**A**lthough FM music listeners are accustomed to hearing a morning jock talk live with a musician plugging a tour or a new CD, they are increasingly likely to hear one-on-one interviews with an author, movie or television celebrity.

Major radio networks are clamoring to place a mike in front of pop culture's most-talked-about stars. Two large networks, Westwood One Radio Networks and SW Networks, have increased the array of artists they offer to affiliates in live, interactive interviews delivered via satellite.

The notion of providing musicians and comedians for live interviews with radio show talent was developed several years ago by NBC Broadcasting's Source network, known for its young-adult programming services. Nine years ago, when Westwood One purchased NBC Radio Networks along with other networks, Westwood One took over the Source and continued the tradition of "satellite-interactive" interviews.

"We've always fed the youth networks, but now we're doing it for adult networks and for adult contemporary, oldies and country music stations as well," says Denise Oliver, Westwood's vice president of programming.

Renamed the Celebrity Connection, the network is working to attract a wide range of celebrities to participate in interactive chats with radio talent, mainly during morning shows, Oliver says.

"The need is very simple: radio stations really love having stars on the air," Oliver says. "As time went on, it expanded into actors and movie stars and TV personalities. This is one of the most popular things we do."

In recent weeks, Westwood One has provided interviews with country artist Randy Travis, actors Keanu Reeves and Mario Van Peebles and comedian Phyllis Diller. Each week, artists visit Westwood One's New York or Los Angeles studios and spend an hour or two talking with up to a dozen West-



NBC-TV's Jeff Foxworthy talked with Westwood One stations. With him are Westwood's Andrea Dresdale (l) and Pam Green.

wood One affiliates in different cities. Westwood One also has offered to affiliates interviews with celebrities based in London.

At SW Networks, which debuted its satellite-interactive service last spring, the network works at delivering "a well-rounded blend of guests, both musically and in the overall world of entertainment," says Irene Minett, its vice president of entertainment program development. "The service is not so much musically targeted as psychologically targeted."

In recent weeks, SW has offered interviews with alternative rock band Stabbing Westward, Charlie Watts of the Rolling Stones, television personality Joan Lunden and author Clive Barker. SW houses the celebrities at its New York studios and makes them available to up to eight stations over the course of a two-hour visit, Minett says.

Corinne Baldassano, SW Networks



TV's Montel Williams with SW Networks President Susan Solomon

senior vice president of programming, says the thought of connecting stations with artists came from a "news division situation" where radio stations were clamoring to interview musicians, actors and authors who were making news and appearing for interviews with other media.

Despite a recent push to offer stations live interviews with a wider variety of guests, Westwood One and SW consistently offer interviews with musicians targeted to an affiliate's format.

Both networks offer the live interviews as part of their typical programming package and demand no additional payment or commercial time from the affiliates. But the networks determine which stations get interviews with particular artists.

"Most of the time, we're offering people that stations can't get," Baldassano says. "It is constant added value for the radio stations, which is what they are looking for." ■

## Bouloukos joins ARS

American Radio Systems has hired Don Bouloukos, former president of CapCities/ABC's owned-and-operated stations, to oversee ARS stations in seven cities.

Bouloukos joins ARS as a co-chief operating officer to manage the group's holdings in Portland, Ore.; Rochester, N.Y.; Austin, Tex., and Dayton, Ohio. Once ARS's previously announced acquisition of EZ Communications is completed, Bouloukos will add oversight of stations in St. Louis, Kansas City and Seattle.

ARS has divided management of its properties in other cities between veteran co-COOs John Gehron and David Pearlman.

Bouloukos spent 10 years presiding over ABC's radio group and was president/GM of its flagship WABC(AM) New York before resigning from the company in May.

After closing its acquisition of EZ, ARS will own and operate 38 stations in 20 markets.



—DP



# caught up in the web

**W**ithout question, the World Wide Web is changing the business of television. More and more broadcast and cable industry players add sites to the Internet every day; they hope to utilize this new outlet for promotion, increased audience affinity and, of course, profit.

On October 14, *Broadcasting & Cable* logs on to take a close look at the phenomenon of the "Net." Our in-depth report will review innovative entertainment web sites, examine the top reasons industry execs are investing in the Internet, explore its profit potential, investigate possible future Net technology and content, and identify key trends lending themselves to success in this medium.

If you are caught up in the Web, or would like catch up with those who are expanding their presence on the Internet, this special report is an excellent vehicle for your message. You'll reach 35,000 leading decisionmakers in television, cable, radio and related multimedia and new technology. Call your ad sales representative to reserve your space in this must-save issue today.

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## Fox unveils news channel lineup

Will feature 16 hours of live programming daily

By Rich Brown

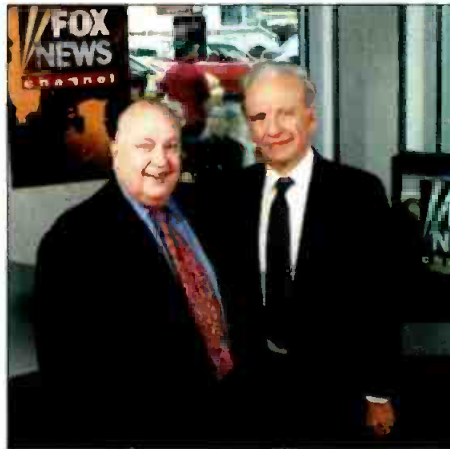
**F**ox News Channel will feature 16 hours of live programming weekdays when the network debuts to an estimated 12 million homes on Oct. 7.

Fox News Chairman Roger Ailes said at an unveiling of the network's programming lineup in New York on Sept. 4 that the company will be spending "north of \$100 million" on the planned service. He said it is hard to project how many subscribers will be needed to break even but that conventional wisdom in the cable industry generally puts the figure at 25 million. FNC also will look to expand distribution internationally, he said.

Ailes declined to discuss specifics on the advertising front. He said, however, that executives at the cable operation are in talks with Fox Broadcasting's Jon Nesvig, president of sales, about possible joint sales efforts. Ailes said there will be no infomercials on the new network.

A key element of FNC will be live news updates every half-hour around the clock. The news channel will start the day with continuous news updates (6-9 a.m. ET) and switch to an hour newswheel format from 9 a.m. to 5 p.m. Throughout the entire 6 a.m.-5 p.m. time period, FNC will provide updated news reports each half hour, followed by 20 minute segments focusing on a single topic (health, entertainment, business, culture, religion, crime, travel, psychology and politics).

Early evening and prime time hours will be filled with hour blocks of news programming hosted by key network personalities Neil Cavuto (formerly with CNBC's *Market Wrap*); former *Inside Edition* anchor Bill O'Reilly; Fox News political correspondent Mike Schneider; Catherine Crier (formerly with ABC and CNN), and con-



Fox News Chairman Roger Ailes and News Corp. Chairman Rupert Murdoch.

servative radio commentator Sean Hannity (alongside a yet-to-be-named liberal counterpart). During the overnight period (10 p.m.-6 a.m.) the network will feature repeat programming with news updates.

FNC weekend programming will include a mix of repeats and such originals as call-in show *Pet News* (Saturday, 9-11 a.m.); *Fox on Sports* (Sunday, 9 a.m.-noon); *Fox on Medicine* (Saturday, 11 a.m.-1 p.m.); archival series *Fox Movietone News* (Saturday, 1-2 p.m.); call-in show *Money News Now* (3-5 p.m.); *Cavuto on Business* (Saturday, 6 p.m.) and *That Regan Woman*, with publishing executive Judith Regan (Saturday and Sunday, 9-10 p.m.).

FNC already has 400 staffers in place, representing about 90% of the full team, said Ailes, adding that only one or two more anchors will be hired and that those discussions are drawing to a close.

Ailes, formerly a conservative campaign strategist and producer of *The Rush Limbaugh Show*, also provided a glimpse of the editorial thinking behind the planned news channel. He said that FNC will seek a balance that

### FOX NEWS CHANNEL WEEKDAY LINEUP

6:00-9:00 a.m.	Fox News Now
9:00-9:30 a.m.	Fox in Depth
9:30-10:00 a.m.	Fox on Health
10:00-10:30 a.m.	Fox in Depth
10:30-11:00 a.m.	Fox on Trends
11:00-11:30 a.m.	Fox in Depth
11:30-noon	Fox on Psychology
12:30-1:00 p.m.	Fox on:
	(M) Religion
	(T) Law
	(W) Crime
	(Th) Travel
	(F) Culture
1:00-1:30 p.m.	Fox in Depth
1:30-2:00 p.m.	Fox on Family
2:00-2:30 p.m.	Fox in Depth
2:30-3:00 p.m.	Fox on Entertainment
3:00-3:30 p.m.	Fox in Depth
3:30-4:00 p.m.	Fox on Sports
4:00-4:30 p.m.	Fox in Depth
4:30-5:00 p.m.	Fox on Politics
5:00-6:00 p.m.	The Cavuto Business Report
6:00-7:00 p.m.	The O'Reilly Report
7:00-8:00 p.m.	The Schneider Report
8:00-9:00 p.m.	The Crier Report
9:00-10:00 p.m.	Hannity & (LTBD)*
10:00 p.m. - 6:00 a.m.	Repeat Programming

•All Times Eastern Time  
 •News updates every half-hour, 24 hours a day  
 \* Liberal to be determined

often is lacking in TV news. Citing a recent example, he said that reporters repeatedly have asked presidential candidate Bob Dole how he will pay for his proposed 15% tax cut, but they have failed to ask President Clinton how he will pay for his proposed social programs.

Ailes said he also is emphasizing to his reporters that being first with a story

is not everything. He asked them last week to watch a videotape of the distraught mother of suspected (but never charged) Atlanta Olympics bomber Richard Jewell and to put themselves in her shoes.

"There's too much of a quickness in TV news to find black hats and white hats," Ailes said. "It's important to be

first, but it's even more important to be fair."

Ailes was hesitant to predict any shakeout among a growing list of news services that ranges from established player CNN to newcomer network MSNBC.

"There may be room for five or six," Ailes said. "We don't know." ■

# USA to add live programming to daytime lineup

*Network will broadcast two half-hours of USA Live daily*

By Jim McConville

**U**SA Networks will add live programming to its daytime schedule by expanding its interstitial concept, USA Live, into a one-hour daily programing block.

Introduced last October as segments wrapped around original and syndicated USA daytime programming, the show stretches this week into two half-hour programs that will serve as bookends to the network's afternoon shows.

USA Live will air at 1-1:30 p.m. and 3:30-4 p.m. daily weekdays, wrapping around USA's original relationship game show *The Big Date* and recycled episodes of *The People's Court* and *Love Connection*. Short segments will continue to run between shows.

USA Live also sports a new look, set and cast. The show will be hosted by comedian/talk show host Bertice Berry and a new ensemble of comedians and writers who will perform both live and taped segments.

The show, to air from the network's New York studios, has been refitted

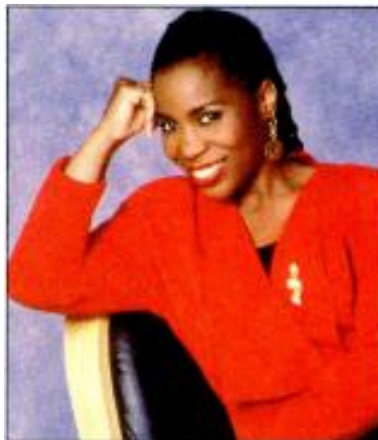
from its original cafe decor to an informal commissary set.

Rod Perth, president of USA Networks Entertainment, says that USA Live will give the network its own daytime signature and will serve as an experimental laboratory for developing new USA talent.

"I've always felt that USA needed a personality," says Perth. "The whole opportunity of being live on television during daytime will create a sense of immediacy with viewers."

Perth says that the network will look to expand its live programing block: "Whenever it's possible, we'd like to extend the live franchise. USA should stand for live programing."

Since it was added last October, USA's afternoon block has averaged a 0.9 daytime Nielsen rating, essentially the same as its previous block of recycled game shows. However, Perth says, the block now attracts a younger female demographic (18-34 years old).



**Bertice Berry hosts a revamped USA Live block.**

Perth says that USA eventually will replace syndicated daytime shows with new original and licensed programing, including material from USA Live made into stand-alone shows for day or late-night slots.

One original daytime show in

development, Perth says, is a yet-to-be-titled soap opera set in Miami Beach starring Dina Merrill. USA has not yet made a formal commitment to the show.

USA isn't the only cable network that has recently added original live programing. The Family Channel last May added a two-hour live day block called Home & Family, and Fox Network in August added *Fox After Breakfast*, a morning entertainment/talk show based on Fox cable network fX's former *Breakfast Time*.

Besides daytime, Perth outlined USA Network's plans for adding three new shows to its prime time schedule next January. Shows will include 13 episodes of *Claude's Crib*, a half-hour comedy starring comedian Claude Brooks as a student who runs a boarding house.

Other new shows include *Rudy*, a sitcom about a former TV anchorman now forced to work on a kids puppet show where the puppets are really aliens, and *La Femme Nikita*, a weekly action/adventure series based on the 1993 French film of the same name.

USA also is rethinking its Saturday night program slate. "We're reassessing whether it's the right night for launching the comedies that we developed," Perth says. ■

## **Bertelsmann, CLT may take Disney/ABC to court**

German broadcaster RTL's owners, CLT and Bertelsmann, are considering suing Disney/ABC International Television over a possible breach of contract following the recent Disney output deal with rival Kirch. Sources say that Bertelsmann and CLT think Disney/ABC broke a clause in the contract that prevented the U.S. studio from negotiating with other parties for a defined period. Sources also say the pair knew of the deal only when it was announced to the press. Last week, Etienne de Villiers, president of Disney/ABC International Television, said he hoped the deal would not affect the alliance, adding that "we are very respectful of that relationship."

—DJ



# Family adds original hours

*Builds programing block*

By Jim McConville

**T**he Family Channel (FAM) is slated to add two more original hours to its schedule later this month.

As the next step in its plan to create a six-hour weekday block of original programing, the network, starting on Sept. 30, will add a two-hour block of game shows to its current three-hour original-programing block.

The block will fall between Home & Family, the network's two-hour daytime talk show block (1-3 p.m.), and *Family Challenge*, an hour (5-6 p.m.) game show added last year.

Family's 3-4 p.m. slot will be devoted to a favorite pastime—shopping—with new game shows *New Shop 'til You Drop* (3-3:30 p.m.) and *Shopping Spree* (3:30-4 p.m.). For its 4-5 p.m. slot, the network will add kids-oriented shows *Small Talk* (4-4:30 p.m.) and *Wait Until You Have Kids* (4:30-5 p.m.).

Family's long-term plan is to add another original hour series at 6-7 p.m. Like other cable networks, Family



'Family Challenge' (above) and game show 'Shopping Spree' are two of the shows that have been added to Family Channel's original programing block.



Channel has chosen to use more original programing for economic and strategic reasons.

"With all the vertical integration that's going on in the industry and the price escalation on licensed programing, part of our future is going to be in our own original programing," says Tony Thomopoulos, CEO of MTM Entertainment, parent company of Family.

Bob Boden, FAM's vice president of daytime programing, says the network's game show block is designed to

make a smooth transition from Home & Family and help expand upon FAM's traditional female daytime audience base.

Since its May launch, Home & Family has averaged a 0.3 Nielsen rating, about the same figure generated by a slate of FAM game shows that occupied the time slot last year. But Brad Adgate, sales research director for Family, says the show is up approximately 37% with its target audience—women 25-54—for its first five months. ■

## Momentum buys Westinghouse library

Former Westinghouse executive Ray Donahue's new firm, Momentum Distribution Inc., has acquired rights to the entire library of Westinghouse international programs. Donahue left Westinghouse to form Momentum Distribution with equity partner Eyemark Entertainment, a subsidiary of Westinghouse-owned CBS.

## NetHold gets new NVOD films

Pay-TV group NetHold has signed a deal with Benelux distributor Concorde Film giving NetHold's digital NVOD service, Movies on Demand, access to such features as "Mighty Aphrodite," "Prêt-à-Porter," "Smoke," "Showgirls," "Murder in the First" and "Richard III." Deals already have been signed with MGM/UA and PolyGram Filmed Entertainment, and more are expected shortly. Movies on Demand is expected to launch this fall.

## MSNBC Europe

U.S. online news and information service MSNBC, a joint venture of NBC and Microsoft, is planning to



launch MSNBC in Europe in late 1997, according to Roger Ogden, president and managing director of NBC Europe (formerly NBC Super Channel). The keys to a successful launch will be to insure sufficient distribution and develop enough European programing, Ogden said. He was speaking Sept. 3 at the unveiling of NBC Europe's fall schedule. The cable TV network and online information service already has been launched as a program block on NBC-owned CNBC Europe and will be added as a block on CNBC Asia later this month.

## ESPN2 goes south

ESPN International launched ESPN2, a 24-hour all-sports cable network, in Mexico and Central America on Sept. 4, in association with Mexican programing broker PCTV. This is the fourth network launch for ESPN in Latin America. The channel will feature such U.S. events as Major League Soccer and Major League Baseball. ESPN has contracted with PCTV to package the signal and uplink it regionally.

—By Debra Johnson & Nicole McCormick

# MTV earmarks \$420 million for animation



*Will expand Nickelodeon, MTV animation studios*

By Jim McConville

**I**n the face of increasing competition for the coveted children's TV market, Viacom-owned MTV Networks is heavying up its investment in animated programming.

The company plans to spend roughly \$420 million over the next five years to develop a dozen or more original animated programs for its cable networks Nickelodeon and MTV.

MTV Networks will use the new monies to develop animated series, feature films, interstitials and other programming. It plans to produce more than 850 half-hour animated episodes and expand Nickelodeon's Nicktoons animation studio in Los Angeles and MTV's animation studio in New York.

The new deal doubles Nickelodeon's animation production budget, adding another \$350 million, while increasing

MTV's spending 10%—or \$70 million—say MTV officials. Some of the money from each will go toward proposed Viacom animated movies.

Approximately 75% of Viacom's new animation investment will go toward Nickelodeon, says Herb Scannell, president of Nickelodeon. The network, with an estimated 66.2 million subscribers, now allocates approximately 50% of its daily schedule to animation.

Scannell describes MTV's decision to invest in more animation as "a kind of no-brainer. This is successful programming for kids, and it's a good business for Nickelodeon."

Upcoming Viacom animated TV projects will include previously announced Nickelodeon series *Hey Arnold!* and *Angry Beavers*. In addition, a new weekly MTV series *Daria* (based on the character from *Beavis*

and *Butt-head*) and a still-to-be-titled VH1 series will launch in 1998.

Scannell says Nickelodeon also will change how it launches new shows: "We'll look at five-day-a-week original strip animation, which we've never done before." We'll also look at launching animation in prime time, which we're starting to do this fall with *Hey Arnold!*

MTV will create a joint animation council to oversee production, operations and talent development and coordinate the work of the two studios. Council members include Abby Terkuhle, executive vice president/creative director, MTV; Albie Hecht, senior vice president, Nick Productions; Mary Harrington, vice president, animation, Nickelodeon, and John Andrews, vice president, animation, MTV. ■

## Four programmers win Canadian OK

*HGTV, Outdoor Life, Liberty Media, E! get licenses for services with Canadian partners*

By Rich Brown

**F**our of the six U.S. cable networks applying to launch services in Canada won government approval on Wednesday to begin broadcasting when the industry is ready to offer digital distribution.

Each of the four winning programmers—Home & Garden Television Network, Outdoor Life Channel, Liberty Media and E!—were granted licenses in partnership with Canadian owners. Losing applicants included services backed in part by A&E Networks and ESPN.

Scripps Howard-owned HGTV will own 19.8% of the voting shares in HGTV Canada, a service controlled by a subsidiary of Atlantis Communications. Outdoor Life will have a 33.3% ownership stake in the Canadian Outdoor Life Channel in partnership with Baton Broadcasting, Rogers Program-

ming Services and others. Liberty Media will own 20% of the shares in the new S3 regional sports service, and its partners will include CTV, Molson and Rogers. Liberty and partners CTV and Molson also won approval for a sports/specials PPV service. E! has an initial ownership of 10% in Star-TV—an entertainment service owned by CHUM Limited—and an option to purchase an additional 9.9%.

Applying for licenses in the growing Canadian market has become more attractive than ever for U.S. programmers. Earlier this year, the Canadian Radio-television and Telecommunications Commission agreed to allow foreign ownership of cable and terrestrial TV holding companies to increase from 20% of the voting shares to 33%.

The CRTC last week granted licenses to 23 of 44 applicants, bringing to 54 the number of specialized TV services approved by the agency since 1984.

"It was a wise move for those of us who applied, because it would appear that there won't be another opportunity for years to come," says Susan Packard of Home & Garden Television.

Eight of the new licenses—four in English and four in French—won "priority access" approval to go to air whenever their marketing plans are completed. The other new licenses (including all four with U.S. backing) are licensed to begin broadcasting when the industry is ready to offer digital distribution.

"Today's decisions we hope will provide a strong incentive to roll out digital distribution," CRTC Chairperson Francoise Bertrand said on Wednesday. He added that larger Canadian cable companies are on their way to offering digital service in the near future. To insure that the additional services get to air, however, the CRTC has set September 1999 as the deadline for their distribution. ■



# Digital audio has high hopes for satellite

*Industry leaders hope DBS will take it further than cable; TCI proposes to buy DMX*

By David Tobenkin,  
special correspondent

**D**igital audio executives are hoping that direct broadcast satellite will bring their services the kind of growth that has eluded them through their long association with cable.

Their hopes for exploiting DBS's rapid growth follow years of languishing in the shadow of video programming on cable.

"What DBS has done by including music in its offerings to consumers is to drive all competitors in all forms of distribution to offer it," says Jerold H. Rubinstein, chairman of digital audio service DMX Inc. DMX offers 91 channels of music to 1.7 million subscribers domestically via cable and DBS systems including PrimeStar, AlphaStar and Tele-Communications Inc.'s HITS.

TCI must think there is growth potential in the business. Last week it proposed acquiring DMX through a new corporation owned by TCI and shareholders of the digital audio company. TCI already owns approximately 45% of DMX's outstanding stock.

"It's going great on DIRECTV," says David J. Del Beccaro, president of Music Choice, which offers 31 music channels—expanding to 90 channels in October—to DIRECTV's 1.6 million residential customers. "We have diary research we've conducted with DIRECTV viewers that shows that the average household that uses Music Choice uses it 19 hours per week. That's reassuring because it mirrors the results we've gotten of those who use [Music Choice] on cable. This is a very different service compared [with] any other—and one we think has a wider appeal than virtually any other."

