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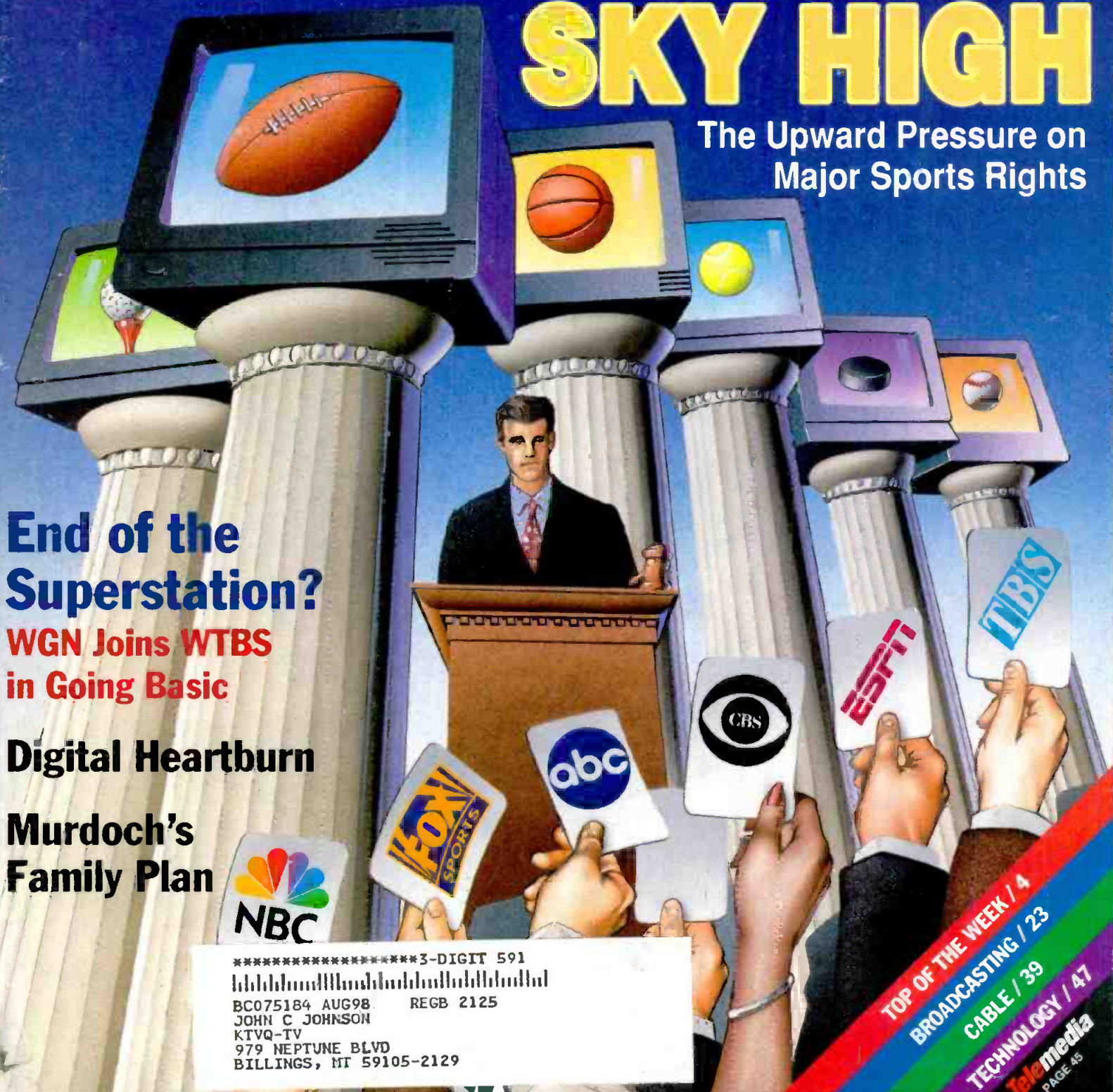
The Upward Pressure on Major Sports Rights

End of the Superstation?

WGN Joins WTBS in Going Basic

Digital Heartburn

Murdoch's Family Plan



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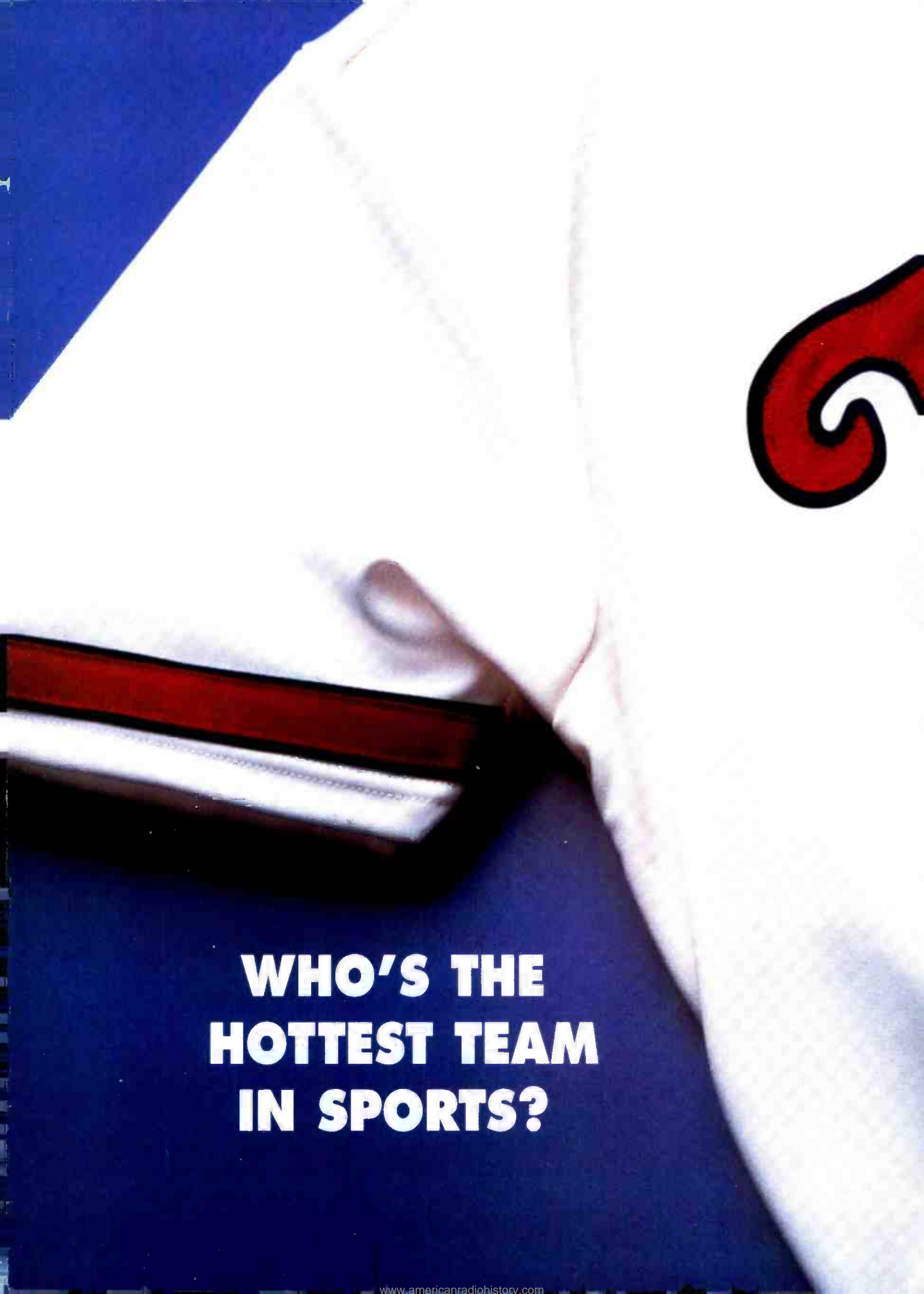
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**WHO'S THE
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Fast Track

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**Broadcasting
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April 28, 1997

TOP OF THE WEEK / 4



Senate Commerce Committee Chairman John McCain introduced legislation that would lift the broadcasting/newspaper cross-ownership ban. / 6

NAB scrambles to counter new fee threat The National Association of Broadcasters is gearing up to lobby against new digital TV spectrum fee proposals. Congressional budget negotiators are considering forcing broadcasters to make up any shortfall from analog TV spectrum auctions. / 4

Broadcasters worry about new signals Last week's list of digital TV assignments had several broadcasters worrying about a potential loss of viewership during the transition to digital TV. And others voiced continued concerns that their digital assignments did not come with enough transmitting power to compete. / 4

WGN-TV moving toward basic cable Tele-Communications Inc. and Tribune Broadcasting have been talking quietly about converting superstation WGN-TV Chicago to a basic cable network. TCI could gain a 50% stake in that operation. / 6

Rupert Murdoch/Family Channel deal nears Sources say News Corp.'s acquisition of 30% of International Family Entertainment (IFE) for an estimated \$350 million-\$400 million is essentially a done deal. / 9



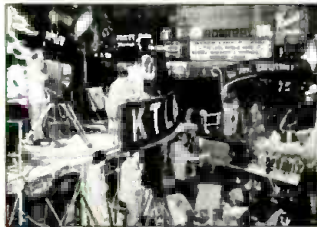
Daniel Kellison is named new executive producer of 'Vibe'. / 27

BROADCASTING / 23

Burke upped at ABC Steve Burke has been named president of broadcasting at ABC. The son of former Capital Cities/ABC CEO Dan Burke will report to ABC President Robert Iger. / 24

CBS makes morning moves CBS *This Morning* will see more changes beginning this week. The two-hour broadcast will place Jose Diaz-Balart in the field, while his former duties as co-anchor from 7 to 8 a.m. will be assumed by CBS *Morning News* co-anchor Cynthia Bow-

ers. Jane Robelot and Mark McEwen will also anchor. / 24



KTLA, the first commercially licensed TV station west of Chicago, will celebrate its 50th anniversary. / 26

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'Private Parts' deal shows increasing competition USA Network's successful \$7 million bid for the rights to Howard Stern's "Private Parts" exemplifies the intensifying competition for network movie rights among basic cable and Big Four broadcasters. / 39

TCI buys out Kearns-Tribune in \$627 million deal Tele-Communications Inc. Chairman John Malone bought out long-time ally Kearns-Tribune Corp. in a deal worth an estimated \$627 million. / 40



Larry King celebrates 40 years in broadcasting. / 42

Telemedia

CNN out in front as Web wars heat up CNN has lined up 70 broadcast affiliate stations for its Local Link program before CBS and ABC even enter the fray, and hopes to bring to the link all 450 CNN Newsource subscriber stations. / 46



Discovery Communications embarks on its own odyssey of content development with the launch of Planet Explorer Website this week. / 12

TECHNOLOGY / 47

CBS gains power in Detroit CBS Television Stations has received FCC approval to upgrade the signal of WWJ-TV Detroit, its ch. 62 O&O there. / 47

FCC awards digital assignments Commission officials last week issued their list of digital TV assignments, matching more than 1,900 NTSC channels with a digital counterpart for DTV broadcasting. / 48

TV Sports Rights



Cover illustration by Stephen Bauer

SPECIAL REPORT:

Price is up, but networks will pay

More money will change hands after the next round of TV rights negotiations between the National Football League and the television networks, but current players are likely to remain in the game, as networks have learned from CBS's loss to Fox of NFC broadcasts. / 14

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NAB scrambles to counter new fee threat

Budget negotiators want broadcasters to make up shortfall if analog auctions don't meet expectations

By Heather Fleming

WASHINGTON

The National Association of Broadcasters is gearing up its powerful lobbying machine in an attempt to defeat new digital TV spectrum fee proposals.

Just when broadcasters thought they had won the battle against paying for digital TV spectrum, congressional budget negotiators are considering forcing broadcasters to cough up money for their digital TV licenses if auctions of the analog TV spectrum don't generate enough money.

Under President Clinton's budget proposal, the analog TV spectrum would be auctioned in 2002 and returned to the FCC in 2006. If the auction does not raise \$14.8 billion—which the administration predicts—broadcasters would be forced to make up the difference through a spectrum fee.

White House and congressional budget negotiators are still hammering out the broader budgetary issues, but the NAB has called on the troops to rally against such a plan. The NAB last week issued a "broadcaster alert" calling on all TV broadcasters to lobby Capitol Hill against the proposed "TV tax."

Although the President's budget plan is unlikely to pass Congress as proposed, a 2002 auction and 2006 give-back could still be written into law at some point in the budget process this year. The problem for broadcasters is that for every shortfall in budget estimates, Congress must offset the loss with additional revenue. A broadcast spectrum fee would be an easy target if the analog spectrum auction were to come up short.

"The Clinton administration and Congress should remember the constituent backlash that occurred with passage of catastrophic health insurance coverage—with the elderly residents of Chicago beating on Dan Rostenkow-

ski's car—because the administration's proposal for an accelerated return of broadcasters' spectrum is going to outrage all of their constituents," says NBC Washington lobbyist Bob Okun.

The failure of recent spectrum auctions to meet congressional expectations is fueling concern about the analog spectrum auctions. An auction of more than 100 licenses for wireless communications services that was completed last Friday is expected to come up at least \$1.7 billion short of congressional estimates.

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) says the wireless auctions make the case that deciding to auction spectrum for budgetary reasons is "bad public policy." The administration's spectrum fee proposal was merely a "clever way to satisfy those scoring his budget." If the proposal were considered in the Commerce Committee, Tauzin predicted it would "go down in flames."



Eddie Fritts and his troops at NAB issued a 'broadcaster alert' last week about spectrum fee plans.

Yet Tauzin may have another digital spectrum fee plan up his sleeve. He will announce within the next few weeks a comprehensive plan to address public television's role, its funding and its problems with moving to digital. Although he did not disclose details, in the past few months Tauzin has suggested that one way of paying for public television would be to create a trust fund made up of spectrum fees from commercial broadcasters. In exchange, public TV would take on the commercial broadcasters' public interest responsibilities as they move to digital. ■

Digital doubts

Many broadcasters worry their new signal won't equal current coverage

By Chris McConnell

WASHINGTON

Some stations say their new digital channel just won't cut it.

Last week's list of digital TV assignments had several broadcasters worrying about a potential loss of viewership during the transition to digital TV. And others voiced continued concerns that their digital assignments did not come with enough transmitting power to compete.

"That, as a status quo, is completely unacceptable," says Sinclair Broadcast Group's Nat Ostroff. Ostroff's company and other UHF broadcasters had complained for months that the FCC was creating too much disparity between the permitted power levels of digital stations.

The commission responded earlier this month with power caps and power minimums for stations. But Ostroff says too much disparity still exists. He says 27% of his company's stations will be operating at the 50 kw minimum.

"That is exactly the situation we anticipated," Ostroff says. He says that the company plans to study the options for boosting the power in

The complete list of DTV assignments appears on pages 48-54

various markets. If those options are too few, the UHF broadcasters will ask the FCC to loosen its restrictions on interference to allow for increased power levels.

Ostroff adds that Sinclair is coordinating its effort with other UHF broadcasters. "We're not fooling around here," he says.

While the UHF broadcasters look for ways to boost their signal strength, some current VHF broadcasters will be looking for ways to extend the reach of their digital signals. The commission says its allotment table will enable more than 93% of the stations to reach at least 95% of their existing service areas with the digital channel during the transition period.

But more than 30 stations received channels the FCC says will cover less than 90% of their current service areas. Of those, eight have channels reaching less than 90% of their current viewers. One, KRNV(TV) Reno, received a channel the FCC says will cover only 59% of its service area.

"As it sits, it's devastating," says KRNV Vice President/GM Ralph Toddre. "I am extremely concerned," adds

The short end of the transmitter

Stations with predicted shortfalls in digital service area and population reach, compared with their existing signals:

Station	City	Service match by	
		population	area
KVOA(TV)	Tucson, Ariz.	84.2%	81.6%
KLEW-TV	Lewiston, Idaho	89.4%	84.2%
KTVN(TV)	Reno	84.5%	76.7%
KRNV(TV)	Reno	72.0%	59.4%
KOTI(TV)	Klamath Falls, Ore.	54.0%	79.6%
KPIC(TV)	Roseburg, Ore.	88.8%	85.9%
KSGI-TV	Cedar City, Utah	87.2%	89.0%
WHSV-TV	Harrisonburg, Va.	82.7%	76.1%

Fred Fickenwirth, station manager of KLEW-TV Lewiston, Idaho. The FCC predicts that KLEW-TV's new channel will reach 84% of the station's existing service area.

"Low VHF stations in mountain ranges are getting hammered," says Lawson Fox, president/GM of KTVN(TV) Reno. Fickenwirth says the switch to a 1 megawatt transmitter will add more than \$6,000 a month to KLEW-TV's power bill.

Fox also worries that the FCC is underestimating the reach of NTSC signals. He predicts that the viewership loss will be worse than the FCC table

shows. "It is truly a loss," he says.

But Fox and other broadcasters weren't pushing the panic button last week. KRNV's Toddre says the station hopes a new transmitter location will help fix the problem. And Fox hopes his station will be able to move back to its NTSC channel once the industry has completed its shift to digital TV.

An FCC official says that the commission hopes the fine-tuning in individual markets will enable broadcasters facing potential service-area losses to

improve their reach. Officials also note that the allotment table does not include any service-area additions that the digital signals might bring.

CBS's Rob Ross says his company will study options for its Los Angeles station, once it completes an analysis of the station's new channel. Like two other Los Angeles stations, KCBS-TV received a channel covering less than 85% of its existing service area. Ross, vice president of engineering and operations for CBS Television Stations, says the company wants to identify where and why the new channel will lose viewers. ■

DTV may bring bowties into fashion

By Glen Dickson
NEW YORK

Indoor bowtie-type antennas may provide good digital pictures for early adopters of digital TV sets, some broadcasters and consumer electronics manufacturers say.

Since cable's plans to carry DTV signals remain undefined, the best bet for viewing full HDTV pictures when major-market stations begin DTV broadcasts in 1998 is to receive the signals over the air. Homeowners who don't have a rooftop antenna, or don't want to erect one, may elect to use an indoor bowtie to receive DTV.

Unlike omnidirectional rabbit ears, bowtie antennas provide a degree of directionality and thus give better signal reception. Both, however, are inferior to directional rooftop antennas, particularly in fringe coverage areas that need to combat signal interference from other markets.

Bowtie antennas were first tested for HDTV reception during the ACATS field tests in 1994, in Charlotte, N.C.,

homes that already used rabbit ears. Consulting engineer Jules Cohen, head of the field test task force, says that bowties picked up good pictures as far as 26 miles from the transmitter, which was broadcasting at one-tenth the power that would normally be deployed for DTV. Cohen adds that some homes with unsatisfactory NTSC pictures from rabbit ears got good digital pictures from bowties.

WRAL-HD, the experimental DTV station run by CBS affiliate WRAL-TV Raleigh, N.C., is broadcasting DTV pictures to a 30-foot-high antenna (the antenna itself is four feet long) at a maximum radial horizon of 67 miles. The station now will begin testing DTV reception on indoor antennas.

"With a bowtie in a basement, that radial horizon may suck in [up] to 59 miles," says WRAL-HD Chief Engineer Tom Beauchamp.

Zenith spokesman John Taylor says that Zenith has done a lot of testing with indoor antennas: "Places that have a snowy, ghostly picture with analog signals will get a crystal-clear digital picture with a bowtie antenna." ■



Zenith plans to market this indoor antenna with digital television sets.

James McKinney, director of model HDTV station WHD-TV Washington, is skeptical about indoor antennas for DTV, although he admits that WHD-TV hasn't performed coverage tests yet.

Consumer convenience aside, McKinney questions the logic of using a bowtie for DTV: "You're going to pay \$3,000 for a TV set and try feeding it with a \$6 antenna?" ■

WGN-TV moving toward basic

Superstation is discussing plan that would have TCI owning 50%

By Price Colman

DENVER

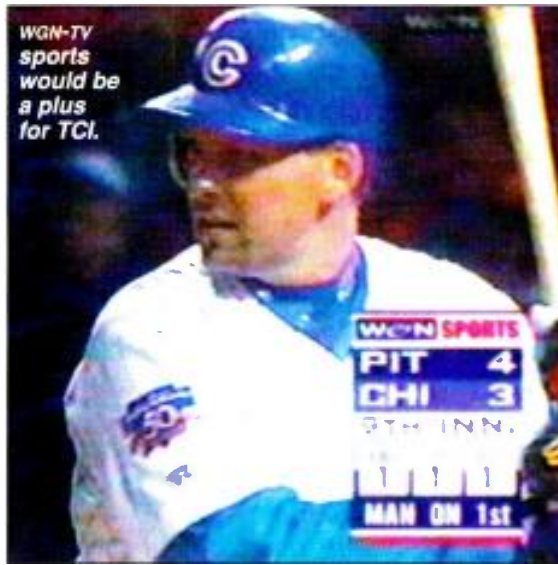
Tele-Communications Inc. and Tribune Broadcasting have been talking quietly for at least a year about converting superstation WGN-TV Chicago to a basic cable network, with TCI taking as much as a 50% stake in that operation.

"There have been some conversations that have been wide ranging, that have dealt with all sorts of possibilities, depending on what happens in the markets," said a source familiar with the talks. "The conversations have been somewhat sporadic recently. But there are some real good business reasons for something like this."

Current law restricts TCI from owning a television station in a market it serves, but does not prohibit it from owning cable networks. Thus, any deal between TCI and WGN-TV would encompass only the programming that WGN-TV offers to cable and DBS operators.

TCI and WGN-TV officials declined to comment, although TCI spokesman Bob Thomson did acknowledge that a deal with WGN-TV offers TCI certain benefits.

"Generally, the company obviously has an interest in superstations transitioning where possible into cable net-



work status," said Thomson. "It reduces our copyright payments substantially."

Under current copyright law, a cable operator must pay a certain percentage of basic cable revenue to the U.S. Copyright Office for distributing a broadcaster's signal outside that broadcaster's designated market area (DMA).

Chuck Kersch of Neidiger Tucker Bruner, a Denver financial services firm, sees additional benefits for TCI and WGN-TV. "TCI would bring to the table access to additional programming, including programming that they may have in one of the libraries from one of

the companies they've invested in," Kersch said. "TCI would also get revenue from all WGN subscribers, whether they're on DBS or cable. And by contributing programming, TCI can make it that much more attractive a service—exactly what Time Warner will do with WTBS."

In addition, teaming with a WGN-TV cable channel would enhance TCI's sports program offerings—WGN-TV carries numerous Chicago Cubs and White Sox baseball games and Bulls basketball games. Finally, such an arrangement would enable TCI to blunt widespread subscriber criticism that arose when the MSO dropped WGN-TV from many systems at the beginning of the year.

For WGN-TV, a deal with TCI would mean a substantial increase in distribution and a second revenue stream as copyright royalties are converted to affiliate fees. According to the Cable-television Advertising Bureau's "1997 Cable TV Facts" book, WGN-TV has about 49 million subscribers on cable and satellite.

"The deal makes sense from a number of angles," said Rick Westerman of UBS Securities. "But it may cause some interesting decisions with respect to allocations of assets in TCI Communications versus Liberty."

TCI subsidiary Liberty Media Corp. has been TCI's programming arm since Liberty was founded in 1990. But with TCI's recent decision to postpone plans for spinning Liberty into a separate publicly held company, it's unclear where an ownership stake in WGN-TV would go, should the deal happen.

A number of factors affect whether such a deal materializes. Time Warner Chairman Gerald Levin has vowed to make WTBS(TV) Atlanta a basic cable network on Jan. 1, 1998, even if ESPN and Liberty/Fox Sports—which own the basic cable rights to Major League Baseball—refuse to let WTBS air Atlanta Braves games. If WTBS converts first, it would open one distant-signal slot, allowing TCI to plug in WGN-TV for essentially no additional cost.

"What happens with WTBS is important," acknowledged a source familiar with the TCI/WGN-TV discussions. ■

McCain bill would end crossownership ban

WASHINGTON—Senate Commerce Committee Chairman John McCain (R-Ariz.) has introduced legislation that would lift the ban on ownership of a newspaper and either a radio or a TV station in the same market.

McCain called the crossownership rule "one of the most archaic provisions remaining in telecommunications law," saying it "dates from a day when there was a realistic fear that common control of both media in the same locale could result in the public's receiving only one point of view on important issues." But today, he contends, media diversity abounds.