DMX already had received a vote of confidence from TCI before last week's announcement. On May 15, TCI had boosted its interest in the company from 14% to 45%. Other DMX investors include Viacom, Scripps Howard and Shaw Communications.

DMX and Music Choice, however,

remain money losers. DMX reported a net loss of \$21.1 million on revenue of \$12.2 million for the fiscal nine months ended June 30, an increase in loss from a net loss of \$13.7 million for the year-earlier nine months on revenue of \$9.4 million. The company's SEC filings disclose that unless new outside-financing arrangements can be secured, the company will close its European operations.

"[The European operations] are doing well, but we agreed at the board that future monies cannot be dedicated to support them because our stock price is too low to raise money," says Rubinstein.

Del Beccaro says that the privately held Music Choice is "close to profitability."

The potential of digital audio technology is less convincing to some. "This is a product that should be offered as a peripheral service free or for a very small fee, if any. It has not been well received in the marketplace," says one investment analyst. "For the [audio services and cable operators] it is a lose-lose situation, given that installation costs are high and the churn rate [listeners who subscribe and then drop the service] has also been very high."

DMX supplies 30,000 commercial establishments in the U.S. and Europe and 40 million households in the U.S., Canada, Europe, South Africa, Central and South America and Israel with 90-120 channels. Of that, roughly 1.7 million are subscribers—up from 350,000 a year ago. Digital music also is available through the PrimeStar, AlphaStar and HITS DBS systems.

Music Choice, backed by seven MSOs, has the potential to be in 27 million homes through those systems' subscribers and now has more than 1.6 million subscribers, says Del Beccaro. The

network also is expanding its international offering into Venezuela and Brazil through the recently launched Galaxy Latin America DBS service.

Difficulties selling Music Choice as a premium service led the company to price it as a basic service, Del Beccaro says.

Rubinstein disputes the notion that DMX is priced as a premium service. He says that cable operators are charged a wholesale rate of \$2.50 per subscriber on premium services, and the system operator has discretion regarding how to pass on the charge.

DMX is also part-owner of SUPER-AUDIO Cable Radio Service, a non-digital audio service partly owned by Jones Galactic Radio. It bills itself as a

competitor to radio, airing 58 minutes of music per hour of scheduled programming on its nine channels. The service is carried in 335 cable systems and by PrimeStar and has a potential audience of 10 million listeners. It features a variety of music and some talk, such as interviews with artists, and some live-hosted shows. One difficulty of the service is



that it is not secure—listeners can splice their way into it.

Another service, Cable Radio Network, also claims to be better than the real thing. Rather than offer myriad exclusive music channels, CRN President/General Manager (and owner) Michael Horn has positioned his single network as a colorful radio station for cable channels without audio (such as program-guide channels) by offering such audio shows as a wrestling talk show, a UFO report and shows dedicated to hard-to-find music forms like the polka.

CRN's service has increased from 8 million to 10 million subscribers during the past year. It can be customized for each cable system at the headend.

The beauty of the CRN system is that it avoids all problems of channel space. Horn says: "If the customer has \$10 extra bucks, they aren't going to want to pay for more sound; they're going to want more video, so we won't be successful trying that. But we've positioned ourselves as a channel that doesn't take up channel space." ■

# EchoStar buys balance of DBSC

*Move gives it coverage of most of continental U.S., plus Alaska and Hawaii*

By Price Colman

Federal regulators gave EchoStar Communications Corp. the green light to acquire the 60% stake in Direct Broadcast Satellite Corp. it does not already own.

The FCC's grant of the "instant merger application" means that EchoStar can consummate the combination cash-stock swap deal worth an estimated \$23 million.

As a result, EchoStar will receive DBSC's 11 transponder licenses for the 61.5 degree west and 175 degree west orbital slots that the FCC awarded DBSC, a subsidiary of DBS Industries.

Coupled with EchoStar's existing service at the 119 degree west full

CONUS slot and licenses for 24 transponders at the 148 degree slot, the additional orbital positions and frequencies give EchoStar overlapping coverage of much of the continental U.S. as well as coverage of Alaska and the Hawaiian Islands.

Perhaps more important, the DBSC licenses "could put EchoStar in position next year to do retransmission deals in some very significant markets," says Carl Vogel, president of EchoStar.

EchoStar hopes to use "spot beam" technology to transmit local broadcast signals. Current regulations prevent DBS providers from doing that. The U.S. Copyright Office has indicated that it won't oppose rebroadcast of local signals back into local markets, but it's

unclear what role the FCC may play.

EchoStar also hopes to use some of its frequencies for data applications, such as Internet access. Although full ownership of DBSC helps EchoStar pave the way for local signal transmission and data applications, other hurdles may remain.

"The local thing is an interesting application," says Rick Westerman, UBS Securities. "The thing that should not be lost is that in order to pull this off, they'll have to sell you a second dish. They may give it away. But I think that's a stretch. The applications they're looking to develop at 61.5 are not a slam dunk."

EchoStar is scheduled to launch its EchoStar II bird into the 148 degree slot this week. ■

## Behind door #3: No must carry

*Pondering life in a post-must-carry cable world*

By Price Colman

Must carry or no must carry. That is the issue the U.S. Supreme Court will begin considering in less than a month.

The court has essentially three options: Let the rule stand, remand it to the U.S. Court of Appeals in Washington or strike it down.

Although the first two options would effectively leave in place a law requiring cable operators to carry qualifying local broadcast signals, it is option number three that has cable operators most excited and broadcasters most anxious.

What happens if must carry goes away?

Leading up to the 1992 Cable Act, broadcasters argued effectively that the absence of must carry would irreparably harm the broadcast industry. The rationale: Cable operators would drop smaller local stations in favor of cable networks in which the cable operators might have an economic interest.

"There's a lot of evidence that must carry is necessary to preserve free over-

air broadcasting," says Jeff Baumann, general counsel for the National Association of Broadcasters.

The flip side, from the cable industry, is that must carry violates cable's constitutional right of free speech. Yes, some smaller fringe stations might get bumped, but cable operators understand the economic importance of providing a robust lineup of broadcast channels.

"The must carry fight is not about dropping popular broadcasters off a cable system, it's at the margins," says Paul Glist of Cole Raywid Braverman, a Washington law firm that represents the cable industry. Not having the must-carry burden would "allow cable operators to evaluate broadcasters in the same way they evaluate cable networks. It would level out the field of play."

What makes the court's consideration of must carry especially timely for the cable industry is that it comes at a time

when analog channel capacity on cable systems is at a premium. With digital cable—and its greater but more expensive bandwidth—about to emerge, many cable systems are at analog capacity. Thus, when a broadcaster exerts its must-carry muscle, it's often at the expense of another programming service.

That's exactly what happened with Time Warner Cable's Manhattan system. When the FCC's Cable Bureau ordered Time Warner Cable to carry WMBC-TV (a U.S. Court of Appeals in Washington last week denied a request by Time Warner New York City Cable Group to prevent the FCC from enforcing the ruling requiring it to carry WMBC-TV, a New Jer-

sey-based broadcaster that bills itself as a Korean-Christian service), Time Warner decided to drop Encore Media Corp.'s International Channel.

It's hardly surprising that Encore Media Corp. Chairman John Sie has strong feelings about must carry, which he calls social engineering in the extreme. "My judgment is that...the local dominant stations would be carried regardless of must carry," he says. "Without it, the common sense is there to carry local broadcasters, local with a

**"My judgment is that...the local dominant stations would be carried regardless of must carry."**

**Encore's John Sie**



capital L. I don't think truly local broadcasters have anything to be concerned about. But the fringes...don't pass the management-by-common-sense approach."

What's the nation's high court likely to do? That's anybody's guess, says Erwin Krasnow, former general counsel for the NAB and now with the Washington law firm Verner Liipfert. "The cable people are confident, and the broadcast people are confident," Krasnow says. "I think the broadcasters will be triumphant, but there's no way of anyone's knowing."

Others sense that must carry may be on its way out. "From people outside the loop, the consensus is that it is going to go away," says Michael Ruggiero of ATV Broadcast Consulting Inc., an Indianapolis firm that helps broadcasters with retransmission consent negotiations. "Broadcasters and cable operators [think] it's not going to stick around." ■

## Compound question

According to one formula, cable TV rates have climbed 10.4% this year. A different formula shows that cable rates have climbed 4%-6.9% so far this year.

So which method is right? Both.

A *Wall Street Journal* story citing a 10.4% increase was a midyear projection based on what's called the compound annual rate of change. The formula used to calculate the compound annual rate of change is complex, to say the least.

Under the second method, which compares a specific month last year to its counterpart this year, the formula is considerably simpler.

Using the second formula, cable rates rose 4% in January, 4.5% in February, 4.2% in March, 4.6% in April, 4.5% in May, 5.1% in June and 6.9% in July.

Number crunchers warn that although the compound annual rate of change is a statistically valid method, the final tally typically comes in lower than the midyear projection. The reason: short-term variations and more complete data used to calculate the final number.

For the record, cable rates have increased roughly 5.3% since the first of the year, with the biggest bumps coming in June and July, when widespread rate increases went into effect. —PC

## HEAD ENDINGS

### Jones IPO

Jones Education Networks Inc., the brainchild of cable education programming guru Glenn Jones, plans an initial public offering of 6.9 million shares of stock. In a filing Friday with the Securities and Exchange Commission, the company said it intends to sell 5.8 million shares, and current stockholders, including Jones, will sell 1.1 million shares.

The company is looking at a \$15-per-share price, which would bring in about \$78.4 million after expenses. The company plans to use the proceeds to expand marketing for education programming it distributes on two cable networks. Glenn Jones will own 75% of voting shares of the stock and a 50% equity interest in the company after the IPO.

### Doria to head ESPNEWS

Cable sports network ESPN has given Vince Doria, assistant managing editor of ESPN, responsibility for the development of ESPNEWS, ESPN's proposed sports news cable channel slated to debut later this year. Doria joined ESPN

in 1992.

### Classic partner

Classic Sports Network Inc., the cable channel that packages old sports events for nostalgic fans, has signed another partner in Warburg, Pincus Ventures LP, which has agreed to invest \$20 million in the cable network.

Pincus, a \$2 billion fund controlled by E.M. Warburg Pincus, joins existing network partners Allen & Co., AT&T Ventures and Florida sports mogul H. Wayne Huizenga.

### PrimeStar opens retail store

PrimeStar by Tele-Communications Inc. (TCI) last week opened its first retail store for renting PrimeStar DBS satellite systems. The Lafayette, La., store, the first of a series of stores planned by PrimeStar by TCI, will rent PrimeStar DBS receivers, which start at approximately \$30 a month.

### Court TV to carry 'War Crimes on Trial'

Court TV will air *War Crimes on Trial*, a live nightly news and

analysis program, starting on Sept. 10. The show, to examine the daily developments from the International War Crime trial at the Hague, will be hosted by Court TV anchor Ray Brown. It will air Tuesday-Friday at 6-7 p.m. and repeat at 10 p.m.

### USA names new director, original programming

USA Networks has named Fern Field director, original programming. Field's responsibilities will include supervising original series for both USA Network and Sci-Fi as well as series development for Sci-Fi. Before joining USA, Field developed and produced television movies with her own company, Brookfield Productions.

### TCI goes shopping

TV home shopping programmer Shop at Home says Tele-Communications Inc. will put its channel on systems reaching at least 4 million homes by November. Officials of Knoxville, Tenn.-based Shop at Home say the number could grow to 10 million in the first year of the contract with TCI. —RB, JM

# New cable nets get Proving Grounds

By Michael Katz

Limited channel capacity has made it tough for new cable services to get noticed. That's OK with EFC Startime, which leases cable time to programmers who want to test-market their programming.

The Los Angeles-based company has spent almost \$2 million to purchase cable downtime on approximately 200 systems in major markets for its Cable Proving Grounds service.

"It's an opportunity for programmers to test-market their programs and see if anyone is out there," says EFC Startime President Grace Leone. "It gives credibility with investors, and it's quite inexpensive." The company is adding systems each week.

Prices vary depending on the location of the system, the time slot and the day or month, Leone says. For example, an hour from Cable Proving Grounds on a San Diego system with 460,000 subscribers between 2 p.m. and 2 a.m. costs roughly \$2,000. An hour on a Hawaiian system with 264,000 subscribers costs about \$850.

There is a minimum purchase time of 30 minutes, and space can be booked up to one year in advance. Leone says that clients can tailor the distribution and have their programs shown in as many or as few markets as they wish.

One Cable Proving Grounds client, who is using the time to present a show from his jazz club, is cross-promoting the show at the club, Leone says. Another client is using the service to show statistics that prove his financial case for a program to his investors.

Although the programs using the service don't receive ratings, Leone says, the clients use built-in response systems: "They may offer a free gift if the viewers call an 800 number, or may put up an 800 number for viewers to call if they like the show." ■

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## PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Aug. 26—Sept. 1, ranked by rating. All ratings are coverage area ratings within each basic cable network's universe.

Program	Network	Time	(ET)	HHs. (000)	Rating	Share
1. NFL/Buffalo @ NY Giants	TNT	Sun	7:58p	4,981	7.3	14.1
2. World Champ Wrestling	TNT	Mon	9:00p	3,262	4.8	7.7
3. NASCAR/Southern 500	ESPN	Sun	1:00p	2,625	3.8	9.7
3. World Champ Wrestling	TNT	Mon	8:00p	2,571	3.8	6.7
5. Rugrats	NICK	Sun	10:00a	2,429	3.8	12.0
6. I Love Lucy	NICK	Tues	10:00p	2,326	3.5	5.7
6. Are You Afraid of the Dark?	NICK	Mon	5:00p	2,372	3.5	8.9
8. Rugrats	NICK	Wed	6:30p	2,244	3.4	7.0
9. Tiny Toons Adventures	NICK	Sat	9:30a	2,208	3.3	11.7
9. Rugrats	NICK	Thu	6:30p	2,199	3.3	6.8
9. I Love Lucy	NICK	Tues	10:30p	2,233	3.3	6.0
9. Rugrats	NICK	Mon	6:30p	2,179	3.3	6.5
13. The Ren & Stimpy Show	NICK	Sun	11:00a	2,116	3.2	10.1
13. My Brother and Me	NICK	Sat	12:30p	2,151	3.2	10.4
13. J. Henson's Muppet Babies	NICK	Sat	10:00a	2,165	3.2	11.4
13. Tiny Toons Adventures	NICK	Sat	9:00a	2,125	3.2	11.8
13. NFL Primetime	ESPN	Sun	7:00p	2,165	3.2	7.3
13. Family Matters	TBS	Mon	6:35p	2,171	3.2	6.6
19. AAAHH!!! Real Monsters	NICK	Sun	10:30a	2,085	3.1	10.2
19. Are You Afraid of the Dark?	NICK	Thurs	5:00p	2,095	3.1	8.0
19. Doug	NICK	Mon	7:00p	2,076	3.1	6.0
22. Looney Tunes	NICK	Sun	9:00a	1,973	3.0	10.6
22. Slaute Your Shorts	NICK	Sat	12:00p	1,976	3.0	9.9
22. Rugrats	NICK	Fri	6:30p	1,999	3.0	6.9
22. Rocko's Modern Life	NICK	Mon	5:30p	2,003	3.0	7.0
22. Movie: "Clara's Heart"	LIFE	Thurs	9:00p	1,918	3.0	5.1
27. Doug	NICK	Fri	7:00p	1,919	2.9	6.5
27. Are You Afraid of the Dark?	NICK	Fri	5:00p	1,912	2.9	7.7
27. Doug	NICK	Wed	7:00p	1,911	2.9	5.7
27. I Love Lucy	NICK	Tues	9:30p	1,950	2.9	4.5
27. Rugrats	NICK	Tues	6:30p	1,957	2.9	5.8
27. Are You Afraid Of the Dark?	NICK	Tues	5:00p	1,930	2.9	7.2
27. Family Matters	TBS	Wed	6:35p	2,000	2.9	5.5
27. Democratic Convention '96	CNN	Thurs	10:00p	1,967	2.9	4.9
27. Democratic Convention '96	CNN	Tues	10:00p	2,004	2.9	4.9
36. Rocko's Modern Life	NICK	Sun	11:30a	1,848	2.8	8.6
36. All That	NICK	Sat	9:00p	1,893	2.8	5.8
36. J. Henson's Muppet Babies	NICK	Sat	10:30a	1,845	2.8	9.5
36. Rugrats	NICK	Sat	8:30a	1,889	2.8	11.4
36. Are You Afraid of the Dark?	NICK	Wed	6:00p	1,870	2.8	7.2
36. Doug	NICK	Tues	7:00p	1,881	2.8	5.3
36. Movie: "Pride and Prejudice"	AEN	Tues	9:00p	1,856	2.8	4.6
36. Movie: "Perry Mason: Fatal Framing"	TBS	Mon	10:05p	1,928	2.8	5.3
44. What Would You Do?	NICK	Sat	2:00p	1,776	2.7	8.4
44. Looney Tunes	NICK	Sat	1:00p	1,799	2.7	8.5
44. Doug	NICK	Thurs	7:00p	1,815	2.7	5.5
44. Bewitched	NICK	Wed	10:30p	1,812	2.7	5.0
44. Bewitched	NICK	Wed	10:30p	1,795	2.7	4.6
44. Tiny Toons Adventures	NICK	Wed	7:30p	1,913	2.7	5.2
44. I Love Lucy	NICK	Tues	9:00p	1,797	2.7	4.2

Sources: Nielsen Media Research, Turner Research



# Broadcasting & Cable's **Telemedia**

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# Week<sup>®</sup>

## Cable Access

# @Home starts rollout in Fremont

Cable Internet access to be available to 16,000 TCI homes

By Richard Tedesco

The high-speed @Home cable Internet-access service last week began what will start as a relatively low-speed rollout in Fremont, Calif.

The commercial introduction of the service, which was tested in the area during the past year, comes several months later than was originally slated. Initially, the service will be made available to some 16,000 of the 64,000 households TCI Cablevision of California passes in the area.

Standard @Home service is being priced in Fremont at \$34.95 per month, including unlimited Internet access, use of a high-speed cable modem, e-mail and chat functions, a customized Web browser and a menu of local information. TCI will charge an installation fee of \$150, which covers a dataport, ethernet card and @Home software. "Our months of preparation and testing mean that customers in Fremont can now receive @Home," said Bruce Ravenel, president of TCI Internet Services.

TCI plans to gradually offer access to the service to more Fremont neighborhoods. It also has plans to introduce the service in its Arlington Heights, Ill., and Hartford, Conn., systems before year's end.

The company's MSO partners in the venture will get into gear to launch @Home soon. A source at Comcast says that it will begin to roll out the service in the next two weeks, with Baltimore and Philadelphia the likely initial markets. Cox Cable plans to introduce the service in San Diego and Orange County, Calif., next year.

Although the initial TCI offering probably represents the business model for the near term, a variety of packages are being contemplated, says Will Hearst, former @Home



CEO and now a partner at Kleiner Perkins Caulfield & Byers, the other partner in the venture. Hearst recently suggested that the service might charge content providers for multicas-

ting them in various formats on @Home and could split online revenue with others.

The venture recently announced as-yet-undefined relationships with 65 content providers, including Discovery Channel Online, E! Online, iVillage, American Cybercast, the New York Times Electronic Media Co. and the *Wall Street Journal*. TMC

## Sports

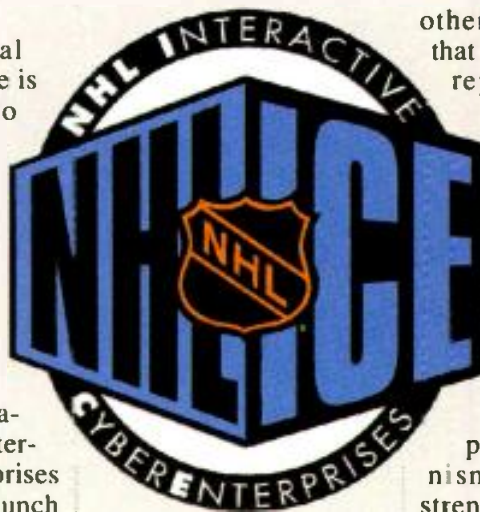
# NHL, IBM team up on ICE

Hockey fans will get instant updates, digital library

By Richard Tedesco

The National Hockey League is skating into cyberspace in a venture with IBM to present instant game updates online and create a comprehensive pro hockey digital library.

When the 1997-98 hockey season starts, NHL Interactive Cyber Enterprises (NHL-ICE) will launch its NHL/IBM Real Time Scoring Systems to enable hockey fans to access up-to-the-minute information about games and digitized summaries of action. "Our fans want to follow the action as soon as it happens," Gary



Bettman, NHL commissioner, said during a press briefing last week.

The league's official scorers will be trained to log game accounts through the new system, which records goals, assists, saves and all

other stats with icons that effectively provide replays of game action. A digital library will be created during the next few years, integrating photos, audio and video with team and player data. "This is going to be a very

powerful mechanism to bring the strength of [this] sport to fans around the world," says William Moses, IBM vice president of sports and broadcasting.

As it ramps up the new scoring system and database, NHL-ICE also plans to introduce with the start of the season



Calendar

**Sept. 9-12**—Internet Commerce Expo, trade show presented by International Data Group. Anaheim Convention Center, Anaheim, Calif. Contact: Ronald Milton, (508) 820-8661.

**Sept. 14**—NewsProNet Producer Forum. Stouffer Waverly Hotel, Atlanta. Contact: Michael Shoer, (770) 475-2667.

**Sept. 17-19**—IMA EXPO, global interactive trade show sponsored by Interactive Multimedia Association and International Data Group. Jacob Javits Convention Center, New York City. Contact: Ken Christy, (317) 823-5073.

**Sept. 18-20**—"Online Developers III: Beyond Browsing; Constructing Communities," conference presented by Jupiter Communications. Fairmont Hotel, San Francisco. Contact: (212) 780-6060.

**Sept. 19-21**—Personal Communications Showcase '96, presented by the Personal Communications Industry Association. Moscone Center, San Francisco. Contact: Christina Tendero, (202) 467-4770.

**Oct. 1-4**—8th Annual Digital Audio & Video Workshop, sponsored by Consumer Electronics Manufacturers Association and Consumer Electronics Society of the IEEE. Holiday Inn Select, Philadelphia. Contact: Lisa Fasold, (703) 907-7669.

**Oct. 4-6**—Online Expo '96, online and Internet technologies conference and exhibition produced by International Marketing Associates. New York Coliseum, New York City. Contact: Anthony Masterson, (310) 458-7737.