Tribune Co. stands to reap major benefits from the legislation. The FCC last month denied Tribune's request for a permanent waiver of the crossownership rule to allow it to own both WFLA(TV) Miami and the *Fort Lauderdale Sun-Sentinel* as part of the commission's review of Tribune's acquisition of Renaissance.

Still, the bill faces a major obstacle: Senator Ernest Hollings (D-S.C.). He successfully led the battle against further relaxation of media ownership rules in the debate over the Telecommunications Act of 1996 and is sure to pitch a similar fight this time around.

—HF

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"Heidi-ho, Heidi-ho!
It's off to court we go!"



"I Woody, take thee
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I mean... my wife."



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1994
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1995
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Sky's future still cloudy

Ambitious DBS project makes little progress in overcoming regulatory problems

By Heather Fleming
WASHINGTON

Sky's journey toward a DBS service laden with local broadcast signals has encountered bumps every step of the way.

So far the proposed partnership of Rupert Murdoch's News Corp. and Charlie Ergen's EchoStar has made little progress, increasing doubts that it will fulfill its bold ambition to build a 500-channel service that will siphon millions of cable subscribers.

Sky's efforts toward copyright legislation that would affirm its right to include local signals as part of its service have been foiled. Sky promises to make most local signals available to 25%-30% of U.S. TV households at start-up late this year or early next, growing to 75%-80% by the end of 1998.

The DBS service has yet to secure permission from any broadcasters to retransmit their signals. And last week it found itself on the defensive at the FCC, when Senator Daniel Inouye (D-Hawaii) asked the FCC to deny the ASkyB/EchoStar merger.

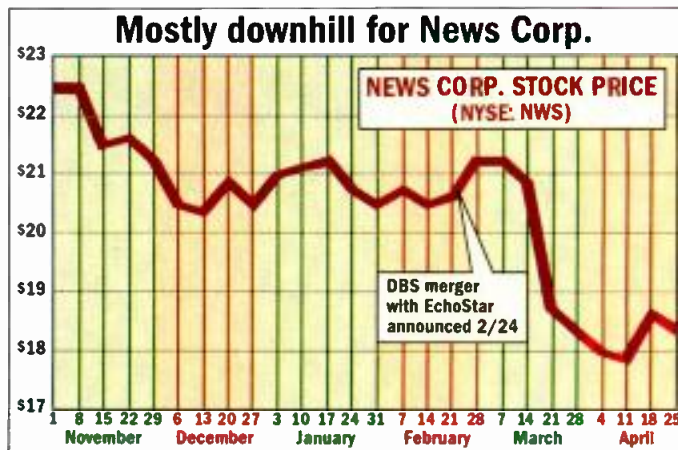
"My concerns about the proposed accumulation of 52 percent of the prime

DBS channels by a single entity are heightened in light of the broader media concentration issues," Inouye said in a letter to FCC Chairman Reed Hundt, in which he cited Murdoch's already extensive broadcast, cable and newspaper holdings. "I find this concentration of media power very troubling."

The House and Senate leadership soundly rebuffed Sky's initial efforts to push through favorable copyright legislation as a rider to an appropriations bill, leaving Sky to the traditional, and often slow-moving, legislative process.

The judiciary committees are waiting for a report from the U.S. Copyright Office on cable and satellite copyright licenses before moving any legislation. A preliminary report is expected in June.

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) said last week that he wants to



Source: Bloomberg

begin hearings on multichannel competition—including Sky's plans—in May. Senate Commerce Committee Chairman John McCain (R-Ariz.) said his committee will do the same.

Cable operators are doing their best to make sure the legislative process moves slowly. Demanding "regulatory parity," the National Cable Television Association wants any legislation giving Sky access to local broadcast signals to burden Sky with cablelike regulations.

In comments to be filed with the Copyright Office today, NCTA will argue that Sky should be required to carry all local broadcast signals (must carry), and to black out programs in imported broadcast signals for which local stations have exclusive rights. NCTA also believes Sky should be subject to the same ownership restrictions, public access and program access requirements as cable.

Many broadcasters say they are encouraged by Sky's goal of preserving broadcasters' exclusivity and universal circulation within each market. But they are concerned about the erosion of local station viewership and the distribution of out-of-market signals in satellite TV homes.

Many are also wary of partnering with Murdoch. "The reluctance is based on all the unknowns about the Sky deal," says one major group president. "Underlying a lot of the skepticism is the fact that we're not dealing with a neutral entity. And people don't like the fact that [Fox] has gotten breaks that they haven't."

Wall Street has been penalizing

Higgins to head cable coverage for B&C

John Higgins, for eight years the financial editor of *Multichannel News* in New York, joins BROADCASTING & CABLE today (April 28) in New York as assistant managing editor for cable. He will continue to operate in his specialty—covering the deals, operations and financial performance of cable operators, programmers and equipment vendors—and in addition will be responsible for supervising B&C's overall cable reporting.

BROADCASTING & CABLE has dramatically expanded its coverage of the cable industry over the past 12 months and plans another quantum leap in the next year. In his new post, Higgins will manage the magazine's expanding coverage while continuing to pursue a hands-on reporting role. He will also contribute to CABLEDAY, B&C's five-times-weekly cable newsletter distributed by fax.

Higgins began his journalistic career as a police reporter for the *Milwaukee Sentinel* from 1983 to 1988. From 1986 to 1988 he was a business reporter at the *Miami Review*, covering real estate, banking and white-collar crime. From 1988 to 1989 he was a senior analyst at Audit Investments, a money management firm specializing in real estate and troubled companies.



News Corp. and EchoStar on two counts: doubts about how the partners will finance the venture past the start-up phase and how it will compete with cable and other satellite operators.

"For me the bottom line is not regulatory hurdles. Ultimately they will persuade legislators that Sky will bring competition," says Doug Shapiro, an analyst at Deutsche Morgan Grenfell. "But there are countless precedents that show Rupert is willing to drive the business into the ground."

If Murdoch wants out of the deal, now's the time. So far, his investment

in Sky has been mostly in time and energy. But that could change after May 1. Under the agreement, after that date EchoStar has the right to sell News Corp. \$200 million in stock and to demand a \$200 million loan from News Corp. if EchoStar runs out of cash.

"EchoStar will do anything to make this work," Marc Crossman of Rauscher Pierce Refines says. "But if News Corp. doesn't want to do the deal, the deal doesn't get done." ■

Paige Albiniak and Cynthia Littleton contributed to this story

Pittsburgh deal benefits Paxson, WQED

Lowell W. "Bud" Paxson gets a TV outlet in Pittsburgh and public broadcaster WQED(TV) there gets half of \$35 million to keep itself afloat under a "revolutionary" deal announced last Friday, according to broker Dick Foreman of Richard A. Foreman Associates.

The deal also is a complicated one. The arrangement calls for WQED Pittsburgh, the parent of WQED ch. 13 and WOEX(TV) ch. 16, to swap WOEX's noncommercial license for the commercial license of ch. 40 WPCB-TV Greensburg, Pa./Pittsburgh, which is owned by Cornerstone Television Inc. Cornerstone then will move its religious programming—and its WPCB-TV call letters—to ch. 16. Paxson will pay \$35 million for the license and most of the assets of ch. 40, with new call letters to be decided, Paxson says. WQED and Cornerstone have agreed to split the \$35 million.

That's "a very high price for Pittsburgh for a UHF" says Paxson, chairman of West Palm Beach, Fla.-based Paxson Communications Corp. But "I wanted Pittsburgh" to fill a major gap in his inTV infomercial network holdings, he says. Pittsburgh is the nation's 19th-largest TV market.

At WQED, "this will solve our problems and points us toward the future," company president George Miles says. The proceeds will be used to pay off about \$9 million in debt and to establish a community programming fund.

"With digital coming, [the loss of WOEX] is probably a blessing for us," Miles says. WOEX's most popular programming will be used to boost WQED's programming day from 18 to 24 hours. And WQED will supply three hours of children's and two hours of public affairs programming a week to Paxson, Miles says.

The FCC last July nixed WQED's plan to raise money by converting WOEX's license to a commercial one. FCC approval of this deal is expected because the commission cited the plan as a backup when it denied the earlier request. —EAR

All in family for Murdoch

Deal to acquire International Family Entertainment for \$350 million—\$400 million all but done

By Price Colman

DENVER

News Corp.'s acquisition of 30% of International Family Entertainment (IFE) for an estimated \$350 million—\$400 million is essentially a done deal, sources familiar with the situation say.

The two-step transaction calls for Tele-Communications Inc. subsidiary Liberty Media Corp. to sell its 9.7 million shares—about 20%—in IFE (NYSE: FAM) to News Corp. and for News Corp. to acquire an additional 4.2 million shares—about 10%—from Regent University.

A third step that is apparently a clause in the purchase contract would permit Rupert Murdoch's News Corp. to acquire voting control of IFE from founder M.G. "Pat" Robertson at some later date.

IFE officials declined to comment.

Murdoch reportedly has been trying to consummate a deal with Robertson for months, but until recently the negotiations had bogged down over the control issue. It was unclear at press time what had changed Robertson's mind about relinquishing control. But with announcement of the deal apparently imminent, other problems may be about to surface that could endanger the deal.

One analyst who asked not to be identified says the deal appears to be a good one for News Corp., Liberty and IFE but suggests that other shareholders may be less pleased.

"It may trigger class-action lawsuits in terms of not being fiduciarily responsible," says the analyst. "That's why



[IFE] stock is selling. They're taking care of business, but it's only their [own] business."

Various companies owned or controlled by Mario Gabelli and Gordon Crawford's Capital Research are among the larger outside shareholders in IFE. Officials at those investment companies did not return phone calls.

On the plus side, the deal would give IFE and News Corp. something they each want. For IFE it would mean potentially greater distribution for its key asset, The Family Channel cable network, which already reaches about 67 million U.S. cable subs.

Murdoch's planned launch of Sky DBS service next year could add millions of new subscribers by early in the next century. Moreover, News Corp.'s international DBS services, including BSkyB, could further boost Family Channel's subscriber base.

For News Corp., Family Channel could be a carriage vehicle for the Fox Kids cable network. In addition, IFE's MTM Entertainment division, a television production and distribution company, could supply programming to News Corp. for its various distribution services, including Fox Network and domestic and international DBS services. ■

The masters of disaster

Waterlogged broadcasters maintain the flow of information

By Donna Petrozello

NEW YORK

WDAZ-TV's Terry Dulum got a standing ovation from shoppers and sales clerks in a Wal-Mart store last week.

The Grand Forks, N.D., feature reporter was one of dozens of reporters, producers, news crews and anchors helping to keep the station on the air over the past 10 days as the flooded Red River wreaked havoc on the area.

The ABC affiliate replaced most of its regular programming with breaking news, reports from the Federal Emergency Management Agency (FEMA) and video of the devastation. From its helicopter, WDAZ-TV served as the local pool photographer for broadcasters during President Clinton's visit to Grand Forks April 22.

WDAZ-TV also reserved airtime for anchors to read messages called in from friends, families and business owners trying to determine the whereabouts of others.

"This is seat-of-your-pants journalism," says WDAZ-TV's news director, Mike Brue. "We've done some pretty unorthodox things as broadcasters in this market, but I've never encountered such an overwhelming appreciation for staying on the air. People were hugging me and crying, saying WDAZ was a link to their city and their lives."

The floods began April 18, rendering most broadcast facilities inoperable and leaving TV stations without the means to beam signals via microwave links to larger bureaus. The floods ruined equipment, forced studios to close and made travel nearly impossible.

News/talk KNOX(AM) was also able to broadcast throughout the crisis despite citywide evacuations. KNOX studios were spared significant water damage, and the station set up an alternative broadcast site at an emergency center at the University of North Dakota. KNOX covered news from the center and from press conferences. Reporters armed with cellular phones also called in news from remote sites.



"This has been an experience that builds character," says KNOX General Manager Jerry Gutensohn.

Like local TV stations, KNOX suspended its syndicated broadcasts from Paul Harvey, Bruce Williams and G. Gordon Liddy, although it maintained top-of-the-hour newscasts from ABC Radio Networks. Harvey's segments were reinstated late last week.

The staff of NBC affiliate KVLV-TV's Grand Forks bureau was evacuated on April 19 at 5 a.m., but the station remained on the air four hours longer by using a microwave truck linked to the microwave transmitter inside the building. But by 9 a.m. floods had washed out that link.

NBC and NBC affiliate KARE-TV Minneapolis offered KVLV-TV use of a microwave truck later that afternoon, enabling the station to broadcast nightly news and newsfeeds from Grand Forks to the KVLV-TV head bureau in Fargo. Last Wednesday, the station rented a Conus satellite truck. It has beamed its signal to Fargo via satellite ever since.

KVLV-TV used its signal to reach out to residents and broadcasters from Fargo to Minneapolis and beyond. With a 13-hour telethon April 19 in conjunction with five other Grand Forks-area broadcasters, the station raised \$1.2 million for Grand Forks relief. Other North Dakota broadcasters involved were KFVR-TV and KFVR(AM), both Bismarck; KMOT-TV Minot; KUMV-TV Williston, and KQCD-TV Dickinson.

In Minneapolis-St. Paul, nearly all of the area's commercial and public radio

stations issued an appeal for area relief in a joint broadcast from the Minneapolis Target Center sports arena. The effort raised \$70,000 in one morning, along with truckloads of clothes, cleaning supplies and other household goods.

"To my knowledge, this is the largest event coordinated by Twin Cities broadcasters to benefit disaster relief," says Jim du Bois, president of the Minnesota Broadcasters' Association.

CBS affiliate KXJB-TV Grand Forks had not yet fully recovered from ice storms earlier in the month, which knocked over the station's tower. The tower was still down when the floods came, but KXJB-TV used a fiber-optic link with local cable companies to transmit to most of the community.

Through microwave links to outlying cable companies, KXJB-TV was able to cover the entire Grand Forks metro area, says KXJB-TV engineer Ron Barr. KXJB-TV also used a microwave link to Fargo provided by public broadcaster KGFE-TV Grand Forks, although flood damage took the microwave signal off the air April 19. The signal had not been restored as of late last week, Barr says. Through a wireless cable company in Grand Forks, KXJB-TV has transmitted to cable systems in Fargo, Morehead, and other North Dakota cities.

"It's been one battle after another to try to get past this," Barr says.

The disaster exposed news teams, engineers and producers to extreme stress. Most of WDAZ's 50 employees were given the option to nestle in their offices and station confines for the duration or to leave Grand Forks until mandatory evacuation orders were lifted.

Brue says most employees stayed, enduring up to 48 hours without sleep and more than seven days without showers or running water.

Photographers and reporters traveled by boat, helicopter and federal emergency vehicles to shoot and cover news in otherwise inaccessible sites. Steve Wennbloom, KXJB-TV assignment editor, says reporters risked their lives to get stories from residents who holed up in their homes and refused to evacuate. ■

AP Wide World Photos

Closed Circuit

NEW YORK

Fox stands tall

Fox has come a long way in the eyes of the NFL over the past decade. In 1987 the then-fledgling network was prepared to pay big dollars to become an NFL rights-holder, only to be rebuffed by the league as not yet ready for prime time, or Sunday afternoons. But last week, Denver Broncos owner Pat Bowlen, who heads the league's TV contracts negotiating committee, had the highest praise for Fox's first three seasons of NFL coverage. "My personal opinion is Fox has really raised the level of production," he told B&C, adding that the other incumbents "have responded" with improvements as well.

WASHINGTON

Station building

Perhaps taking a hint from WB Network executives' strategy of gaining affiliates by buying or building them, United Television Chairman John C. Siegel has applied for a permit to build a TV station in Billings, Mont. The station would be on ch. 14, according to documents filed March 31 with the FCC. United Paramount Network attorney Marvin J. Diamond says he doesn't know Siegel's motives for applying to build the station, but "he certainly would consider" making such a station a UPN affiliate. UPN is 50% owned by Chris Craft Industries BHC Communications which in turn owns 59% of United Television. (Siegel also is senior VP of Chris Craft.) Siegel is awaiting word on his application last year to build a TV station in Des Moines, Iowa. Diamond says, Siegel could not be reached for comment.

All-star tribute

Organizers are lining up big names for FCC Commissioner James Quello's April 30 anniversary party (he has been with the commission 23 years). Lawmakers and industry leaders will be wishing the commissioner well in a video being assembled for the event. Among those

participating: Rupert Murdoch, Robert Wright, Representative John Dingell (D-Mich.) and Senator Ted Stevens (R-Alaska). Organizers last week moved the event to Washington's Omni Shoreham to make room for an expected crowd of 1,000.

PBS could run educational DTV multiplex

PBs may use the multichannel capabilities of DTV to target educational programming at different age groups. Cliff Anderson, director of engineering for experimental PBS DTV station KCTS-HD Seattle, says PBS might run one SDTV "subchannel" for a general audience along with a multiplex of educational programming: for preschool, K-12 and adults. PBS could still opt for HDTV in prime time. Anderson says that PBS wants to place DTV decoders in schools to receive interlaced digital programming. He adds that PBS could send one SDTV channel in progressive scan and target it at computer reception.

HOLLYWOOD

Summer moves

As always reluctant to hang out the "Gone Fishin'" sign for the summer, Fox is expected this week to announce some programming plans for the post-1996-97 season. Likely to continue with original episodes is *Pacific Palisades*, now that Fox has announced a 13-episode pickup for the Aaron Spelling drama. Other original series are expected to debut in the next few months, with medieval action drama *Roar* a possible contender.

Live or Memorex

The *Rosie O'Donnell Show* switched to an afternoon taping schedule earlier this month, meaning the show is no longer sent out live at 10 a.m. in New York and other East Coast markets. Among other benefits, the 2 p.m. taping schedule is easier on the many working mothers on the production staff—star included—but no decision has been made about whether to make the change permanent.

Some sitcoms await pickups

'Naked Truth,' 'Ink' among them

By Lynette Rice

HOLLYWOOD

Pickups for freshman hits like NBC's *Suddenly Susan* and ABC's *Spin City* were no-brainers, but at press time the fate of other high-profile sitcoms remained in limbo.

Fall schedules will be revealed to advertisers in mid-May, but renewals for at least four shows with big stars have yet to be announced. NBC's *The Naked Truth* is not yet a must-renew, despite a respectable 16.8 Nielsen rating/27 share.

If the Brillstein-Grey comedy is picked up for a second season, sources say it may return without executive producers John Riggi and Maya Forbes. The production company has reportedly been shopping for a new show runner, with Nell Scovell—creator of ABC's *Sabrina the Teenage Witch*—among the candidates. Brillstein-Grey declined comment.

Also up for possible changes if renewed is NBC's *Men Behaving Badly*, the Wednesday night comedy that has averaged a 7.9/12. Rumors of cast changes persist, and executive producer Steve Levitan will likely head back to *Just Shoot Me*, the NBC comedy he created. John Bowman—whose Warner Bros. pilot for NBC starring Dan Cortese is off the development schedule—is a candidate (and possibly front-runner) for Levitan's job, a source close to the show says.

At CBS, *Ink* (9.6/15) remains the only comedy on the network's successful Monday night lineup that hasn't been renewed. A source close to the DreamWorks sitcom says chances are good for a second season, although minor changes to the writing staff are likely now that co-producer Marc Flanagan will take over *Murphy Brown* next fall. CBS declined comment.

Sources say ABC's *Arsenio* (8.6/14) will likely return with a revamped story line and a new executive producer now that Tim O'Donnell—who replaced David Rosenthal earlier this season—is not expected to return. ■

Radio vice chair race is main NAB election drama

Three-way contest will be decided at association's June joint board meeting

By Heather Fleming

WASHINGTON

With virtually all the top slots on the National Association of Broadcasters board already decided for next year, the competition has shifted to the race for radio board vice chairman.

The candidates for TV board chairman and vice chairman and radio board chairman are running unopposed, but three board members are vying for the radio vice chairman slot: Martha Dudman, William McElveen and Michael McDougald. The vote will be held in June at the next joint board meeting in Washington.

The absence of any real controversy has shifted the focus to personalities and qualifications.

Dudman, president/GM of WDEA



McElveen



McDougald



Dudman

(AM)-WWMJ(FM) Ellsworth/WEZQ(FM) Bangor, both Maine, hopes to be the first woman board officer since Margo Cobb, of WLBY-TV Bangor, served as vice chairman of the TV board in 1987-89.

"Small broadcasters are still the best story of the NAB," Dudman said in explaining her reason for running. "I concretely illustrate what the majority of broadcasters are up against." A lot of what the government hears about the broadcast industry is the "huge multimil-

lion-dollar deals," but much of the industry, including her station group, is "local—very-small-potatoes kind of broadcasting," she said.

Dudman, who is in her first term on the board, is president of the Maine Association of Broadcasters and a member of NAB's Small/Medium

Market Committee.

McElveen, president/general manager of WTCB(FM) Orangeburg, S.C., and WOMG(FM)-WISW(AM) Columbia, S.C., said in a letter to board members that he has been "in training" for the position for 10 years. McElveen has served on numerous NAB committees and has been a primary fund-raiser for TARPAC—the NAB's political action committee—since 1988.

"There's not a single member of the

NAB opposes competitors, Minow for public interest panel

WASHINGTON—The computer industry and other broadcast competitors have no place in deciding broadcasters' digital TV public interest responsibilities, the National Association of Broadcasters told the White House last week.

Broadcasters and the White House are at odds over the makeup of a 15-member commission the administration convened to recommend public interest responsibilities for broadcasters' digital TV channels.

"Broadcasters recognize that a number of groups have legitimate interest in the panel, including public interest advocates and government regulators," NAB President Eddie Fritts said in a letter to Vice President Gore. "But we will protest vigorously the inclusion of computer industry representatives and other outright competitors on such a body—who would face an unhealthy temptation to advance their own economic interest at the expense of the public interest."

Fritts also complained about the possible participation of former FCC chairman Newton Minow—frequently mentioned to chair the commission. Fritts cited a recent speech in which Minow said digital TV licenses should be conditioned on a broadcaster's "commitment to provide free time and not sell time," and said that it would be "an abuse of process if [Minow] were to assume the chairmanship of

a supposedly impartial commission."

National Telecommunications and Information Administration head Larry Irving—who will serve as the commission's secretary—responded in a letter: "Persons from the broadcasting, computer, and other industries will be considered because increasingly convergence of technologies among these industries redefines services and who is offering them." He also said that "no decision has been made as to any member of the committee or its chairperson."

Media Access Project President Andy Schwartzman said he was "appalled at the insults directed at Newton Minow, who is a distinguished American and who has been dedicated to public service throughout his career." Schwartzman said the NAB shouldn't regard the computer industry as competitors, but as customers. Finally, he said that "if the implication of the letter is that the computer industry will be self-serving and have no regard for the public interest, but the broadcasters will not be self-serving and will have adequate regard for the public interest, then the NAB has turned over a new leaf."

Center for Media Education Executive Director Jeff Chester added: "The NAB and Eddie Fritts really epitomize greed. The broadcasters are truly afraid of any serious public interest obligations." —HF

board who wouldn't be a good candidate," McElveen said, but it boils down to "how much time and experience [a candidate] has working within the structure of the NAB." He is serving his third term on the board.

McDougald, president/GM of WRGA(AM)-WQTU(FM) Rome, Ga., says that as he enters his 51st year of "active day-to-day broadcasting," he wants to give something back to the industry: "Radio has been good to me, and perhaps I could give something back by sharing the experience I've had in working in every size market in America."

McDougald was inducted into the Georgia Association of Broadcasters' Hall of Fame in 1996, and won two NAB Marconi Awards last fall: one for personality of the year and the other for small-market radio station of the year (for WRGA).

Howard Anderson, president/owner

of KHWY Inc.—owner of radio stations in California and Hawaii—is running unopposed for chairman of the radio board. He currently is vice chairman of the radio board.

On the TV side, there appears to be no contest. James Babb, vice president, industry relations of LIN Television, is running unchallenged for a second term as TV board chairman. Dennis FitzSimons, Tribune Broadcasting's executive vice president, is up for vice chairman. Babb and other board members asked FitzSimons to run for the post.

FitzSimons is a former board member of the Association of Independent Television Stations (now the Association of Local Television Stations [ALTV]) and the Television Bureau of Advertising. Tribune still has board representation on ALTV, with WPX(TV) vice president/general coun-

sel New York's Michael Eigner, serving as chairman.

Tribune traditionally takes an aggressive stance on further relaxation of broadcast ownership rules. At the NAB board meeting in January, FitzSimons offered a resolution calling for the FCC to lift its duopoly restrictions and to continue to permit local marketing agreements.

It also has a lot at stake concerning whether the newspaper/TV crossownership ban is lifted. Reviewing Tribune's acquisition of Renaissance, the FCC last month denied Tribune's request for a permanent waiver of the crossownership rule to allow it to own both WQZL(TV) Miami and the *Fort Lauderdale Sun-Sentinel*.

Radio board chairman Richard Ferguson will move over to the top slot as joint board chairman. Ferguson is president of NewCity Communications. ■

Sky's the limit?

Senator Daniel Inouye (D-Hawaii) is worried about the size of News Corp. In an April 16 letter to FCC Chairman Reed Hundt, Inouye urged the FCC to reject Sky's bid to use the DBS license now held by MCI. "Should the proposed merger proceed, News Corporation would control a television network; 28 television stations; 24 radio stations; a major movie studio; a major book publisher; the *New York Post*, *TV Guide*, nine regional cable sports networks, a number of cable television channels,

including FX and the Fox News Channel, and a national DBS operation that would control a majority of the prime DBS slots in the U.S.," Inouye said in his letter. "I find this concentration of media power very troubling."

Inouye cited the FCC's decision last year to restrict companies from controlling DBS channels at more than one orbital location covering the full continental United States. That rule applied only to the FCC's auction of reclaimed DBS channels, but Inouye said the FCC should retain the restriction. "Clearly the markets for the delivery of video programming remain as highly concentrated today as they were one year ago," Inouye said. "If the ASkyB/EchoStar merger is allowed to proceed, the combined entity will control 50 of the 96 full-CONUS DBS channels, or 52 percent of the prime orbital locations, and 107 of the 256 total DBS channels."

Wireless spectrum auction falling short

FCC predictions of a revenue shortfall in the wireless communications services spectrum auction are proving accurate. Early last week, the spectrum—which had been expected to raise more than \$1 billion—had attracted only \$13.5 million in bids. In February, then—Wireless Telecommunications Bureau Chief Michele Farquhar wrote Congress to voice concerns that the spectrum would not prove as lucrative as origi-

nally thought. FCC Chairman Reed Hundt this month was blaming part of the shortfall on timing. "Bidders need a reasonable time to develop their business plans for new competitive communications and to access capital," Hundt said in a letter to Senator Pete Domenici (R-N.M.). Hundt said bidders had less than six months to prepare for the auction.

NAB President Eddie Fritts cited the low returns this month in urging lawmakers not to lock in 2006 as the date for reclaiming analog spectrum. "Clearly, spectrum auctions have reached the point of diminishing returns," Fritts said.

Seventy-two percent of Americans do not think paid advertising for political candidates has made them more informed voters, according to a new survey from Promax International. The association's survey also found that 61% of those polled do not support proposals to force broadcasters to give free airtime to candidates.

Washington Watch

Edited by Chris McConnell and Heather Fleming

N.Y. construction permit challenged

The FCC is asking Monticello Mountaintop Broadcasting to show why the company's construction permit for WJUX(FM) Monticello, N.Y., should not be revoked. The commission this month said it will schedule a hearing to determine whether the broadcaster violated FCC rules requiring licenseholders to maintain a "main studio" in the communities they serve. The FCC also said statements by the broadcaster that it was complying with the rule appeared to conflict with the findings of an FCC field engineer who visited the station. The commission said it will review whether WJUX misrepresented facts concerning the station's operation to the FCC.

GOING ONCE, TWICE...

Bidding by TV nets for NFL, NBA and other big-league sports rights could be fierce

By Steve McClellan

The upcoming TV rights negotiations between the National Football League and the television networks will favor the incumbents more than in previous years. Current rights holders—Fox, ABC, NBC, ESPN and TNT—will pay more to avoid the experience of CBS in 1993 when the network lost rights to the National Football Conference to Fox.

Insiders say formal talks on the NFL TV deals (for

seasons 1998 and beyond) will start in late summer and probably finish by year's end, after the incumbents' negotiating window expires on Oct. 1. Because there are more networks interested in acquiring rights than there are packages, just about everyone involved expects hefty increases on both the broadcast and the cable sides.

It's a big year for rights negotiations.

Packages for two of the crown jewels—the NFL and the National Basketball Association—are set to expire after one more season.

The timing on the NBA talks isn't as clear as it is for the NFL talks; roundball negotiations may heat up after the football deals are made.

But the NBA surprised everyone last time, when it came to terms with incumbents NBC and Turner Broadcasting System about a year earlier than expected. Increases are expected for the next cycle because of interest from CBS on the broadcast side and from ESPN and Fox Sports on the cable side.

"The words 'negotiation' and 'NFL' probably shouldn't be used in the same sentence," CBS Sports President Sean McManus told reporters a few months ago at a press conference in Los Angeles—a bold coup from someone looking to get back into the business of airing NFL games.

But McManus's comment sums up how network negotiators feel about the NFL's tactics



when it comes to renewing rights packages. "Sean said it best," an executive at a competing network says. "The way it works is, the NFL goes to the incumbents and says: 'OK, this is the number we're looking for, for you to keep your package. Do you want to pay?'"

The numbers last time were driven by Fox's desire to raise its profile and distribution through football. The network won the National Football Conference package by nearly doubling—to \$395 million a year—what CBS had been paying. And Fox's viewer awareness and distribution rose when New World stations defected from CBS.

Yet sources say Fox's losses from football are staggering; they estimate that the network is losing \$100 million—\$150 million a year on the package, or \$400 million—\$600 million overall.

Will CBS try to play the Fox role this time around? McManus told BROADCASTING & CABLE last week that the problem with that scenario is that "the stakes have gotten so much higher. I'm not sure we could justify the kind of increase Fox justified last time." There's a limit, he said, on the losses a network can sustain for any one rights property, even the NFL.

Nevertheless, McManus said CBS will pursue a bid with "enthusiasm and excitement. It's going to be a very scientific and mathematical evaluation. We'll decide what our limit is"—and if the numbers rise beyond that limit, "we'll continue to live without NFL football."

Incumbents, which have the right of first refusal, clearly have a negotiating advantage over outsiders. There's been speculation that, in addition to the NFC, CBS will target the Monday night package, which ABC renewed for just a 3% hike last time. Or they might go after NBC's AFC package. McManus says only that "We're going after all three pretty aggressively."

Of course, NBC and ABC officials say they don't intend to give up NFL football. Observers note that *Monday Night Football* is one of the few bright spots on a bleak ABC prime time schedule, and that NBC appears determined to retain the NFL as a "big event" sports package with which to promote the rest of its schedule. And sources say all football packages except Fox's operate "in the black." Indeed, McManus didn't over-hype CBS's chances. "We're certainly man-



Bill Baptist/NBA Photos

aging our expectations," he said.

On the cable side, incumbents ESPN and Turner may have expressed interest in acquiring the entire cable package. Both reportedly make money from their packages when subscriber fees are factored in. And Fox also has let it be known that it's crunching numbers for a possible run at a cable package.

At Turner Sports, senior vice president of programming Kevin O'Malley says Turner will be prepared to bid the whole cable package if that's the format the league offers. But he also says the league has indicated that it's happy with the dual-network setup, as well as with the performance of both cable networks.

What is unlikely, however, is the creation of new NFL rights packages. NFL Commissioner Paul Tagliabue has said several times that that would be "very unlikely," because to do so would dilute the value of the packages. The league is considering expanding the regular season to 18 games, however, while shrinking the preseason to two games beginning with the first year of the new TV deal. That would drive package prices even higher.

NBA and incumbent-broadcaster sources say those partners are making money and are content with one another. Indeed, the league's comfort level with its partners meant as much as the money in the last rights go-round—ESPN is said to have offered a higher

\$4.7 billion in ads eases pain of rights

TV networks pay plenty for the rights to big-league sports, but they also receive plenty from advertisers that want the attention of sports fans.

Advertisers last year spent \$4.7 billion on national sports, according to Competitive Media Reporting. The National Football League (ABC, NBC, Fox, ESPN, TNT) attracted the largest share: \$1.3 billion. The next three largest recipients were: the summer Olympics in Atlanta (NBC), \$740.7 million; the National Basketball Association (NBC, TNT, TBS), \$495 million, and Major League Baseball (NBC, Fox, ESPN), \$400 million.

The Big Three networks took in a total of \$2.6 billion in sports-related revenue, according to the Broadcast Financial Management Association. Driven by the Atlanta Olympics, BFMA says, sports at the Big Three posted a 44% gain over 1995, more than any other programming category.

Sources say that Fox generated close to \$600 million for its coverage of the NFL, MLB and the National Hockey League, bringing the four-network sports total to roughly \$3.2 billion. —HAJ

price for the cable package that was retained by Turner.

McManus confirmed CBS's interest in the NBA. "It's an unbelievably attractive package," he said. "It would take some adjusting to our overall program schedule, including prime time, but if we had to lose some events we'd consider that in the overall desire to add the NBA to our schedule."

Sources say ESPN will bid on the cable NBA package again; Fox may bid for a cable package as well. But Turner is determined to keep its package, says O'Malley. "The NBA has been terrific for us," he adds, noting that Turner's involvement has enabled the league to televise every play-off game nationally. ■

TV Rights Buy Fewer Viewers

Cable, DBS, PPV, Internet siphon viewers from sports programming

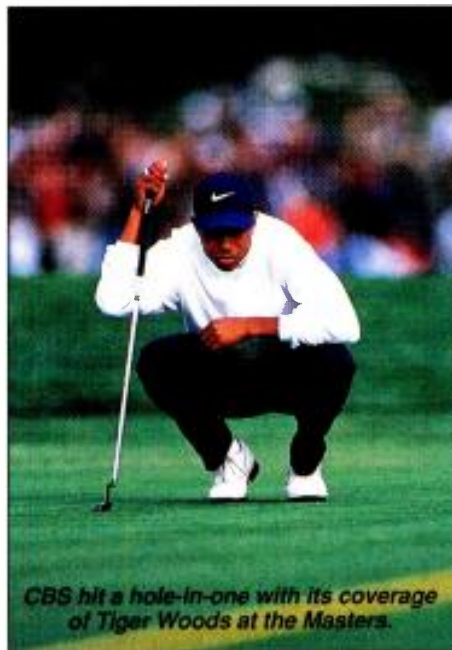
By Joe Schlosser

Tiger Woods won the coveted green jacket two weeks ago at the Masters and broke some TV records in the process. He won for CBS Sports its highest rating in more than 20 years for a single golf tournament broadcast: in viewers, it was the most watched golf telecast ever. If Woods can keep up his game, the sport's ratings are expected to rise to inconceivable levels.

Although golf may prosper from Woods's drawing power, almost every other major sport is hurting where it counts—in the ratings. The National Football League, National Basketball Association, National Hockey League, Major League Baseball, horse racing, the majority of auto racing events and professional tennis have steadily declined in viewership.

Some top programmers say that the ratings are not down but that Nielsen's numbers are inaccurate. Most sports programmers concede the downward trend, however, and are looking for ways to reverse it.

It's a daunting task, as cable, satellite and pay-per-view services chip away at network ratings. Media analysts say the Internet is stealing viewers in mass numbers as well. Cable networks that carry professional sports on a national level—ESPN, TBS and TNT—also face



competition from regional and local programming.

"There is no question that the networks have been impacted by all the alternatives out there," says ABC Sports' Mark Mandel. "And sports are not immune to that. But that doesn't mean in the marketplace that these shows are not valuable to advertisers and that people don't watch them."

In 1996, Fox, NBC and ABC's *Monday Night Football* took hits in ratings. Of those three networks, NBC's AFC coverage lost the highest percentage of viewers. NBC's ratings declined from 12.5 in 1994 to 11.1 in 1995 and to 10.9 last year. Fox fell from a 12.5 rating in 1995 to an 11.3 in 1996. And *Monday Night Football* has dropped from 17.0 to 16.2 during the past two years.

"Too many people look at the numbers from one year to the next and draw these generalizations and conclusions without looking at the bigger picture," Mandel says. "*Monday Night Football* is a top 10 show year-in and year-out. The ratings may be off one year, and the next they will be up."

According to Nielsen numbers, almost every sporting event on CBS took a dive last year, as the network saw ratings slip for its college football, auto racing, tennis and golf coverage. Since 1983 the U.S. Open tennis tournament has lost 50% of its viewership. In 1983 the tournament had a 5.0 rating, and last year it reached only a 2.5.

Major events such as the Indianapolis 500 and the Kentucky Derby also have lost viewers. In 1995 the Indianapolis 500 brought ABC an 8.6 rating; last year it earned a 6.6. Analysts say the drop was a result of competition from another race the same day.

All of the Triple Crown horse races barely placed in 1996. ABC's coverage of the Kentucky Derby hit an all-time low of 7.3; in 1983 it scored a 14.5. The Preakness and the Belmont Stakes also fell to all-time lows with 3.7 and 2.9, respectively.

Broadcasters say that although the numbers are down, sports still carry an undeniable quality that advertisers want—almost a must for advertisers.

"Yes, there has been a general erosion of network ratings on the whole, and a small erosion of sports ratings for sure," says Fox Sports' Vince Wladika. "The fact is, sports is still a last bastion of live-event television that is not scripted, that is not played out, and that you can watch only once."

Officials of some of the top cable networks believe sports programming is important, as well. This is particularly true for Turner's TBS and TNT, which are trying to become the first cable networks to catch their broadcast coun-



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terparts in viewership.

Turner has been adding original programming and buying top theatrical releases for both networks, and Turner officials say that sports adds to its broadcastlike formats.

"While everyone wants to be as financially responsible as possible, it is true that for both network and cable, rights fees have continued to be pretty sizable; in many cases, that's because there is an added value beyond the ratings and revenue to having those principal sports," says Kevin O'Malley, senior vice president, sports programming, Turner Broadcasting Systems.

Will advertisers follow? Analysts say that some will stay and some likely will find other outlets for their message.

But the one fact on which analysts agree is that sports is far and away the best place to reach men using television.

"Sports dominates male viewing," says Wladika. "It's still the number-one place to get males 18 to 34, 18 to 49 and 25 to 54. It's the only place to reach them."

Paul Kagan and Associates recently conducted a study of male and female viewing habits. The results showed that women tend to watch a larger variety of shows, while men return to the same type of programming.

"Fox is the only one of the six broadcast networks that actually achieved higher male than female demographics in the last November sweeps," says analyst Jeff Flathers of Kagan. "If Fox were to lose football, it would lose its dominance of coveted male viewers. Sports programming is very valuable for a network, especially Fox."

One broadcast programmer who does not want to be identified says that advertisers will continue to buy sports time, regardless of the cost, "because it's the only way to reach men."

Others are not so sure.

"I know rights fees are going up, but how much more is the advertiser going to pay before they price themselves out of the market?" asks Tom DeCabilia of Paul Schulman & Associates, a New York media-buying firm. "If you are a beer or automobile [manufacturer], and if you have to be in sports, you are going to pay. But if you are a fringe advertiser that has the [choice] of being in sports or not in sports, they are going to start pulling out." ■

NBC Olympics Coverage Shines at Sports Emmys



NBC's Olympics coverage was the big winner, picking up 10 Emmys.

NBC's Centennial Olympic coverage cleaned up at the 18th annual Sports Emmy Awards last week at New York's Marriott Marquis Hotel. NBC won 12 Emmys, 10 for its Atlanta Olympic coverage. ESPN followed with seven awards, including two for *Speedworld*. Fox and TNT each took home three Emmys. ABC and NFL Films garnered two apiece. Outdoor Life, CNN and HBO won one each, and CBS was shut out for the fourth time in the event's history.

NBC's Olympic coverage won for Outstanding Live-Event Turnaround, Team Technical Studio, Film Cinematographers, Writing, Graphic Design, Music Composers/Directors/Lyricists, Innovative Technical Achievement, Program Achievement, Individual Achievement and for its Olympic Close. NBC's Bob Costas won for top sports personality and the network also received an Emmy for its Superbowl XXX pre-game tease.

ABC's Frank Gifford, who was chosen by the National Academy of Television Arts and Sciences as its Lifetime Achievement recipient, also acknowledged that it was NBC's night.

"I'm just proud to be a part of Dick Ebersol's night," Gifford said of NBC's sports president. Besides two Emmys for *Speedworld*, ESPN won for its technical remote team for the X Games. Its *Outside the Lines: Aids in Sports* won for sports journalism, and the network received two additional Emmys for its promotion of NCAA men's basketball and *Sportscenter*. *Sportscenter* also was named top studio show.

Fox won for its NFL on Fox promotion and coverage of the 1996 World Series. Howie Long was given an Emmy for best sports analyst. TNT won for its *NBA at 50* special and two for its collaborations with NFL Films. ABC's Keith Jackson took home the award for Outstanding Sports Personality/Play-By-Play announcer.

Gifford, ABC's longtime *Monday Night Football* announcer and NFL Hall of Fame inductee joins Howard Cosell, Pat Summerall and Vin Scully as winners of the Lifetime Achievement honor. Gifford was introduced by fellow Monday night commentator Dan Dierdorf, and the award was presented to Gifford by NATAS Chairman Charles Dolan.

"Frank Gifford is one of sports television's most unique personalities, as well as being one of the all-time professional football greats," says John Cannon, the academy's president.

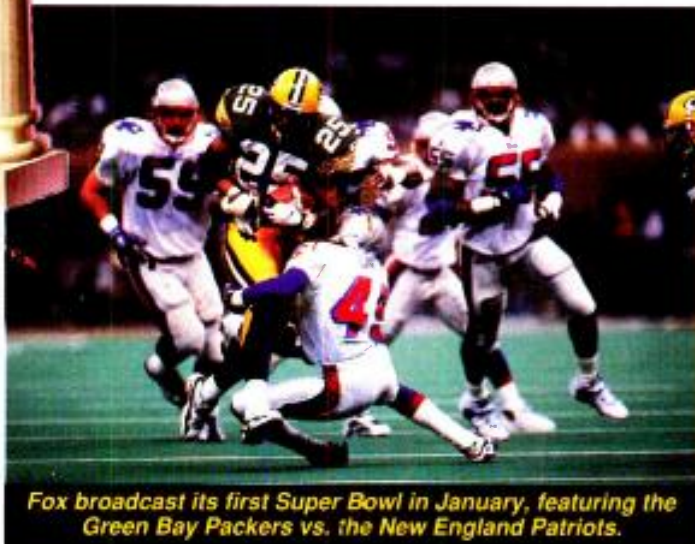
Award presenters included NFL Hall of Famer Joe Namath, ex-NBA star Darryl Dawkins and baseball Hall of Famer Joe Morgan. —JS



ABC's Frank Gifford (l) was awarded a Sports Emmy for Lifetime Achievement at the ceremony on April 23. With him are his wife, Kathie Lee, and his co-anchor on ABC's 'Monday Night Football,' Hall of Famer Dan Dierdorf.

AP Photo Denis Paquin

Big Deals for Big Tickets



Fox broadcast its first Super Bowl in January, featuring the Green Bay Packers vs. the New England Patriots.

NATIONAL FOOTBALL LEAGUE

NFL games, the most lucrative of all sports contracts, are broadcast on Fox, ABC, NBC, ESPN and TNT. All deals cover four years and expire after the 1998 season. Fox paid \$1.58 billion for its exclusive coverage of NFC games; ABC paid \$920 million for its *Monday Night Football* telecasts, and NBC paid \$870 million for exclusive rights to the AFC. Play-off telecasts are divided among the broadcast networks, and NBC has the Super Bowl. ESPN and TNT split Sunday night coverage of the NFL. ESPN paid \$525 million and TNT paid \$495 million.

MAJOR LEAGUE BASEBALL

NBC, ESPN, Fox, Fox Sports Net and FX have national broadcast rights to baseball. NBC is in the second year of a five-year deal, for which it paid \$415 million for split post-season coverage with Fox. Fox, also in the second year of its five-year contract, paid \$565 million to carry Saturday afternoon MLB and some play-off and World Series games. ESPN paid \$435 million for a five-year deal

through 2000, for 85 regular-season games and six to 12 play-off games per year. Fox and Liberty jointly paid \$160 million for a new package to carry games Monday and Thursday nights on Fox Sports Net and FX.

NATIONAL BASKETBALL ASSOCIATION

Games are carried nationally by NBC, TNT and TBS. Current NBA contracts expire at the end of the 1997-98 season. NBC has exclusive rights to the league on weekends and to the conference finals and NBA finals. Its deal with the NBA is worth \$750 million. TBS and TNT carry week-night games and a slate of early-round play-off games. The TNT and TBS deal is worth \$350 million.

NATIONAL HOCKEY LEAGUE

The league has two national broadcast contracts, with Fox and ESPN. ESPN's deal is worth a reported \$80 million for coverage on ESPN and ESPN2 of more than 100 regular-season and up to 50 play-off games a year. ESPN's contract began with the 1992-93 season, and expires after the 1998-99

campaign. Fox, which began carrying the league two years ago, paid \$155 million for the five-year deal to carry regular-season week-end games, select Stanley Cup play-off games and finals.

U.S. FIGURE SKATING CHAMPIONSHIP

ABC has broadcast the event since 1964, when the network first aired a figure skating contest. The network just re-signed its contract to carry the championship for the next eight years for \$96 million.

NCAA BASKETBALL TOURNAMENT

CBS owns the exclusive rights to the tournament for \$1.725 billion. The contract began in 1995 and expires in 2002. CBS covers the first round through the Final Four.



CBS aired the NCAA Final Four college basketball championship last month.

OLYMPICS

CBS and TNT will split coverage of the upcoming winter Olympics in Nagano, Japan. TNT also will air 45-50 hours of the 2000 summer games in Sydney, and the 2002 winter games in Salt Lake City. NBC takes over broadcast coverage after 1998 of all Olympic games until 2008. NBC paid \$715 million for the 2000 Sydney event and \$555 million for the 2002 Salt Lake City winter games. NBC also will pay \$793 million for the 2004 summer Olympics, \$613 million for the 2006 winter Olympics and another \$895 million for the 2008 summer games. Sites have not been determined for the games in 2004, 2006 and 2008.

BOWL GAMES

The Fiesta, Orange and Sugar bowls are in the final year of a three-year deal called The Alliance. Coverage of the three bowl games is split between CBS and ABC. Terms of the contract have not been disclosed. The Alliance is sanctioned by the NCAA and is designed to produce a national championship game each year. Only the Pacific-10 and Big-10 conferences are not eligible for Alliance bowl games. Champions of those conferences play in the Rose Bowl. Since 1989, ABC has had broadcast rights to the Rose Bowl. Its contract ends at the end of the 1997-98 season.

Starting with the 1998-99 college football season, ABC owns the rights to Alliance III. For the next seven years, ABC has paid \$400 million for the broad-



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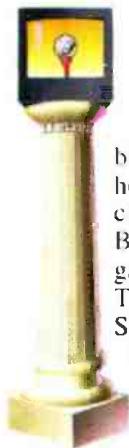
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cast rights to all four bowl games that will help decide a national champion. The Rose Bowl is the only bowl game committed so far. The Fiesta, Orange and Sugar bowls likely will be three other bowl games in the new alliance.

DAYTONA 500

CBS has covered the NASCAR race since 1979, the first year the event was broadcast from "flag to flag." CBS reportedly pays \$5 million a year for the rights. The network's current deal originated in 1995 and will expire in 2001.



ABC will bring the Indy 500 to its viewers on Memorial Day.

INDIANAPOLIS 500

Last year, ABC renewed its contract for the race through 1999. Terms of the deal were not disclosed.

MASTERS

CBS and USA Network split coverage of the tourna-

ment. Each year the Augusta National country club renews its contract with a network and enforces what are supposedly the strictest broadcaster guidelines of all sporting events. Terms of CBS's deal in 1997 were not released. USA has covered the first two rounds on cable for the past 16 years. USA's contract is year-to-year as well.



The Kentucky Derby will be seen on ABC in May.