**Oct. 25-27**—Online Expo '96, online and Internet technologies conference and exhibition produced by International Marketing Associates. Los Angeles Convention Center, Los Angeles. Contact: Anthony Masterson, (310) 458-7737.

**May 6-9, 1997**—Multimedia '97 exposition and forum, presented by Multimedia Trade Shows Inc. Metropolitan Toronto Convention Centre, Toronto. Contact: Susan Blair, (905) 660-2491

NHL OpenNet, a league Web site on which real-time game coverage will be available. Fans will be able to access NHL historical infor-

mation and purchase hockey merchandise online.

In financial terms, Bettman says, NHL-ICE is a multimillion-dollar venture, with IBM

contributing technology and financing. IBM is now working with the NBA and the PGA on those associations' online content. **TNW**

Internet Broadcasting

# SportsLine scouting the syndicates

Service lining up personalities, games

By Richard Tedesco

**S**portsLine USA, the online sports service, is hoping to strike some deals in the radio and TV syndication businesses.

The radio properties are a Monday night National Football League show and a National Basketball Association insider show in development, according to Ross Levinsohn, SportsLine vice president of programming and enterprises. Sportscaster Jim Lampley has been signed to host the hour-long Monday

show, a Sunday review/Monday night preview of NFL action to air at 8 p.m. ET. Two prominent ex-NFL players are expected to join Lampley on Monday nights.

An hour-long Saturday night NFL show featuring Fox sportscaster Matt Millen debuted last week. A similar approach, combining sportscasters with veteran athletes, is planned for the NBA show.

SportsLine is talking to radio networks about syndicating both, but it doesn't want to overreach its market. "We don't want to be mass-

market. We want to stay targeted so we don't cannibalize ourselves," Levinsohn says.

Radio remains its primary focus at the moment, since it will carry live audio cybercasts for the full slate of football games to be played by Penn State, the University of Miami, the University of Florida and Florida State during the regular season.

Meanwhile, SportsLine is talking to two broadcast networks about becoming a branded sports outlet for one of them, according to a source close to those discussions. **TNW**

## Bay Networks makes \$59M LANcity buy

Bay Networks last week brought a new dimension to its Internet-based businesses when it struck a deal to purchase LANcity for \$59 million.

The pact leaves Bay Networks with the most prolific producer of cable modems in that growing market. LANcity claims to have deployed more than 30,000 cable modems worldwide. Under the agreement, to close before year's end, LANcity will become a division of Bay Networks' Internet/telecom unit. LANcity founder Rouzbeh Yassini will be Bay Networks' vice president/GM of cable access.

"Coupled with our worldwide sales, marketing support and service infrastructure, this merger of technologies will greatly simplify deployment and support issues for cable TV service providers as they launch cable modems within the marketplace," says Paul Severino, Bay Networks' chairman of the board.



No estimate was available on LANcity's current orders for cable modems. It has been supplying its units to a number of MSOs, including Continental Cablevision, Cox Cable, Jones Inter-cable, Tele-Communications Inc. and Time Warner.

## ESPN goes to pager format

ESPN to Go, a sports pager service, has launched through EMBARC, a Motorola subsidiary.

A scaled-down version of ESPN's Web service, ESPN to Go provides updates of scores and other news from the major pro sports leagues at five-minute intervals. EMBARC, which packages information services, is sublicensing the sports service to paging companies.

The ESPN pager service features graphics as well as text. The service also can be accessed online ([www.espn2go.com](http://www.espn2go.com)), where users will find a simulated pager graphic. ESPN to Go will regularly run online contests, a trivia game and a contest in which users pick winners of weekend football matchups.—RT



## Surfing the 'Net

### Sci-Fi convening SciFi.Con

The Sci-Fi Channel plans to host the world's first online science fiction convention, start-



ing on Halloween.

London-based Silicon Graphics will license the enabling technology, GTS Streaming Software, for the three-day online conference slated for Oct. 31–Nov. 2. The software will expand the bandwidth for Sci-Fi's Dominion Web site ([www.scifi.com](http://www.scifi.com)) to permit live audio/video carriage of celebrity author interviews and readings and simultaneous broadcasts of Sci-Fi Channel's International feeds from the U.S., Latin America and Europe.

### WebTV sets pricing on 'Net service

WebTV Networks will launch its Internet service at a monthly fee of \$19.95 for unlimited usage.

The WebTV set-top boxes being produced by Sony Electronics and Philips Consumer Electronics are expected to appear in consumer electronics stores this month for \$330 to \$350. An Internet service provider, search engines, Web browser and e-mail are included in the cost of the turnkey service, which enables Internet access via TV.

WebTV features a best-of-the-Net directory and smart cards to enable secure purchases or bank transactions online.

### Yamaha releases MIDPlug module

Yamaha Corp. of Japan has introduced the beta version of its Yamaha MIDPlug, a self-contained MIDI (musical instrument digital interface) playback system for the World Wide Web.

In addition to playing back files, the MIDPlug features a General MIDI software-based music synthesizer that enables creation of high-quality music for inclusion in Web pages. Users require a Pentium processor running Windows 3.1 or a PowerMAC with 8MB of available RAM.

MIDPlug can be downloaded at Yamaha's

Web site ([www.yamaha.com](http://www.yamaha.com)), where updates will be published as they become available.

### IBM brings out first network computer

IBM last week introduced its first network computer, the IBM Network Station, intended for online business applications.

This initial entry in what IBM plans as a series of lower-cost and low-function devices costs \$700, and is designed for use in online commerce, collaboration or content manage-

ment related to the Internet or private intranets and local networks.

The company claims that the unit offers plug-and-play simplicity and an intuitive Windows-like graphical interface. "This is a product that will change the economics of connecting to networks," says Nicholas Donofrio, IBM senior vice president and group executive.

IBM did not indicate a timetable for release of any other products it plans in the series.—RT

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# Technology

September 9, 1996

## BBC taps AP in huge newsroom deal

*New Electronic News Production System to be installed worldwide*

By Glen Dickson

After evaluating proposals from more than 50 information technology companies, the British Broadcasting Corp. has selected the Associated Press to supply its new Electronic News Production System (ENPS), which combines text, audio and video in one desktop unit. The platform-independent newsroom system will be installed at more than 5,000 seats throughout the BBC's worldwide television and radio operations, replacing the BBC's old "dumb-terminal" Basys system.

According to Mel Martin, a former vice president of news for Post-Newsweek Stations who was hired by the BBC as project director for ENPS, the BBC couldn't find a newsroom sys-



A screen shot of the AP system's user interface

tem that it wanted. So the British broadcasting giant decided to design one itself, then see which vendor could produce it. The four semifinalists were NewsMaker Systems, Avid, AP and a consortium of NewsWire and Logica,

with AP beating NewsWire/Logica in the final evaluation.

"AP was very close to our vision of what we wanted," says Martin. While the BBC won't disclose the terms of the deal, Martin says it is a "multimillion-pound" purchase.

Martin projects a two-year time frame to convert the BBC's entire operation to ENPS. The BBC will conduct trials at one of its bigger operations in Bristol, England, this fall, with the first formal rollout of the system in early 1997. Prototype systems have been in place at the BBC since March.

The BBC had three main criteria for its new "content management system," Martin says. One, an intuitive, drag-and-drop user interface that wouldn't require formal training; two, the ability to work on both Windows and Macintosh platforms, and three, a data-

base browser that would allow easy access to text, audio and video clips without using a complicated file protocol.

The ENPS system uses a "briefing button" to retrieve information, allowing a journalist to type in or highlight a word and instantly access a catalogue of related material, including wire stories, pictures, sound clips and maps.

"The system indexes every word as it comes in, so the journalist doesn't have to waste time looking," says Martin, who compares the ENPS search engine to a Web browser. "In our system, every word is hyperlinked."

ENPS also will be able to retrieve thumbnail video images, stored at low-resolution on a 100 gigabyte Compaq server. "The goal is to keep 90 days of browse quality online," says Lee Perryman, deputy director of AP Broadcast Services. Perryman says that in the future, full-resolution video may be stored on a server such as the Quantel Clipbox, with links to nonlinear editors. "It has video, audio and still systems built in as research tools," he says. "But broadcast-quality playback can be snapped on later."

Perryman adds that the AP system

## Fox SportsNet goes Digital-S

Fox SportsNet, the cable joint venture of Fox Sports and TCI/Prime Sports, has chosen JVC's Digital-S half-inch digital format as the house videotape format for its revamped regional cable and satellite sports production and distribution service. Fox SportsNet is the second News Corp. cable operation to tap Digital-S for all its feed recording and editing, following on the heels of Fox News Channel, the 24-hour cable service that will launch next month (BROADCASTING & CABLE, Aug. 26).



A JVC Digital-S editing deck

"All of the sports news of the day, and all of the pregame highlights will be cut on Digital-S," says Andy Setos, executive vice president of News Corp.'s news technology group.

Digital-S recorders and editing controllers will be installed in Fox SportsNet's new facilities in Los Angeles, where the studio will produce sporting events that originate from TCI/Prime Sports' 15 regional sports networks. Construction of the Los Angeles production studio is under way, with new, enhanced pregame and sports news programming debuting Nov. 15. —GD

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## Technology

has rundown links to playback and machine control for robotic cameras, still stores, prompters, character generators and captioning systems.

ENPS also has the ability to port material to other media, such as Web pages or CD-ROMs. "Things in the old days weren't designed around multimedia," Perryman says. "But now, as broadcasters move into other businesses and different programming, they have to try to repurpose their news material.

This system has HTML output built in."

Perryman hopes that multimedia capability will be one of the selling points for the new AP system when it hits the open market in June 1997. AP plans to target the international market as well as U.S. networks, using the BBC's credibility as a major marketing angle. "Outside the U.S., nobody ever gets fired for doing what the BBC does," Perryman says. ■

## Cutting Edge

By Glen Dickson

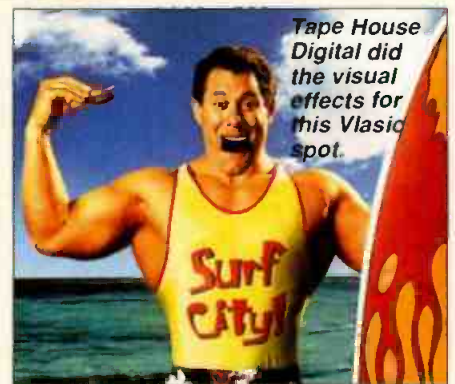
Sony has selected C-Cube's CL9100 single-chip MPEG-2 digital video decoder for integration in its Digital CS Broadcast Tuner DST-500JS set-top receiver. The Sony set-tops are being used for Japan's PerfectTV program, which will deliver 70 channels of television programming and 100 radio channels to subscribers. The DST-500JS incorporates a communication modem for pay per view, TV shopping and other interactive operations, along with an electronic program guide. The Sony receiver also provides two S-Video/Audio outputs to allow for connection to a television set or VCR.

Starnet Development Inc.'s digital ad insertion system is up and running at TCI in Evansville, Ill., serving 50,000 cable subscribers. According to Randy Antes, general sales manager for TCI Media Services, Evansville, the SDI digital system is leading to increased revenue

because of its quick turnaround time on spots. "There are clients who call us in the morning wanting to place an ad at the last minute," says Antes. "With the new system, we are able to accommodate them. The ad can be encoded, put on optical disk and then go straight to air. We actually can have the ad on-air the same afternoon."

Tape House Digital, New York, handled the

compositing on two new Vlasic Pickle spots for London-based Animus Productions. Animus delivered MORPH effects on



Syquest discs and multilevel animation on 35 mm film, which was then transferred to D-1 at Tape House. Tape House director of visual effects Michel Suisa and visual effects artist Cari Chadwick used the Discreet Logic Flame to composite multiple layers of animation and live

action to create modeled 3-D imagery. The final spot was then conformed by Patrick Inhofer in Tape House's Kadenza suite.

Globo TV of Brazil has placed a \$1 million-plus order with FLIR Systems, Portland, Ore., for two UltraMedia gyro-stabilized aerial camera systems. The five-axis UltraMedia broadcast systems will be nose-mounted on Eurocopter HB350 helicopters and are expected to be operational in Globo's biggest markets, São

Paulo and Rio de Janeiro, in October. Each UltraMedia unit will include a Sony BVP-T70 camera and a Canon 33:1 zoom lens with a 2x extender, giving the camera an effective zoom ratio of 66:1. Complete with camera and lens, the gimbal weighs less than 75 pounds.



# Classifieds

See last page of classifieds for rates and other information

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

## HELP WANTED NEWS

Tired of the stressful commute? Does the great outdoors beckon? If your background is broadcast journalism we have a position open for news director for a regional combo in the High Sierra of Northern California. Contact Rod Chambers, 916-257-2121. EOE

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HELP WANTED SALES

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**(Eastern Region,  
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**Prime Deportiva** (a subsidiary of Fox Sports), America's only Spanish-language TV sports network, is seeking a highly motivated, well-organized, professional for the position of Director, Affiliate Sales, Eastern Region. Based in New York (or possibly Miami), you will be responsible for gaining carriage of Prime Deportiva on cable systems throughout the eastern United States. Additionally, you will present Prime Deportiva's programming, marketing and promotional benefits to cable operators and support existing affiliate activities.

This opportunity requires at least 3 years' affiliate sales-related experience; Spanish fluency is not required, but is a plus.

We offer a competitive salary and a great benefits package. For consideration, please forward your resume to: **Prime Deportiva, Attn: Vice President, Affiliate Sales/US, 10000 Santa Monica Blvd., Ste. 333, Los Angeles, CA 90067. EOE.**



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WTVG Channel 13 the Cap Cities/ABC station 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 inventory management ability. Prior experience as a national, local or general sales manager preferred. Please send resume to:

**David L. Zamichow, President & GM  
WTVG  
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No phone calls please  
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Television Distribution Company looking for aggressive, knowledgeable, experienced Salespeople. Fax resume in confidence to: 310-277-5509.

WHP-TV/UPN 15 WLYH, Harrisburg, PA seeks experienced National Sales Manager. Knowledge of Nielsen Ratings Service, ability to sell estimates and negotiation skills vital. Organizational expertise a must. Previous success in Event Marketing, Sport and Sales Promotions desired. Cover letter, resume to GSM, WHP-TV, 3300 North Sixth Street, Harrisburg, PA 17110. EOE/MF.

WAGM-TV, Presque Isle, ME, is looking for a dynamic General Sales Manager with broadcasting experience to lead local, regional and national sales to new heights. Qualified applicants must demonstrate excellent sales management competence, be able to motivate staff and build client relationships, and powerful negotiation and inventory management skills. Send resume to: Catherine Donovan, Station Manager, PO Box 1149, Presque Isle, ME 04769. EEOC.

Traffic. Washington, DC's only 24-hour local news source, Newschannel 8, is seeking the right person to run our Traffic Department and be a vital part of our station management team. The ideal candidate will have a minimum of 1 to 3 years traffic experience and preferably some supervisory responsibilities. Must be computer literate. Experience with the Enterprise system desired. Send resume and salary history to: HR, 7600 D Boston Boulevard, Springfield, VA 22153 or Fax (703)912-5599. No phone calls, please. EOE. M/F.

Marketing and Development Director. WATE-TV6 has an opening for a Marketing and Development Director. This person must be Marshall Marketing or Stowell proficient, excellent at presentation and communicating with clients and sales staff, and extremely knowledgeable with all competitive media. Good written and computer skills a must as well as familiarity with TVScan and Microsoft Powerpoint. Promotions, vendor or database experience a plus. Salary \$30K+ commensurate with experience. Send resume to: WATE-TV6, Personnel, P.O. Box 2349, Knoxville, TN 37901. No phone calls, please. WATE-TV6/Young Broadcasting of Knoxville, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

KSTU FOX 13 Television has an immediate opening for a full-time Account Executive. Full benefits package available. Essential qualifications include a bachelors degree in business, media sales, communication, related field or equivalent; 2-5 years previous sales experience, preferably in media sales, television and/or radio; applicants must be highly motivated, team-oriented individual with the ability to work independently and as part of a sales team while under pressure. For further qualifications or to apply, please send resume to KSTU FOX 13 Television, Attn: Personnel, 5020 West Amelia Earhart Drive, Salt Lake City, UT 84116 or Fax: (801)537-7869. Equal Opportunity Employer.

Local Sales Manager. WHSV-TV, Harrisonburg, VA is seeking an individual to direct and motivate local sales team. Candidate must have track record showing success in new business development and special event sales. Strong organizational and people skills a must. Send resume and salary history to General Sales Manager, WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801. No phone calls. EOE.

General Sales Manager. Sinclair Communications, Inc., one of America's fastest growing broadcast companies, is offering an outstanding opportunity for a proven, aggressive and dedicated sales leader. The winning candidate will be leading an experienced sales team in a progressive and growing Southern market. NSM or rep background with knowledge of TV Scan and Scarborough a plus. This is the position for a people oriented sales professional with a vision for the future. Send resume and references to Stephen Mann, General Manager, WTTO/WABM TV, P.O. Box 832100, Birmingham, AL 35283. EOE/MF.

Account Executive (Affiliate Relations). FOX News Channel is seeking a top notch Account Executive. Will be responsible for all regional and cable system contact management. Must be able to sell, market and implement all distribution, promotion and local advertising sales strategies to client contacts. Successful person will have 2+ years experience in affiliate relations; strong and proven communication skills, leadership and negotiating abilities to the highest caliber is absolutely essential; must be able to travel extensively. College degree in business, communications or broadcasting preferred. This superb position offers a competitive salary and benefits. Fax resume: 212-391-4685 or send resume to: Tim Carry, VP, FOX News Channel, 1211 Avenue of the Americas, 17th Floor, NYC 10036. FOX News Channel is an Equal Opportunity Employer. M/F/D/V.

Account Executive: WJYS-TV62, Chicago's fastest growing independent broadcast station, is seeking an experienced account executive for local direct sales. A background in local direct cable sales a plus. WJYS offers a guaranteed training salary, excellent commission plan, production bonuses, full corporate benefits and career growth opportunities. If you are able to demonstrate a proven track record of successful local direct sales, please forward resume and references to: Personnel Department, WJYS-TV, 980 North Michigan Ave., Suite 1400, Chicago, Illinois 60611, or fax to: (708) 633-0382. No phone calls please.

**HELP WANTED TECHNICAL**

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



**WFTS TV, Tampa Bay's ABC affiliate,** is looking for an Assistant Broadcast Operations Manager to assist in managing a staff of 50 who support our technical and operations facilities. Broadcast Operations encompasses studio, transmitter, building plant engineering systems maintenance, commercial and news production, master control, and SNV maintenance/operations. This is a senior level position reporting to the Broadcast Operations Manager. You will live in one of the most desirable areas in the country, where the recreational opportunities are endless, while working in our brand new, extensively equipped Component Serial Digital technical plant that is only 4 months old. To qualify, you will need a minimum of 5 years experience in Broadcast Engineering and Operations including system design and maintenance, ENG and UHF transmission systems, FCC compliance and supervisory management. Excellent communications and leadership skills, plus a service oriented attitude are particularly important. A college degree, along with a clean driving record, FCC General Radiotelephone license and/or SBE Broadcast Engineer certification is preferred. Knowledge of computer systems as they pertain to television station operations is a definite plus. We offer excellent benefits, including a 401k plan and a very competitive salary. We at WFTS and Scripps Howard Broadcasting believe in workplace diversity and encourage qualified women and minorities to apply. Please send your resume to: Human Resources Manager, WFTS TV, 4045 N. Himes Avenue, Tampa, FL 33607 or Email to [romero@scripps.com](mailto:romero@scripps.com)

**WFTS TV, Tampa Bay's ABC affiliate,** is looking for a Maintenance Technician to support our technical operations facilities. You will live in one of the most desirable areas in the country, where the recreational opportunities are endless, while working in a brand new, built from the ground up Component Serial Digital technical plant that is only 4 months old. To qualify, you should have a minimum of 3 years experience in Broadcast maintenance, troubleshooting skills to the component, RF and ENG system knowledge, and good communication skills. An A.S. degree in Electronic Technology, a clean driving record, an FCC General Radiotelephone license and/or SBE Broadcast Engineer certification is preferred. A working knowledge of digital television systems and computer systems troubleshooting, maintenance and repair is a plus. We offer excellent benefits, including a 401K plan and a very competitive salary. We at WFTS and Scripps Howard Broadcasting believe in workplace diversity and encourage qualified women and minorities to apply. EOE. Please send your resume to: Human Resources, WFTS TV, 4045 N. Himes Avenue, Tampa, FL 33607 or Email to [romero@scripps.com](mailto:romero@scripps.com)

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

**Television Maintenance Technician:** Applicant should have at least five years of hands-on experience in all phases of television operations and equipment maintenance. A strong technical background with Betacam tape experience is required. Send resume to: Curt Meredith, WTVD-TV, PO Box 2009, Durham, N.C. 27702. No calls. EOE.

**Transmitter Engineer** opening at Vermont's ABC affiliate. WVNY is looking for an Engineer that would be responsible for transmitter and translator maintenance. Strong RF experience required. Station has two UHF transmitters, a GE and Townsend and several translators. Engineer would also work at studio location. Send resume to: Chief Engineer, WVNY-TV, 100 Market Square, Burlington, Vermont 05401. No phone calls please. EEO.

**Service Technician.** Rapidly growing manufacturer located in Northern New Jersey seeks a service oriented, motivated and experienced service technician. Position requires ability to supply product support ranging from component level troubleshooting to the maintenance and repair of sophisticated digital video interface and standards conversion equipment. The successful candidate must have a background in digital electronics and be willing to travel. Bilingual (Spanish/English) a plus. Systems knowledge a big plus. Please send resume to: S. Ackerman, Tekniche Inc., 100 Stonehurst Court, Northvale, NJ 07647. Fax 201-784-3860.

**Immediate Opening for E.I.C./Maintenance.** We are looking for a motivated, team oriented, and experienced E.I.C./Maintenance to work on Mobile Units and in the field shop. Great location. Must be willing to relocate and to do some traveling (not extensive). Requires trouble shooting, taking complete responsibility for all technical aspects of remote telecasts, and the ability to handle client relations professionally. Applicants must have a minimum of 5 years maintenance experience in the field of broadcasting. Experience with Grass Valley 300/3000 switchers, BVW-75's, Abekas A42 and A53, BTS Cameras, Ikegami cameras and other peripherals such as waveform/color monitors is also desired. Send resume/salary history to Box 00917.

**Engineer.** Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with a solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicant to live abroad. A minimum of 3 years experience is required. Send resume to Roscor Corp., 1061 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 847-299-4206, to the attention of V. Schwantje.

**Electronics Technician.** Experienced and entry level positions available. AA in Electronics required. Work on broadcast MII Video tape machines and camera. Some transmitter work. Drug screen required. WHAG-TV is a small market NBC affiliate. We offer a comprehensive benefit package, including 401(k) and section 125 plans. Send resume to Personnel, WHAG-TV, Dept. W, 13 East Washington Street, Hagerstown, MD 21740. No phone calls. EOE.

**Assistant Engineering Manager.** CNN Washington is seeking an individual who can design A/V systems, manage technical staff and handle outside live productions and construction projects. Minimum of five years experience in TV production and broadcast video system design needed. Excellent computer skills, knowledge of CAD, computer networking and programming are essential. BSEE/ET degree or equivalent experience required. Please send resume and salary history to: T. Vu, Engineering Manager, CNN Washington, 820 First Street, NE, Washington, DC 20002. EOE.

**Chief Engineer: WLMT-TV Ch. 30 (UPN)** Memphis needs a hands on, motivated Chief Engineer with strong maintenance background in UHF transmitters and studio systems. EE degree and SBE certification preferred. Applicant should have knowledge of FCC rules and possess a General Class Radiotelephone license. Send resume to Steve Pickell, WLMT-TV, 2701 Union Ext., Memphis, TN 38112. No phone calls, please. EOE.

**Chief Engineer** opening at Vermont's ABC affiliate. WVNY, now owned by US Broadcast Group is looking for a hands on Chief Engineer. Strong computer and/or RF knowledge preferred. Station has UHF GE and Townsend transmitters and new Odetics commercial playback system. Send resume to: Director of Broadcast Operations, WVNY-TV, 100 Market Square, Burlington, Vermont 05401. EEO.

**Broadcast Engineer Sr.** KUAT Communications Group, southern Arizona's public broadcasting resource, is seeking qualified applicants for the position of Broadcast Engineer, Sr. This full-time position is responsible for providing technical support to broadcast facilities in repair, maintenance, installation and modification of broadcasting equipment at transmitter site. Minimum qualifications are an Associates degree in Electronics, Broadcasting or related field and three years of experience in broadcast engineering which includes equipment repair and installation; or five years experience in broadcast engineering which includes equipment repair and installation; or, any equivalent combination of experience, training and/or education approved by the University of Arizona Human Resource Department. This is a regular classified staff position paygrade 32. Hiring range is \$27,389 to \$31,452. UA also offers an excellent benefits package that includes tuition waivers. KUAT is located on the University of Arizona campus in sunny Tucson and is an organization that is committed to excellence, diversity and lifelong learning. For an official UA Services application (resumes will not substitute) contact: UA Employment Services, 888 North Euclid Avenue, #117, University of Arizona Campus, Tucson, Arizona 85721, or call: (520)621-3660 or TDD (520)621-8299. Application Period: September 2, 1996 to September 27, 1996. The University of Arizona is an EEO/ADA/AA Employer. For more information about KUAT, the U of A, and/or Tucson check out our homepage at: <http://w3.arizona.edu/kuat/>

**Broadcast Engineer:** Installation, maintenance, repair of UHF TV transmitter, translators, U-Matic tape deck and broadcast equipment. Two years experience required. EOE. Send resumes to: WUBI-TV, Attn: Beth, PO Box 1080, Baxley, GA 31513-7080 or Fax to (912)367-5299.



**ATTENTION**

**CLASSIFIED ADVERTISERS**

**When placing your classified ad in Broadcasting and Cable why not supply the ad on disk? It's a fast, easy, convenient and safe way of placing any classified ad. Just send a 3.5" disk (either Macintosh or MS-DOS format; Word Perfect or Microsoft Word (version 6.0 or less)-TEXT Document) and we'll do the rest.**

**HELP WANTED FINANCE**

**INTERNATIONAL TV/MEDIA GROUP  
STATION FINANCE DIRECTORS/REGIONAL FINANCE TEAM MEMBERS**

A clear leader in our field, we own, operate and develop national and regional private commercial television and radio stations in the emerging markets of Central/Eastern Europe and Germany and we have established ourselves as the prominent media group in the region. We seek station Finance Directors and Regional Finance Team Members for the Group.

**THE ROLE:**

- ✓ Station Finance Directors will oversee and manage all aspects of the TV Station's financial operations.
- ✓ Expected to recruit and develop local staff to assume positions of responsibility within the finance area.
- ✓ Regional Finance Team Members will assist and review the implementation of the above initiatives and be responsible for carrying out due diligence procedures of potential acquisitions.

**IDEAL CANDIDATE:**

- ✓ Must have minimum 5-10 years of industry experience combined with solid financial background. A CPA or MBA combined with work experience and/or Central European language skills would be a distinct advantage.
- ✓ Mature, hands-on approach combined with high degree of commercial acumen.

**WE OFFER:**

- ✓ Attractive package.
- ✓ Opportunity of getting in on "ground level" in a rapidly growing operation.
- ✓ Excellent career prospects.

*Please apply in writing, sending a comprehensive, up-to-date CV along with a covering letter and daytime telephone number to Miss Amanda Pearce, 18 D'Arblay Street, London, W1V 3FP, UK or Fax on 44 171 292 7903. All applications will be dealt with in strictest confidence.*

**HELP WANTED NEWS**



**PRODUCERS**

Dominant #1 Station in growing top 10 market is looking for producers to grow with us! Are you able to handle live, local, late breaking news? Can you change your lead story five minutes before your show starts and have it look like you planned it that way all day? Are you good enough to not only write to video but write to graphics? If you have all these attributes and still seek to improve, send resume, recent tape and writing samples including teases to:

Dave Bennallack  
Managing Editor

WSB Television  
1601 West Peachtree Street  
Atlanta, GA 30309

We are an affirmative action,  
equal opportunity employer.  
M/F ADA

**WeatherCaster:** Aggressive "Out of the Box" NBC affiliate seeks experienced weathercaster. Communicates the weather in friendly understandable terms. The ideal candidate will also report occasional feature stories. Kavouris 1-7 proficiency a plus. Come work and play in one of the most beautiful places in California. Rush tape and resume to: Kirk Montgomery, KCPM-TV, 180 East Fourth Street, Chico, CA 95928-5412. EOE.



**NIGHTBEAT  
EXECUTIVE REPORTER**

Looking for an Executive Producer to oversee production of the 11pm newscast. The candidate should have a feel for graphics, strong editorial and writing skills. An ability to motivate those around you and to work with reporters on the look and feel of packages. We have an aggressive news operation and you should be able to be a Team Leader. Person must have management experience and 3-5 years time as a line producer in a medium to large market. If you qualify, please send recent tape and resume to:

Al Blinke, News Director  
WSB-TV  
1601 West Peachtree Street, NE  
Atlanta, GA 30309

We are an Affirmative Action,  
Equal Opportunity Employer.  
M/F. ADA

**Writer/Producer:** Need talented cutting-edge individual to write and produce daily news topicals, public service announcements, sales promotion spots, and entertainment promos, assist with image promotion; and participate in overall marketing plan. Qualified applicants will have strong writing skills, knowledge of basic editing and post production, and an eye for graphic design. Send resume, tape, and salary requirements to: Lori Shea, Director of Marketing, WLWT, 140 West Ninth Street, Cincinnati, Ohio 45202. EEO/M/F/D.



**MORNING REPORTER**

Looking for a creative self starter to join our morning news team. The right person must be an experienced enterprise reporter who can dig up fresh new stories the competition won't have for a two hour early morning news block. We need a hard news reporter who can tell a compelling story and has excellent "Live" capability. If you fit this description and have 3-5 years experience send a recent tape and resume to:

Al Blinke, News Director  
WSB-TV  
1601 West Peachtree Street, NE  
Atlanta, GA 30309

We are an Affirmative Action,  
Equal Opportunity Employer.  
M/F. ADA



**A STRONG NUMBER TWO**

We're looking for a strong number two person who has a proven track record. The right candidate must be aggressive, have the ability to head day-to-day operation and assist in strategic and tactical news planning. The right person should also be able to motivate, have strong graphic skills, writing and creative vision. The candidate should be willing to roll up their sleeves and jump in and do whatever it takes to get the job done. If you have 3-5 years of news management experience and are looking for a challenge, send resume and recent show tape to:


Al Blinke, News Director  
WSB-TV  
1601 Peachtree Street, NE  
Atlanta, GA 30309

We are an Affirmative Action,  
Equal Opportunity Employer.  
M/F. ADA

**WSYX-TV, River City Broadcasting,** is seeking an Assistant News Director who will be responsible for the support and execution of all news, weather, and sports events. Supervise daily news units and equipment status along with staff allocation to daily assignments. They will work closely with the News Director, Assignments Manager and Executive News Producer with regard to strategy and execution of all news department activities with thorough knowledge of news mission. Qualified applicants should send resume to WSYX-TV, PO Box 718, Columbus, Ohio 43216, Attn: Human Resources. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.



**News Graphics Coordinator**

Experienced news graphic designer needed to work with large department. We are an aggressive #1 News Station. We need a #1 designer to compliment Baltimore's Most Watched News. Equipment includes Aurora Liberty, Mac, Infinite! and more. Send tape & resume to: Donna R. Cuneo Art Director WBAL-TV 3800 Hooper Avenue Baltimore, MD 21211 EOE 

*Hearst Broadcasting*

**NEWS DIRECTOR**

Granite Broadcasting's station serving Grand Rapids-Kalamazoo-Battle Creek, a top 40 television market, is seeking a team oriented individual to lead our news operation into the next century. Candidates must possess the vision to create compelling television news programs and effectively manage a large, enthusiastic staff. Great leadership is a must. Prior affiliation with a highly successful, competitive news operation is key. Minimum five years experience in television news management required, college degree in journalism, communications, or related field preferred. Send resume, tape and other support materials to Margie Candela, Human Resources, WWMT-TV, 590 West Maple Street, Kalamazoo, MI 49008. No phone calls, please. Women and minorities are encouraged to apply. EOE.

Videotape Editor. WOOD TV8 is seeking a part-time Videotape Editor for weekend assignments at News 8. This job requires a minimum of 6 months experience editing broadcast news material on beta editing systems. Send resume and non-returnable tape to: WOOD TV8, Tim Dye, Assistant News Director, 120 College Avenue, SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

News Producer. The FOX-owned station in Greensboro-Winston Salem-High Point, is seeking an experienced, creative Producer who can build newscasts with pace and style. Send letter, resume, and tape to Tom Loebig, VP of News, WGHP-TV, HP-8, High Point, NC 27261. E-Mail: loebig@wgph.com M/F. EOE.

Traffic Assistant: WJYS-TV62, Chicago's fastest growing independent broadcast station, is seeking an experienced individual for its traffic department. Knowledge of VCI and/or JDS systems a plus. Salary commensurate with experience. Please mail resume and references to: Personnel Department, WJYS-TV, 980 North Michigan Ave., Suite 1400, Chicago, Illinois 60611, or fax to: (708) 633-0382. No phone calls please.

TV News Co-Anchor. KHQA is looking for an experienced News Anchor to complement male Co-Anchor for 10PM News. Must have strong producing, writing and editing skills. Some reporting. Please send resume and tape to Carol Sowers, News Director, KHQA-TV/Benedek Broadcasting Corporation, P.O. Box 905, Quincy, IL 62306.

Reporter: News 4 San Antonio is looking for a top notch reporter. We want someone who tells stories for the viewers, not their peers in the newsroom. Strong writing skills and a keen eye for the visuals is mucho important. Will to win, heart of a champion, good people skills and gargantuan work ethic, are also required. Send a tape and resume to: Tim G. Gardner, News Director, 4 San Antonio/KMOL-TV, 1031 Navarro Street, San Antonio, Texas 78205. No phone calls, please. 4 San Antonio/KMOL-TV is an Equal Opportunity Employer. M/F.

Producer: News Four San Antonio is looking for a terrific producer. The right person will help us develop and produce future newscasts that will be viewer beneficial and pin-point, demotargeted. Good, clear viewer-friendly writing is essential along with excellent producing and leadership skills. Lots of creativity and high energy are also "musts." Tapes and resumes to: Tim G. Gardiner, News Director, 4 San Antonio/KMOL-TV, 1031 Navarro Street, San Antonio, Texas 78205. 4 San Antonio/KMOL-TV is an Equal Opportunity Employer. M/F. No phone calls please.

Producer/Director - Will work closely with clients and in-house producers in coordinating and executing long and short format productions. Supervise studio operation while working with studio supervisor and/or Videographer for remote shoots. Conceptualize, write and produce commercials, Psas, sales promotion projects and local programming. Experience in directing "live" multi camera productions including news. Strong background in lighting, staging and camera skills. Must be able to work well with others. Minimum of 5 years directing "live" programming. If qualified, please send or fax resume to: Human Resources Department, WB361, One Monroe Place, Atlanta, GA 30324. Fax (404)881-3759. No phone calls please. EOE.

News Director - We're looking for a high energy professional with at least 3-5 years news management experience to lead a team with solid commitment to local news. We are a CBS/AR&D station in a highly competitive area where news is breaking 24 hours a day. We run a beta shop with multiple live capability, two bureaus and five shows each day. If you are bilingual (English/Spanish) or have connections to the Rio Grande Valley, that's a big plus. Qualified candidates must have managed in the last twelve months. Send resumes to: Human Resource Specialist, KGBT TV, 9201 W. Expressway 83, Harlingen, TX 78552. KGBT is an Equal Opportunity Employer.

Producer - Looking for a creative and innovative producer who can organize and format daily newscasts, supervise the evening news crew, and have excellent writing skills. At least one year experience in TV news production, degree from accredited university in broadcast/journalism or related field preferred. Please no telephone calls. Send resume and non-returnable tape to: Human Resource Specialist, KGBT TV, 9201 W. Expressway 83, Harlingen, TX 78552. KGBT TV is an Equal Opportunity Employer.

Part-Time Associate Producer: WHAS-11 seeks an individual with strong writing skills to assist newscast producer edit tape and coordinate live shots and video tape. College degree and television experience preferred. 29 hours per week on night shift. Send cover letter, resume and writing sample or tape to: Cynthia Vaughan, HR #609, WHAS-TV, 520 West Chestnut Street, Louisville, KY 40402. No phone calls please. EOE M/F/D/V.

News Promotion Producer. The FOX-owned station in Greensboro-Winston Salem-High Point is looking for a topical Promotion Producer/Editor. We have a top notch facility in beautiful North Carolina and a keen appreciation for well-produced promotion. Send letter, resume, tape to Karen Adams, VP of Programming and Promotion, WGHP-TV, HP-8, High Point, NC 27261. E-Mail: adams@wgph.com M/F. EOE.

News Producer. #1 CBS affiliate seeks creative, motivated producer to lead 2 hour morning news program. Must have experience handling live shots and setting up live in studio interviews. Strong writing skills a must. Send resume and tape to Kevin Andrus, Assistant News Director, KOAM-TV, P.O. Box 659 or 2950 NE Highway 69, Pittsburg, KS 66762. No phone calls please. KOAM News Channel 7 is an Equal Opportunity Employer.

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

General Assignment Reporter. West Michigan's News Leader is looking for a player ready to take a position in our starting lineup. We've got all the hardware and support you need to become all that you can be. Would-be anchors need not apply. If you come in everyday wanting to lead the broadcast and know how to find the stories to make that happen, we've got a place for you. Send resume with references and a non-returnable video tape to: WOOD TV8, Jim Loy, News Director, 120 College Avenue, SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

Editor: News Four San Antonio is looking for an ENG tape editor for future newscasts. Excellent tape editing abilities plus a keen eye for compelling video are musts. Tapes and resumes to: Jim Myers, Chief Photographer, 4 San Antonio/KMOL-TV, 1031 Navarro Street, San Antonio, Texas 78205. 4 San Antonio/KMOL-TV is an Equal Opportunity Employer. M/F. No phone calls please.

**Editor/Photographer.** Highly successful FOX news operation is looking for a strong Editor/Photographer. Ideal candidate is experienced Editor/Photographer. Must have at least two years experience in a TV newsroom. Send resume and tape to: Scott Livingston, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. WBFF-TV FOX 45 is an Equal Opportunity Employer.

**Director:** KATU, Portland, Oregon, ABC affiliate is looking for a Newscast Director. We are looking for someone who thrives under pressure and enjoys a fast paced technically challenging show. The successful candidate will be a proven leader with proven production values. This position requires an individual who can set and maintain a standard that will set this station apart from any competition. If you are creative, competitive, and a team player, send your resume and tape to: Mindy Davis, Human Resources Manager, KATU, 2153 NE Sandy Boulevard, Portland, OR 97232. EOE.

**Desperately Seeking Quality News Managers.** Has your station been sold? Worried about the future? Looking for a place to grow your own abilities in addition to your family? Tired of GM's who only offer lip-service to wanting to be number one? Then come to high-tech Huntsville, Alabama and be a part of the finest television news department in the south. I'm looking to fill both the number 2 and number 3 positions. We have big time resources including a news staff of 60. If you want to rock and roll in a great city for a station that truly loves to kick butt and is as stable as the rock of Gibraltar, then contact me immediately. Terry Heaton, News Director, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801. heaton@waaytv.com EOE.

**Chief Engineer - WPMT FOX 43** in York, PA has an outstanding opportunity for an experienced Chief Engineer to join our team. The qualified candidate must have 5 years experience as a Chief Engineer, possess strong management skills, be self motivated, organized, and be an effective communicator. This position will help plan, design, and manage all technical aspects of station systems and facilities, including supervision and management of the engineering department. Support for our aggressive news operation is essential. Therefore, experience with ENG microwave trucks is vital. Strong computer maintenance skills is a plus. Position also includes supervision of maintenance on all station equipment. Please send resume and salary requirements to Greg W. Young, Personnel Manager, WPMT FOX 43, 2005 South Queen Street, York, PA 17403. EOE.

**Associate Producer.** Excellent opportunity to learn how to produce in one of the hottest newsroom in the country. KSTP is looking for an aggressive Associate Producer who thrives on live breaking news and great storytelling. Must have 2-3 years producing experience. Send resume and non-returnable tape to: Human Resources, KSTP TV Job #189-96, 3415 University Avenue, St. Paul, MN 55114. Equal Opportunity Employer.

**6 & 10 pm Anchor.** KCEN-TV, NBC for Central Texas, has an immediate opening for a 6 & 10 pm anchor for our weeknight newscasts. Will anchor evening newscasts as well as some special assignments. Send resume and non-returnable tape to: KCEN-TV Personnel Dept. 24, P.O. Box 6103, Temple, TX 76503. Equal Opportunity Employer.

**Anchor/Reporter.** Seeking a Reporter who enjoys field work as much as sitting behind the anchor desk. Four years as a reporter and some anchoring experience required. We're the news leader in Western Michigan and are only interested in hearing from candidates willing to sign on for a minimum of three years. Send resume with references and a non-returnable video tape to: WOOD TV8, Jim Loy, News Director, 120 College Avenue, SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

**Anchor.** WFTX-TV in the Ft. Myers/Naples market seeks a Monday - Friday Co-Anchor for 6 and 10PM newscasts. Named best AP Newscast in Florida two consecutive years and the fastest growing FOX newscast in the country, the successful candidate will possess reporter skills, leadership qualities, and will be FOXIFIED. Three years television experience required, college degree preferred. Send non-returnable tape and resume to: Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an Equal Opportunity Employer.

**HELP WANTED  
FINANCIAL & ACCOUNTING**

**Accountant.** The Dispatch Broadcast Group is seeking an Accountant to assist with the general accounting of both established and start-up companies. Functions will include the setting of financial and tax standards for these companies, internal auditing and implementation of new procedures and controls in a fast moving media environment. Position requires a college degree and CPA certificate. Qualified parties should send a resume to: The Dispatch Broadcast Group, Job No. 120, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. WBNS is an Equal Opportunity Employer. We are a smoke free and drug free workplace.

**HELP WANTED PRODUCTION**

**ART  
DIRECTOR**

KABC-TV Los Angeles is looking for an aggressive hands-on manager for the station's graphics department. Position responsibilities include design for news, promotion, programming and maintaining station image. Excellent design skills and knowledge of latest equipment including Quantel HAL and MAC necessary. Previous management experience at a television station a plus.

You must submit a non-returnable reel with your resume to be considered for the position. Send materials (no calls) to: KABC-TV, Attn: B. Burton, Director of Creative Services, Dept. AD-BC, 4151 Prospect Avenue, Los Angeles, CA 90027. EOE.



**GRAPHIC DESIGNER**

**(2 Positions)**

KGO-TV/Channel 7 is seeking a Graphic Designer with 3 to 5 years of television news graphics experience. Responsibilities will include daily graphics and production for news and promotions. Quantel Paintbox and Mac experience is required. Application deadline is September 20, 1996. Please send resume, cover letter, print samples and non-returnable tape to:

**KGO-TV/Channel 7  
Personnel Department  
900 Front Street  
San Francisco, CA 94111**

**EOE**

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

**WDEF News 12** is looking for a hands-on Production/Promotion Manager with experience in all aspects of TV production. Must have a good creative eye and possess good leadership and organizational skills. Send resume to: Doris Ellis, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. Qualified minorities/females are encouraged to apply. No phone calls please. EOE.

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

**Studio Operators.** The FOX-owned station in Greensboro-High Point-Winston Salem is searching for experienced, hard-working broadcast professionals. Studio, audio, chyron, still-store, director/TD, tape, MCO, commercial videographers. Self-motivation and commitment to quality required. Send resume/reel to George Pemberton, VP of Operations, WGHP-TV, HP-8, High Point, NC 27261. No phone calls. M/F. EOE.

**Production Manager:** WALB-TV, a dominate NBC affiliate, has an excellent opportunity for a production manager with strong skills in running studio and control room operations. Good knowledge of news and commercial production. Good people and managing skills. Ability to establish and control budget. Team builder. Computer skills and knowledge of Windows, Mac OS, Excel, Media Composer and Image Editing very helpful. Resumes only to: WALB-TV, Attn: JP, P.O. Box 3130, Albany, GA 31707. Equal Opportunity Employer.

**HELP WANTED PROMOTION**

**Creative Services Director** Major market, major group owner seeks major league promotion manager to lead station into the future. News experience a must. Please send resume and VHS reel in confidence. Reply to Box 00794 EOE.