THE PRICE OF RIGHTS

(Figures in Millions)

Network	Rights Fees in Millions	Contract Status Year/Years	Last Year/Season of Contract
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NATIONAL FOOTBALL LEAGUE

Fox	\$1,580	3/4	1997-98
NBC	\$868	3/4	1997-98
ABC	\$920	3/4	1997-98
ESPN	\$524	3/4	1997-98
TNT	\$496	3/4	1997-98

TOTAL: \$4,388

MAJOR LEAGUE BASEBALL

Fox	\$575	2/5	2000
NBC	\$475	2/5	2000
ESPN	\$455	2/5	2000
Fox/Liberty	\$172	*	2000

TOTAL: \$1,677* Contract runs four years starting in 1997

NATIONAL BASKETBALL ASSOCIATION

NBC	\$750	3/4	1997-98
Turner	\$350	3/4	1997-98

TOTAL: \$1,150

NCAA BASKETBALL TOURNAMENT

CBS	\$1,725	3/8	2002
-----	---------	-----	------

NATIONAL HOCKEY LEAGUE

Fox	\$150	3/5	1998-99
ESPN	\$100	5/7	1998-99

TOTAL: \$250

OLYMPICS

CBS	\$375	Winter 1998, Nagano, Japan
NBC	\$715	Summer 2000, Sydney
NBC	\$555	Winter 2002, Salt Lake City
NBC	\$793	Summer 2004, TBA
NBC	\$613	Winter 2006, TBA
NBC	\$894	Summer 2008, TBA

U.S. OPEN TENNIS

CBS is in the second year of a five-year deal with the tournament. CBS covers weekend, semifinal and final action. USA Network, which has renewed its contract through 2002, carries all other weekday coverage, totaling more than 84 hours per year.

WIMBLEDON

NBC and HBO split coverage of the tournament. HBO has covered the event since 1975, and is in the third year of a five-year contract. HBO has 10 days of coverage, all weekday action. NBC's contract began with the 1994 tournament and is up after 1999. No terms were disclosed.

FRENCH OPEN

NBC is renegotiating its contract with the tournament. The network's current deal began in 1992 and expires after this summer's event. NBC carries weekend, semifinal and final action. USA Network carries weekday coverage until the semifinals. It is USA's fourth year under current contract; the network has a year-to-year option until 1998.

KENTUCKY DERBY, PREAKNESS, BELMONT

ABC has the rights to the three races of the Triple Crown, and reportedly pays a total of \$8 million per year for all three. —JS

Broadcasting

April 28, 1997

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MAURY POVICH FLAT/+12

OPRAH -12/-9

REGIS & KATHIE LEE -17/-14

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SOURCE: NSI SNAP; (WTD. RATING); ALL RETURNING TALK SHOWS



THE JENNY JONES SHOW
jenny jones
THE JENNY JONES SHOW



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Steve Burke upped at ABC

Tarses also taps top executive for comedy and drama

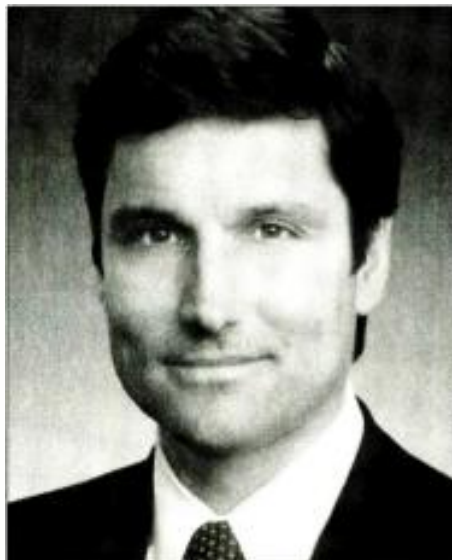
By Steve McClellan and Lynette Rice

Steve Burke has been named president of broadcasting at ABC. The post is similar to that held by Michael Millardi, president of the broadcast group, who retired last year.

One unit reporting to Burke that didn't report to Millardi is Buena Vista Television, Disney's television syndication arm, headed by Walter Liss. Burke, who reports to ABC President Robert Iger, will also have responsibility for the network's owned television stations (headed by Lawrence Pollock) and the ABC Radio Group (headed by Robert Callahan).

Burke, 38, son of former Capital Cities/ABC chief executive officer Dan Burke, has been executive vice president, ABC, since March 1996. Before that he was with ABC parent Disney, where he ran (and was credited with turning around) Euro Disney. Before that he helped to develop and run The Disney Store, said to be one of Disney's fastest-growing businesses.

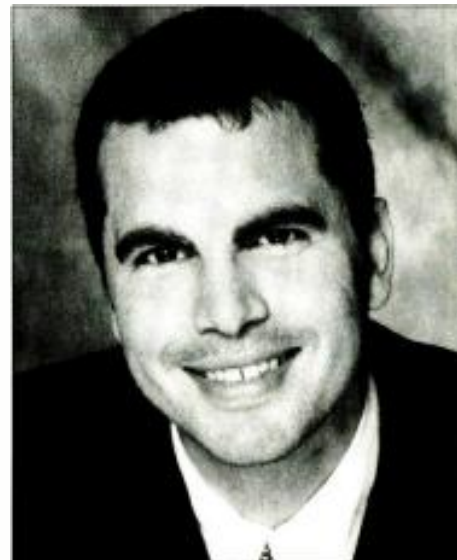
In her first major hire since taking the helm last summer, ABC Entertainment President Jamie Tarses has recruited Kushner-Locke's Rob Dwek



President of Broadcasting Steve Burke

to serve as executive vice president, series programming, for the network.

Dwek, 33, will supervise all drama and comedy series as well as divisions headed by Greer Shephard, vice president, drama series programming, and Carolyn Ginsburg, vice president, comedy series programming. The creation of a number-two position behind Tarses had long been anticipated, especially since the departure of chairman Ted Harbert earlier this year.



ABC programming executive VP Rob Dwek

Dwek most recently was president of television for Kushner-Locke, the production company responsible for ABC's midseason anthology series *Gun*. Besides executive-producing *Gun* with Robert Altman and James Sadwith, Dwek also executive-produced the pilot *Cracker* for ABC. Other credits include such TV movies as the *Jack Reed* franchise, starring Brian Dennehy, and *Husband, Wife and Lover*. ■

CBS makes more morning moves

Co-anchor takes field role, reporter assignments shuffled in redefinition of show

By Lynette Rice

CBS *This Morning* will see more changes beginning this week, from a different role for co-anchor Jose Diaz-Balart to new on-air assignments for reporters.

The two-hour broadcast—a veritable freshman show, thanks to a new cooperative format that was launched in August—will place Diaz-Balart in the field, reporting breaking news and features for the entire show. His former duties as co-anchor from 7 to 8 a.m. will be assumed by *CBS Morning News* co-anchor Cynthia Bowers. Jane Robelot will continue to co-anchor the first hour of the show with Bowers,

"We have to become competitive. We can't just keep doing this and saying it's going to work soon. But we're in it for the long haul."

Jim Murphy, executive producer, 'CBS This Morning'

before teaming with Mark McEwen in the 8-9 a.m. block.

CBS This Morning will debut plenty of new assignments for its team as

well. Kristin Jeannette-Meyers, the co-anchor of *The CBS Morning News*, will become the legal correspondent for *CBS This Morning* as well as for *The CBS Evening News with Dan Rather*.

Hattie Kauffman, *CBS This Morning*'s senior consumer correspondent, will widen her scope to become a senior correspondent, while Herb Weisbaum has been upped to full-time consumer correspondent. Dr. Bernadine Healy, the former head of the National Institutes of Health and the current dean of Ohio State University's College of Medicine, will begin a weekly segment about health and medical issues.

The changes are the result of many

SYNDICATION MARKETPLACE

meetings with affiliates to discuss the progress of *This Morning's* new format, which debuted Aug. 12. The cooperative broadcast features a first hour of local news—except for three network news inserts—and a second hour of network programming.

Last month alone, CBS executives met with more than 350 news directors and producers across the country to discuss the cooperative format, which was adopted by a majority of the CBS affiliates. The remainder chose either a blended version—a format that allows some local participation in the first hour of network programming—or the network's complete two-hour broadcast.

"They were productive group therapy sessions," said Jim Murphy, executive producer of *This Morning*. "This is tinkering to try to improve the product. For the most part, a lot of the people were pleased the network came to them and did this.

"We need to do more," Murphy continued. "We have to become competitive. We can't just keep doing this and saying it's going to work soon. But we're in it for the long haul. We think it's the right thing to do in the time period. Viewing patterns have changed dramatically, and I think we're providing a service that's more useful."

National ratings for the morning program have increased, albeit at a snail's pace: for the week of April 7-11, *CBS This Morning* earned a 2.2 Nielsen rating/10 share, up from last year's 2.0/9. The season average to date is a 2.2/10—unchanged from a year ago, when Harry Smith and Paula Zahn were at the helm.

Various affiliates have benefited from the new format, as evidenced by the February sweeps. Among those that showed the most improvement: *WJZ-TV* Baltimore, which recorded a 6.4/22, compared with a 4.4/15 for February 1996; *KENS-TV* San Antonio, Tex., (4.6/16 versus 3.6/13), and *KDKA-TV* Pittsburgh (4.1/15 versus 2.8/11).

"It is doing very well for us," said news director Jeff Bartlett of *KYW-TV* Philadelphia, which enjoyed a 30% increase in ratings during the February sweeps (2.6/8 versus 2.0/7). "It's a show that allows us to do more of what the audience really is interested in—local weather, local news and local traffic—but they can still find out what is going on around the world from the CBS segments." ■

Gene alteration

Tribune Entertainment has cast the lead and changed the name of its upcoming sci-fi drama developed by the late creator of *Star Trek*. Actor Kevin Kilner, most recently seen as a co-star of the CBS sitcom *Almost Perfect*, is set to star as the leader of a resistance group in the futuristic series now known as *Gene Roddenberry's Earth: Final Conflict*. The series' original working title was *Gene Roddenberry's Battleground Earth*, but producers settled on the new moniker to avoid potential confusion with another entertainment property. Tribune officials declined comment, but the similar-sounding title is understood to be "Battlefield Earth," a novel by science fiction writer L. Ron Hubbard, founder of the controversial Church of Scientology. "A new title eliminates any possible confusion with other entertainment projects," said Majel Barrett Roddenberry, widow of Gene and an executive producer of *Final Conflict*.

New setting for Dimond

Investigative reporter Diane Dimond has left *Hard Copy* for a talk show development deal with Telepictures Productions. In the interim, she will serve as a special correspondent for *Time/Telepictures' newsmagazine Extra*, starting with last week's two-part report on the unexplained illnesses affecting Gulf War veterans. Dimond, who had been with *Hard Copy* since 1989, worked as a reporter for National Public Radio and RKO Radio Networks before moving to *WCBS-TV* New York as a reporter/anchor.

'Dramatic' developments

Litton Syndications is offering two specials targeted to black viewers. *Dramatic Moments in Black Sports History* is an hour special featuring seven sports legends, including Muhammad Ali, Jackie Robinson, Joe Louis and Jesse Owens. *Sophisticated Gents* is a four-hour mini-series revolving around the 25-year reunion of nine boyhood friends and the football coach who influenced their lives. *Dramatic Moments*, available on a barter basis May 10-June 15, has been picked up by

NSS POCKETPIECE

Top ranked syndicated shows for the week ending April 13, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. <i>Wheels of Fortune</i>	11.4/228/99
2. <i>Jeopardy!</i>	9.0/222/99
3. <i>Home Improvement</i>	8.8/230/98
4. <i>Seinfeld</i>	7.7/223/97
5. <i>Oprah Winfrey Show</i>	7.0/234/98
6. <i>Simpsons</i>	6.3/204/96
7. <i>Wheel of Fortune-wknd</i>	5.8/139/66
8. <i>Entertainment Tonight</i>	5.7/186/95
9. <i>Xena Warrior Princess</i>	5.6/222/97
10. <i>Hercules, Journeys of</i>	5.3/227/97
11. <i>Star Trek: Deep Space Nine</i>	5.2/233/98
12. <i>Home Improvement-wknd</i>	5.1/176/97
13. <i>Rosie O'Donnell Show</i>	4.8/225/99
14. <i>Inside Edition</i>	4.5/152/88
14. <i>Mad About You</i>	4.5/214/96
14. <i>Montel Williams Show</i>	4.5/193/95

WNBC-TV New York, *WXIA-TV* Atlanta, *WWJ-TV* Detroit and *KXAS-TV* Dallas. *Sophisticated Gents* is available June 7-July 6.

Short subjects

Chicago-based Atrium Group is distributing two new packages of program inserts on a cash-only basis. *Images of Health*, a collection of 52 one-minute spots, uses 3-D animation to explain the body's reaction to common medical problems. The 30-second spots in the *The Golf Quiz* package highlight great moments in golf with trivia questions. Atrium is also offering two holiday-themed vignette packages. One is a collection of 15 spots focusing on the winter holidays; the other is a series of facts about holidays and events celebrated in spring, summer and fall.

'Cape' Crusaders

MTM's canceled syndicated offering *The Cape* has some die-hard fans. E-mail received in B&C offices last week gave the address of MTM Productions and implored recipients to "Find out when *The Cape* is on in your area, watch it, then write MTM and beg them not to cancel it."

'Inside' addition

Reporter Steve Noble has joined the *Inside Edition* team based in Los Angeles. Noble most recently worked for the Fox News Channel and as a general assignment reporter for *KCAL-TV* Los Angeles.—CL



KTLA milestones: early parade coverage and the first telecast of an atomic bomb test.

KTLA, the West's golden station

Commercial TV's veteran western outpost celebrates a half-century

By Cynthia Littleton

The nation's first commercially licensed TV station west of Chicago is celebrating its 50th birthday next month.

KTLA(TV), now owned by Tribune Broadcasting, will air a two-hour retrospective May 15. The retrospective will be followed by a special "historic" edition of its 10 p.m. newscast.

KTLA ushered in the era of local tele-

vision in Southern California on Jan. 22, 1947, with a variety program. It was hosted by Bob Hope and billed as "the western premiere of commercial television."

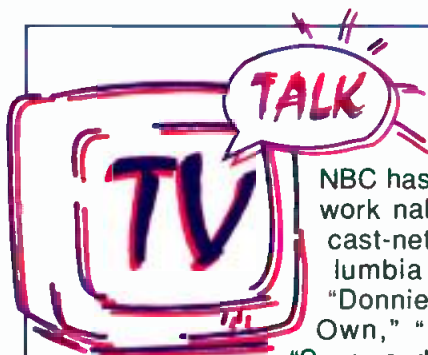
The driving force behind the delivery of local programming to those few Los Angeles-area homes equipped with TV sets in the late 1940s was a German immigrant, Klaus Landsberg.

Landsberg had been involved with RCA's legendary demonstration of

television at the 1939 World's Fair in New York. Paramount Pictures convinced Landsberg to go West to launch an experimental TV station (known before 1947 as W6XYZ) on the studio lot in Hollywood.

Landsberg, who died of cancer in 1956 at age 40, was "the heart and soul of KTLA," says Ed Hunt, a retired editor and projectionist who worked at the station from 1950 to 1987.

Landsberg "not only built the trans-



NBC gets big-ticket theatricals

A source close to NBC has confirmed that the network nabbed exclusive broadcast-network rights to six Columbia Tri-Star theatricals—"Donnie Brasco," "The Devil's Own," "Beverly Hills Ninja," "Sense and Sensibility," "The Juror" and "Devil in a Blue Dress"—to air three years after their debut in theaters and two years after their pay-TV window. A network spokesperson would not comment.

Tribeca development

Tribeca Television—a new unit of Tribeca Entertainment that was created in association with Electric Entertainment—has tapped Megan Callaway to serve as vice president of development. Callaway was vice president of development at Steve White Entertainment, where she co-executive produced *Unabomber* for USA Networks. "We have partnered with Electric

Entertainment for their expertise in TV," says Jane Rosenthal, co-founder of Tribeca. "Tribeca has been looking to expand its slate of production into the television arena for quite some time, and this is the perfect opportunity." Tribeca is in post-production with its theatrical "Wag the Dog." Electric is a three-year-old company that develops and markets products for TV.

Chastity on 'Ellen'

The much-ballyhooed coming-out story line on *Ellen* won't begin and end April 30. The May 7 episode of the ABC comedy has Ellen DeGeneres's character dealing with having to tell her parents she's gay. Chastity Bono—herself a lesbian who is active in a gay rights advocacy group—guest stars on the comedy, which airs 9:30-10 p.m. Wednesday.

Pumped-up 'Pacific'

After two airings, Fox has ordered an additional 13 episodes of Aaron Spelling's *Pacific Palisades*. The drama, which will star Joan Collins beginning April 30, averaged a 6.7 Nielsen rating/11 share after two outings in the 9-10 p.m. time slot on Wednesday. —LR

mitter and managed the station, he sold the advertising time and produced and directed live shows." Hunt recalls. "In those days we all did a little bit of everything and we never knew what we were in for... Now we know that we were actually setting the standards."

In the early years, nothing helped forge KTLA's local identity more than its unprecedented 27 hours of continuous live coverage of a 1949 breaking news story—the ultimately unsuccessful effort to rescue a four-year-old girl who had fallen into an abandoned well. Stan Chambers, the reporter on the scene minutes after the Kathy Fiscus tragedy began, remains the dean of KTLA's news crew nearly 50 years later.

The pioneering era eventually came to a close, and KTLA's renaissance began in 1964, when the station was purchased by Gene Autry's Golden West Broadcasters. Autry, the onetime "singing cowboy," is credited with building the station into one of the nation's pre-eminent independent broadcast outlets. In 1985, KTLA was sold to Tribune Broadcasting for the then-record sum of \$510 million. ■

Fore for WBIS

The Golf Channel has struck a deal to license 7 1/2 hours of programming per week to wbis(tv), the former New York public TV station purchased and remodeled by ITT and Dow Jones Corp. into a business/ sports station. Among the Golf Channel programs set to debut on wbis over the next three weeks are the news roundup *Golf Central*, instruction-oriented *Golf Channel Academy* and *Golf Talk Live*. The cable distribution bottleneck in the nation's top market has been a boon to wbis, which also licenses programming from Fox Sports and Outdoor Life/Speedvision Networks. Reports have emerged that Fox/News Corp. was investigating the possibility of buying ITT's 50% stake in the station to broaden the distribution base of its fledgling Fox News Channel. News Corp. insiders have downplayed the rumors, saying discussions have focused on licensing additional Fox Sports programming to wbis. At present, Fox Sports does not have a regional cable network serving the New York area. —CL

Good 'Vibe' for Kellison

Talk veteran joins late night entry as executive producer

By Cynthia Littleton

Former *Rosie O'Donnell* executive producer Daniel Kellison has joined Quiney Jones and David Salzman as an executive producer of Columbia TriStar Television Distribution's upcoming late-night strip, *Vibe*.

Kellison spent seven years on the production staff of David Letterman's

NBC and CBS series before moving on last April to join the launch team behind daytime TV's biggest hit in a decade. Kellison, who recently earned a daytime Emmy nomination for his work, left *The Rosie O'Donnell Show* at the end of last year.

With *Vibe*, Kellison returns to his roots in comedy- and performance-driven entertainment geared toward a

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young, urban audience. The hour strip, hosted by newcomer Chris Spencer, is patterned after Jones/Salzman's monthly music and life-style magazine of the same name.

"Quincy and I are two older dudes who like to think of themselves as cool, but Daniel is truly of the generation of the magazine," says Salzman. "He understands the spirit of what this television enterprise is all about."

Vibe was a fast-starter for CTTD when the show hit the syndication marketplace last November, clearing more

than 95% of the country in just four months. But the already high stakes of launching a syndicated late-night franchise have increased during the past few weeks.

Buena Vista Television unexpectedly emerged with plans for an August launch of a late-night vehicle hosted by Keenen Ivory Wayans. Twentieth Television confirmed it is developing a talk show with NBA legend Earvin "Magic" Johnson to debut early next year.

In key major markets, *Vibe* is set to air on UPN O&Os in the Chris Craft/

United and Paramount station groups, probably in direct competition with the Wayans strip on Fox O&Os.

Salzman isn't fazed by the rush of unanticipated competition; he welcomes it. The TV veteran's production credits in partnership with Jones include the *Jenny Jones* talk show and the NBC sitcom *Fresh Prince of Bel-Air*.

"Our focus is on the quest to put something refreshingly new and different on in late night," says Salzman. "I'm glad that this has become a high-stakes game that everyone is focusing on." ■

Animation in slow motion

Conference is missing some big names, but Johansen confident growth will come

By Cynthia Littleton

Industry heavyweights have been slow to sign on as exhibitors at ANIFX, the first animation and special-effects conference of the National Association of Television Program Executives, to be held next month in Los Angeles.

The ANIFX board of governors includes top executives from Warner Bros., Viacom, Saban and Sony, but those studios and other high-profile animation outfits have yet to reserve exhibit space for the May 8-11 conference at the Los Angeles Convention Center.

NATPE officials say they're com-

mitted to building the ANIFX show into a must-attend annual event in the emerging, and converging, fields of digital animation and special effects. Bruce Johansen, president of NATPE, notes that it was many years before the major studios took part in NATPE's annual syndication sales convention, which marks its 35th anniversary in January.

"We knew it would be a long build-



NATPE's Johansen hopes to build ANIFX into a major event.

ing process" with ANIFX, says Johansen. "It took a long time to build NATPE into what it is today, and we're prepared for that same growth curve with ANIFX."

As of last week, nearly 85 companies, including Disney and IBM, had reserved 12,000 square feet of exhibition space. More than 1,000 people have preregistered for the show, which is expected to draw about 2,000 attendees over the four-day period, NATPE officials say.

Recruitment and talent scouting by major production companies are expected to be key attractions at the show. Companies that will not be exhibiting, including Nickelodeon, will be among those represented at a job fair hosted by ANIFX from noon to 5 p.m. on May 10 and 11. A career center for portfolio- and resume-trading between employers and prospective employees will be open all four days. ■

Prime news

Also celebrating a landmark anniversary next month is Fox's WNYW-TV New York, which launched the first prime time news hour in the New York market back in 1967. WNYW-TV will feature retrospective segments in its 10 p.m. newscast throughout



the month, in addition to two half-hour specials, airing May 5 and May 20, highlighting memorable moments from the past 30 years. Pictured are WNYW-TV's original 10 O'Clock News team (l-r): Ken Gilmore, Richard Townley, Mark Howard, George Sharman, Bill Jorgensen, Stewart Klein, Bill McCreary.

Viacom hit by lackluster Blockbuster

By Steve McClellan

Wall Street gave Viacom a good spanking last week for turmoil associated with its Blockbuster Video subsidiary. Last Tuesday and Wednesday (April 22 and 23), the stock was down \$5.25, or 17%, to \$25.87, a new 52-week low. On Tuesday, the head of Blockbuster resigned abruptly as the company announced that its first-quarter cash flow would be 15%-20% below first quarter 1996



The Focal Press Broadcasting and Cable Series



Broadcast Indecency

by Jeremy Lipschultz, Ph.D.

Discussing such controversial issues as "shock jock" Howard Stern, this book treats broadcast indecency as more than a simple regulatory problem in American Law. The author's approach cuts across legal, social and economic concerns, taking the view that media law and regulation cannot be seen within a vacuum that ignores cultural realities.

240pp • pa • 0-240-80208-X • \$29.95

The Remaking of Radio

by Vincent M. Ditingo

Provides a comprehensive overview of the dramatic regulatory changes and important programming shifts that have occurred in commercial radio in the 1980s and 1990s. Puts the direction of modern-day radio broadcasting into perspective for business and media professionals, as well as for those considering careers in the radio industry.

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Merchandise Licensing in the TV Industry

by Karen Raugust

This book provides members of the television industry with concrete, how-to information on launching a merchandise licensing program. It discusses historical context, current and future trends, key players in television-based licensing, and how to evaluate and implement a licensing program. Includes case studies.

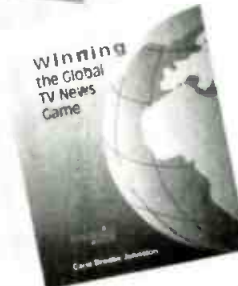
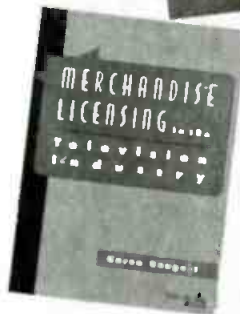
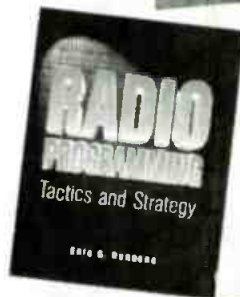
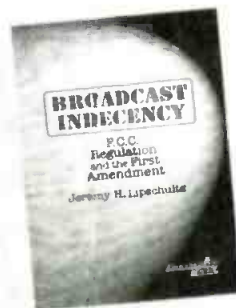
112pp • pa • 0-240-80210-1 • \$29.95

Practical Radio Promotions

by Ted E. F. Roberts

Details the techniques, methods, goals and ethics of successful radio promotions and explains the components of an effective promotions team.