**HELP WANTED PROGRAMMING**

**Executive Producer.** Who says Local Programming Departments are dead? Not only is ours alive and well...we're seeking a leader to help it grow! If you know how to write, produce, tell stories with words and pictures, and manage people, you may be the person we seek to fill the position of Executive Producer. We are a powerful NBC affiliate in a major market where housing costs are low and lifestyle is great! Come help WPXI-TV in Pittsburgh make wonderful productions out of the Steelers, Pirates, Prime Specials, Parades, Marathons, Telethons, Medical Programs and PSA Campaigns. You must be experienced and have a wonderful flair for this business. Send tapes of long and short format programs and spots and resumes to: Mark W. Barash, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214. EOE.

**SITUATIONS WANTED NEWS**

**Happily employed freelance producer;** great personality; member: D.G.A.; private pilot. Seeking part-time/weekend position in weather department of a local station, anywhere within 200 miles of Los Angeles, CA; Contact: BJ @ (818)508-7150.

**SITUATIONS WANTED MANAGEMENT**

**Small/Medium Market GM.** 14 years management experience. Strong sales background. Excellent trainer. Exceptional people skills. Creative promotions. Jim 815-758-6292.

**Shooter/Editor.** D.C. production company ISO 3+ years experience with daily Betacam production. Send demo, resume and salary requirements to MVS, 1620 Eye Street, NW, Washington, DC 20006.

**Art Director - ABC Broadcast Graphics.** ABC Broadcast Graphics is looking for an Art Director with a minimum of 5 years broadcast television experience to work on network news magazine show or daily national news show. This extremely creative, highly motivated, self starting individual must be able to function well under pressure and have excellent people/communication skills. Art background is a necessity. Knowledge of SGI, Quantel Paintbox, HAL Express, MAC mandatory. Must be able to work with directors, producers, and artists in solving creative problems. Send reel and resume to Hal Aronow Theil, ABC Broadcast Graphics, 47 West 66th Street, New York, NY 10023. Please call.

**Commercial Producer.** Seeking individual experienced in writing, producing and directing commercials for television. A background working with television account executives and local advertisers a must. At least three years working knowledge of BetaCam SP, non-linear edit systems and computer paint are necessary. If you're concept driven, have a strong work ethic along with real people skills - this job could be for you. Please send resume and non-returnable tape to: K. Bolton, Alaska's Superstation, 2700 East Tudor Road, Anchorage, AK 99507. KIMO is EOE.

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**VIDEO SERVICES**

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**PROGRAMMING SERVICES**



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 Custom and localized TV weathercast inserts for FOX, UPN, WB, Indy stations and cable stations. Three satellite feeds daily. Your own on-air meteorologist and great graphics. Sell these inserts and make money. Low cash and barrier and very simple to receive and use. Call Edward St. Pe' at NWN 601-352-6673 and start today.

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**That's all we ask.**

**Writers, Producers, Art Directors,  
 Creative Directors, Designers**

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- a professional with network, ad agency, or production experience

**And you seek:**

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- other great stuff like Showtime's competitive compensation and benefits packages

**Then you should:**

- forward your resume and salary history and requirements for confidential consideration to: Showtime Networks Inc Attn: Human Resources Department (BO), 1533 Broadway, New York, NY 10019.

*We appreciate your interest, but can only respond to those we feel are qualified. We are an equal opportunity employer and an advocate of workforce diversity.*

**SHOWTIME**

As a member of the VIACOM corporate family and one of the world's largest entertainment companies, MTV Networks continues to set the world in motion - from the way we dress to the music we listen to and how we're entertained. The incredible success of VH1 creates an excellent opportunity for an experienced professional to work within an exciting, cutting edge environment that continues to set the pace for growth.

# We put a whole new spin on the world of entertainment.

## Director • VH1

As Control Room Director for the VH1 Studio, you will direct VJ host segments, live special events and VH1 in-studio acoustic music performance. Other responsibilities will include assisting in graphic design and implementation, camera blocking and rehearsals of all new sets in the studio, attending weekly Studio production meetings, pre-production planning for upcoming events and future programming.

To qualify, you must be a team player with at least 5 years of major market experience including live and live-to-tape events. The ability to work well under pressure coupled with effective leadership, management and communication skills are also essential. Music experience a plus.

For approximately the first 90 days, this position will be full-time freelance, after which the selected candidate will be reviewed for possible conversion to staff.

We offer a highly competitive compensation package designed to attract the best candidates in the industry. For confidential consideration, please send your resume with salary requirements to: **Staffing Resources-GK/BC, MTV Networks, 1515 Broadway, 16th Fl., NY, NY 10036.**

We regret we can only respond to candidates who meet the above requirements. We are an equal opportunity employer.



### HELP WANTED RESEARCH

#### RESEARCH PROJECT MANAGER

TBS Superstation is seeking an audience research manager for its Atlanta-based research department. This individual will be responsible for providing network management, programming, marketing, advertising and promotion staffs with audience and marketing-related information used for decision making purposes. Job functions include analysis and interpretation of data obtained from a variety of sources, including the A.C. Nielsen Company and primary research studies. The ideal candidate will have 3-5 years experience in cable or broadcast media research and will have the ability to manage several projects simultaneously. Applicants should be well skilled in the analysis of A.C. Nielsen audience data, and have a solid

understanding of television programming and marketing strategies and practices. Advanced PC knowledge and strong written and oral communication skills required. Candidate must be outgoing, aggressive and able to interact well with network management and other network departments. For consideration please send resume and salary requirements to:

Nancy Canali Lucas  
Vice President/Research  
1050 Techwood Drive  
Atlanta, GA 30318



AN EQUAL OPPORTUNITY EMPLOYER

### HELP WANTED TECHNICAL

## BROADCAST TECHNICIANS

Washington-based broadcaster seeks individuals for PART TIME opportunities:

#### ■ TECHNICAL DIRECTOR

- Wanted for video show mixes with multiple effects.
- Must be versatile with Grass Valley 300 and 3000 along with Kaleidoscope DVE.
- Knowledge of Harris still store helpful.

#### ■ FLOOR MANAGER

- Wanted for live and tape productions.
- Must be able to oversee studio operation prior to and during production.
- Good communication skills essential; must be attentive to talent needs.

Both positions require 3-5 years experience. No beginners, please!. Qualified applicants should send resumes to:

**Box 00918**

**Senior Master Control Operator:** Growing basic cable network, seeks person with strong understanding of audio, video, signal routing and commercial insertion systems. The candidate must have 3+ years of experience. Mail or fax resume and salary requirements to: **Manager of On-Air Operations, Popcorn Channel, 1120 Avenue of the Americas, 6th Floor, New York, NY 10036 (212)302-7730/EOE.**

### HELP WANTED SALES

#### ACCOUNT EXECUTIVES SALES MANAGERS

Join TCI Media Services on an explosive growth curve! Immediate openings for **Account Executives and Sales Managers** throughout the United States. We're seeking candidates with a strong work ethic and experience in the areas of sales, promotions, marketing and new business development. Candidates should be high-energy and goal-oriented. Sell CNN, ESPN, MTV, USA, TNT and many other popular networks. This is a career opportunity of a lifetime. Drug test and background check required of successful applicant. Interview will be required of final candidates. Accommodation will be arranged if needed for the interview. Send resume and geographic preference to **Jim Birschbach - V.P. of Advertising Sales, TCI MEDIA SERVICES, 5619 DTC Parkway, Englewood, CO 80111. Or E-mail resume to birschbach.jim@tcinc.com. EOE**



TCI Media Services



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(818) 526-0590

**HELP WANTED MANAGEMENT**

Operations Manager. Degreed professional to service needs of Cable Advertising operations. Prior experience in media of Telecom Ops Management required. Specific experience with media traffic, billing and fulfillment processes preferred. Opportunities in multiple locations. Resume to CableRep Engineering, c/o Cox Communications, Inc., 1400 Lake Hearn Drive, Atlanta, GA 30319. Fax: 404-843-5992. Cox Communications, Inc. is an Equal Opportunity Employer.

**ALLIED FIELDS**

**HELP WANTED INSTRUCTIONS**

Faculty - College with large multi-use communications facility (cable TV network, public radio network, teleconferencing and interactive video facilities) seeks an experienced faculty member to coordinate television curriculum beginning in January 1997. Instructional responsibilities include classroom lecture, TV studio, video field production and editing. Coordination responsibilities include part-time faculty and liaison activities. Professional TV and/or college-level teaching experience and master's degree preferred; bachelor's degree with significant professional/teaching experience acceptable for initial employment. Mercer County Community College, a comprehensive two campus community college located in central New Jersey, provides an extensive benefit package. Submit letter and detailed resume to: Mercer County Community College, Personnel services, Dept. DSL-BC, P.O. Box B, Trenton, NJ 08690. EOE/AA.

Broadcast faculty - Washington and Lee University, the nation's only highly competitive liberal arts college with an accredited journalism program, seeks tenure-track faculty member in electronic journalism for Fall 1997. Department has six faculty, 70 majors. Qualifications: substantial professional experience, graduate degree, interest in developing technologies, strong desire to teach. We are also determined to diversify our faculty. Hampden Smith, Reid Hall, Washington and Lee University, Lexington, VA 24450; 540-463-8434; Smith.h@wlu.edu.

**HELP WANTED MARKETING**

*BET is seeking a qualified Marketing Specialist to immediately fill the position of*

**AFFILIATE MARKETING MANAGER**

Individual must have 2 years of marketing experience. Excellent writing and communication skills are a must, as are strong negotiating and analytical skills. College degree required.

*If you are qualified and seeking a challenging and rewarding position, please mail/fax your resume to:*

*Attn: Human Resources/CE - Affiliate Marketing*

**Black Entertainment Television, Inc.**  
One BET Plaza/ 1900 W Place, NE  
Washington, DC 20018-1211  
Fax: (202) 608-2597  
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**HELP WANTED PROMOTION**

**ON-AIR  
PROMOTION PRODUCER**

Court TV network, based in NYC, is seeking an aggressive on-air writer/producer. A strong background in graphics, visualization and organization a must. Experience in news and non-linear editing a plus.

For immediate consideration, please send resume, demo tape & salary requirements to COURT TV, Attn: Human Resources, 600 3rd Avenue, NYC 10016.

*(No phone calls please)*



**CREATIVE SERVICES**

National Cable Net Creative Services Writer/Producer - Spend Autumn in the Smokies at Home & Garden Television. HGTV continues to grow and we need another top promo producer to join our award-winning creative services team. A solid sense of design, strong writing skills and an enthusiastic attitude counts. Film production and some sales presentation experience a plus. We're fully digital facility with two Hall Express', SGI's, Avids, etc., and, we offer great creative freedom in a location with an incredible outdoor lifestyle. Rush your (non-returnable) reel to Dusty Schmidt, HGTV, P.O. Box 50970, Knoxville, TN 37950. No calls, please. College degree preferred. E.W. Scripps and HGTV are Equal Opportunity Employers. Visit our site at [www.hgvtv.com](http://www.hgvtv.com).

**INTERNET**

**HELP WANTED TECHNICAL**

Internet Audio: Exciting and innovative Internet-based audio service seeks several highly motivated, leading-edge audio production technicians at its Northern NJ headquarters. Requirements: 5 yrs radio / audio production experience in both analog and digital domains, including familiarity with DAWs, DAT and networked computers. On-line audio experience helpful; B.A./B.S. preferred. Permanent and temporary positions available. Competitive salaries, excellent benefits and a positive work environment; EEO. If you're a skilled audio producer, engineer or audio archivist interested in developing groundbreaking audio delivery technologies with like-minded colleagues, fax resume and references to: AudibleWords Corporation, 201-890-2442.

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AWARDS



The University of North Carolina  
at  
Chapel Hill

**1997 Freedom Forum Fellowships**

In cooperation with The Freedom Forum, the School of Journalism and Mass Communication at The University of North Carolina at Chapel Hill offers outstanding news professionals an accelerated, rigorous doctoral program in mass communication. Fellows enter in May 1997 and complete the course work and dissertation in 24-27 months. Courses are supplemented by seminars with scholars and top media professionals at The Freedom Forum Media Studies Center in New York City.

Each of the three annual awards provides a yearly stipend of up to \$50,000 plus full tuition, travel and health insurance.



1995-96 Fellows: Alice Bonner (left), Joseph Campbell, Frank Fee and Tamela Hultman

Applications for 1997 are due December 1, 1996. For information and an application, please write Dr. Margaret Blanchard, Director of Graduate Studies, School of Journalism and Mass Communication, Campus Box 3365, Howell Hall, University of North Carolina at Chapel Hill 27599-3365 or e-mail [margaret\\_blanchard@unc.edu](mailto:margaret_blanchard@unc.edu).



**FINANCIAL SERVICES**

Loans By Phone: Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

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On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

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Profitable FM in the heart of Northeast Texas' Lake Country. Cash-flowing station serves attractive market not penetrated by major market stations. Health requires owners to price-to-sell. Exceptional value and opportunity. Interested parties call (214)661-8970 or (813)926-9260.

Central Georgia adjacent FM-FM combo; West Texas attractive combo, FM upgradable; Florida Atlantic coast fulltime AM. Mayo Communications Inc., 813-971-2061.

To place your classified ad in *Broadcasting & Cable*,  
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# For the Record

<http://www.broadcastingcable.com>

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

## OWNERSHIP CHANGES

### Accepted for filing

**Indian Head, Md.** (BAL-960816EB)—WBZE Inc. for WNTL(AM) 1030 khz: involuntary AOL to Merrill Cohen, trustee. *Aug. 16*

**Eldon, Mo.** (BTCH-960820GW)—Capital Media Inc. for KLOZ(FM) 92.7 mhz: involuntary transfer of control from Dennis M. McDaniel, trustee of Dennis M. McDaniel Trust, to Larry Le Grand, trustee. *Aug. 20*

## NEW STATIONS

### Dismissed

**Grenada, Miss.** (BPH-950828MD)—Robert E. Evans III for FM at 92.3 mhz, ERP 3.5 kw, ant. 132.2 m. *Aug. 23*

**Sun Valley, Nev.** (BPH-950825MC)—Sun Valley Broadcasting Corp. for FM at 93.7 mhz, ERP 3.47 kw, ant. 130 m. *Aug. 23*

**Sun Valley, Nev.** (BPH-950828MA)—Pricilla D. Watts for FM at 93.7 mhz, ERP 6 kw, ant. 100 m. *Aug. 23*

**Sun Valley, Nev.** (BPH-950828MC)—Cosine Co. LP for FM at 93.7 mhz, ERP 6 kw, ant. 100 m. *Aug. 23*

**Sun Valley, Nev.** (BPH-950828MI)—Kidd Communications for FM at 93.7 mhz, ERP 1.1 kw, ant. 129 m. *Aug. 23*

**Sun Valley, Nev.** (BPH-950828MN)—Sun Valley Radio LLC for FM at 93.7 mhz, ERP 3.5 kw, ant. 129 m. *Aug. 23*

**Sun Valley, Nev.** (BPH-950831MD)—Nevada Star Broadcasting LP for FM at 93.7 mhz, ERP 6 kw, ant. 100 m. *Aug. 23*

### Granted

**Sun Valley, Nev.** (BPH-950828MM)—George S. Flinn Jr. for FM at 93.7 mhz, ERP .45 kw, ant. 117 m. *Aug. 23*

### Filed/Accepted for filing

**Kailua, Hawaii** (BPCT-960723KR)—Kailua 50 LLC (Pete E. Myrl Warren III, president/owner, 5925 Cromo Dr., El Paso, TX 79912) for TV on ch. 50, ERP 3,600 kw visual, ant. 739 m., Puu Lanipo Pk. *July 23*

**Kailua, Hawaii** (BPCT-960723KS)—Mokupuni Television Co. Inc. (Susan Simms, president/33% owner, 111-A Helikili St., Kailua, HI 96734) for TV on ch. 50, ERP 66.2 kw visual, ant. 661 m., on side of existing tower atop Wiliwilinui Ridge, 4 km SW of Waimanalo. *July 23*

**Waimanalo, Hawaii** (BPCT-960723KV)—Ko'olau Broadcasting Inc. (Joyce Cathart,

president/33% owner, Century Ctr., Ste. 3168, 1750 Kalakaua Ave., Honolulu HI 96827) for TV on ch. 56, ERP 69.2 kw visual, ant. 661 m., on side of existing tower atop Wiliwilinui Ridge, 4 km SW of Waimanalo. *July 23*

**Waimanalo, Hawaii** (BPCT-960723KU)—HTV/HTN/Hawaiian Television Network Ltd. (C.T. Ryder, president/94.3% owner, P.O. Box 1239, Kula, HI 96790) for TV on ch. 56, ERP 16 kw visual, ant. 316 m., 6 km SE of Waimanalo. *July 23*

**Waimanalo, Hawaii** (BPCT-960724LC)—Waimanalo 56 LLC (Stuart B. Mitchell, owner, 4405 Longworthe Sq., Alexandria, VA 22309) for TV on ch. 56, ERP 3,600 kw visual, ant. 739 m., Puu Lanipo Pk. *July 24*

**Wallace, Idaho** (BPH-960809MA)—Hawkeye Radio Properties Inc. (Dale A. Ganske, president/owner, 5546-3 Century Ave., Middleton, WI 53562) for FM at 97.5 mhz, ERP 50 kw, ant. -281 m., on Nine Mile Creek Rd., .8 km NE of Wallace. Hawkeye has applied for FMs in McCall, Idaho, and Farmington, Calif. Ganske owns 45% of KIKR(FM) Ashbury, Iowa, and has interests in applications for FMs in Dickeyville and DeForest, Wis. *Aug. 9*

**Hoisington, Kan.** (BPCT-960723KT)—Clear Channel Television Licenses Inc. (L. Lowry Mays, president, 200 Concord Plaza, Ste. 600, San Antonio, TX 78216) for TV on ch. 14, ERP 150 kw visual, ant. 160 m., Four Statue West of Susank, Kan. Clear Channel owns or is buying WPMI(TV) Mobile, Ala./Pensacola, Fla.; KTTU-TV Tucson, Ariz.; KLRT(TV) Little Rock (LMA with KASN-TV Pine Bluff/Little Rock), KMJX(FM) Conway/Little Rock and KDDK(FM) Jacksonville/Little Rock, all Ark.; KTNQ(AM)-KLVE(FM) Los Angeles; WAVZ(AM)-WXCI(FM) and WELI(AM) New Haven, Conn.; WAWS(TV) Jacksonville, WHYI-FM and WBGG-FM Fort Lauderdale/Miami, WRTO(FM) Goulds/Miami, WACI(AM) and WQBA-AM-FM Miami, and WMTX-AM-FM and WRBO-AM-FM Tampa, all Fla.; WOPA(AM) Chicago; KSAS-TV Wichita, Kan.; WHAS(AM)-WAMZ(FM), WWKY(AM)-WTFX(FM),

WHKW-AM and intellectual rights to WHKW-FM, all Louisville, Ky.; WQUE-AM-FM and WYLD-AM-FM New Orleans; WCUZ-AM-FM, WOOD-AM-FM and WBCT-FM Grand Rapids, Mich.; WFTC(TV) Minneapolis; KLSQ(AM) Laughlin and KOWA(AM) Las Vegas, Nev.; WXXA-TV Albany, WGLI(AM) Babylon, WPAT(AM) Paterson, N.J./New York and WADO(AM) New York, all N.Y.; WMYK(FM) Moyock, N.C.; WERE(AM)-WNCX(FM) and WENZ-FM Cleveland; KOKI-TV, KOAS-FM, KAKC(AM)-KMOD-FM and KQLL(AM) Tulsa, KQLL-FM Owasso/Tulsa, and KTOK(AM)-KJYO(FM) and KEBC(FM) Oklahoma City, all Okla.; WHP(TV) Harrisburg and WRAW(AM)-WRFY-FM Reading, Pa.; WPRI-TV Providence/New Bedford, R.I.; WPTY-TV (LMA with WLMT-TV), KWAM(AM)-KJMS(FM), WDIA(AM)-WHRK-FM, WREC(AM)-WEGR-FM and WRXQ-FM, all Memphis; KPEZ(FM) Austin, KFON(AM) Austin-KEYI-FM San Marcos/ Austin, KICI(AM) Denton-KICI-FM Corsicana/ Dallas—Fort Worth, KMRT(AM)-KDZR-FM Dallas-Fort Worth, KESS(AM) Fort Worth/Dallas, KCYT-FM (formerly KMRT-FM) Granbury, KHEY-AM-FM and KPRR(FM) El Paso, KMJQ(FM), KBXX(FM) and KPRC(AM) Houston, KSEV(AM) Tomball/ Houston and WOAI(AM)-KAJA(FM), KTKR(AM) and KQXT(FM) San Antonio, all Tex., and WTVR-AM-FM, WRVA(AM)-WRVQ(FM) and WRVH(AM)-WRXL(FM), all Richmond, Va.; has LMAs with options to buy WOQK(FM) S. Boston, Va./ Raleigh, N.C., and WNND-FM Fuquay-Varina/ Raleigh, N.C., and KJOJ-AM-FM Freeport/ Houston; has joint management/programing agreement with WNAC-TV Providence; has joint sales agreements with WOWI-FM and WJCD(FM) Norfolk and WSVY-AM-FM Portsmouth, Va., and is selling WGPL(AM) (formerly WSVY) Portsmouth, Va. Clear Channel also is majority owner of Radio Enterprises Inc., which owns WZRQ(FM) Ballston Spa/Schenectady/Albany and is buying WQBK-AM-FM Rensselaer/Albany and WQBJ(FM) Cobleskill/ Albany, all N.Y. Tichenor Media Systems Inc. has merged into Clear Channel's Heftel Broadcasting Corp. Tichenor owns WIND(AM)-WJOJ(FM) Evanston/Chicago; KBNA-AM-FM and

## BY THE NUMBERS

BROADCAST STATIONS		Service	
Service	Total	Service	Total
Commercial AM	4,906	Commercial VHF TV	559
Commercial FM	5,285	Commercial UHF TV	622
Educational FM	1,810	Educational VHF TV	123
<b>Total Radio</b>	<b>12,001</b>	Educational UHF TV	240
VHF LPTV	561	<b>Total TV</b>	<b>1,544</b>
UHF LPTV	1,211	<b>CABLE</b>	
<b>Total LPTV</b>	<b>1,772</b>	Total systems	11,660
FM translators & boosters	2,453	Total subscribers	62,231,730
VHF translators	2,263	Homes passed	91,750,000
UHF translators	2,562	Cable penetration*	65.3%
<b>Total Translators</b>	<b>7,278</b>	*Based on TV household universe of 95.9 million	

Sources: FCC, Nielsen, Paul Kagan Associates  
GRAPHIC BY BROADCASTING & CABLE

## For the Record

**KAMA(AM)** El Paso, **KGBT(AM)**-**KIWW-FM** Harlingen, **KLAT(AM)** Houston, **KLTN(FM)** Port Arthur, **KMPQ(AM)** Rosenberg/Richmond, **KCOR(AM)**, **KROM-FM** and **KXTN-AM-FM** San Antonio; **KMIA (FM)** Winnie, all Tex., and 26% of **KUNO(AM)**-**KSAB-FM** Corpus Christi, Tex.; is buying **KSOL (FM)** San Mateo/San Francisco and **KVLZ(FM)** Santa Cruz, Calif., and **KMIA(FM)** Jasper (moving to Winnie) and **KOXX(FM)** McAllen, Tex.; and has time brokerage agreements with **KLTO-FM** Rosenberg/Richmond and **KRTX-FM** Galveston, Tex. *July 23*

**Wichita, Kan.** (BPET-960726KJ)—Faith Pleases God Church Corp. (Carlos Ortiz, president, 4501 West Expressway 83, Harlingen, TX 78552) for TV on ch. 42, ERP 2,933 kw, ant. 301 m., corner of N. 151st St. and SH 296, Colwick, Kan. *July 26*

**Ashland, Ky.** (BPCT-960723KX)—Grant Telecasting Inc. (Milton Grant, president/owner, 915 Middle River Dr., Fort Lauderdale, FL 33304) for TV on ch. 50, ERP 5,000 kw, ant. 367 m., WOSU tower site, Port Smith, Ohio, Rte. 3, N of Westerville. Grant Telecasting has applied for TV in Lebanon, Pa. Milton Grant owns **WLAX(TV)** La Crosse and **WEUX(TV)** Chippewa Falls, Wis.; **WFXR-TV** Roanoke and **WJPR(TV)** Lynchburg, Va.; **WTJA (TV)** Jamestown, N.Y., and has interest in **wzdx(TV)** Huntsville, Ala. *July 23*

**Mount Sterling, Ky.** (BPED-960814MB)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 88.1 mhz, ERP .325 kw, ant. 53 m., 805 Indian Mound Dr. Family owns **WALN(FM)** Carrollton and **WAKD(FM)** Sheffield, Ala.; **WDFX(FM)** Cleveland, **WQST-AM-FM** Forest and **WAFR(FM)** Tupelo, Miss.; **KCFN(FM)** Wichita and **KBUZ(FM)** Topeka, Kan.; has CP for FMs in Ozark, Ala.; St. Martinville, La.; Hattiesburg, Miss., and Clovis, N.M., and has applied for noncommercial FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, all Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Salina and Independence, Kan.; Westdale, La.; Muskegon, Mich.; Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Ahsokie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Dillon, S.C.; Clarkesville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Huntsville, Nacogdoches, Victoria and Odessa, all Tex., and Charles City, Va., and is selling an FM in Mount Morris, Ill. *Aug. 14*

**Cotton Valley, La.** (BPED-960814MD)—Educational Radio Foundation of East Texas Inc. (Tom B. Ramey Jr., president, 2721 East Erwin, Tyler, TX 75708) for non-commercial educational FM at 88.5 mhz, ERP 14 kw, ant. 155 m., 1.5 km E of SR 3, S of Benton, La. The foundation owns **KVNE (FM)** and **KGLY(FM)** Tyler, Tex., and has applied for FM in Jena, La.

**Winona, Minn.** (BPET-960725KY)—Independent School District #492 (Carolyn S. Bogott, chairperson, 202 4th Ave. NE, Austin, MN 55912) for noncommercial educational TV on ch. 35, ERP 643.6 kw visual,

ant. 197 m., .97 km W of intersection of Co. Hwy. 19 and Wilson TWP2 Rd., 3 km S of Wilson, Minn. *July 25*

**Sikeston, Mo.** (BPCT-960723LA)—Fant Broadcast Development LLC (Anthony J. Fant, 98% member, One Independence Plaza, Ste. 720, Birmingham, AL 35209) for TV on ch. 45, ERP 5,000 kw, ant. 549.8 m., **KBSI** tower site, Cape Girardeau. Fant has applied for TV on ch. 60, Roanoke, Va., and ch. 47, Columbia, S.C. Anthony J. Fant owns **KTVC(TV)** Cedar Rapids, Iowa; **KNLD-TV** Duluth, Minn.; 95% of **wwho(TV)** Chillicothe, Ohio; 90% of **KHGI(TV)** Kearney, **KSBN-TV** Superior and **KWNB-TV** Hayes Center, all Neb.; 80% of **WNAL-TV** Gadsden, Ala., has CPs for **WLWC-TV** New Bedford, Mass.; **WAQF(TV)** Batavia, N.Y., and TV on ch. 18, Albion, Neb., is buying **KQDS-AM-FM** Duluth, and has applied for TVs on ch. 23, Ames, Iowa; ch. 51, Jackson, Miss.; ch. 35, Marshall, Tex., and ch. 51, Lincoln, Neb. *July 23*

**Lincoln, Neb.** (BPCT-960724LG)—World Broadcasting Inc. (William L. Donaldson, president, World-Herald Sq., Omaha, NE 68102-1138) for TV on ch. 51, ERP 5,000 kw, ant. 461 m., 3.2 km S of intersection of I-80 and Northwestern railroad, 16 km SW of Seward City, Neb. *July 24*

**Lawton, Okla.** (BPED-960816MA)—The Christian Center Inc. (Paul A. Craig, 2405 S.W. Lee Blvd., Lawton, OK 73505) for FM at 91.1 mhz, ERP 16 kw, ant. 126 m., 6.4 km S and 4.8 km E of Sterling, Okla. *Aug. 16*

**Portland, Ore.** (BPCT-960724LF)—Sinclair Broadcasting (David D. Smith, president/24.67%, 2000 W. 41st St., Baltimore, MD 21211) for TV on ch. 40, ERP 5,000 kw, ant. 519 m., 5516 SW Barnes Rd. Sinclair owns or is buying **WTTQ(TV)** Birmingham, Ala.; **KBLA(AM)** Los Angeles and **KOVR(TV)** Sacramento, Calif.; **WYZZ-TV** Peoria and **WVRV(FM)** East St. Louis, Ill.; **WTTV(TV)**-**WTTK(TV)** Indianapolis; **KDSM-TV** Des Moines, Iowa; **WDKY-TV** Lexington, Ky.; **KSMO-TV** Kansas City and **KDNL-TV** and **KPNT(FM)** St. Louis, Mo.; **KMEZ (FM)**, **WWL(AM)**, **WLMG-FM**, **WSMB(AM)** New Orleans; **WBFF(TV)** Baltimore; **WSMH(TV)** Flint, Mich.; **WBEN(AM)**, **WWWB(AM)**, **WKSE-FM**, **WMJQ-FM**, **WGR(AM)**, **WWWAS(AM)** Buffalo, N.Y.; **WLOS (TV)** Asheville and **WFLV(TV)** Raleigh/Durham, N.C.; **WSTR-TV** Cincinnati, **WSYX(TV)** and **WTTE (TV)** Columbus, Ohio; **KOCB-TV** Oklahoma City; **WPGH-TV** Pittsburgh, **WGBI(AM)** and **WGGY-FM** Scranton and **WILK(AM)** and **WKRZ-FM** Wilkes-Barre, **WWSH-FM**, **WILP(AM)**, **WWFH(FM)** Wilkes-Barre/Scranton, Pa.; **WFBC-AM-FM-TV**, **WORD (AM)** and **WSPA-AM-FM** Greenville, S.C.; **WVRV-FM-WJCE(AM)** Memphis and **WOGY-FM** Germantown/Memphis; **WLAC-AM-FM** and **WJCE-FM** Nashville; **KABB-TV** San Antonio, Tex.; **WTVZ (TV)**, **WTAR(AM)** and **WKOC(FM)** Norfolk, Va., and **WCGV-TV** Milwaukee, and has applied for TV in Virginia Beach, Va. *July 24*

**Portland, Ore.** (BPET-960726KN)—Oregon Family Broadcasting Association (William B. Popjes, chairman/owner, 333 Bridge St. NW, Ste. 525, Grand Rapids, MI 49504) for TV on ch. 30, ERP 5,000 kw, ant. 519 m. Popjes owns **WJUE-TV** Battle Creek, Mich., and has applied for TVs in Marquette, Mich., and Seattle. *July 26*

**Lebanon, Pa.** (BPCT-960723KY)—Grant

Telecasting Inc. (Milton Grant, president/owner, 915 Middle River Dr., Fort Lauderdale, FL 33304) for TV on ch. 55, ERP 5,000 kw visual, ant. 421 m., 1.3 mi. E of Mt. Hope on Pennsylvania Tpk. Grant Telecasting has applied for TV in Ashland, Ky. Milton Grant owns **WLAX(TV)** La Crosse and **WEUX(TV)** Chippewa Falls, Wis.; **WFXR-TV** Roanoke and **WJPR(TV)** Lynchburg, Va.; **WTJA(TV)** Jamestown, N.Y., and has interest in **wzdx(TV)** Huntsville, Ala. *July 23*

**Dillon, S.C.** (BPED-960814MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 90.5 mhz, ERP 11 kw, ant. 135 m., N on Hwy 38 at intersection of Hwy 38 and Hood Rd. Family owns **WALN(FM)** Carrollton and **WAKO (FM)** Sheffield, Ala.; **WDFX(FM)** Cleveland, **WQST-AM-FM** Forest and **WAFR(FM)** Tupelo, Miss.; **KCFN(FM)** Wichita and **KBUZ(FM)** Topeka, Kan.; has CPs for FMs in Ozark, Ala.; St. Martinville, La.; Hattiesburg, Miss., and Clovis, N.M., and has applied for noncommercial FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, all Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Salina and Independence, Kan.; Mount Sterling, Ky.; Westdale, La.; Muskegon, Mich.; Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Ahsokie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Clarkesville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Huntsville, Nacogdoches, Victoria and Odessa, all Tex., and Charles City, Va., and is selling an FM in Mount Morris, Ill. *Aug. 14*

**Big Springs, Tex.** (BPET-960726KL)—Faith Pleases God Church Corp. (Carlos Ortiz, 4501 W. Expressway 83, Harlingen, TX 78552) for TV on ch. 14, ERP 2,119 kw, ant. 108 m., St. Theresa Rd., 3.83 km SE of Stanton, Tex. The corporation has applied for TVs in Del Rio, Laredo, San Angelo and Texarkana, all Tex. *July 26*

**Del Rio, Tex.** (BPET-960726KM)—Faith Pleases God Church Corp. (Carlos Ortiz, 4501 W. Expressway 83, Harlingen, TX 78552) for TV on ch. 24, ERP 316 kw, ant. 108 m., corner of Broadbent Rd. and US Hwy 277. The corporation has applied for TVs in Big Springs, Laredo, San Angelo and Texarkana, all Tex. *July 26*

**Laredo, Tex.** (BPET-960726KI)—Faith Pleases God Church Corp. (Carlos Ortiz, 4501 W. Expressway 83, Harlingen, TX 78552) for TV on ch. 39, ERP 2,934 kw, ant. 212 m., corner of Camp and Poggenpohl rds. The corporation has applied for TVs in Big Springs, Del Rio, San Angelo and Texarkana, all Tex. *July 26*

**Marshall, Tex.** (BPCT-960723KZ)—Fant Broadcast Development LLC (Anthony J. Fant, 98% member, One Independence Plaza, Ste. 720, Birmingham, AL 35209) for TV on ch. 35, ERP 5,000 kw visual, ant. 578 m., 1 km S Sabine river on Hwy 59, 2150 ft. E, Grand Bluff, Tex. Fant has applied for TV on ch. 60, Roanoke, Va., and ch. 47, Columbia, S.C. Anthony J. Fant owns **KTVC(TV)** Cedar



Rapids, Iowa; KNLD-TV Duluth, Minn.; 95% of WWHO(TV) Chillicothe, Ohio; 90% of KHGI(TV) Kearney, KS; NB-TV Superior and KWNB-TV Hayes Center, all Neb.; 80% of WNAL-TV Gadsden, Ala., has CPs for WLWC-TV New Bedford, Mass.; WAQF(TV) Batavia, N.Y., and TV on ch. 18, Albion, Neb., is buying KQDS-AM-FM Duluth, and has applied for TVs on ch. 23, Ames, Iowa; ch. 45, Sikeston, Mo.; ch. 51, Jackson, Miss., ch. 35, Marshall, Tex., and ch. 51, Lincoln, Neb. *July 23*

**San Angelo, Tex.** (BPET-960726KI)—Faith Pleases God Church Corp. (Carlos Ortiz, 4501 W. Expressway 83, Harlingen, TX 78552) for TV on ch. 21, ERP 635 kw visual, ant. 215 m., 1.2 km NNE of intersection of Wren and Grape Creek rds. The corporation has applied for TVs in Big Springs, Del Rio, Laredo and Texarkana, all Tex. *July 26*

**Texarkana, Tex.** (BPET-960726KP)—Faith Pleases God Church Corp. (Carlos Ortiz, 4501 W. Expressway 83, Harlingen, TX 78552) for TV on ch. 34, ERP 276 kw, ant. 133 m., end of T&P Lake Rd. The corporation has applied for TVs in Big Springs, Del Rio, Laredo and San Angelo, all Tex. *July 26*

**Charles City, Va.** (BPED-960816MB)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 89.7 mhz, ERP 2.9 kw, ant. 117 m., 6700 Old Union Rd. Family owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; WDFX(FM) Cleveland, WQST-AM-FM Forest and WAFR(FM) Tupelo, Miss., KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan.; has CPs for FMs in Ozark, Ala.; St. Martinville, La.; Hattiesburg, Miss., and Clovis, N.M., and has applied for noncommercial FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, all Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Salina and Independence, Kan.; Mount Sterling, Ky.; Westdale, La.; Muskegon, Mich.; Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett, Mo.; Hubbard, Neb.; Ahsokie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Dillon, S.C.; Clarkesville, Hohenwald, Lake City and Shelbyville, all Tenn., and Del Rio, Huntsville, Nacogdoches, Victoria and Odessa, all Tex., and is selling an FM in Mount Morris, Ill. *Aug. 30*

**Virginia Beach, Va.** (BPCT-960724LD)—Channel Twenty One Associates (Paul Lucci, 1/3 partner, 314 W. Olney Rd., Norfolk, VA 23507) for TV on ch. 21, ERP 5,000 kw, ant. 134 m., 450 Battlefield Blvd., Chesapeake. Lucci owns WKKA-TV Paducah, Ky., and has applied for FMs in Rapid City, S.D., Exmore, Va., and Billings, Mont. *July 24*

**Virginia Beach, Va.** (BPCT-960724LE)—Sinclair Broadcasting (David D. Smith, president/24.67%, 2000 W. 41st St., Baltimore, MD 21211) for TV on ch. 21, ERP 5,000 kw, ant. 250 m., 1 mi. S of Driver, Va. Sinclair owns or is buying WTTQ(TV) Birmingham, Ala.; KBLA(AM) Los Angeles and KOVR(TV) Sacramento, Calif.; WYZZ-TV Peoria and WVRV(FM) East St. Louis, Ill.; WTTV(TV)-WTTK(TV) Indianapolis; KDSM-TV Des Moines, Iowa;

WDKY-TV Lexington, Ky.; KSMO-TV Kansas City, and KDNL-TV and KPNT(FM) St. Louis, Mo.; KMEZ(FM), WWL(AM), WLMG-FM, WSMB(AM) New Orleans; WBFF(TV) Baltimore; WSMH(TV) Flint, Mich.; WBEN(AM), WWKB(AM), WKSE-FM, WMJQ-FM, WGR(AM), WWWS(AM) Buffalo, N.Y.; WLOS(TV) Asheville and WLFL(TV) Raleigh/Durham, N.C.; WSTR-TV Cincinnati, WSX(TV) and WTTE(TV) Columbus, Ohio; KOCB-TV Oklahoma City; WPGH-TV Pittsburgh, WGBI(AM) and WGGY-FM Scranton and WILK(AM), WKRZ-FM Wilkes-Barre, WWSH-FM, WILP(AM), WWFH(FM) Wilkes-Barre/Scranton, Pa.; WFBC-AM-FM-TV, WORD(AM) and WSPA-AM-FM Greenville, S.C.; WRVR-FM-WJCE(AM) Memphis and WOGY-FM Germantown/Memphis; WLAC-AM-FM and WJCE-FM Nashville; KABB-TV San Antonio, Tex.; WTVZ(TV), WTAR(AM) and WKOC(FM) Norfolk, Va., and WCGV-TV Milwaukee, and has applied for TV in Portland, Ore. *July 24*

**Virginia Beach, Va.** WinStar Broadcasting Corp. (Stuart B. Rekant, president, 1146 19th St. NW, #200, Washington, DC 20036) for TV on ch. 21, ERP 2,500 kw, ant. 97 m., 4.5 km SW of Salem, Va. WinStar has applied for TVs in Douglas and La Grande, Ariz.; Destin, Fla.; Pocatello and Sun Valley, Idaho; Newton, Iowa; Minden, La.; Greenville, Mo.; Butte, Holbrook, Missoula and Great Falls, all Mont.; Arcade, N.Y.; Greenville, N.C.; Rapid City, S.D.; Tazewell, Tenn.; Farwell, Tex.; Provo, Utah; Pullman and Spokane, Wash.; Crandon and Marquette, Wis., and Sheridan, Wyo. *July 23*

**Seattle** (BPET-960726KO)—Oregon Family Broadcasting Association (William B. Popjes, chairman/owner, 333 Bridge St., NW, Ste. 525, Grand Rapids, MI 49504) for TV on ch. 62, ERP 5,000 kw, ant. 230 m. Popjes owns WJUE-TV Battle Creek, Mich., and has applied for TVs in Marquette, Mich., and Portland, Ore. *July 26*

**FACILITIES CHANGES**

**Dismissed**

**Fairview, N.C.** (BMP-940509AB)—River City Communications Inc. for WMY(AM) 880 khz: change TL to .25 km SW of intersection of Meadow Rd., and NC Hwy 81W, in Norfolk Southern railyard, reduce power to 1 kw day, make changes in ant. system. *Aug. 21*

**Wautoma, Wis.** (BPH-960607ID)—Wautoma Radio Co. for WAEI(FM) 93.1 mhz: change ant., TL, frequency. *Aug. 27*

**Granted**

**Tulare, Calif.** (BP-960403AA)—Westcoast Broadcasting Inc. for KJUG(AM) 1270 khz: change TL, ant. system. *Aug. 22*

**Victorville, Calif.** (BPED-960422IB)—Faith Communications Corp. for KHMS(FM) 88.5 mhz: change ERP. *Aug. 21*

**Flagler Beach, Fla.** (BMPED-960619IA)—Cornerstone Community Radio Inc. for WJLH(FM) 90.3 mhz: change TL. *Aug. 23*

**Columbus, Ga.** (BPED-960208MD)—Troy State University for WTJB(FM) 91.7 mhz: change ERP, ant., TL. *Aug. 27*

**Honolulu** (BPH-960712IF)—Christian Broadcasting Association for KAIM-FM 95.5 mhz: change ERP, ant. *Aug. 23*

**Vernon Hills, Ill.** (BMP-960220AE)—Polinet

Communications Ltd. for WNV(AM) 1030 khz: change TL, ant. system. *Aug. 21*

**West Frankfort, Ill.** (BPH-960313IA)—3-D Communications Corp. for WFRX-FM 97.7 mhz: change ERP, ant., TL, studio. *Aug. 26*

**Vidalia, La.** (BPH-960223IG)—Vision Broadcasting Inc. for KPXS(FM) 104.7 mhz: change structure height, ant., TL. *Aug. 22*

**Ortonville, Minn.** (Bp-960318AA)—Tri-State Broadcasting Co. Inc. for KDIO(AM) 130 khz: change power, ant. system. *Aug. 21*

**Utica, N.Y.** (BPCT-960111LM)—Sullivan Broadcasting License Corp. for WFXV(TV) ch. 33: change ERP to 854 kw visual, ant. to 193 m. *Aug. 21*

**Lufkin, Tex.** (BPED-960529IA)—Lufkin Educational Broadcasting Foundation for KSWP(FM) 90.9 mhz: change ERP. *Aug. 23*

**Culpeper, Va.** (BPH-960404ID)—Culpeper Broadcasting Corp. for WCUL(FM) 103.1 mhz: change structure height, TL, ant., ERP. *Apr. 4*

**Janesville, Wis.** (BMPCT-950316KF)—Harish Puri for WJNW(TV) ch. 57: change ERP to 3,980 kw visual, ant. to 342 m., TL to 5.6 km NNW of Footville, Wis. *Aug. 21*

**Accepted for filing**

**Montgomery, Ala.** (BPCT-960726KH)—Woods Communications Corp. for WCov-TV ch. 20: change ERP to 4,009 kw visual, ant. to 623 m., TL to Grady, Ala., .7 km S of Fannin Mill Rd., 2.2 km W of Woodley Rd. *July 26*

**Ozark, Ala.** (BPCT-960726KG)—Woods Television Co. LLC for WDFX-TV ch. 34: change overall height of tower to 242 m., ant. to 240 m., ERP to 1,216 kw visual. *July 26*

**Green Valley, Ariz.** (BMPCT-960801LM)—Sungilt Corp. for KXGR(TV) ch. 46: change overall height of tower to 73 m., ant. to 1,095 m., ERP to 1,843 kw visual, TL to Prime communications site, Mt. Bigelow. *Aug. 1*

**Phoenix** (BPCT-960722KF)—United Television Inc. for KUTP(TV) ch. 45: change ERP to 4,530 kw visual. *July 221*

**Hot Springs, Ark.** (BPED-960821IA)—Central Arkansas Christian Broadcasting Inc. for KBC(FM) 90.1 mhz: change ERP, ant., TL, antenna supporting-structure height. *Aug. 21*

**Fresno, Calif.** (BPCT-960715KE)—Retlaw Enterprises Inc. for KJEO(TV) ch. 47: change ERP to 5,010 kw visual. *July 15*

**Porterville, Calif.** (BMPCT-960624KR)—Kralowec Children's Family Trust for KKAG(TV) ch. 61: change ERP to 1,550 kw visual, ant. to 364 m., overall height of tower to 78 m., TL to Mt. Pheasant, 5 km SE of Woody, Calif. *June 24*

**Salinas, Calif.** (960815AC)—Henry Broadcasting Co. for KHTX(AM) 1460 khz: change TL, power, ant. system. *Aug. 15*

**Sanger, Calif.** (BPCT-960724KE)—Sanger Telecasters Inc. for KMSG-TV ch. 59: change ERP to 5,000 kw visual, ant. *July 24*