92pp • pa • 0-240-80090-7 • \$19.95



International Television Co-Production

From Access to Success

by Carla Brooks Johnston

This book explains the legal, political, economic and technological challenges of developing programming in the global TV Marketplace of the '90s and beyond.

108pp • pa • 0-240-80110-5 • \$19.95

Radio Programming

by Eric G. Norberg

Radio Programming is a handbook for programming directors that focuses on how to program a radio station in today's competitive environment. This book will be helpful for neophytes in programming, experienced programmers seeking further growth, air talents who want to develop their skills, and general managers trying to understand programming and effectively manage their program directors without stifling creativity.

216pp • pa • 0-240-80234-9 • \$26.95

Global Television

How to Create Effective Television for the 1990s

by Tony Verna

This book examines and explains how evolving technologies such as fiber optics, high definition television, digital transmission and computerization, as well as the demands of the marketplace, are driving television into becoming truly global.

336pp • hc • 0-240-80134-2 • \$44.95

Winning the Global TV News Game

by Carla Brooks Johnston

Offers the first full global perspective of the dramatic changes in television news coverage caused by the entrance of "live news" onto its own lane of the information superhighway, and the resulting dynamic between industry professionals and consumers. Contains interviews with leading news professionals.

240pp • hc • 0-240-80211-X • \$44.95

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FO108

Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen April 14-20

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS: ONE RATINGS POINT=970,000 TV HOMES
 YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED: RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Week 31	abc	CBS	NBC	FOX	U/PIN	WB
	4.8/8	9.1/15	9.6/16	6.4/10	2.6/4	2.4/4
MONDAY	8:00 88. Relativity 4.3/7	30. Cosby 9.3/16	55. Jeff Foxworthy 6.9/12	33. Melrose Place 8.7/14	102. Hollywood Confidential 2.6/4	104. 7th Heaven 2.4/4
		28. Ev Loves Raymd 9.5/15	56. Boston Common 6.8/11			
	9:00 82. ABC Monday Night Movie—Reality Bites 5.1/8	25. Cybill 9.8/16	18. NBC Monday Night Movie—Nightscream 11.0/18	90. Pacific Palisades 4.2/7		105. Buffy/Vampire Slayer 2.3/4
	9:30	31. Ink 9.1/14				
	10:00 36. Body Human 2000 8.4/15					
	12.3/21	8.4/14	10.2/17	6.3/10	2.3/4	
TUESDAY	8:00 15. Home Imprvmt 12.0/22	83. CBS Discovery Channel Special 5.0/9	28. Mad About You 9.5/17	70. Fox Tuesday Night Movie—Striking Distance 6.3/10	98. Moesha 2.9/5	
	8:30 13. Soul Man 12.6/22		38. Smthg So Right 8.3/14		102. Soc Studies 2.6/4	
	9:00 10. Home Imprvmt 12.8/20	24. CBS Tuesday Movie—Deep Family Secrets 10.0/16	16. Frasier 11.6/18		109. The Burning Zone 1.9/3	
	9:30 19. Spin City 10.8/17		22. Caroline in/City 10.4/16			
	10:00 8. NYPD Blue 12.9/22		19. Dateline NBC 10.8/18			
	9.8/17	6.1/11	8.2/14	7.3/13	3.2/5	2.9/5
WEDNESDAY	8:00 65. Grace Undr Fire 6.4/12	51. The Nanny 7.5/14	73. NewsRadio 5.7/10	41. Beverly Hills, 90210 8.2/15	96. The Sentinel 3.0/5	101. Sister, Sist 2.7/5
	8:30 59. Coach 6.6/11	45. The Nanny 7.7/13	72. The Single Guy 6.0/10			96. Smart Guy 3.0/5
	9:00 25. Drew Carey 9.8/16		45. Wings 7.7/13	65. Pacific Palisades 6.4/11	94. Star Trek: Voyager 3.3/5	98. Jamie Foxx 2.9/5
	9:30 21. Drew Carey 10.6/17	77. CBS Reports: Jury Room 5.4/9	49. Men Bhvg Badly 7.6/13			95. Wayans Bro 3.1/5
	10:00 13. PrimeTime Live 12.6/22		17. Law & Order 11.1/19			
	6.9/11	7.5/13	18.0/30	6.2/10		
THURSDAY	8:00 83. High Incident 5.0/9	36. Diagnosis Murder 8.4/14	3. Friends 16.0/28	73. Martin 5.7/10		
	8:30		6. Suddenly Susan 14.6/25	71. Living Single 6.2/11		
	9:00 59. World's Deadliest Volcanoes 6.6/11	45. Moloney 7.7/12	2. Seinfeld 18.5/30	65. New York Undercover 6.4/10		
	9:30 31. Turning Point 9.1/15	59. 48 Hours 6.5/11	4. Fired Up 15.2/25			
10:00		1. ER 21.9/37				
10:30						
	9.4/18	6.5/12	8.1/15	5.4/10		
FRIDAY	8:00 57. Family Matters 6.7/14	49. JAG 7.6/15	45. Unsolved Mysteries 7.7/15	90. Sliders 4.2/8		
	8:30 54. Boy Meets World 7.0/13					
	9:00 35. Sabrina/Witch 8.6/16	76. Cold Case 5.6/10	23. Dateline NBC 10.1/18	57. Millennium 6.7/12		
	9:30 33. Step by Step 8.7/16		63. Homicide: Life on the Street 6.5/12			
10:00 12. 20/20 12.7/24	65. Nash Bridges 6.4/12					
10:30						
	4.6/9	8.1/16	5.8/12	5.2/10		
SATURDAY	8:00 90. Lois & Clark 4.2/9	59. Dr. Quinn, Medicine Woman 6.6/14	93. NBA Showtime 3.5/8	86. Cops 4.8/10		
	8:30			77. Cops 5.4/11		
	9:00 88. Leaving L.A. 4.3/8	41. Early Edition 8.2/16	65. NBA Basketball—New York Knicks vs. Chicago Bulls 6.4/13	77. America's Most Wanted: AFB 5.4/10		
	9:30 80. Gun 5.3/10	27. Walker, Texas Ranger 9.6/19				
10:00						
10:30						
	6.8/12	13.9/24	7.0/12	8.8/15		2.1/4
SUNDAY	7:00 87. Am Fun Hm Vid 4.6/10	10. 60 Minutes 12.8/25	73. Dateline NBC 5.7/11	83. World's Incredible Animal Rescues 5.0/10		109. Brotherly Lv 1.9/4
	7:30 80. Am Fun Hm Vid 5.3/10					111. Nick Freno 1.8/3
	8:00 44. PrimeTime Live 7.8/13	8. Touched by an Angel 12.9/22	43. 3rd Rock fr/Sun 7.9/14	38. The Simpsons 8.3/14		107. Parnt 'Hood 2.1/4
	8:30		59. Boston Common 6.6/11	38. King of the Hill 8.3/14		106. Steve Harvey 2.2/4
	9:00 53. ABC Sunday Night Movie—Tango and Cash 7.3/11	5. CBS Sunday Movie—Rose Hill 15.1/24	51. NBC Sunday Night Movie—On the Edge of Innocence 7.5/12	7. The X-Files 13.0/20		100. Unhap Ev Af 2.8/4
	9:30					107. Life w/Roger 2.1/3
10:00						
10:30						
WEEK AVG	7.8/14	8.8/15	9.4/17	6.7/12	2.7/4	2.4/4
STD AVG	9.2/15	9.6/16	10.5/18	7.8/13	3.2/5	2.6/4

cash-flow levels. The company blamed anemic sales on a poor lineup of new movies.

The resignation of Blockbuster Chairman Bill Fields was taken as a sign of Viacom Chairman Sumner Redstone's rapidly growing impatience with the subsidiary's performance. Redstone and Viacom Executive Vice President Thomas Dooley will oversee Blockbuster on an interim basis. The company also said it will spin off a piece of the home video subsidiary to the public sometime in early 1998.

A report on the developments by Merrill Lynch's Jessica Reif estimates that Blockbuster's value has dropped 40% since Viacom bought the company three years ago for \$7.6 billion. "We have lowered our estimates so many times for Viacom in the past year alone that we have little confidence in the company's ability to meet its operating budgets," Reif said in her report. But she also said it may be a good time for "value investors" to buy the stock, which Reif now estimates will climb to \$33 by the end of 1997 and to \$41 by the end of 1998.

BMI Honors

BMI President Frances Preston hosted the 49th annual dinner honoring commissioners of the FCC and officers and directors of NAB. Shown at right (l-r): NAB TV Board Chairman and BMI board member James Babb (LJN Television Corp.); FCC Commissioner Susan Ness; NAB Chairman and BMI board member Philip A. Jones (Meredith Corp.); FCC Commissioner James Quello; Preston; BMI Board Chairman Donald Thurston (Berkshire Broadcasting); NAB President Edward Fritts; FCC Commissioner Rachele Chong, and New City Communications President Richard Ferguson.



In addition to honoring former FCC commissioners and NAB executives (see above) BMI feted the on-air staff of NBC's 'Today' show at the NAB convention. Shown at left (l-r): 'Today' co-anchor Matt Lauer; BMI Board Chairman Donald Thurston; 'Today' weatherman Al Roker; 'Today' news anchor Ann Curry; BMI President Frances Preston; 'Today' co-anchor Katie Couric; NAB TV Board Chairman James Babb; BMI Senior VP, Licensing, John Shaker; NAB Chairman Philip Jones, and 'Today' executive producer Jeff Zucker.

Changing Hands

The week's tabulation of station sales

TV

WPMC(TV) Jellico/Knoxville, Tenn.

Price: \$4.1 million cash

Buyer: Global Broadcasting Systems Inc. (formerly Ramcast Corp.), New York (Rachamim Anatian, chairman/92.5% owner); for holdings, see "Changing Hands," April 14

Seller: Pine Mountain Christian Broadcasting Inc., Jellico (Wayne Marler, president); no other broadcast interests

Facilities: Ch. 54, 28.8 kw visual, 3.9 kw aural, ant. 1,007 ft.

Affiliation: Independent/Trinity

Broker: Media Services Group Inc. (seller)

KHCE(TV) San Antonio, Tex.

Price: \$3.125 million "gift"

Buyer: Community Educational Television Inc., Houston (Dr. Reginald B. Cherry, president); owns KITU(TV) Beaumont, KLUJ(TV) Harlingen and KETH(TV) Houston, Tex. Cherry is director of company that owns two TVs in Florida.

Seller: Hispanic Community Educational Television Inc., San Antonio

WICKS BROADCAST GROUP

has acquired

WPGX-TV

Panama City, Florida

from

ASHLING BROADCAST GROUP, INC.

for

\$5,000,000

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



Kalil & Co., Inc.

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

(Thomas W. Lyles, director); no other broadcast interests
Facilities: Ch. 23, 1,480 kw visual, 148 kw aural, ant. 856 ft.

Affiliation: Independent

KVYE(TV) El Centro, Calif./Yuma, Ariz.

Price: \$500,000

Buyer: Entravision Communications Co. LLC, Los Angeles (Walter F. Ulloa, managing member/21% owner; Cabrillo Broadcasting Corp., 25.2% owner [Philip C. and Wendy Kruidenier Wilkinson, owners]; Golden Hills Broadcasting Corp., 24% owner); for holdings, see "Changing Hands," Feb. 3
Seller: La Paz Wireless Corp., El Centro (Armando Navarro, president); no other broadcast interests

Facilities: Ch. 7, 316 kw visual, ant. 895 ft.

Affiliation: Univision

KHFT(TV) Hobbs/Albuquerque/Santa Fe, N.M.

Price: \$200,000

Buyer: Ramar Communications Inc., Lubbock, Tex. (Ray Moran, CEO/51% owner); owns KASY-TV Albuquerque, N.M., and KJTV(TV)-KXTQ-AM-FM Lubbock

Seller: Broadcast Services of the Southwest Inc., Woodville, Tex. (Gerald R. Proctor, president/owner). Proctor owns KVCT(TV) Victoria, Tex.; 50% of KVBC(FM) Las Vegas, and has applied to build TV in Pocatello, Idaho, and FMs in Mesquite and Sun Valley, Nev.; is co-applicant to build TV in Lake Dallas, Tex. Note: Broadcast Services bought KHFT for \$100,000 ("Changing Hands," April 1, 1996)

Facilities: Ch. 29, 7.94 kw visual, 794 w aural, ant. 522 ft.

Affiliation: Independent

COMBOS

WOIC(AM)-WNOK-FM Columbia and WMFX(FM) St. Andrews/Columbia, S.C. Buyer will sell woic and wmfX to Clear Channel Communications Inc. (see item, below)

Price: \$14.7 million

Buyer: Capstar Broadcasting Partners Inc.; Austin, Tex. (R. Steven Hicks, CEO/3.2% owner; Thomas O. Hicks, ultimate owner/chairman, Hicks, Muse, Tate & Furst Inc.); for holdings, see "Changing Hands," April 21, and item below

Seller: Emerald City Radio Partners LP, Washington (Paul W. Robinson, owner of GP Cyclone Communications Corp.). Robinson has interests in applications to build three FMs in two states.

Facilities: woic: 1230 khz, 1 kw; WNOK-FM: 104.7 mhz, 100 kw, ant. 1,014 ft.; WMFX: 103.1 mhz, 3.3 kw, ant. 299 ft.

Proposed station trades

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

THIS WEEK:

TVs □ **\$7,925,000** □ 4
 Combos □ **\$29,941,000** □ 9
 FMs □ **\$44,757,969** □ 12
 AMs □ **\$1,650,000** □ 3
 Total □ **\$84,473,969** □ 29

SO FAR IN 1997:

TVs □ **\$1,988,958,000** □ 38
 Combos □ **\$3,958,098,395** □ 105
 FMs □ **\$988,307,588** □ 137
 AMs □ **\$55,824,414** □ 78
 Total □ **\$6,991,388,397** □ 359

SAME PERIOD IN 1996:

TVs □ **\$488,425,510** □ 30
 Combos □ **\$1,812,174,734** □ 118
 FMs □ **\$642,299,046** □ 121
 AMs □ **\$45,081,129** □ 63
 Total □ **\$2,987,980,419** □ 333

Source: BROADCASTING & CABLE

Formats: woic: urban/oldies; WNOK-FM: CHR; WMFX: classic rock

Broker: Media Venture Partners (buyer)

KFBQ(FM) (formerly KIGN), KLEN(FM) Cheyenne and KGAB(AM) (formerly KUUY) Orchard Valley/Cheyenne-KOLZ(FM) (formerly KKAZ) Cheyenne
Price: \$5.5 million (includes \$800,000 for KLEN*)

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner); owns KTWO(AM)-KMGW-FM Cheyenne, Wyo., and Wyoming Radio Network. Jacor also owns 41 FMs and 26 AMs in 17 markets; is buying 30 FMs and 12 AMs in 20 markets; is selling seven FMs and three AMs in seven markets; is swapping WKRO(FM) Cincinnati for WHAM(AM)-WVOR-FM and WHTK(AM) Rochester; is swapping KOPA(AM)-KSLX (FM) Scottsdale/Phoenix for KPQP(AM) and KGB-FM San Diego; has LMA/TBA with an FM in each of two markets
Seller: Magic City Media Inc., Cheyenne (Victor A. Michael Jr. and Lori L. Michael, 65% owners); no other broadcast interests

Facilities: KFBQ: 97.9 mhz, 100 kw, ant. 541 ft.; KLEN: 106.3 mhz, 3 kw, ant. -3 ft.; KOLZ: 100.7 mhz, 100 kw, ant. 490 ft.; KGAB: 650 mhz, 8.5 kw day, 500 w night

Formats: KFBQ: rock 'n' roll; KLEN: AC; KOLZ: country; KGAB: '50s and '60s

Broker: McCoy Broadcast Brokerage Inc. (buyer) *Jacor is assuming Magic City's contract to buy KLEN from Blue Sky Broadcasting Inc. ("Changing Hands," Sept. 20, 1996)

WKZQ-AM-FM Myrtle Beach, S.C.

Price: \$4.5 million

Buyer: Hirsh Broadcasting Inc., Myrtle Beach (William A. Hirsh, president); owns WJYR(FM) Myrtle Beach
Seller: Grand Strand Broadcasting Corp., Myrtle Beach (Thomas J. Rogers, president)

Facilities: AM: 1520 khz, 5 kw day; FM: 101.7 mhz, 50 kw, ant. 601 ft.

Formats: Both rock

WRBI(FM) Batesville and WKRP(AM)-WINN(FM) North Vernon, Ind.

Price: \$1.9 million

Buyer: Findlay Publishing Co., Findlay, Ohio (Edwin L. Heminger, chairman/17.3% owner); owns WCSI(AM)-WKKG-FM Columbus, Ind.; WFIN(AM)-WKXA-FM and daily *Courier*, Findlay, and WMOH(AM) Hamilton, Ohio

Seller: ARS Broadcasting Corp., Cincinnati (Alan R. Schriber, president); owns WOOO(AM) Shelbyville, Ind.

Facilities: WRBI: 103.9 mhz, 1.95 kw, ant. 360 ft.; AM: 1460 khz, 1 kw day, 92 w night; FM: 106.1 mhz, 50 kw, ant. 486 ft.

Formats: WRBI: C&W; AM: MOR; FM: CHR

Broker: Roehling Broadcasting Services (buyer)

KATE(AM)-KCPI(FM) Albert Lea, Minn.

Price: \$1.8 million

Buyer: Nolander Properties Inc., Albert Lea (David E. Nolander, president/owner); owns KYTC(FM) Northwood, Iowa

Seller: Communications Properties Inc., Dubuque, Iowa (Philip T. Kelly, president/70.5% owner); for holdings, see "Changing Hands," March 10

Facilities: AM: 1450 khz, 1 kw; FM: 94.9 mhz, 3.5 kw, ant. 302 ft.

Formats: AM: news/talk; FM: hot AC

WDNE-AM-FM Elkins, W.Va.

Price: \$750,000

Buyer: West Virginia Radio Corp., Morgantown, W.Va. (co-owners John R. and David A. Raese); owns WCHS (AM), WCAW(AM), WKWS(FM) and WVAF (FM) Charleston, WAJR(AM)-WVAQ (FM) Morgantown and WSSN(FM) Weston, W.Va.; has TBA with WKKW(FM) Fairmont, W.Va.; operates MetroNews news and sports network in W.Va., Pa., Ohio, Va. and Tenn. The Raeses each own 33.3% of West Virginia Newspaper Publishing Co., which publishes daily *Morgantown Dominion Post*.

Seller: Marja Broadcasting Corp., Elkins (William G. Carr, president); no other broadcast interests

Facilities: AM: 1240 khz, 1 kw; FM: 99.3 mhz, 3 kw, ant. 328 ft.

Formats: Both country

WXKO(AM) Fort Valley/Macon-WFXM-

Pulitzer gets waiver for Louisville

The FCC last week granted Pulitzer Broadcasting Co. a permanent waiver of its one-to-a-market rule so that the company can own both WLKY(TV) and WAVG(AM) Louisville, Ky. Pulitzer wants the AM, which now programs adult standards, to rebroadcast 4 1/2 hours a day of the CBS television affiliate's news. TV news and sports personalities also will be used for radio shows. The combination will save \$600,000 a year, Pulitzer told the FCC.

Pulitzer bought WAVG in January for \$1.8 million. The TV-AM combo will help shore up the AM against the market's two main consolidated radio owners, which together will control 75% of the market's radio revenue, Pulitzer says. WAVG currently garners 2% of that revenue, the FCC says.

Earlier in January, Pulitzer bought WETR(AM) Eden/Winston-Salem, N.C., for the same purpose. Pulitzer already owns WXII(TV) Winston-Salem.

The Telecommunications Act of 1996 directed the FCC to extend its liberal-waiver policy from the top 25 markets to the top 50; Louisville is the nation's 50th-largest market. —EAR

FM Forsyth/Macon, Ga.

Price: \$550,000

Buyer: Roberts Communications Inc., Lithonia, Ga. (Michael A. Roberts, president/owner); is buying WBNM (AM)-WALJ-FM Gordon/Macon, Ga.

Seller: Middle Georgia Broadcasting Inc., Columbus, Ga. (B. Ken Woodfin, president). Woodfin owns company buying WULA-FM Eufaula, Ala. ("Changing Hands," March 24)

Facilities: AM: 1150 khz, 1 kw day, 62 w night; FM: 100.1 mhz, 3 kw, ant. 209 ft.

Formats: AM: gospel; FM: urban contemporary

KBSF(AM)-KTKC(FM) Springhill, La.

Price: \$195,000

Buyer: Metropolitan Radio Group Inc., Flower Mound, Tex. (Gary L. Acker, president/owner); is buying KJVC-FM Mansfield and KIOU(AM) Shreveport, La., and four other radios in three markets; owns five AMs in four markets

Seller: Springhill Broadcasting Co., Springhill (Johnnie K. Hill, president)

Facilities: AM: 1460 khz, 1 kw day, 220 w night; FM: 92.7 mhz, 3 kw, ant. 174 ft.

Formats: Both oldies

WTAW(AM)-KTSR(FM) College Station, Tex.

Price: "Tax-free corporate separation" involving stock + \$46,000 for release of certain indebtedness

Buyer: William R. Hicks, Bryan, Tex.; owns 10% of KULF(FM) Brenham, Tex.; is vice chairman/7.1% owner of seller

Seller: GulfStar Communications Inc., Austin, Tex. (R. Steven Hicks, chairman; Thomas O. Hicks, 90.1% owner); owns two combos in Baton Rouge and 20 FMs and six AMs in nine Texas markets; is buying 14

FMs and four AMs in 10 markets; is selling two Texas FMs; has one TBA with Texas FM

Facilities: AM: 1150 khz, 1 kw day, 500 w night; FM: 92.1 mhz, 3 kw, ant. 275 ft.

Formats: AM: news/talk; FM: classic rock

RADIO: FM

WXZZ(FM) Georgetown/Lexington, Ky., and WEZL(FM) Charleston and WXLV(FM) North Charleston/Charleston, S.C.

Price: \$17 million

Buyer: JS Communications Inc., Covington, Ky. (Terry S. Jacobs, chairman/80% owner); is buying KCBQ(AM) San Diego from seller ("Changing Hands," March 3). Jacobs was president/2.54% owner, Regent Communications Inc., which was bought by seller.

Seller: Jacor Communications Inc. (see items, above and below)

Facilities: wxzz: 103.3 mhz, 1.8 kw, ant. 607 ft.; wezl: 103.5 mhz, 100 kw, ant. 659 ft.; wxlv: 102.5 mhz, 100 kw, ant. 1,000 ft.

Formats: wxzz: oldies; wezl: C&W; wxlv: pure gold

WVFX(FM) Highland Park/Chicago, Ill.

Price: \$9.5 million

Buyer: Odyssey Communications Inc., Hawthorne, N.Y. (Michael Kakoyiannis, president/6.5% owner); owns five FMs and one AM in California and New York State; is buying New Jersey FM

Seller: N. John Douglas, Palo Alto, Calif.; owns WNDZ(AM) Portage, Ind./Chicago; is buying WEJM(AM) and WSCR(AM) Chicago. Douglas also owns one FM and eight AMs in nine markets and 15% of Z Spanish Radio Network Inc.; is buying four AMs in four markets.

SOLD!

KKAG-TV, Fresno-Porterville, CA, by Arthur Kralowec to Paxson Communications Corporation for \$7,960,000.

Elliot B. Evers
and
Brian E. Cobb
represented the seller.

ELLIOT B. EVERS
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Big deals

The following station-sale applications were previously reported in BROADCASTING & CABLE:

■ Swap of KSSJ-FM Sacramento and KBAY(FM) San Jose/San Francisco for KBRG(FM) Fremont/San Francisco and KINK-FM Portland, Ore. **Value:** \$120 million (includes \$2 million in cash from EXCL to ARS and stock in EXCL's parent) **Swapper,** KSSJ-FM, KBAY: American Radio Systems Corp., Boston (Steven B. Dodge, chairman). Note: ARS retains call letters and format of KBAY. **Swapper,** KBRG, KINK-FM: EXCL Communications Inc., San Jose (Christopher A. Marks, chairman; Latin Communications Group Inc., 80% owner). **Broker:** Star Media Group Inc.