**Boulder, Colo.** (BMPCT-960716KL)—Roberts Broadcasting Co. of Denver for KTVJ(TV) ch. 14: change ERP to 5,000 kw visual. *July 16*

**Longmont, Colo.** (BMPCT-960711KT)—

Longmont Channel 25 Inc. for KDEN(TV) ch. 25: change overall height of tower to 355 m., ant. to 325 m. *July 11*

**Clermont, Fla.** (BPCT-960628KJ)—Press Broadcasting Co. Inc. for WKCF(TV) ch. 18: change ERP to 5,000 kw visual, ant. *June 28*

**Key West, Fla.** (BMPCT-960711KN)—Hispanic Keys Broadcasting Corp. for WWFD(TV) ch. 8: change ant. to 41 m., ERP to 5.74 kw visual. *July 11*

**Panama City, Fla.** (BPCT-960627KV)—Ashling Broadcast Group for WPGX(TV) ch. 28: change overall height of tower to 615.6 m., ant. to 609.7 m., ERP to 5,000 kw visual. *June 27*

**Wailuku, Hawaii** (BMPCT-960628KW)—

KITV Argyle Television Inc. for KMAU(TV) ch. 12: change overall height of tower to 61 m., ant. to 1,664 m., ERP to 56.9 kw visual, TL to .95 km NE of Kalepeamao, 2.7 km N of Kahua Mt. *June 28*

**East St. Louis, Ill.** (BPCT-960716KG)—Roberts Broadcasting Co. for WHSL(TV) ch. 46: change overall height of tower to 350.2 m., ant. 436.7 m. *July 16*

**Quincy, Ill.** (BPCT-960724KJ)—Believer's Broadcasting Corp. for WTJR(TV) ch. 16: change ERP to 1,0355 kw visual, ant. to 308.1 m. *July 24*

**Kokomo, Ind.** (BPCT-960621KI)—River City License Partnership for WTRK(TV) ch. 29: change ERP to 5,000 kw visual. *June 21*

**Cedar Rapids, Iowa** (BMPCT-960723-KG)—Fant Broadcasting of Iowa Inc. for KTVC(TV) ch. 48: change overall height of tower to 425 m., ant. to 451 m., ERP to 5,000 kw visual. *July 23*

**Iowa City, Iowa** (BMPCT-960624KF)—KM Communications Inc. for TV on ch. 20: change TL to S side of Rte. 28, 3.4 km E of Cedar Bluff, Iowa, ant. to 521 m., ERP to 2,735 kw visual. *June 24*

**Sioux City, Iowa** (BPCT-960625KI)—Maine Radio and Television Co. for KMEG(TV) ch. 14: change overall height of tower to 558 m., ant. to 610 m., ERP to 5,000 kw visual. *June 25*

—Compiled by Jessica Sandin

## Changing Hands

*continued from page 44*

### WQHK-FM Decatur/Fort Wayne, Ind.

**Price:** \$175,000 for stock  
**Buyer:** John F. Dille III and John F. Dille IV (Dille III was 50% owner before transfer; after transfer Dilles together will own 66.66%), Elkhart, Ind. Dille III is president/75% owner of Pathfinder Communications Corp., which owns WHWD(AM), WMEE(FM), WOWO(AM) Fort Wayne; is buying WBYR(FM) Van Wert, Ohio/Fort Wayne, Ind., and WFWI(FM) Fort Wayne. Pathfinder also owns WTRC(AM) Elkhart-WBYT(FM) Elkhart/South Bend, Ind., WAKX(FM) Holland/Grand Rapids, Mich., and KOAS(FM) Broken Arrow, Okla.; is buying WNDU-AM-FM South Bend; is selling WCUZ-AM-FM Grand Rapids, Mich., and KQLL-AM-FM and KOAS-FM Tulsa, Okla. Dille III also owns 50% of WQHK-FM Decatur, Ind.

**Seller:** Julia A. Moore and Jeffrey L. Moore, Lebanon, Ohio (50% owners before transfer; 0% owners after transfer); no other broadcast interests

**Facilities:** 105.1 mhz, 2 kw, ant. 397 ft.  
**Format:** Contemporary country

### WUFX(FM) (formerly WLIQ) Harriman, Tenn.

**Price:** \$172,100  
**Buyer:** P&G Properties Inc., Rockwood, Tenn. (Glenn Hill, president/31% owner); owns WOFE-AM-FM Rockwood, Tenn.  
**Seller:** W.O. Powers, Florence, S.C.; owns WYEA(AM) Sylacauga, Ala.  
**Facilities:** 92.7 mhz, 1.25 kw, ant. 440 ft.

**Format:** Country

### WXVE(FM) Galetton, Pa.

**Price:** \$20,130  
**Buyer:** Family Life Ministries Radio Inc., Bath, N.Y. (Richard M. Snavely, president/12.5% owner); owns WCIK-FM Bath, WCIY-FM Canandaigua,

WCIH-FM Elmira, WCID-FM Friendship, WCOT-FM Jamestown, WCII-FM Spencer and WCOU-FM Warsaw, all N.Y.  
**Seller:** Broadcast Communications Inc., Dubois, Pa. (Robert M. Stevens, president/owner); owns WXLJ(FM) Spangler; is buying WNCC(AM) Barnesboro, WRDD(AM) Ebensburg and WCRO(AM) Johnstown, all Pa. Stevens also has applied to build FMs at Barnesboro and Brookville, Pa.

**Facilities:** 97.5 mhz, 23 kw, ant. 705 ft.  
**Format:** AOR

## RADIO: AM

### WGKA(AM) Atlanta

**Price:** \$2 million  
**Buyer:** JW Broadcasting Inc., Atlanta (Joseph Weber, president/owner); no other broadcast interests  
**Seller:** WGKA Inc., Atlanta (Eathel Holley, principal); no other broadcast interests  
**Facilities:** 1190 khz, 10 kw day  
**Format:** Classical  
**Broker:** Sailors & Associates

### WCLY(AM) Raleigh/Durham, N.C., and WLLV(AM) Louisville, Ky.

**Price:** \$1 million (\$350,000 for WCLY; \$650,000 for WLLV)  
**Buyer:** Mortenson Broadcasting Co., Lexington, Ky. (Jack M. Mortenson, president/owner); owns WCGW(AM) Nicholasville-WJMM(FM) Versailles, Ky.; WBGR(AM) Baltimore; WHLO(AM) Akron and WTOF(FM) Canton, Ohio; KGGR(AM) Dallas, and WEMM(FM) Huntington, W.Va. Jack Mortenson owns 51% of WLou(AM) Louisville.  
**Seller:** Argie Dale, Louisville; no other broadcast interests  
**Facilities:** WCLY: 1570 khz, 1 kw day, 7 kw night; WLLV: 1240 khz, 1 kw  
**Formats:** WCLY: religion; WLLV: gospel

### WHJB(AM) Greensburg, Pa.

**Price:** \$300,000  
**Buyer:** Broadcast Communications Inc., DuBois, Pa. (Robert M. Stev-

ens, president)  
**Seller:** WHJB Corp., Greensburg (Melvin A. Goldberg, president); is selling WSSZ(FM) Greensburg  
**Facilities:** 620 khz, 2.5 kw day, 500 w night  
**Format:** MOR

### WAPB(AM) Murfreesboro, Tenn.

**Price:** \$200,001  
**Buyer:** Hemmingford Media Inc., Nashville, Tenn. (Michael Leahy, president/18% owner; Essembee Corp., 73% owner); no other broadcast interests  
**Seller:** Colonial Broadcasting of Tennessee Inc., Murfreesboro (Robert Corlew III, president); no other broadcast interests  
**Facilities:** 810 khz, 5 kw day  
**Format:** News

### KLFJ(AM) Springfield, Mo.

**Price:** \$140,000  
**Buyer:** Mark and Jeanna Holmes, Springfield; no other broadcast interests  
**Seller:** Queen City Broadcasting Co. Inc., Springfield (Don E. Burrell Jr., principal); no other broadcast interests  
**Facilities:** 1550 khz, 5 kw day, 28 w night  
**Format:** Inspirational

### WMCW(AM) Harvard, Ill.

**Price:** Stock exchange  
**Buyer:** Stateline Radio Inc., Harvard (Mianne S. Nelson, president/owner). Nelson will convey her 50% share of seller to seller, which will convey to her all the stock of Stateline.  
**Seller:** Mitchell Broadcasting Co. Inc., Grinnell, Iowa (Forrest J. Mitchell, president/father of president of buyer). Forrest Mitchell and wife, Joan, own KGRN(AM) Grinnell; have interest in WRAM(AM)-WMOI(FM) Monmouth, Ill.  
**Facilities:** 1600 khz, 500 w day, 19 w night  
**Format:** Adult contemporary

—Compiled by Elizabeth A. Rathbun



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# Datebook

## THIS WEEK

- Sept. 10-12**—6th regional *Audio Engineering Society* convention. World Congress Centre, Melbourne, Victoria, Australia. Contact: (212) 661-8528.
- Sept. 10-15**—*National Association of Black-Owned Broadcasters* 20th annual fall broadcast management conference. Sheraton Washington, Washington. Contact: (202) 463-8970.
- Sept. 11**—"Hollywood Meets DRTV—The Direct Response Television Conference for Entertainment Marketers," presented by *Advanstar Expositions*. Universal Sheraton, Los Angeles. Contact: (714) 513-8481.
- Sept. 11-12**—Canada Link '96, presented by *Evert Communications Ltd.* and *Global Exposition Holdings*. Toronto Hilton & Towers, Toronto. Contact: Debby Lawes, (613) 728-4621.
- Sept. 11-15**—CANITEC '96, exhibition and convention presented by *Camara Nacional de la Industria de Television por Cable (Mexican National Cable Television Association)*. Expover, Boca del Rio, Veracruz, Mexico. Contact: Aurora Silva Rosales, (525) 682-02-98.
- Sept. 12**—HRTS Newsmaker Luncheon featuring network entertainment presidents, presented by the *Hollywood Radio and TV Society*. Century Plaza Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.
- Sept. 12**—"Forecast '97 and Beyond," presented by the *Television Bureau of Advertising*. McGraw-Hill Conference Center, New York City. Contact: David Friedman, (212) 486-1111.
- Sept. 12-13**—Sight & Sound Expo '96, exposition and conference presented by the *International Television Association*, the *Society of Broadcast Engineers* and the *International Interactive Communications Society*. Greater Columbus Convention Center, Columbus, Ohio. Contact: Kevin Thompson, (614) 895-1355.
- Sept. 12-13**—"Telco 101: Cable Meets Telephony," course presented by *Women in Cable & Telecommunications*. Offices of Robins, Kaplans, Miller & Ciresi, Minneapolis. Contact: Molly Coyle, (312) 634-2353.
- Sept. 13-17**—1996 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.
- Sept. 14**—*NewsProNet* producer forum. Stouffers Waverly Hotel, Atlanta. Contact: Michael Shoer, (770) 475-2667.

## SEPTEMBER

- Sept. 16**—Addressable advertising summit, presented by the *Addressable Advertising Coalition*. Grand Hyatt Hotel, New York City. Contact: Ginny Dellilio, (914) 255-2222.
- Sept. 16-17**—*Corporation for Public Broadcasting* annual meeting. CPB Headquarters, Washington. Contact: Jeannie Bunton, (202) 879-9687.
- Sept. 17**—Fourth annual WICT Achievement (LEA) Awards, presented by *Women in Cable & Telecommunications*' Southern California chapter. Directors Guild of America, Los Angeles. Contact: Susan Lewis, (310) 358-5361.
- Sept. 17**—14th annual Everett C. Parker Ethics in Telecommunications Lecture, presented by *Office of Communication of the United Church of Christ* and the *Communication Commission of the National Council of Churches*. Interchurch Center, New York City. Contact: (216) 736-2222.
- Sept. 18-20**—*Women in Cable & Telecommunications* executive development seminar. Inverness Hotel and Golf Club, Denver. Contact: Christine Bollettino, (312) 634-2335.
- Sept. 19**—"Where Are the Big Brand Ideas in American Advertising and Culture?," *International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Sept. 19**—Electronic data interchange (EDI) workshop for network cable TV buyers and sellers, presented by the *Electronic Commerce Committee*. Offices of Price Waterhouse, New York. Contact: Elizabeth Carr, (212) 258-8163.

- Sept. 19-21**—77th national convention of the *Society of Professional Journalists*. Hyatt Regency, Crystal City, Va. Contact: (317) 653-3333.
- Sept. 20-22**—*Maine Association of Broadcasters* annual meeting and convention. The Asticou Inn, Northeast Harbor, Me. Contact: Suzanne Goucher, (207) 623-3870.
- Sept. 23-24**—10th annual *National Association of Minorities in Cable* Urban Markets Seminar. Marriott Marquis Hotel, New York City. Contact: Roxane Yballe, (310) 404-6208.
- Sept. 23-25**—40th annual Eastern Cable Show, exhibition and conference presented by the *Southern Cable Television Association*. Inforum Exhibit Hall, Atlanta. Contact: Nancy Horne, (404) 255-1608.
- Sept. 24**—Broadcasting & Cable Interface X conference, co-sponsored by *BROADCASTING & CABLE* and the *Federal Communications Bar Association*. New York Grand Hyatt, New York City. Contact: Joan Miller, (212) 337-6940.
- Sept. 24-27**—SCEC '96, 18th annual satellite communications exposition and conference presented by *Satellite Communications*. Sheraton Washington Hotel, Washington. Contact: (800) 525-9154.
- Sept. 25**—*Federal Communications Bar Association* luncheon featuring Lloyd Cutler. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Sept. 25**—Senior executive women's luncheon hosted by the New York chapter of *Women in Cable & Telecommunications*. Tapika, New York City. Contact: (212) 642-6333.
- Sept. 25**—13th annual Walter Kaitz Dinner honoring Bob Johnson, presented by the *Walter Kaitz Foundation*. New York Hilton and Towers, New York City. Contact: (510) 451-9000.
- Sept. 25-27**—*Broadcast Technology Society* 46th annual broadcast symposium. Hotel Washington, Washington. Contact: Alan Gearing, (301) 921-0115.
- Sept. 27-29**—*Oregon Association of Broadcasters* 56th annual fall conference. Inn of the Seventh Mountain, Bend, Ore. Contact: (541) 343-2101.
- Sept. 30**—Deadline for entries for the second annual *Advertising Marketing Effectiveness International Awards*, which recognize excellence in global advertising. Contact: (212) 238-4481.
- Sept. 30-Oct. 1**—*Kentucky Cable Telecommunications Association* board of directors/general membership meeting. University Plaza Hotel and Convention Center, Bowling Green, Ky. Contact: (502) 864-5352.
- Sept. 30-Oct. 2**—Digital television and Internet conference and expo presented by *Convergence*. San Jose Convention Center, San Jose, Calif. Contact: (303) 393-7449.

## OCTOBER

- Oct. 1**—1996 *National Association of Broadcasters* Service to Children Television Awards. Cannon House Office Bldg., Washington. Contact: Victoria Cullen, (202) 429-5368.
- Oct. 1-2**—"Engineering for the Non-Engineer," course presented by *Women in Cable & Telecommunications*. Laurel Manor, Livonia, Mich. Contact: Molly Coyle, (312) 634-2353.
- Oct. 1-4**—Eighth annual *Electronic Industries Association/Consumer Electronics Manufacturers Association* digital audio and video workshop. Holiday Select Inn, Philadelphia. Contact: Lisa Fasold, (703) 907-7669.
- Oct. 2**—1996 *National Association of Broadcasters* Service to Children Television Symposium. NAB Headquarters, Washington. Contact: Victoria Cullen, (202) 429-5368.
- Oct. 2**—"The V-Chip: Myth and Reality," panel discussion presented by the *Academy of Television Arts & Sciences*. Directors Guild of America, Los Angeles. Contact: (818) 508-2080.
- Oct. 3-4**—"Managing Change in an Evolving Industry," course presented by *Women in Cable & Telecommunications*. TCI Building, Denver. Con-

- tact: Molly Coyle, (312) 634-2353.
- Oct. 3-5**—SCaT/India Link, conference on Indian cable and pay TV presented by *Global Exposition Holdings and Satellite and Cable TV Magazine*. Nehru Exhibition Center, Bombay, India. Contact: (713) 342-9826.
- Oct. 4-6**—*Women in Communications* 87th international conference on information and technology. Red Lion Inn Hotel, Portland, Ore. Contact: (703) 359-9000.
- Oct. 4-8**—*Association of National Advertisers* 87th annual conference and business conference. Ritz Carlton, Amelia Island, Fla. Contact: (212) 697-5950.
- Oct. 5-6**—MIPCOM Junior, youth programming convention and exhibition, presented by the *Reed Midem Organisation*. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.
- Oct. 7-8**—Third annual *Frost & Sullivan* Cable Television Conference. The Westin Hotel, San Francisco. Contact: (212) 964-7000.
- Oct. 7-11**—MIPCOM '96, international communications convention and exhibition, presented by the *Reed Midem Organisation*. Palais des Festivals, Cannes, France. Contact: Bernie Bernhardt, (212) 689-4220.
- Oct. 8-10**—CES Mexico, multimedia trade show presented by the *Electronic Industries Association/Consumer Electronics Manufacturers Association*. Palacio de Los Deportes, Mexico City. Contact: Margaret Cassilly, (703) 907-7600.
- Oct. 9-12**—World Media Expo, comprising the *National Association of Broadcasters* Radio Show (contact: [800] 342-2460); *Radio-Television News Directors Association* international conference (contact: Rick Osmani, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640); *Society of Motion Picture and Television Engineers* 138th technical conference (contact: [914] 761-1100), and *Television Bureau of Advertising* 1st annual forecasting conference (contact: [212] 486-1111). Los Angeles Convention Center, Los Angeles. Contact: (202) 775-4970.
- Oct. 10**—*Caucus for Producers, Writers & Directors* third general membership meeting. Jimmy's Restaurant, Los Angeles. Contact: (818) 843-7572.
- Oct. 10-11**—"Convergence: Partners in Progress," course presented by *Women in Cable & Telecommunications*. Viacom Conference Center, New York City. Contact: Molly Coyle, (312) 634-2353.

## NOVEMBER

- Nov. 11**—*Broadcasting & Cable* 1996 Hall of Fame Dinner. Marriott Marquis, New York City. Contact: Steve Labunski, (212) 213-5266.

## DECEMBER

- Dec. 11-13**—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

## JANUARY 1997

- Jan. 13-16**—*National Association of Television Programming Executives* 33rd annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

## MARCH 1997

- March 16-18**—Cable '97, *National Cable Television Association* annual convention and exposition. Ernest Morial Convention Center, New Orleans. Contact: Bobbie Boyd, (202) 775-3669.

## APRIL 1997

- April 4-7**—*Broadcast Education Association* 42st annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.
- April 7-10**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**Major Meeting dates in red**

—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)



## Veteran TV producer makes learning fun

**P**roducer Mark Waxman uses the tools of television to speak to kids of the computer generation.

An educational message may be the last thing kids are looking for on Saturday mornings, but Waxman found a way to make extracurricular learning fun with the strange inhabitants of *Beakman's World*, now beginning its fourth year on CBS. This season, the veteran writer/director/producer hopes to strike gold again with a new CBS Saturday morning series, *Bailey Kipper's P.O.V.*

"TV producers have such an advantage over the classroom teacher," says Waxman. "We can expand upon the blackboard by using visual effects, graphics, animation, music and other sound effects to create a fantasy world that kids can relate to. It's a friendlier approach to learning for kids who have grown up playing video games."

Waxman's 25-year career in television includes stints as a programming executive and producer for CBS and public television.

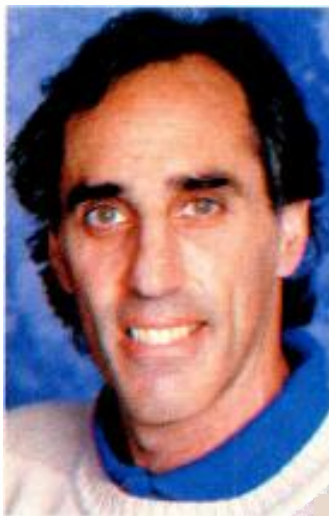
The Emmy-winning *Beakman's World*, often viewed through a fish-eye lens, revolves around the curiosity of its fans. Viewers send the show about a thousand pieces of mail per week.

The success of *Beakman's World*, based on a syndicated comic feature, proved there was a commercial market for children's educational programming long before the FCC established a three-hour weekly standard for broadcasters.

"I set out to make the best show I can," he says. "I don't target my ideas to demographic groups or men or women, boys or girls. I try to do the most entertaining show I can think of and execute it in a way that encourages the younger audience to reach up. I'm a great believer in the idea that kids are always trying to find out what the next group above them is learning."

While *Beakman's World* focuses on facts and theories, *Bailey Kipper's P.O.V.* aims to impart more subtle lessons in responsibility, ingenuity, conservation and cooperation. The live-action series is Waxman's first project under a new production pact with MTM Entertainment.

Bailey Kipper is an 11-year-old boy who keeps a secret video diary with the aid of "spyballs," or eyeball-shaped cameras he stashes around his neighborhood. The aspiring filmmaker assembles the material into diary entries, recording events as he would like to remember them, using old



*"It's a friendlier approach to learning for kids who have grown up playing video games."*

### Mark Stewart Waxman

**President, Victoria Productions, Los Angeles; executive producer, *Bailey Kipper's P.O.V.*, *Beakman's World*; b. June 10, 1946, Los Angeles; BA, theater arts, motion picture production, UCLA, 1969; MFA, theater arts, motion picture production, UCLA, 1971; program executive, CBS, Los Angeles, 1969-70; director of program development, KCET(tv) Los Angeles, 1970-76; program director, KCET, 1976-78; CBS, Los Angeles: director, daytime programs, 1978-80; VP, children's programs, 1980-82; director, drama development, 1982-83; program executive, current programming, 1984-85; current position since 1985; m. Paula Kendall, 1980; children: David, 13; Taylor, 12.**

editing equipment his father has brought home from his job at a local TV station.

Waxman says he became intrigued with the potential for using special effects to enhance his story-telling techniques while working on *Beakman's World*. But the inspiration for *Bailey Kipper's P.O.V.* stems from his childhood.

"When I was about [Kipper's] age I started to see the world in a film-style way," he says. "A lot of kids imagine the world in the way they'd like to see it. I kept the movie camera behind my eyes and put the effects in as I processed the film while I daydreamed."

Like many others in Hollywood, Waxman began his career as a studio tour guide, working on the same lot, CBS Radford Studios, where he now tapes *Bailey Kipper's P.O.V.* That exposure led to a job as an assistant to Hawaii Five-0 producer Leonard Freeman. Within a few months, Waxman at 22 had become, at that time, the youngest programming executive in CBS's history.

Within a year, he left CBS to gain more hands-on production experience by serving as director of program development for Los Angeles's fledgling public TV station, KCET. During the next eight years, Waxman would produce more than 500 hours of programming, mostly documentaries and specials, for KCET and PBS.

"Educational television to me meant educating myself about television," Waxman says. Among his notable productions for KCET/PBS in the mid-1970s was the multipart series *Film Odyssey*, which broadcast the original versions of classic foreign films, augmented by interviews with such legendary directors as Alfred Hitchcock and Akira Kurosawa.

Waxman returned to CBS from 1978-1985, a period that included a two-year tenure as vice president of children's programming.

"On the network side, you're always saying to producers, 'Show me what's new and different out there,'" Waxman says. "You're always asking for different, but you end up putting on same. Same is safe, and with same you can predict fairly closely your result. To those who dare to risk goes either the prize or the door. Sometimes they're recognized as visionaries by higher-ups later on or, at the very least, as courageous souls. It takes those types in television to bring us the shows we remember best." —CL

# Fates & Fortunes

## BROADCAST TV

Appointments at Fox News Channel, New York: **Douglas Kennedy**, investigative reporter, the *New York Post*, joins as general assignment reporter; **Kim Hume**, reporter, *World News Tonight*, joins as deputy bureau chief/senior producer.

**Marty Miller**, VP/director, sales, Pezold Broadcasting, joins WBNE(TV) New Haven, Conn., as GSM.

**Susan Converse**, local sales representative, KDFW-TV Dallas, named NSM.

**Ricky Joseph**, GSM, WUPW(TV) Toledo, Ohio, joins KTRV(TV) Nampa, Idaho, as local sales manager.



**Stockton**

**Russ Stockton**, night assignment and weekend news supervisor, KTBC-TV Austin, Tex., joins KAMR-TV Amarillo, Tex., as news director.

**Stephen DelPico**, NSM, WJAR(TV) Providence, R.I.,

named local sales manager.

**Tim Morris**, sports reporter/producer, WFLD(TV) Chicago, joins WBAL-TV Baltimore as sports anchor/reporter/producer.

**Noelle Green-Anderson**, producer, KBMT(TV) Beaumont, Tex., joins KJAC-TV Port Arthur/Beaumont, Tex., in same capacity.

**Jairo Marin**, news producer, KMEX-TV Los Angeles, named news director.

Appointments at KOMO-TV Seattle: **Steve Osunsami**, reporter/fill-in anchor, WOOD-TV Grand Rapids, Mich., joins as news reporter; **Laura Newborn**, managing editor, WXIA-TV Atlanta, joins as executive producer, special projects; **Ethan Morris**, news producer, KRQE(TV) Albuquerque, N.M., joins in same capacity; **Casey Clark**, producer, WPEC(TV) West Palm Beach, Fla., joins in same capacity; **Hugh Cronin**, photographer/editor, KREM-TV Spokane, Wash., joins as news photographer; **Ernesto Torres**, news photographer, KBAK-TV Bakersfield, Calif., joins in same capacity; **Ken Morrison**, producer, *Front Runners*, named creator/producer of new children's program, *How 'Bout That*.

## PROGRAMING

Appointments at Walt Disney Co., Burbank, Calif.: **Laurie Lang**, VP, strategic marketing, named senior VP; **Mitch Ackerman**, senior VP, Walt Disney Television, named executive VP, television production; **Peter Green**, creative executive, Hollywood Pictures, named director, Walt Disney Telefilms.

**Robert Curran**, director, production, MGM Worldwide Television, Santa Monica, Calif., named executive director.

**Paul Buccieri** and **Robert Weiss** have folded their three-year-old production company, Buccieri & Weiss Productions, into All American Television Production, Santa Monica, Calif. They will oversee the development and production of All American's new reality, talk



**Buccieri**



**Weiss**

and magazine shows for first-run syndication, cable and broadcast network distribution. As senior VPs they also will executive-produce many of the nonfiction projects they develop and create.

Appointments at Children's Television Workshop, New York: **Gary Knell**, senior VP, corporate affairs, named executive VP; **Ann Sardini**, senior VP/CFO, named executive VP/CFO.

**Jeff Scherb**, chief technology officer/senior VP, research and development, Dun & Bradstreet Software, joins Tribune Co., Chicago, as senior VP/chief technology officer.

## RADIO

**Jim Ryan**, operations director, WBEB(FM) Philadelphia, joins WLTW(FM) New York as program director.

**Karla Walker**, host, *All Things Considered*, WKSU-FM Kent, Ohio, joins WGUC(FM) Cincinnati as program manager.

**Chris Claus**, VP, station operations, CBS

Television and Radio, New York, named VP/GM, WOGL-FM Philadelphia.



**Rice**

**Lucy Rice**, sales and programing consultant, The Research Group, Seattle, joins Entercom's Seattle Radio Group—KMTT-FM, KBSG-AM-FM, KNDD(FM) and KISW(FM)—as director, sales.

Appointments at SW Networks, New York: **Joyce MacDonald** and **Ron Rivlin**, directors, affiliate marketing, named VP, and senior director, respectively.

**Arlene Geller**, account executive, Time Warner CityCable, joins MediaAmerica Inc., New York, as national account manager.

**J.D. Freeman**, GM, KZLA-FM, KLAC(AM) Los Angeles and KMLE(FM) Phoenix, joins KDMX(FM) Dallas in same capacity.

**MJ Bear**, project manager/consultant, Microsoft, Redmond, Wash., joins

## Appointments at Nickelodeon

In response to growth and development of Nickelodeon International, an executive team has been



**Judson**

formed: **Lisa Judson**, VP/creative director, Nickelodeon International, named senior VP/creative director and chief of staff; **Bruce Tuchman**, VP, business affairs and senior counsel, international development, MTV Networks, joins as VP/general business manager. He will spend much of his time in Dusseldorf managing Nickelodeon Germany.



**Tuchman**



**Friend**

At Nickelodeon, New York: **Bruce Friend**, VP, research and strategic planning, VH1, joins as VP, research and planning.



National Public Radio, Washington, as manager, new media.

## CABLE

Appointments at Comcast Cable Communications, Philadelphia: **Phil Suttle** named VP, Connecticut area; **David Dane**, area GM, Northwest Boston, Continental Cablevision, joins as GM, Middletown/Clinton/Groton cable systems.

**Elise Gerich**, associate director, national networking, Merit Networks, joins @Home, Mountain View, Calif., as director, operations and network management.

Appointments at CNBC, Fort Lee, N.J.: **Richard Brase**, VP, creative services, WDAF-TV Kansas City, Mo., joins as VP, marketing; **Gail Frank**, senior producer, CNBC prime time programming, named director, programming.

Appointments at E! Entertainment Television, Los Angeles: **LeeAnne Stables**, VP, advertising and promotion, MCA/Universal Studios Hollywood,



joins as VP, promotions; **Jenny Johnson**, account director, national advertising sales, MTV Networks, joins as director, advertising sales, Midwest region; **Chris Miller** named art director, creative services;

**Frank Brooks** named director, creative services; **Mark Feldman**, VP, business and legal affairs, and general counsel, named senior VP.

Appointments at Falcon Cable TV, Los Angeles: **Mike Singpiel**, VP, Eastern division, named VP, operations, corporate; **Larry Ott**, regional manager, Outer Banks, North Carolina area, named VP, Eastern division.

## ASSOCIATIONS/LAW FIRMS

New members of the The Caucus for Producers, Writers & Directors, Burbank, Calif.: **Roy Campanella Jr.**, producer/director; **Al Schwartz**, senior VP, dick clark productions; **Danielle Hill**, executive producer/writer, and **Tim Hill**, executive producer, Roaring Forks Productions/Citadel Entertainment.

**Charles Sherman**, senior VP, television, National Association of Broadcasters, Washington, adds president, NAB's

## Ed James, an editor's editor



James

Edwin H. James, 79, who retired as executive editor of BROADCASTING magazine in 1981 and continued as an editorial consultant until 1988, died Sept. 1 in Mission Viejo, Calif. The cause of death was prostate cancer.

James, a native of Montana, joined BROADCASTING's New York office in 1946 after World War II service as a major on the staff of General Douglas MacArthur. He became managing editor in 1954 and executive editor in 1960. In addition to supervising the parent magazine, he directed the company's publication of TELEVISION magazine from 1960 through 1968, and was editorial chief of the annual BROADCASTING YEARBOOK.

Within the magazine James was known for the demands he made on the staff for accuracy and adherence to a taut, journalistic writing style. As editor of the editorial page he set and executed editorial policy in concert with the late Sol Taishoff, the magazine's editor/founder. In 1963 he won the Jesse H. Neal Award, the highest honor in the business press.

"Ed James was the backbone of BROADCASTING's newsgathering operation for more than 40 years. He taught me and many of us much of what we know," said Don West, editor of BROADCASTING & CABLE. "His sights were always higher than those of the guy next door. He read every word in the magazine and no story escaped his red pencil."

James is survived by his wife, Arabella, and three children from his first marriage: Patricia, Hugh and Michael. A memorial service was held in Mission Viejo last Saturday.

Education Foundation, to his responsibilities.

## TELEMEDIA

**Dave Payne**, manager, spacecraft technology, space and technology division, TRW, joins Teledesic Corp., Kirkland, Wash., as industrial alliance manager.

**Candice Meyers**, executive producer, local and new media, KPIX-TV San Francisco, joins INFUSIONcom, New York, as in same capacity.

**R. Lee Barstow**, VP, marketing, TitanSports Inc.'s Worldwide Properties, Stamford, Conn., named VP, new media, World Wrestling Federation (subsidiary of TitanSports Inc.).

**Sarah Cotsen**, VP/GM, SPIV, Turner Broadcasting Systems, Atlanta, named VP/GM, Turner Online.

joined Viacom and focused his efforts on international distribution of programming. Lefcovich is survived by his wife, Leda, two daughters and a sister.



Heinemann in 1974

**George A. Heinemann**, 78, program creator, died of a heart attack Aug. 21 in New York. Heinemann created *Ding Dong School* in 1952 while working for NBC in Chicago and *Shari Lewis and Lamb Chop* in

the late '50s at WNBC-TV New York. He also created a daily advice program with Dr. Joyce Brothers; *World Wide 60* (a documentary series); *Update* (a news program for teens), and *NBC Children's Theater*.

**Robert Eugene Miller**, 76, former VP/GM, KALB-TV Alexandria, La., died Aug. 17 at home in Pineville, La., after a long illness. Miller worked at KALB-TV from 1954 to 1990. He is survived by his wife, Mildred, three children and eight grandchildren.

## DEATHS

**Raul Lefcovich**, 74, former president of international syndication for Viacom Enterprises, died Aug. 27 of prostate cancer at Memorial Sloane Kettering Cancer Center in New York. Lefcovich joined United Artists Corp. in 1953, serving in a variety of executive capacities during the next 27 years. He then

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

King World Productions confirmed last week that **Stephen Palley has left his post as executive VP/COO** after 11 years with the company. Palley also has resigned from King World's board, which has formed a committee to find a successor. Michael King, president, will serve as acting COO in the meantime. Palley will remain a consultant to King World through the end of the year.

General Motors Corp.'s **Hughes Electronics** unit (owner of DIRECTV) is **talking with PanAmSat Corp.**, one the world's largest satellite TV operators, **about acquiring PanAmSat for approximately \$3 billion.** Such a deal would extend Hughes's worldwide satellite fingerprint and likely help to expand sales of DIRECTV's DBS service to other international markets. PanAmSat, which operates four satellites over Europe, India, China and East Asia,

owns rights to place satellites in four other orbital slots during the next two years.

**USA Network** has signed an exclusive six-year deal that will give the network **cable coverage rights to the U.S. Open Tennis Championships through 2002.** Financial terms were not disclosed. USA, which has carried the Open since 1984, splits TV coverage with CBS Sports. Last October CBS renewed its rights agreement, signing a five-year contract with the United States Tennis Association for an estimated \$31 million-\$33 million a year (it paid an average \$19 million a year for its 1991-95 contract).

**Making its European debut, Fox Kids Network will launch as a basic channel on BSKyB's multichannel package** Oct. 19. But the channel isn't stopping there, with a Latin American launch planned by year's

end and talk of a four-language Asian version. FKN in Europe will share Astra 1A's transponder 7 with Sky 2, a new general entertainment channel that Sky launched on Sept. 1. Programming will include *Goosebumps*, *Casper*, *The X-Men* and *Mighty Morphin Power Rangers*. Margaret Loesch, president of Fox Kids Networks Worldwide, told BROADCASTING & CABLE that BSKyB will not take a stake in the kids service because Fox wants "full control" of the FKN brand. Sky and Fox still are hammering out details, but FKN primarily will handle ad sales and distribution in the UK. Cable carriage agreements have not yet been secured, and the per-subscriber fee is still being negotiated.

**Representative Billy Tauzin** (R-La.) told a meeting of religious broadcasters in Washington last week that they need to be leaders in the effort to promote "media literacy." Reli-

gious broadcasters have a "big challenge to get involved and to encourage parents to take responsibility" in educating their children about what they're seeing on TV, Tauzin told the group. "As the information age almost literally overwhelms us...we have to start focusing on being better media consumers."

**The Battle of Troy**, pitting cable giant TCI against the city of Troy, Mich., is turning ugly. In seeking relief from the FCC, TCI contends that Troy has violated the Telecommunications Act of 1996 by denying right-of-way permits to install hybrid fiber/coax lines. In comments filed with the commission last week, lawyers representing the city counter that TCI has used "distortions of fact and misinterpretations of law" to support its case. Weighing in on the side of TCI, the NCTA commented that "Troy's actions over the past two years represent an

## Fran leaves stations scrambling

Hurricane-turned-tropical storm Fran managed to knock several TV stations in three states out of commission—temporarily—as it headed up the East Coast last week.

Wilmington and Raleigh, N.C., apparently were heaviest hit by Fran, with several TV stations reporting extended interruptions from Thursday night into Friday morning.

A Weather Channel spokesperson said an estimated 850,000 residents in the Carolinas and Virginia still were without power on Friday morning.

WNCT-TV, a CBS affiliate in Greenville, N.C., suffered signal problems Thursday night after Fran knocked its studio-to-transmitter link (STL) out of alignment. "It took us awhile before we pulled up our live truck and were able to re-create an STL," said Edward J. Adams, WNCT-TV GM.

WRAL-TV Raleigh, N.C., supplied video of a collapsed gas station in Wrightsville Beach, N.C., to CNN.



NBC News executive producer Sharon Houston said none of the network's affiliates reported being knocked off the air, but WECT Wilmington couldn't be reached Friday morning.

In Virginia, NBC affiliate wwBT Richmond reported that damage to a power substation knocked out power there from 5 to 10 a.m. on Friday. John Shreves, wwBT VP/GM, said the station had been working with CBS affiliates wbtv Charlotte,

N.C., and wscs-TV Charleston, S.C., to cover the storm.

WVIR-TV, an NBC affiliate in Charlottesville, Va., got a double wallop from the storm, losing power and experiencing flooding on three floors of the station. "We have backup generators, so we're doing fine," said Bob Jenkins, acting chief engineer. However, high winds knocked the station's mobile units out of commission early Friday morning. —JM,RT



illegitimate use of its cable franchising power...and an abuse of its authority over rights-of-way."

**Time Warner is leaning toward an appeal** of last week's decision by the U.S. Court of Appeals in Washington, D.C., upholding a slew of cable regulations contained in the 1992 Cable Act. Time Warner Cable was lead plaintiff in a 1993 suit filed against the FCC contending that a number of the act's provisions violate cable operators' First Amendment rights. Time Warner's challenge focused on rate regulation, set-aside channels for lease, public, education and government programming, and the program-access rule. "At this point, we're reviewing the decision," says Time Warner Cable spokesman Mike Luftman. "But it's not unlikely that we would appeal."

**Rysher Entertainment is expanding** its international division with the creation of pay-TV and research units to manage worldwide sales of Rysher's TV and theatrical product. Eri June Morino has been appointed director, international pay television; Christopher Jacquemin has been tapped as director, international research and sales control. Rysher's international division, headed by senior VP Meggan Kimberly, has grown from three staffers in 1993 to 25.

**Hurricane Fran netted** The Weather Channel a record rating on Thursday, Sept. 6., when it recorded a

3.5 in the overnight Nielsens. That breaks the network's previous record of a 2.9 for its Jan. 7 coverage of the Northeast blizzard.

**Brown Broadcasting Co. is close to finding a buyer for KKSF-FM and KDFC-AM-FM San Francisco.** "I continue to be amazed at what very intelligent people...are willing to pay for broadcast facilities," says Phil Melrose, president of Brown's radio division. When Brown opened its "controlled bidding process," 18 companies sought information and 12 ended up expressing an interest, Melrose says. That eventually boiled down to four or five. Evergreen Media Corp. was one of the early dozen, but Melrose declined to say who's in the final four or five. The winner will be determined in a matter of days, he says.

**The FCC Office of Engineering and Technology has scheduled an open meeting to discuss the agency's digital TV allotment plan.** The session is slated for Thursday, Sept. 26, 9:30 a.m.-noon, in room 856 of the commission's Washington headquarters, 1919 M Street, NW.

**Network radio's audience share improved 4.3% overall,** according to SRI's spring 1996 RADAR report released last Thursday. Among the top-three-rated networks, ABC Radio Networks' share increased from 47.8% to 48.4% of listeners 12-plus; Westwood One Radio Networks' share dropped from 36.5% to

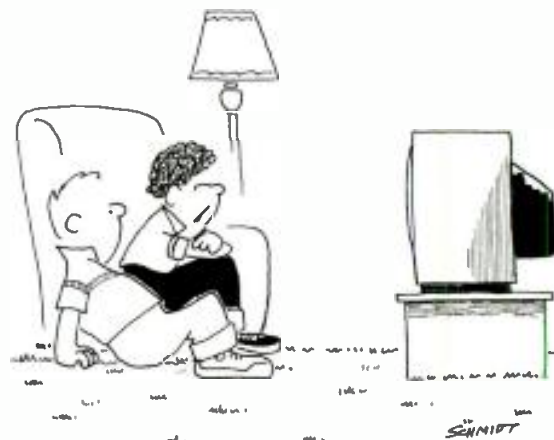
36.3%, and CBS Radio Networks' share dropped from 15.7% to 15.3%. ABC cinched nine of the top 10 network programs, and ABC Radio news correspondent Paul Harvey held fast to his usual top spot among network radio personalities.

**Donald Gips has been named chief of the FCC's International Bureau,** which regulates communications satellites. Gips has been acting chief since May. Other bureau appointments: Ruth Milkman, deputy chief; Karen Kornbluh, assistant chief, and John Stern and Thomas Boasberg, senior legal advisers.

**Ameritech Corp. and IBM will begin an ADSL modem trial** in Chicago next month among 200 Ameritech telephone customers who also are on the IBM Global Network. The six-month test will utilize modem equipment from Westell Technologies capable of transmission speeds up to 1.5 mbps.

**Time Warner Cable officially launches its high-speed cable modem service, Road Runner,** in the Akron and Canton, Ohio, metro areas this week. The service will be marketed to TW's 300,000 subs in the area for \$40 a month.

**US West Communications began a market trial of its TeleChoice OnLine cable modem service** in Omaha last week. Initially, the service will be available to approximately 15,000 households in western Omaha, where US West TeleChoice provides cable service to 13,700 customers. The high-speed cable modem service costs \$59.95 per month with a \$125 installation fee. US West TeleChoice subs can get the service for \$49.95. The price includes use of a LANcity modem, unlimited Internet access with Netscape's browser, e-mail, and access to a TeleChoice Web site of local information.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"They made us get a V chip—now I wish they'd give us an E chip."

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Incorporating The Fifth Estate TELEVISION Broadcasting

## One of a kind

The professions of broadcasting and journalism lost a stalwart last week. Edwin Hugh James, who served this magazine in a succession of posts for 42 years, and for 21 years was its executive editor, died in retirement in California. He had corresponded with this page to the last, always exhibiting his characteristic wit and flair, and occasionally—using one of the red pens with which we had sent him into retirement—reminding us that we had strayed from the style book he had made our bible. (The less reverent among us called it the King James version.)

Ed James was a great writer. His leads were works of art, and his stories defied improvement. Even his headlines were classic: old hands here still remember one he wrote for an interview with Jack Benny—"Stars Shine Best When Polished."

But it was on the editorial page that he excelled. He was, arguably, the best editorial writer this field has seen. He had a controlled indignation that illuminated his arguments and a passion for the First Amendment that led the way for an industry that hasn't always matched his fervor, then or now.

Ed James was more an inside editor than an outside one. He didn't shake every hand in the industry, but he read every word of his magazine. He shared with the late Eric Sevareid a combination of extraordinary good looks, Old World refinement and enormous shyness. He treasured Sevareid's confession—in the introduction to one of his books—that if he had his life to live over he would have used more that's and fewer which's.

Perhaps the greatest James legacy was the staff he trained so unforgivingly. His insistence on accuracy could be intimidating and his love of the language infectious. No reporter who spent five years under his tutelage will ever again use less when fewer is the right choice.

It is an honor to acknowledge this great journalist and courageous man. He gave the magazine backbone and class. The industry he fought for and we he left behind are forever fortunate that he spent his moment at our side.

## Save the apologies

NBC may have set a troubling precedent last month when sportscaster Bob Costas apologized for remarks about China's poor human-rights record and its athletes' prior—and documented—use of performance-enhancing drugs.

The network apologized for offending the Chinese, even though NBC stood by the accuracy of everything Costas said, which the network said had been verified. NBC explained it this way: "The apology was because they told us their feelings were hurt, and we wanted to make sure they were clear that that was not our intention."

Since when are television networks in the business of publicly apologizing for the sting of truth?

NBC, it is worth noting, has high hopes for its two new Pan-Asian channels, Hong Kong-based NBC Asia and CNBC Asia. And although the network denies any connection, the apology coincided with an agreement between NBC parent General Electric and state-owned China Telecom to build a network in China for electronic trading for banks and government bodies.

With less than 10 months before China takes control of Hong Kong, will Western media investors help the territory fight for freedom of the press or steer clear of insulting China in pursuit of future profit? China reportedly intends to charge all foreign financial news services that wish to operate in China and require all copy to pass muster with the official Xinhua news agency.

With many eying Asia as the next communications boom market, are Western-backed programming services ready to make such concessions?

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