■ \$70 million purchase of WTAG(AM)-WSRS(FM) Worcester, Mass.; WGIR-AM-FM Manchester, N.H.; WTMN(AM)-WHEB(FM) Portsmouth and WCQL(FM) (formerly WXHT) York Center, Maine/Portsmouth, N.H., and WEZF(FM) Burlington, Vt. **Buyer:** Capstar Broadcasting Partners Inc. Austin, Tex. (R. Steven Hicks, CEO/3.2% owner; Thomas O. Hicks, ultimate owner/chairman, Hicks, Muse, Tate & Furst Inc.). **Seller:** Knight Quality Stations, St. Thomas, V.I. (N. Scott Knight, president). **Broker:** Media Venture Partners

■ \$60 million purchase of WMJY(FM) Biloxi, WKNN-FM Pascagoula/Biloxi, WJDS-AM-WMSI-FM, WKTF-FM and WJDX(FM) Jackson and WZR(AM)-WSTZ-FM Vicksburg/Jackson, Miss. In separate swap, buyer will trade WESC-AM-FM and WFNO(FM) Greenville/Spartanburg, S.C. (which it is in the process of buying), for seller's WONE-FM Titusville/Daytona Beach, Fla., and KKRD(FM) Wichita and KRZZ-FM Derby/Wichita, Kan. **Buyer:** Capstar Broadcasting Partners Inc. **Seller:** SFX Broadcasting Inc., New York (Robert F.X. Sillerman, executive chairman/53.2% owner)

■ \$7.96 million cash purchase of KKAG(TV) Porterville/Fresno/Bakersfield, Calif. **Buyer:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner). **Seller:** Kralowec Children's Family Trust, Porterville (Arthur C. Kralowec, president/trustee). **Broker:** Media Venture Partners (seller). —EAR

Facilities: 103.1 mhz, 3 kw, ant. 241 ft.
Format: Multicultural
Broker: Gary Stevens & Co. (buyer)

KLVA(FM) Casa Grande, Ariz.
Price: \$8.4 million

Buyer: Educational Media Foundation, Sacramento, Calif. (K. Richard Jenkins, president); owns five Cali-

fornia FMs and one Oregon AM; is buying KROL(FM) Las Cruces, N.M.; has CP to build two more California FMs plus one in Oregon; has applied to build FMs in seven markets
Seller: McDaniel-Callahan LLC, Lebanon, Ore. (Jim McDaniel, principal). McDaniel owns KFIR(AM) Sweet

Home, Ore.

Facilities: 105.5 mhz, 1.9 kw, ant. 362 ft.

Format: Contemporary country

WGLD(FM) Noblesville/Indianapolis, Ind.

Price: \$4.3 million

Buyer: Susquehanna Radio Corp., York, Pa. (David E. Kennedy, president/8.7% owner; Susquehanna Pfaltzgraff Co., ultimate owner); owns WFMS-FM and WGRL-FM Indianapolis, two Indiana cable systems, and seven other FMs and four AMs in seven markets (plus 49% of FM CP); is buying call letters of KSAN-FM San Francisco and frequency of KYLD(FM) San Mateo/San Francisco, Calif., plus three FMs and one AM in three other markets; is selling Pennsylvania combo plus two FM LMAs and one AM JSA there; is swapping WGH-AM-FM Newport News/Norfolk and WVCL(FM) Norfolk, Va., for WVAE (FM) Fairfield/Cincinnati, Ohio
Seller: Weiss Communications Inc., Indianapolis (Mary Weiss, principal); no other broadcast interests

Facilities: 93.9 mhz, 2.75 kw, ant. 492 ft.

Format: Urban gold

KKGB(FM) Sulphur, La.

Price: \$2,234,849

Buyer: Louisiana Media Interests Inc., Lake Charles, La. (John Borders, president/68.2% owner); owns KXZZ (AM)-KBIU(FM) and KYKZ(FM) Lake Charles. Borders is president of Sunburst Media Corp., GP of Sunburst Media LP (for holdings, see "Changing Hands," Feb. 24).
Seller: 21st Century Communications Inc., Lake Charles (Keith Baine Martin, principal); no other broadcast interests

Facilities: 101.3 mhz, 25 kw, ant. 328 ft.

Format: Rock

KGMZ(FM) Aiea/Honolulu, Hawaii

Price: \$1.6 million

Buyer: NPR Holdings LLC, Kailua, Hawaii (Scott Fey, president); owns KBLZ-FM and KRTR-FM Honolulu; KPTV (FM) (formerly KBZR) Gilbert, Ariz.; has LMA with KRIM-FM Phoenix
Seller: Visionary Related Entertainment Inc., Santa Rosa, Calif. (John Detz, president); owns KAOE-FM Hilo, KKON(AM)-KAOY(FM) Kealahou, WDLX-FM Makawao and KAOI(AM) Kihei-KAOI-FM Wailuku, all Hawaii
Facilities: 107.9 mhz, 100 kw, ant. 1,965 ft.

Format: Contemporary
Broker: Exline Co.

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,821
Commercial FM	5,442
Educational FM	1,865
Total Radio	12,128
VHF LPTV	543
UHF LPTV	1,407
Total LPTV	1,950
FM translators & boosters	2,751
VHF translators	2,285
UHF translators	2,692
Total Translators	7,728

Service	Total
Commercial VHF TV	556
Commercial UHF TV	632
Educational VHF TV	124
Educational UHF TV	241
Total TV	1,553

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	68.3%

*Based on TV household universe of 97 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

WAVQ(FM) Inglis, Fla.

Price: \$652,000

Buyer: WAVQ-FM Inc., Palm Harbor, Fla. (Carl J. and Betty Lou Marcocci, 90% owners). Marcocci have interests in two AMs and one FM in Florida and combo in Georgia.

Seller: West Coast Radio Corp., Inverness, Fla. (Lucille Ann Lacy, president)

Facilities: 104.3 mhz, 6 kw, ant. 328 ft.

Format: Beautiful music

KIXK(FM) Canton, S.D.

Price: \$402,000

Buyer: Southern Minnesota Broadcasting Co., Rochester, Minn. (Gregory D. Gentling Jr., president/25% owner); owns KIKN(FM) Salem and KXRB(AM)-KKLS-FM and KSOO(AM)-KMXC-FM Sioux Falls, S.D., and two FMs and one AM in Minnesota. Gentling has applied to build FMs in Rapid City, S.D.

Seller: Dallas M. Tarkenton, Athens, Ga.; owns WBTR(FM) Carrollton, Ga.

Facilities: 102.7 mhz, 3 kw, ant. 243 ft.

Format: '70s

WMOD(FM) Bolivar, Tenn.

Price: \$320,000

Buyer: D. Richard and Gail R. Teubner, Aiken, S.C. (joint owners); no other broadcast interests

Seller: West Tennessee Radio Network Inc., Bolivar (D. Haley Smith, president)

Facilities: 96.7 mhz, 3 kw, ant. 300 ft.

Format: Country

WJZJ(FM) (formerly WTHM) Glen Arbor, Mich.

Price: \$300,000

Buyer: Rylinds Ltd. of Glen Arbor, Cheboygan, Mich. (Mary and Del Reynolds, owners). Reynolds jointly own WCKC-FM Cadillac, WGFM(FM) Glen Arbor and WIDG(AM)-WMKC(FM) St. Ignace, Mich.; 50% of WCBY(AM)-WGFM(FM) Cheboygan

Seller: David C. Schaberg, Lansing, Mich.; no other broadcast interests

Facilities: 95.5 mhz, 23 kw, ant. 695 ft.

Format: Dark

Construction permit for KEFE(FM) Los Alamos/Santa Fe, N.M.

Price: \$35,000

Buyer: W. Russell Withers Jr., Mt. Vernon, Ill.; owns KVSF(AM) Lcs Alamos/Santa Fe-KZXA(FM) Santa Fe and KTRC(AM) Los Alamos/Santa Fe, N.M., and three TVs (and two satellites), four FMs and four AMs in seven markets; is buying KBOM(FM) Los Alamos; has TBA with KTXN-FM Victoria, Tex.; has applied to build FMs in Breese and Galatia, Ill.; is

selling WDHS(TV) Iron Mountain, Mich. **Seller:** LERK Inc., Austin, Tex. (Rex B. Rivers, president). Rivers has interest in two FMs and three AMs in three Georgia markets.

Facilities: 107.5 mhz, 100 kw, ant. 300 ft.

CP for KBLD(FM) Kennewick/Richland/Pasco, Wash.

Price: \$14,120

Buyer: CSN International, Santa Ana, Calif. (Charles W. Smith, president/25% owner); owns three FMs and one AM in four markets; is buying WHRF(AM) Bel Air, Md.

Seller: Calvary Chapel of the Tri-Cities Inc., Kennewick (Steven Whinery, president); no other broadcast interests

Facilities: 91.7 mhz

RADIO: AM

KIDR(AM) Phoenix

Price: \$1 million in stock

Buyer: Children's Broadcasting Corp., Minneapolis (Christopher T. Dahl, president/9.4% owner); for holdings, see "Changing Hands," April 14

Seller: Bonneville International Corp., Salt Lake City (Bruce T. Reese, president; Church of Jesus Christ of Latter-Day Saints, owner); is selling KHTC-FM Phoenix (for other holdings, see "Changing Hands," March 17)

Facilities: 740 khz, 1 kw day, 292 w night

Format: Children's

KAHS(AM) Thousand Oaks, Calif.

Price: \$400,000

Buyer: Jacor Communications Inc. (see items, above)

Seller: BuenaVentura Communications Inc., Somis, Calif. (Daniel D. Villanueva, president/owner). Villanueva is a director of Telemundo Group Inc., which owns KVEA(TV) Corona and KSTS(TV) San Jose, Calif., and six other TVs in six other markets.

Facilities: 850 khz, 500 w day, 250 w night

Format: Family

WKCW(AM) Warrenton, Va./Washington

Price: \$250,000

Buyer: Radio Broadcast Communications Inc., Rockville, Md. (William Parris, president/owner); owns WINX-FM Warrenton; is selling WINX(AM) Rockville. Parris has interest in United Broadcasting Co.

Seller: Joyce Crescente, Bayhead, N.J.

Facilities: 1420 khz, 5 kw day

Format: Traditional country/bluegrass

—Compiled by Elizabeth A. Rathbun

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Issue Date: June 9
Closing Date: May 30

TOP 25 MSOs

First in a Four Part Series
Issue Date: June 16
Closing Date: June 6

TOP 25 TELEVISION GROUPS

Second in a Four Part Series
Issue Date: June 23
Closing Date: June 13

RADIO MERCURY AWARDS SALUTE/

TOP 25 RADIO GROUPS
Third in a Four Part Series
Issue Date: June 30
Closing Date: June 20

TOP 25 MEDIA COMPANIES

Fourth in a Four Part Series
Issue Date: July 7
Closing Date: June 27

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Issue Date: July 14
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As part of our May 12 issue, *Broadcasting & Cable* is proud to officially present the Peabody Awards Souvenir Journal. This exclusive special section will serve as the event program at the May 12 awards gala and will also run in the May 12th issue of *Broadcasting & Cable*. A portion of your ad dollars will be donated to the Peabody Awards Fund dedicated to continued excellence in broadcasting and cable.

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Role reversal in winter Arbitrons

Radio

By Donna Petrozzello

From dance to urban to adult contemporary, significant shifts in audience share in Arbitron's latest winter 1997 survey made one radio station's gain its competitors' loss in top markets.

Dallas

Country KSCS(FM)'s increase to a 5.8 share last winter from a 4.9 in fall matched a drop in share for country competitors KYNG(FM)—which fell from 3.8 to 3.4—and KPLX(FM), which fell from 4.0 to 3.2. All shares are based on listening by adults 12-plus, Monday-Sunday, 6 a.m.–midnight.

Detroit

Urban WILB(FM) dropped from 9.1 to 7.9, while urban WCHB(FM), dance WDRQ(FM) and urban WGPR(FM) each gained share. WCHB moved up from 2.6 to 3.2, WDRQ from 2.7 to 3.0, and WGPR from 1.2 to 1.4. Album rock competitors WWBR(FM) and WRIF(FM) each gained, with WWBR moving ahead from 1.8 to 2.9 and WRIF moving from 4.5 to 4.7. Album rock WYST(FM) lost share, going from 1.5 to 1.2.

Washington

Adult contemporary WGAY(FM) jumped from 2.9 to 4.5, as AC competitor WASH-FM dropped from 4.9 to 3.8. Country WMZQ(FM) also lost share, going from 6.0 to 4.5 between fall and winter. Elsewhere in Washington, dance WPGC-FM moved up from 6.1 to 6.5, oldies WBIG(FM) moved from 3.7 to 4.5 and urban WKYS(FM) moved from 4.8 to 5.1. Also, new AC WIZW(FM) went from 3.1 to 3.8.

Houston

Urban KBXX(FM) stayed top-ranked and moved from 7.7 to 8.1. Adult contemporary KODA(FM) moved from 5.8 to 6.7 and contemporary hits KRBE(FM) rose from 5.8 to 6.6. The majority of Houston's Spanish-language stations gained share, with the largest increase—from 1.0 to 1.6—by KLAT(AM). Also, Spanish/tejano KXTJ(FM) went from 1.0 to 1.2, and Spanish/tejano KQOK(FM) went

from 2.5 to 2.7. However, Spanish contemporary hits KLTK(FM) Houston fell from 3.3 to 3.0.

Philadelphia

Adult contemporary WBEB(FM) rose from 5.7 to 6.2, while AC competitor WYXR(FM) slipped from 3.5 to 2.6. Across town, album rock WYSP(FM) jumped from 4.8 to 5.5 as classic rock/oldies WMGK(FM) slipped from 4.7 to 4.1 and classic rock WMMR-FM dipped from 3.7 to 3.5.

Boston

Dance WIMN(FM) went from 6.7 to 5.8. Both adult contemporary WMJX(FM) and new adult contemporary WOAZ(FM) gained audience share, moving from 5.3 to 5.7, and from 1.6 to 2.0, respectively. Seventies-era oldies WEGQ(FM) dropped from 2.5 to

2.0, modern rock WFNX(FM) gained from 1.2 to 1.7, and nostalgia WXKS(AM) improved from 1.8 to 2.4. Rock WBOS(FM) moved up from 2.9 to 3.2, and sports/talk WEEI(AM) rose from 3.8 to 4.1.

San Francisco

Audience share for San Francisco stations was relatively stable. Fewer stations there showed dramatic shifts in share compared with other top 10 markets. News/talk KGO(AM) ranked first with 7.0, up from 6.9. Of the market's leading stations, dance KYLD(FM) improved from 4.3 to 4.8, new AC KKSX(FM) went from 3.3 to 3.7 and nostalgia KABL(AM) rose from 1.8 to 2.1. Meanwhile, album rock KSIO(FM) fell from 2.4 to 2.0 and modern rock KITS(FM) dropped from 2.4 to 1.8.

Radio links with Electric Village

For radio stations interested in launching Websites or increasing their Web presence, a Santa Cruz, Calif.—based company provides stations with a link to its Web network.

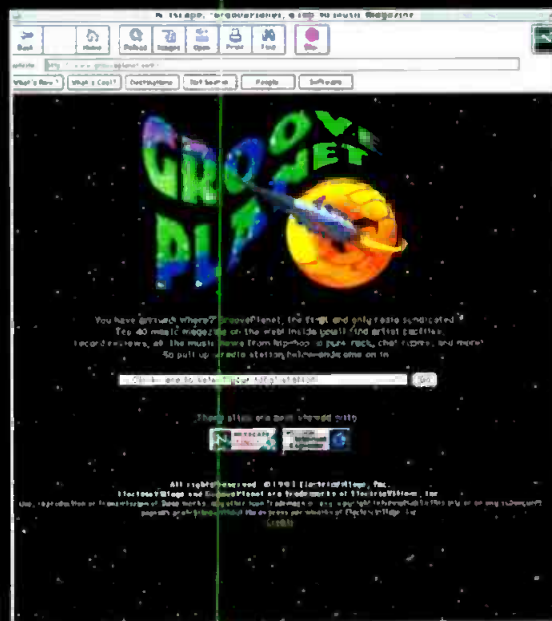
Electric Village (EV) creates and syndicates interactive music and entertainment programming on the Internet, including artist interviews, CD reviews and chat rooms tailored for classic rock, new rock, country and adult contemporary formats.

Radio stations can include an EV icon on their Web page for users to access the EV network. In return, EV provides slots on its sites for four local advertisers, one of which can be sold by the radio station. EV also offers stations market exclusivity by format.

John Simmons of EV says 125 stations in about 60 markets have joined the network since its launch last July. EV hopes to conduct interviews in real time and have users ask questions of artists directly starting later this year.

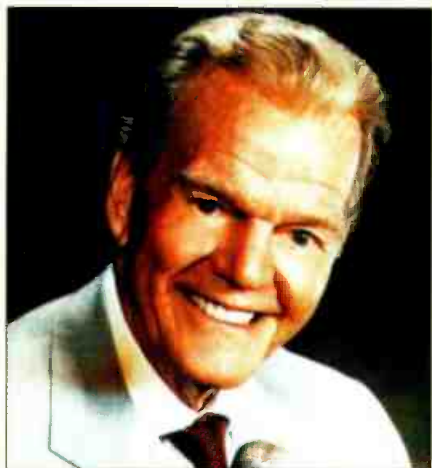
In addition to offering stations more advertising opportunities on the Web, EV can help stations set up Websites and can write presentations to assist their sales directors in selling ad space on them, Simmons says.

—DP



Harvey first Mercury lifetimer

ABC Radio Networks correspondent Paul Harvey will be honored with the Radio Mercury Awards



June 11 will be a good day for Paul Harvey.

inaugural "lifetime achievement award" at the Radio Mercury Awards ceremony June 11 at New York's Waldorf-Astoria Hotel. The award recognizes the "best creative use of radio as an advertising medium by a person or company." Ceremony co-chair Jim Thompson says, "Harvey's delivery of live radio commercials and his long-standing relationships with advertisers are legendary."

New faces of country

Westwood One Entertainment's 12th annual *New Faces of Country Music* has a broadcast window of May 12-18. The three-hour special features material taped last month at the Country Radio Seminar in Nashville and interviews with country's newest artists. The program is hosted by comedian Bill Engvall of NBC-TV's *The Jeff Foxworthy Show*.

'Bob & Sheri' add Greensboro

Jefferson-Pilot Communications' *Bob & Sheri* syndicated morning show landed its eighth affiliate, adult contemporary WKSI(FM) Greensboro, N.C. The program is the first show from J-P's in-house radio network, created in April 1996. It is slated to debut on WKSI on May 1.

Bob Lacey and Sheri Lynch originate the show from J-P's WLNK(FM) Charlotte, N.C., where for nearly four years it has ranked first among morning shows with women 25-54, according to Arbitron surveys. J-P's Tony Garcia says Lynch's "outspoken, edgy" attitude "is for women what Don Imus and Howard Stern are for men."

Nominations in for Radio Hall of Fame

ABC Radio's Rick Dees, Westwood One Entertainment's Bruce Williams and Premiere Radio Networks' Walt "Baby" Love are some of the nationally syndicated radio hosts nominated for induction into the Radio Hall of Fame at Chicago's Museum of Broadcast Communications. Other nominees include Karl Haas, syndicated by WCLW(FM)/Seaway Productions; Hy Lit of WOGL-FM Philadelphia, and Dick Whittinghill of the former KMPC(AM) Los Angeles (now KTZN). The induction ceremony, scheduled for Oct. 19 in Chicago, is slated for radio broadcast as well.

'Beyond the Beltway' signs syndicator, rep

National radio talk show host Bruce DuMont has signed with syndicator Fisher Entertainment and national sales rep firm MultiVerse Networks to handle his two-hour weekend talk show, *Beyond the Beltway*. DuMont describes his show, broadcast from its flagship WLS(AM) Chicago, as featuring "a balanced forum for political debate."

Internet and radio users alike

The latest report from the Interep Radio Store and Simmons Research shows that 88% of Internet users listen to radio at least once a day. By comparison, 84% say they watch television daily and 66% say they read a daily newspaper, according to Interep. The data was based on a survey of adults 18 and older.

Turner movies on radio

Turner Classic Movies will start airing audio versions of its movies on noncommercial WRBH(FM) New Orleans, which offers a reading service for the visually handicapped. The station will air "Casablanca" on April 26. Other titles, including "Citizen Kane" and "Key Largo," will follow. The films will feature narrated descriptions of the action, settings and body language along with the film's dialogue. Turner spokesman Jim Weiss says TCM is talking with other radio stations about similar arrangements.

Bravo exposes talk radio

The Bravo Network will air *The History of Talk Radio*, showcasing the personalities, history and impact of the genre on May 4 and May 7. The show features clips from talk radio pioneers, including Joe Pyne, Alan Burke and Barry Gray, along with segments about current personalities Dr. Laura Schlessinger, Rush Limbaugh, Bob Grant and Howard Stern.—DP

Appointments at WCBS Radio

Lou Giserman has been appointed director of news and programing for news and information station WCBS(AM) New York. He joined WCBS as assistant director in 1994.

Giserman promoted Tony Gatto, who had been managing editor of operations at the station since 1993, to assistant director, news and programing. Dan Griffin is general manager for the station.



Giserman



Gatto

USA provides Stern warning

'Private Parts' deal shows increasing basic cable-network competition

By Cynthia Littleton

USA Network's successful bid for the rights to one of 1997's most talked-about movies sheds light on more than just Howard Stern's "Private Parts."

The \$7 million deal with Rysher Entertainment comes as another sign of the intensifying competition for movie rights among the strongest basic cable networks and the Big Four broadcast networks. USA is understood to have outbid Fox and CBS for the first non-pay-TV window for "Private Parts," beginning in 1999.

Buyers for the Turner entertainment networks upped the ante for broadcasters and basic cable rivals earlier this year with their preemptive bid for a package including the 1997 Oscar winners "Shine" and "The English Patient."

"We went after Rysher for this



'Private Parts' is coming to USA in 1999.

film," says Rod Perth, president of USA Entertainment. "We actively targeted 'Private Parts' for acquisition as we have other movies in the past."

Cable networks' primary advantage over broadcast network competitors is the ability to commit to more runs over longer license terms. USA bought both the network broadcast and the syndica-

tion windows for "Private Parts," licensing the autobiographical tale of the self-appointed "king of all media" for a total nine years.

Competition among network rivals for hot movie titles has historically been fierce. It's not uncommon for network buyers to screen rough cuts of high-profile studio productions before they're released in theaters, notes Perth, a former top CBS programming executive.

And these days, it's not unusual to find TV buyers bidding on those titles while they're still in theaters. But it is unusual,

albeit less and less so, to see basic cable operating on a level playing field with the established broadcast outlets.

"There are certain movies that our economic models just won't let us reach for," says Perth. "But we're not going to let ABC, CBS, Fox and NBC have an easy time of it among themselves anymore." ■

TCI buys out Kearns-Tribune

Deal, worth approximately \$627 million, includes 'Salt Lake Tribune'

By Price Colman

Tele-Communications Inc. Chairman John Malone has moved to strengthen his role as master of the company's fate by buying out longtime ally Kearns-Tribune Corp., a major shareholder in TCI and Liberty Media Corp., in a deal worth an estimated \$627 million.

Terms call for TCI to lay out about 52.8 million TCOMA shares to acquire Kearns-Tribune's assets, which

include large chunks of TCI and Liberty stock, the *Salt Lake Tribune* newspaper, four regional newspapers in the Northwest, real estate holdings and other stakes.

For TCI, the prime target was 8.8 million shares of TCOMA, 9.1 million shares of supervoting (10 votes per share) TCOMB and 6.7 million shares of Liberty Media Corp. common stock. Total value of the TCI and Liberty stock is roughly \$341 million. Kearns-Tribune's other assets are worth about

\$286 million.

Under pre-existing agreements, Malone and the estate of the late TCI founder Bob Magness can swap their TCOMA shares for Kearns-Tribune TCOMB shares on a one-for-one basis.

Combining the TCOMA-for-TCOMB swap with the acquisition, Malone's voting control would increase to about 19% from 17.7% now, and the estate's voting control would grow to 23.7% from 21.6%. Combined, Malone and the estate

would hold 42.7% voting control of TCI Group, up from 39.3%. A TCI spokesperson said Malone hasn't yet decided whether he'll do the swap.

The deal should also boost the value of Liberty shares. Liberty intends to repurchase the 6.7 million shares TCI will get and to put them in treasury. That antidilutive move enhances the value of Liberty stock by taking a substantial number of shares out of circulation. It also indirectly benefits TCI, which holds a large chunk of Liberty stock.

The deal prompted initial concerns in the investment community that it would dilute the value of TCI Series A shares (Nasdaq-TCOMA) and possibly signify a diversification of TCI's focus. Early indications are that TCI will have

to issue just under 35 million new shares, which translates into about a 5% dilution of the 682 million outstanding TCOMA shares.

TCI President Leo Hindery sought to allay the dilution and diversification concerns, saying the dilution would be "de minimis" and that the deal "does not represent a diversification effort by the company but an effort to be responsive to shareholders' interests." Hindery noted that the deal is a bargain at TCI and Liberty's current stock prices.

The actual number of shares TCI will issue will be determined based on the average market price of TCOMA and Liberty A Series (Nasdaq-LBTYA) shares during a 20-day period before the deal is made final.

Hindery declined to elaborate on the diversification issue, but sources told BROADCASTING & CABLE that TCI will move quickly to sell the four regional papers.

The deal apparently calls for TCI to hold the *Salt Lake Tribune* for five years, but analysts said TCI could seek an exception for a speedier sale. The likelihood is that the current management, Salt Lake Tribune Publishing Co., will buy back the paper.

The dilution issue could become moot this week when TCI announces first-quarter financial results. Increasing sentiment on Wall Street is that TCI will have cash flow of \$645 million–\$675 million, which could boost share prices. ■

Cable wants to get credit for giving

Some in industry say it is time to better publicize public service initiatives

By Price Colman

The cable television industry has never been particularly noted for its philanthropy, but that may be changing—driven as much by necessity as opportunity.

Cable for the first time in its relatively short life is facing real competition and is testing every weapon in its arsenal.

One of those weapons, which cable has long held but rarely used effectively, is its community service initiatives. There are literally thousands of such efforts, likely one or more for each of the nearly 12,000 headends in the U.S.

Because those local initiatives are so far-flung and diverse, it has been tough for cable to capitalize on them. But now, as it matures, cable also is showing signs of unified national efforts. Among them: Cable Positive, which focuses on AIDS awareness, education, research and care; Lifetime channel's breast cancer awareness campaign, and—perhaps the oldest effort—Cable in the Classroom.

A local/national approach is emerging as an important strategy for cable, not only in terms of image polishing but as a weapon against competitive encroachment.

"In a competitive environment, we need to integrate our messages and our community outreach and marketing programs," says Nancy Larkin, vice



CTAM of Rocky Mountains' SKITAM raises money for the U.S. Disabled Ski Team.

president of community relations at Continental Cablevision. "At Continental, for the past three years, we have been making a very sincere effort to do that.

"Trends suggest that customers like companies that are community minded and give back. Given a choice, they prefer to buy from companies that do this.... But if you're doing it and not talking about it, it's not going to have an impact."

It's the talking about it that seems to be cable's problem.

Cable has been community-service oriented almost since its inception. Industry pioneers, including Bill Daniels, Bob Magness and Carl Williams, recognized early that giving

something back to the communities where they had operations could translate into bottom-line returns. But in the larger world of corporate giving and community service, cable's strong localism has been something of a handicap. Local operators might do a bang-up job of being "good corporate citizens," but the industry as a whole suffered the Rodney Dangerfield get-no-respect syndrome.

"It's like the cable industry has served soup, salad and entree but has not delivered dessert to the American public," says M.C. Antil, vice president—communications, of CTAM.

"We can always do a better job of telling our story, and that's what this comes down to," says Kim Elek, director of public affairs for the National Cable Television Association. "Part of what will help rehabilitate cable's image is letting people know what we're doing... You pick causes that will have impact in your community and stick with them and do a better job of telling your story."

The persistent image of cable may be that of the unruly, rebellious adolescent of telecommunications, but as the industry matures and consolidates, it's becoming more sophisticated about philanthropic efforts and how to capitalize on them.

Part of the trick is devising a message that strikes the right balance between altruism and self-interest. The second,

equally important part is delivering that message effectively.

"Our industry went through a stage of fear of talking to the media," recalls Sally Flynn, executive director of the Cable Television Public Affairs Association (CTPAA). "They were getting nailed on everything they did. They couldn't get past the rates issue. But as the industry has matured, PR people have done a much better job of talking about what cable is doing."

Still, Flynn acknowledges, "there's a certain cynicism on the part of the press. The industry has had to work doubly hard to get past that." Cable has taken important steps in recognizing its own. The annual Beacon Awards, organized by the CTPAA, is one of those steps. This year's ceremony, scheduled for April 29 in Washington, is part of CTPAA's annual conference, this year appropriately titled "Capitalizing on Cable's Connections."

One sign of a greater emphasis on community service in the cable industry: Beacon Awards entries increased 15% this year, to 460.

One of those finalists is CTAM of the Rocky Mountains' SkiTAM event. SkiTAM, a ski-racing and social event, raises money for the U.S. Disabled Ski Team. SkiTAM, launched in 1995-96

after the team's funding was cut by the financially strapped U.S. Ski Team, raised about \$100,000 that first year. The money helped pay for the team's trip (which had been in jeopardy) to Switzerland for the World Championships. The team won, helping cement the relationship between it and cable industry sponsors. This year, SkiTAM raised about \$125,000 for the team, roughly 40% of its annual budget.

"The money raised by SkiTAM will make it possible for our team to travel to and compete in the 1998 Olympics in Nagano, Japan," says head coach Mike Brown. "To find an entire industry—operators, programers and vendors—to back you is definitely unique. To have that industry commit to our team year after year—now, that's something that leaves us speechless."

With the disabled events unlikely to be carried as part of the Olympics coverage, cable could have a prime opportunity to get a message about its philanthropic efforts across, says Ginny Overbagh Kaus, Time Warner Cable's marketing vice president and one of SkiTAM's organizers.

"Through cable's many different channels, we might be able to pick up this banner and pick up these games live," she says.

SkiTAM is unusual, though not unique, in combining all sectors of cable in a single effort. Cable Positive, launched in 1992, uses a similar approach and has raised more than \$1 million. But widespread recognition remains elusive, acknowledges Molly Padian, executive director of Cable Positive.

"Within the AIDS community, I think there's recognition," Padian says. "Other national AIDS organizations are familiar with us and pretty impressed with what we're doing. But as far as the general public, no."

With the growing national efforts and continuing emphasis at the local level, cable's community service initiatives could be poised to bear fruit. Indeed, cable's local focus, in the past a drawback, could in the future be a strength, says Anne Cowan, vice president of communications at the Cable Telecommunications Association.

"I think we're going to see that it will set us apart from competitors at the local level," Cowan says. "I call it hyper-localism, a thing that no other competitor can touch. If customers like that, then we're in good shape because we have something that's unique. I think we have to pay a lot of attention, especially in the next six months, to that." ■

The Box gets TCI hunting license

Interactive music channel targets San Francisco for its initial push

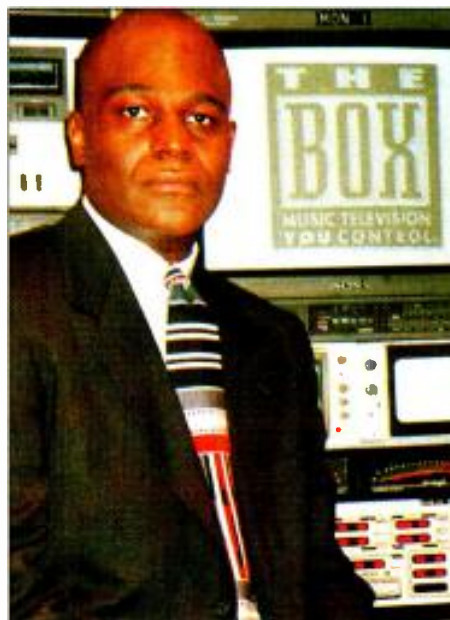
By Joe Schlosser

Tele-Communications Inc. gave interactive video network The Box its blessing last week to negotiate for carriage on its cable systems. For The Box, the agreement with the nation's largest MSO is a big step.

"A year ago [TCI-owned] Liberty Media was interested in acquiring a majority stake in us, but that didn't happen," says The Box's president, Alan McGlade. "The world thought The Box was headed in the other direction. Not anymore."

No rollout arrangement has been made between TCI and The Box, but the MSO has given the network a "hunting license" to deal one-on-one with local systems.

McGlade says that the endorsement should add many more TCI subscribers to the current 1.3 million. The



Alan McGlade is shopping The Box to TCI systems across the country.

network, which now has more than 3.5 million cable subscribers nationwide, is going after operators more aggressively than before.

In the next few years, McGlade says, the network wants to be in every top market, with at least a million subscribers in each. The first city The Box is going after is TCI-stronghold San Francisco.

"If you want to be serious as a programmer in terms of adding value to a system operator, then you need to [dominate] a category," McGlade says. "We are going to own the music category for the 12 to 29 age group."

The Box's edge on established music-oriented cable networks is its ability to custom-tailor its programming to meet the needs of specific markets, McGlade says. If an urban cable system is more in tune with rap music, for example, The Box can play primarily

rap and hip-hop videos. The network offers five music formats: mainstream, pop/rock, urban, Latino and (soon-to-be-announced) country. A digital playback system allows the network to control which markets watch which videos.

"That is something VHI, MTV, MuchMusic and everybody else can't do," McGlade says. "The Box can be anything the market dictates."

Viewers themselves dictate what airs on The Box. For a premium (\$1.99

**T H E
BOX**
MUSIC TELEVISION
YOU CONTROL

on average) viewers can call in and select videos. McGlade says 80% of The Box's viewers merely watch the network, as they do MTV or VH1; the other 20% order videos on a pay-per-view basis. The Box generates revenue through its pay-per-view format and through network advertising.

The Box offers operators a percentage of the revenue generated from the viewer selections. It also pays operators a modest fee for carriage, McGlade says. ■

CNN celebrating Larry King's 40th

Talk show host wants to move show to Los Angeles

By Joe Schlosser

As Larry King prepares to celebrate 40 years behind a microphone, the CNN talk show host is considering taking his show to Los Angeles—permanently.

Larry King Live originates at CNN's Washington bureau three weeks a month. The remaining week generally is done in Los Angeles, where the Brooklyn native is starting to warm up, literally.

"I like the weather and I like my life-style out there," King says. "I'm on at six o'clock and off just after seven. Then I can go to dinner, go to a ball game. I have no social life during the week in Washington."

With his contract up in two years, King is hoping to swing a deal with CNN to relocate the show. "If I had my druthers—if I were rewriting my contract today—I'd make it three weeks in Los Angeles and one week in Washington," says the 63-year-old King.

As for leaving CNN, King says he is loyal to his good friends Ted Turner, vice chairman of Turner Broadcasting System, and CNN President Tom Johnson. King's show debuted in June 1985 on CNN, and he says officials at the network have been "unbelievable" ever since. But the talk show host says that a lot of offers are coming his way, and "a lot of people don't want me to re-sign with CNN."

"I'll stay at CNN unless something [goes] through the roof that even Ted [Turner] couldn't turn down," he



Larry King's CNN contract has two years to go.

CNN

says. "This might be my last big contract, so I'll certainly weigh anything."

King will celebrate his 40th year in broadcasting this week in true King style. Retired General Colin Powell, First Lady Hillary Rodham Clinton

and others will sit down with King for interviews. Newly signed CBS News personality Bryant Gumbel will turn the tables and interview him in prime time. It's all just another week's work for King, who got his first job in radio back in 1957.

"I was a radio freak," King says. "I never wanted to be anything else—just a broadcaster." He started at Miami's WIOD(AM) on May 1, 1957; three years later he wound up on WTVJ(TV) there. Since then, King has been doing television and radio simultaneously. His current format has been carried nationally on Westwood One (formerly Mutual Broadcasting) since 1978.

King says that the idea of one company owning multiple radio stations "frightens" him. He feels the same way about television. But he believes that Turner Broadcasting's merger last year with Time Warner was a positive one for both companies: "It is the kind of marriage that works because where Time Warner was weak, which was in broadcasting, they get that. And where Turner needed expansion in entertainment and more movies, they get that. The two became a giant, but the two were already strong in their fields."

Of the differences between broadcast and cable television, King says that "anybody under 35 doesn't even know the difference." By 2000, he predicts, cable and broadcast networks will be equals.

"I'll still be working then; I'll never retire," King says. "I have the best job in the world." ■

Primestar makes 'Big Switch'

Primestar Partners' "Big Switch" went off last week without a hitch, according to a spokesperson for TCI Satellite Entertainment, which serves about 750,000 of Primestar's 1.8 million subs. The switch included adding 65 channels to medium-power Primestar's 95-channel service with the transition to the GE2 satellite launched earlier this year. The upgrade added 18 video channels to the basic Prime Value package, bringing the total count to 85 channels. The price for the package increased \$2, to \$24.99 (\$34.99 with an equipment lease), while the price per channel declined. The switch also includes grouping channels by genre for easier navigation. Call centers in Denver and Boise, Idaho, logged more than 30,000 calls, with many callers opting for programming package upgrades.

Soccer, boxing, opera

Sky Entertainment Services, the Latin American DTH service owned in part by News Corp. and TCI, has obtained exclusive rights to Brazilian broadcasts of the country's soccer championships. It also has Mexican rights to a performance by tenor Luciano Pavarotti, and the rematch between Mike Tyson and Evander Holyfield. Sky, which delivers 24-hour DTH digital TV to Latin America and the Caribbean, launched in Brazil on Oct. 30, 1996; and in Mexico on Dec. 15, 1996.

Spice looks at options

Spice Entertainment said it will not pursue further legal action now that the Supreme Court has decided not to hear the case challenging the constitutionality of scrambling adult channels. Section 505 of the Telecommunications Act of 1996 says that cable systems must fully scramble transmissions of adult programming—a provision that has been difficult for cable operators because of the advanced equipment that complete channel scrambling requires. "We know [505] is going to have an impact," says Steve Nolfi, senior VP of affiliate sales and marketing. "It affects maybe 40 to 50 percent of our customers that carry us full time. The big issue is how we can best work with them to maximize revenue." One way Spice

will try to accomplish that is with its launch last month of Williams Infomercial Network, a mainstream infomercial network that cable operators can offer during "blackout periods" (or can run on any cable channel with free time that an operator wants to fill). Spice also accompanies blacked-out video with background music that covers all audio from adult pay-per-view channels.

How long has it been, Geraldine?

In what's sure to be a welcome blast from the past for many, *The Flip Wilson Show* will touch down on Nick at Nite's TV Land schedule this September.



And, to mark the network's first anniversary on April 29, TV Land will serve up memorable editions of *Flip Wilson* and other vintage variety programs, including *The Ed Sullivan Show*, *The Dean Martin Show*, *Rowan & Martin's Laugh-In* and *Saturday Night Live*.

Comsat quarter

International satellite company Comsat reported a net loss of \$5.3 million, or (11 cents per share) for first quarter 1997. The company attributes the loss to its Ascent Entertainment Group, which lost \$24 million compared with a loss of \$4 million for the same period last year. Comsat would have had a gain of 14 cents per share if Ascent and Comsat RSI were taken off the balance sheet, says Janet Dewar, VP of corporate development. Comsat intends to sell or spin off Ascent to shareholders, who hold approximately 20% of the company. Comsat also will divest Comsat RSI this year. Once both interests are divested, Comsat will focus almost entirely on its core international satellite business and digital networking, says Tom Watts, equity analyst at Merrill Lynch. Comsat's consolidated revenue for the quarter was \$281.7 million, up 13%

from first quarter 1996.

PanAmSat posts profit

PanAmSat saw strong growth and increased margins in first quarter 1997, announcing revenue of \$75.3 million, a 49% increase from the \$50.4 million posted in the same period of 1996. Earnings before interest, taxes, depreciation and amortization (EBIT-DA) were \$55.6 million, up 52% compared with \$36.6 million during the same period last year. Net income was \$24.6 million, up from \$13.6 million last year. The company earned 13 cents per share, compared with 4 cents in the year-earlier period. International satellite companies PanAmSat and Hughes Electronics have a deal expected to be completed next month that will combine operations into a new publicly held company.

AMC: To preserve and protect

Suspense is the theme of AMC's 1997 *Film Preservation Festival*, set for Oct. 3-5. Martin Scorsese and Lauren Bacall once again will take part in AMC's on-air effort to help to preserve pre 1960s Hollywood history. Money raised during the fund drive is distributed through The Film Foundation to the Library of Congress, Museum of Modern Art, American Film Institute and other institutions active in film preservation. Now in its fifth year, AMC's festival will devote a full day to film noir gems and another to the work of Alfred Hitchcock. Other highlights of the three-day fund drive include a new documentary about the restoration of Hitchcock's 1958 chiller, "Vertigo."

Showtime gets 'Lost'

Showtime takes kids to Egypt for its original film *Legend of the Lost Tomb*, which premieres May 18 at 8 p.m. ET/PT. Produced and directed by Showtime regulars Julie Corman and Jonathan Winfrey, the movie stars Stacey Keach of *Mike Hammer* fame, Rick Rossovich from "Top Gun" and "Roxanne," Brock Pierce and Kimberlee Peterson. *Lost Tomb* is part of Showtime's Original Pictures for Kids series. The movie will replay on May 22 and 31.



Chum set to take Puls

CITY-TV Toronto, owned by Chum Ltd., thought to be the lead contender for an equity stake in unprofitable German regional broadcaster Puls TV, backed by Central European Media Enterprises and Time Warner. Puls TV reaches 6 million homes in Berlin and Brandenburg. It posted an \$18.8 million operating loss in 1996.

Sources say CME has "completely funded" Puls TV for more than a year. CME's estimates for Puls TV's 1996 funding requirements were \$10 million-\$15 million. Thomas Kirch, son of German media baron Leo, reportedly was interested in Puls some months ago, but apparently has lost interest in the station.

Nick expands carriage

Kids channel Nickelodeon Latin America has signed carriage deals with Mexico City's Cablevision and PCTV, which distributes cable channels to rural operators. Nick also closed a five-year deal with local partners to set up a 12-hour daily channel in Turkey, which has a kids population of more than 20 million, says Bruce Tuchman, Nickelodeon VP/general business manager. Nick claims to have added more than a million Latin multichannel homes since it launched on Dec. 20, 1996, boosting the channel's reach to more than 3 million homes.

Nick's Turkey channel will be available to 500,000 cable homes at launch this fall via the country's state-owned cable system. Tuchman says the channel may also seek terrestrial distribution.

TPS orders more decoders

French digital DTH bouquet TPS, which launched on Dec. 17, 1996, has ordered an additional 100,000 decoders from its set-top manufacturer, France's Sagem. TPS also is negotiating to sign up another undisclosed manufacturer to help meet the company's revised forecasts of 300,000 subs, nearly double TPS's original subscriber target, by the end of 1997. TPS says that it has signed 112,000 customers. —**Michael Katz**

50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of April 14-April 20, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time (ET)	HHs. (000)	Rating		Cable Share
				Cable	U.S.	
1. NASCAR/Goody's 500	ESPN	Sun 1:00p	3,438	4.8	3.5	12.9
2. Rugrats	NICK	Mon 7:30p	3,008	4.3	3.1	7.4
3. Kids Choice Awards	NICK	Sat 8:00p	2,886	4.1	3.0	7.9
3. Rugrats	NICK	Wed 7:30p	2,852	4.1	3.0	7.5
3. Rugrats	NICK	Thu 7:30p	2,847	4.1	2.9	7.3
6. World Champ. Wrestling	TNT	Mon 9:00p	2,710	3.8	2.8	5.9
6. Hey Arnold	NICK	Mon 8:00p	2,684	3.8	2.8	6.1
8. Rugrats Passover	NICK	Sun 10:00a	2,614	3.7	2.7	11.7
8. Rugrats	NICK	Tue 7:30p	2,579	3.7	2.7	6.8
8. Hey Arnold	NICK	Wed 8:00p	2,573	3.7	2.7	6.3
11. Movie: "Overboard (1987)"	TBS	Sun 10:35a	2,457	3.4	2.5	11.2
11. Tiny Toon Adventures	NICK	Sat 9:30a	2,359	3.4	2.4	11.1
13. Rugrats	NICK	Fri 7:30p	2,332	3.3	2.4	6.8
13. Angry Beavers Special	NICK	Sat 9:30p	2,325	3.3	2.4	6.0
13. J. Henson's Muppet Babies	NICK	Sat 10:00a	2,309	3.3	2.4	11.0
13. Angry Beavers	NICK	Sun 10:30a	2,508	3.3	2.4	10.4
13. Hey Arnold	NICK	Sun 11:00a	2,290	3.3	2.4	10.4
18. Secret World of Alex Mack	NICK	Tue 8:00p	2,241	3.2	2.3	5.5
18. Kenan & Kel Special	NICK	Sat 7:30p	2,205	3.2	2.3	6.6
20. World Champ. Wrestling	TNT	Mon 7:55p	2,209	3.1	2.3	5.2
20. NBA/Chicago @ Miami	TBS	Wed 7:58p	2,198	3.1	2.3	5.2
20. Doug	NICK	Wed 7:00p	2,194	3.1	2.3	6.1
20. Rugrats	NICK	Sat 8:30a	2,183	3.1	2.2	11.5
20. Doug	NICK	Thu 7:00p	2,157	3.1	2.2	6.0
20. Doug	NICK	Mon 7:00p	2,152	3.1	2.2	5.7
26. Movie: "Locked Up: A Mother's Rage"	LIF	Sun 4:00p	2,068	3.0	2.1	7.2
26. Movie: "The Haunting of Lisa"	LIF	Sun 6:00p	2,048	3.0	2.1	5.9
26. NBA/Toronto @ Chicago	WGNC	Mon 8:30p	1,066	3.0	1.1	4.6
29. All That Special	NICK	Sat 7:00p	2,015	2.9	2.1	6.4
29. Tiny Toon Adventures	NICK	Sat 9:00a	1,994	2.9	2.1	9.7
31. Movie: "Back to the Future II"	USA	Sun 5:47p	1,999	2.8	2.1	5.6
31. Movie: "Hudson Hawk"	TBS	Sun 12:50p	1,979	2.8	2.0	7.9
31. Alvin & the Chipmunks	NICK	Sat 11:00a	1,962	2.8	2.0	9.5
31. Movie: "Not in This Town"	USA	Wed 8:59p	1,958	2.8	2.0	4.5
31. J. Henson's Muppet Babies	NICK	Sat 10:30a	1,949	2.8	2.0	9.2
31. Doug	NICK	Fri 7:00p	1,941	2.8	2.0	5.9
31. Adventures of Pete & Pete	NICK	Sun 12:00p	1,936	2.8	2.0	8.7
31. Movie: "In the Best Interest of the Children"	LIF	Mon 9:00p	1,895	2.8	2.0	4.4
39. NFL Draft	ESPN	Sat 12:00p	1,894	2.7	2.0	7.7
39. Aaahhh!!! Real Monsters	NICK	Sun 11:30a	1,886	2.7	1.9	8.5
39. Movie: "Predator"	TNT	Sun 8:00p	1,886	2.7	1.9	4.3
39. Secret World of Alex Mack	NICK	Thu 8:00p	1,875	2.7	1.9	4.4
39. Tiny Toon Adventures	NICK	Thu 6:30p	1,863	2.7	1.9	5.6
39. Rugrats Special	NICK	Sat 6:30p	1,858	2.7	1.9	6.2
39. Doug	NICK	Tue 7:00p	1,858	2.7	1.9	5.3
46. Looney Tunes	NICK	Sun 9:00a	1,794	2.6	1.8	8.6
46. All That	NICK	Sun 12:30p	1,787	2.6	1.8	7.7
46. Blues Clues	NICK	Mon 12:30p	1,784	2.6	1.8	9.0
49. Are You Afraid of the Dark?	NICK	Mon 5:00p	1,781	2.5	1.8	6.6
49. Doug	NICK	Sat 8:00a	1,748	2.5	1.8	10.7

Sources: Nielsen Media Research, Turner Research

Broadcasting & Cable's **Telemedia**

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

Push technology

A virtual world tour

Discovery's CD-ROM-linked world adventure begins in Turkey

By Richard Tedesco

Discovery Communications embarks on its own odyssey of content development with the launch of a Planet Explorer Website this week.

Planet Explorer gives intrepid Net surfers an opportunity to probe exotic locales in episodic virtual experiences online. In its premiere, the site sends the visitor on an excursion to Istanbul as a special

courier dispatched on a high-risk delivery. In the course of the mission, the player moves through a virtual space representing that city, and can access background information about Turkish culture, history and geography.

"The idea is to allow users to experience the world in a new way," says Liddy Manson, Discovery vice president of special projects. "You can participate in a place and get

to know it by going down different avenues."

The six-episode Turkish adventure, *Selam: The Secret Language*, will run in subsequent monthly installments leading to the publication this October of a related CD-ROM that will link to the site. The disk, *Byzantine: The Betrayal*, will cost about \$35.

That CD-ROM will take advantage of Intel Corp.'s

MMX multimedia chip technology in its high-end machines. The game, produced by Stormfront Studios, contains more than 120 photos and 3-D panoramic environments. Filmed on location by Discovery crews, it situates the player as a journalist attempting to expose an international antiquities smuggling ring.

The thread of that story line



Mining Company claims universe of quality sites

The blue-sky cable TV vision of the 500-channel universe has migrated to the Internet.

Scott Kurnit is claiming that universe for the Mining Company, which launched last week as a directory of Web content. Its reviewers point to 185 sites, but the number should be approaching 300 this week, with 500 a few weeks away. "We've found the elusive 500 channels," Kurnit quips.

A veteran of both the cable TV and the online media, Kurnit pays free-lance workers a monthly \$250 stipend to dig up an appropriately eclectic mix of sites to highlight. Anything from quilting to racing is in this mix (www.miningco.com), and quite a bit more is expected. Kurnit expects 1,000 sites by year's end and 2,500 in 1998. "In a 500-channel cable world, you'd have a NASCAR channel," says Kurnit. "You start to get more eclectic."

Thus far, Kurnit has drawn support from nine mainstream advertisers, including IBM, Moet and online Yellow Pages service Big Yellow. A possible deal with a large bookstore could provide numerous additional links. Mining Company's formula for ad placement will be 60% random placement, 20% in category pages and 20% in specific sites.

Kurnit claims the response is overwhelmingly positive, but concedes that the concept requires proof. "It shows itself already for what it is," he says. "The big question is, can a number of people do this and do this by pointing to quality sites?"

The Mining Company will also have to demonstrate that this kind of service can supplant established Internet search engines.—RT



PointCast enhances with Excite

Pointcast says 1,000 World Wide Web content providers have signed up for directory listings and site ratings through its new PointCast Connections.

The PointCast Connections concept has taken root since it was announced by the Cupertino, Calif., online programmer last month. Now, PointCast will organize participating sites through Excite, which will provide listings. The Recreational Software Advisory Council (RSAC) will rate the sites.

"It's an opportunity to enhance our channel," says Melissa Porter, Connections product manager for PointCast. "As a viewer, you can select exactly which Connections Webcaster you want to see broadcast to your desktop."

Webcasters can segregate content into several access "channels" within Connections to target PC users, according to Porter. The objective, she says, is to provide "more breadth and special interest topics" within PointCast's offerings. PointCast's popularity has been based on users' ability to particularize content from an array of information services, with data "pushed" to users' desktops.

Excite will offer a "Best of Connections" listing, with reviews of content from participating Web publishers. RSAC will use its RSACi content advisory system to rate content for language, violence, nudity and sex, and will provide user-friendly features to screen it accordingly.

Inc., Knight Ridder New Media US News Online, Encyclopaedia Britannica and iVillage are among the content providers participating in Connections.

Connections enters a beta test this quarter, says Porter, who did not provide a firm launch date. Connections is based on open standards. Each publisher will get free tools to allow it to participate in the new channel.—RT

jibes with *Intrigue in Istanbul*, an on-air Discovery special in October, focusing on mysteries there from the time of the Crusades through the Cold War. It's a direction Discovery plans to take with one project a year, depending on audience response, says Manson. "We're trying to take advantage of what the various media have to offer in bringing this to life," she adds.

While the *Byzantine* CD-ROM will link to the site (www.explorer.com), it won't prompt online interaction. That will come with subsequent adventures, Manson says, as Discovery delves into cross-platform plots and their possibilities.

This fall, Discovery also plans to publish *Evolution*, a multiplayer game. *CatchWord*, an online Discovery game, will appear on CompuServe. *Prodigy* and, eventually, *America Online* later this year. TM

World Wide Web

CNN links locals

News network out in front as affiliate Web wars heat up

By Richard Tedesco

CNN has racked up 70 broadcast affiliate stations for its Local Link program before CBS and ABC even enter the fray.

Its goal is to bring to the link all 450 CNN Newsource subscriber stations, according to Susan Grant, president of CNN Newsource Sales. "We're putting stations on as fast as we can create the link to them and as quickly as we can get the art to them," Grant says.

All participating stations so far are Newsource subscribers. CNN links translate to co-branded "QuickNews" opening pages and national and international news updates up

to 25 times daily.

NBC is the only one of the Big Three that has a proposal for its affiliates on the table. It claims that 210 affiliates, including owned stations, will participate in its Interactive Neighborhood, which will feature Microsoft's Sidewalk service.

The two other broadcast networks have clearly been caught flat-footed in what is becoming a very competitive environment. CBS stations top the CNN roster with 28, followed by 23 ABC stations and six NBC affiliates. Grant says CNN isn't seeking online exclusivity, but it would seem unlikely for smaller-market stations to do more than one online deal.

ABC plans to offer links to its ABCNews.com site, under construction by Starwave, with six stations in its top markets participating when the site launches shortly. ABC has been outlining its plans in meetings with station groups, says Andrew Langhoff, vice president of business development for ABC Online. Langhoff says an extensive set of Web authoring tools will be part of the deal.

But ABC doesn't want any stations participating simultaneously with CNN's Local Link. "We're confident that many of the stations participating with CNN will drop their links to CNN," Langhoff says.

CBS is preparing a presentation for its affiliates next month, according to Dean Daniels, vice president and GM of CBS New Media. Building on the sort of backend connections it created for its Campaign '96 site, CBS will offer to split ad revenue on top-level pages and let stations keep cash generated from pages they create.

Both ABC and CBS are still

negotiating for third-party content to supplement the news content they'll be providing.

Meanwhile, Warner Bros. is proceeding apace with its CityWeb campaign, claiming 40 Big Three affiliates thus far. Warner is complying with requests from larger stations to move the CityWeb launch from the third to the fourth quarter, according to Jim Moloshok, senior vice president of Warner Online.

Moloshok says some "very significant news stations" are in the group for what are now five-year commitments. Part of the deal requires stations to give Warner five 30-second spots weekly in their respective newscasts. Warner is also mulling offers from stations to buy into CityWeb. TM

'Daily Mail' delivers royal treatment online

The skinny on England's royal family's latest scandal is now just a few clicks away.

London's *Daily Mail*, among the most notorious of the UK tabloids, has created a site for just that purpose—and much more. In fact, RoyaltyUK.com presents some fairly sober features and information about England's most elite dysfunctional family. That includes a rundown on a royal liaison with American actress and femme fatale Lillie Langtry.

But there's plenty of humor. A gallery of royalty and other pop celebrities gives the user a chance to mix, match and morph, to find out just what those special offspring would look like. And if you've ever wanted an insight into royal etiquette, you can take a multiple-choice test that runs the gamut of what's gauche and what's not, in official royal parlance. (What does a butler do before presenting Prince Charles with a newspaper? Irons it, of course.)

The London tabloid figures it's worth \$8.95 for six months, or \$1.95 per month, for PC users outside the UK to keep current on Buckingham Palace. Historic multimedia content is here too, including Prince Edward's famous abdication speech. "The *Daily Mail* has been writing about the royal family for the last 100 years, so there's an incredible archive of material to draw on," says Paul Zwillenbach, managing director of the enterprise, who's aiming for 20,000 subscribers worldwide by year's end.

As serious as that sounds, the business end of the site seems the only serious part. "We don't take ourselves terribly seriously," says Zwillenbach. "It's a soap opera. Everybody loves it." —RT



Calendar

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

May 13-15—National Online Meeting and Integrated Online Library Systems '97, presented by Information Today Inc. New York Hilton, New York City. Contact: Carol Nixon, (609) 654-6266.

May 16-18—MacFair LA '97, 7th annual Macintosh computer conference and exhibition, presented by the Los Angeles Macintosh Group. Burbank Hilton Hotel & Convention Center, Burbank, Calif. Contact: Anthony Masterson, (310) 319-1824.

June 19-21—E3/Atlanta, interactive content industry trade show presented by the Interactive Digital Software Association. Georgia World Congress Center & Georgia Dome, Atlanta. Contact: (800) 315-1133.

Technology

April 28, 1997

CBS gains power in Detroit

WWJ-TV gets \$11 million upgrade to 5 mw; will be ready for DTV

By Glen Dickson

CBS will be pumping more power into the Detroit airwaves by late 1998. CBS Television Stations has received FCC approval to upgrade the signal of WWJ-TV there, its ch. 62 O&O.

The station group will invest more than \$11 million to create a DTV-ready transmission facility designed to improve WWJ-TV's signal strength. WWJ-TV will use a six-cabinet Harris NTSC transmitter to provide 5 megawatts of effective radiated power, five times the amount now generated by a 22-year-old RCA unit. CBS also will build a 1,087-foot tower, 114 feet higher than the station's existing stick, just north of the Detroit city border. The tower will accommodate a side-mounted DTV antenna.

"The station currently is received very well by most metro Detroit viewers; however, it has some deficiencies in the outlying areas of the Detroit market, where the signal peters out," says Jay Newman, WWJ-TV vice president/general manager. "This improvement should insure that viewers in the outlying areas who are having difficulties [will] now be able to get a good picture."

Newman adds that the additional power also should provide a cleaner picture for viewers within the immediate metro area who are "getting less than desirable pictures."

Although WWJ-TV's tower, antenna and transmission line vendors have not



yet been selected, those decisions will be made "very soon," says Bob Ross, vice president of engineering and operations for CBS Television Stations. The new transmission facility should be on air within 12-14 months, at which time WWJ-TV will begin simulcasting DTV signals under the broadcasters' voluntary 18-month DTV roll-out plan, he adds.

WWJ-TV also will use a Harris transmitter for its DTV service as part of a comprehensive deal CBS signed with Harris for its 14 O&Os. Harris DTV units already are operational at experimental stations run by CBS affiliate WRAL-TV Raleigh, N.C., and CBS O&O WCBS-TV New York. ■

Cutting Edge

By Glen Dickson

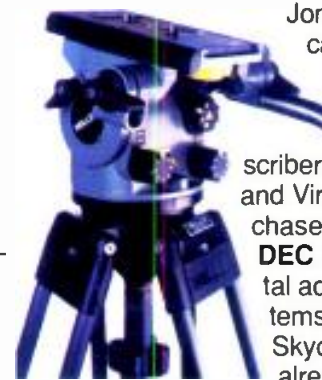
Canon Broadcast will supply CBS with ENG lenses for all of its O&Os. Most will be used on the new Panasonic DVCPRO camcorders that CBS purchased as part of a \$24 million investment in digital newsgathering (B&C, April 7). According to Bob Ross, VP of engineering for the CBS Stations, CBS will use Canon's IF+ H15aX6B IRS half-inch model for "all the lenses for CBS in the next year."

Cable ad insertion vendor **SeaChange International-**

al says that its server-based SPO™ System will now work with Wink Communications ITV Enhanced Broadcasting System for cable set-top boxes. SeaChange says that its SPOT customers will be able to deliver spots and infomercials with interactive features supported by Wink's operating system, such as product information, store locators and at-home purchasing. By sending spots via the SeaChange/Wink system, cable viewers also will be able to order PPV events

and request catalogues and coupons through their remotes, says SeaChange.

Miller Fluid Heads has introduced Arrow 50, an advanced pan/tilt support system for ENG/EFP cameras. The 6.6-pound Arrow 50, which is designed to work with the new portable digital cameras, features seven selectable drag settings, a four-position "dial-in" counter-balance for a range of cam-



Miller Fluid Heads' new Arrow 50 camera support system.

cord and dockable configurations, backlit bubble level and selector controls, positive pan/tilt locks, and a +/-70mm sliding camera platform.

Jones Communications Media Services, the advertising sales division of Jones Communications that serves more than 400,000 cable subscribers in Maryland and Virginia, has purchased four additional **DEC Mediaplex** digital ad insertion systems from reseller Skyconnect. Jones already has Sky-Connect systems in two of its 10 headends.

FCC awards digital TV channels

By Chris McConnell

The FCC has let stations know where on the dial they will be for the next broadcasting era.

Commission officials last week issued their list of digital TV assignments. The list matches more than 1,900 NTSC channels with a digital counterpart for DTV broadcasting. The allotment table includes DTV assignments for 1,605 stations in the continental U.S., plus assignments for unused non-commercial stations as well as stations in Hawaii, Alaska, Puerto Rico and the Virgin Islands.

For most stations, the channel assignments are different from the ones the FCC proposed last August (B&C, Aug. 19, 1996). The changes stem from adjustments FCC officials made to their formula for assigning the channels.

The new table, for instance, employs channels 2-6 as potential "core spectrum." The commission's core spectrum plan calls for eventually packing all stations into a block of spectrum and then reclaiming the rest of the channels. Last summer the commission identified channels 7-51 as the core spectrum.

The commission now plans to consider using the lower VHF channels as core spectrum. If the channels prove acceptable, the FCC will adjust the core spectrum to include channels 2-46; otherwise, it will remain 7-51.

The list also incorporates the commission's decision to establish a 50 kw minimum and a 1 megawatt cap on the amount of power stations will be allowed to use to send out the digital signals.

Stations do not necessarily need to

stick with the channels once the industry has shifted to digital broadcasting. The FCC said that at the end of the transition it will allow broadcasters to switch digital services back to the channel they now use for NTSC broadcasting, as long as the analog channel is within the core spectrum.

Stations with both analog and digital channels outside the core spectrum will get another new channel within the spectrum block at the end of the transition period.

The FCC expects the new channels to cover most of the territory the analog stations reach. During the transition period, it says, more than half of the stations will have a DTV channel that replicates their existing service area. More than 93% will have a channel reaching at least 95% of their service area, the FCC says. ■

This is the complete list of channel assignments given by the FCC, with existing NTSC channels followed by the DTV channel. At far right is the FCC prediction of the percentage of the station's existing NTSC service area that the new digital channel will cover.

ALABAMA

AL ANNISTON	40	58	99.3
AL BESSEMER	17	18	100.0
AL BIRMINGHAM	6	50	99.4
AL BIRMINGHAM	10	53	99.9
AL BIRMINGHAM	13	52	100.0
AL BIRMINGHAM	42	30	99.9
AL BIRMINGHAM	68	36	99.5
AL DEMOPOLIS	41	19	100.0
AL DOTHAN	4	36	99.7
AL DOTHAN	18	21	100.0
AL DOZIER	2	59	98.7
AL FLORENCE	15	14	99.4
AL FLORENCE	26	20	100.0
AL FLORENCE	36	22	100.0
AL GADSDEN	44	45	99.3
AL GADSDEN	60	26	99.0
AL HOMEWOOD	21	28	99.0
AL HUNTSVILLE	19	59	99.8
AL HUNTSVILLE	25	24	100.0
AL HUNTSVILLE	31	32	100.0
AL HUNTSVILLE	48	49	100.0
AL HUNTSVILLE	54	41	100.0
AL LOUISVILLE	43	42	99.4
AL MOBILE	5	27	99.9
AL MOBILE	10	9	100.0
AL MOBILE	15	26	99.8
AL MOBILE	21	20	100.0
AL MOBILE	42	18	98.3
AL MONTGOMERY	12	57	100.0
AL MONTGOMERY	20	16	100.0
AL MONTGOMERY	26	14	99.9
AL MONTGOMERY	32	51	99.9
AL MONTGOMERY	45	46	100.0
AL MOUNT CHEAHA	7	56	99.6
AL OPELIKA	66	31	100.0
AL OZARK	34	33	99.9
AL SELMA	8	55	99.9
AL TROY	67	48	100.0
AL TUSCALOOSA	33	34	99.7
AL TUSKEGEE	22	24	99.7

ALASKA

AK ANCHORAGE	2	18	81.2
AK ANCHORAGE	4	20	100.0
AK ANCHORAGE	5	22	83.7
AK ANCHORAGE	7	24	95.9
AK ANCHORAGE	9	26	93.3

AK ANCHORAGE	11	28	100.0
AK ANCHORAGE	13	30	95.6
AK ANCHORAGE	33	32	100.0
AK BETHEL	4	3	100.0
AK DILLINGHAM	2	9	100.0
AK FAIRBANKS	2	18	100.0
AK FAIRBANKS	7	22	100.0
AK FAIRBANKS	9	24	100.0
AK FAIRBANKS	11	26	100.0
AK FAIRBANKS	13	28	100.0
AK JUNEAU	3	6	100.0
AK JUNEAU	8	11	100.0
AK KETCHIKAN	4	13	100.0
AK KETCHIKAN	9	8	100.0
AK NORTH POLE	4	20	100.0
AK SITKA	13	2	100.0

ARIZONA

AZ FLAGSTAFF	2	22	91.8
AZ FLAGSTAFF	4	18	98.0
AZ FLAGSTAFF	9	28	100.0
AZ FLAGSTAFF	13	27	100.0
AZ GREEN VALLEY	46	47	100.0
AZ KINGMAN	6	19	81.9
AZ LAKE HAVASU CIT	34	35	100.0
AZ MESA	12	36	99.5
AZ NOGALES	11	25	98.7
AZ PHOENIX	3	24	91.5
AZ PHOENIX	5	17	94.0
AZ PHOENIX	8	29	99.3
AZ PHOENIX	10	23	99.7
AZ PHOENIX	15	14	100.0
AZ PHOENIX	21	20	100.0
AZ PHOENIX	33	34	100.0
AZ PHOENIX	45	26	100.0
AZ PHOENIX	61	49	100.0
AZ PRESCOTT	7	25	99.8
AZ SIERRA VISTA	58	44	100.0
AZ TOLLESON	51	52	100.0
AZ TUCSON	4	31	81.6
AZ TUCSON	6	30	89.6
AZ TUCSON	9	35	96.9
AZ TUCSON	13	32	98.4
AZ TUCSON	18	19	100.0
AZ TUCSON	27	28	100.0
AZ TUCSON	40	41	100.0
AZ YUMA	11	41	99.9
AZ YUMA	13	16	100.0

ARKANSAS

AR ARKADELPHIA	9	46	99.8
AR EL DORADO	10	27	100.0
AR FAYETTEVILLE	13	45	99.9
AR FAYETTEVILLE	29	15	100.0
AR FDRT SMITH	5	18	98.3
AR FORT SMITH	24	17	97.7
AR FORT SMITH	40	21	99.8
AR HOT SPRINGS	26	14	100.0
AR JONESBORO	8	58	100.0
AR JONESBORO	19	20	100.0
AR JONESBORO	48	49	100.0
AR LITTLE ROCK	2	47	98.1
AR LITTLE ROCK	4	32	99.1
AR LITTLE ROCK	7	22	100.0
AR LITTLE ROCK	11	12	100.0
AR LITTLE ROCK	16	33	99.3
AR LITTLE ROCK	42	43	99.3
AR MOUNTAIN VIEW	6	35	99.3
AR NEWARK	17	26	100.0
AR PINE BLUFF	25	24	99.6
AR PINE BLUFF	38	39	100.0
AR ROGERS	51	50	100.0
AR SPRINGDALE	57	39	100.0

CALIFORNIA

CA ANAHEIM	56	32	99.9
CA ARCATA	23	22	100.0
CA BAKERSFIELD	17	25	99.9
CA BAKERSFIELD	23	10	100.0
CA BAKERSFIELD	29	33	100.0
CA BAKERSFIELD	45	55	100.0
CA BARSTOW	64	44	99.5
CA CALIPATRIA	54	50	100.0
CA CERES	23	15	100.0
CA CHICO	12	43	99.3
CA CHICO	24	36	99.9
CA CLOVIS	43	44	100.0
CA CONCORD	42	63	100.0
CA CORONA	52	39	95.3
CA COTATI	22	23	100.0
CA EL CENTRO	7	22	99.9
CA EL CENTRO	9	48	99.5
CA EUREKA	3	16	91.4
CA EUREKA	6	17	93.5
CA EUREKA	13	11	100.0
CA EUREKA	29	28	100.0
CA FORT BRAGG	8	15	99.8

Technology

CA FRESNO	18	40	99.8
CA FRESNO	24	16	100.0
CA FRESNO	30	9	99.8
CA FRESNO	47	14	99.9
CA FRESNO	53	7	100.0
CA HANFORD	21	20	99.9
CA HUNTINGTON BEAC	50	48	100.0
CA LOS ANGELES	2	60	81.1
CA LOS ANGELES	4	36	84.3
CA LOS ANGELES	5	68	80.8
CA LOS ANGELES	7	8	95.5
CA LOS ANGELES	9	43	94.6
CA LOS ANGELES	11	65	94.1
CA LOS ANGELES	13	66	95.0
CA LOS ANGELES	22	42	92.1
CA LOS ANGELES	28	59	99.6
CA LOS ANGELES	34	35	99.7
CA LOS ANGELES	58	41	100.0
CA MERCED	51	38	99.9
CA MODESTO	19	18	98.3
CA MONTEREY	46	32	99.1
CA MONTEREY	67	31	99.7
CA NOVATO	68	47	99.6
CA OAKLAND	2	56	92.9
CA ONTARIO	46	47	100.0
CA OXNARD	63	24	99.6
CA PALM SPRINGS	36	46	99.4
CA PALM SPRINGS	42	52	97.0
CA PARADISE	30	20	99.8
CA PORTERVILLE	61	48	100.0
CA RANCHO PALOS VE	44	51	79.1
CA REDDING	7	14	99.4
CA REDDING	9	18	99.2
CA RIVERSIDE	62	69	92.8
CA SACRAMENTO	3	35	94.9
CA SACRAMENTO	6	53	94.9
CA SACRAMENTO	10	61	98.8
CA SACRAMENTO	29	48	96.7
CA SACRAMENTO	31	21	95.6
CA SACRAMENTO	40	55	99.9
CA SALINAS	8	43	92.0
CA SALINAS	35	13	99.6
CA SAN BERNARDINO	18	61	99.7
CA SAN BERNARDINO	24	26	99.9
CA SAN BERNARDINO	30	38	99.1
CA SAN DIEGO	8	55	98.9
CA SAN DIEGO	10	25	99.9
CA SAN DIEGO	15	30	96.1
CA SAN DIEGO	39	40	95.7
CA SAN DIEGO	51	18	86.5
CA SAN DIEGO	69	19	100.0
CA SAN FRANCISCO	4	57	93.5
CA SAN FRANCISCO	5	28	96.0
CA SAN FRANCISCO	7	24	98.5
CA SAN FRANCISCO	9	34	99.8
CA SAN FRANCISCO	14	29	92.6
CA SAN FRANCISCO	20	19	97.7
CA SAN FRANCISCO	26	27	99.1
CA SAN FRANCISCO	32	33	100.0
CA SAN FRANCISCO	38	39	100.0
CA SAN FRANCISCO	44	45	99.9
CA SAN JOSE	11	12	99.9
CA SAN JOSE	36	52	99.6
CA SAN JOSE	48	49	99.7
CA SAN JOSE	54	50	98.8
CA SAN JOSE	65	41	100.0
CA SAN LUIS OBISPO	6	15	96.1
CA SAN LUIS OBISPO	33	34	100.0
CA SAN MATEO	60	59	99.9
CA SANGER	59	36	99.9
CA SANTA ANA	40	53	99.9
CA SANTA BARBARA	3	27	90.2
CA SANTA MARIA	12	19	99.9
CA SANTA ROSA	50	54	99.0
CA STOCKTON	13	25	98.5
CA STOCKTON	58	46	99.5
CA STOCKTON	64	62	99.9
CA TWENTYNINE PALM	31	23	100.0
CA VALLEJO	66	30	99.6
CA VENTURA	57	49	100.0
CA VISALIA	26	28	100.0
CA VISALIA	49	50	99.9
CA WATSONVILLE	25	58	99.8

COLORADO

CO BOULDER	14	15	99.5
CO BROOMFIELD	12	36	97.2
CO CASTLE ROCK	53	47	100.0
CO COLORADO SPRING	11	10	100.0

CO COLORADO SPRING	13	24	99.9
CO COLORADO SPRING	21	22	99.4
CO DENVER	2	34	91.1
CO DENVER	4	35	90.8
CO DENVER	6	18	96.5
CO DENVER	7	17	99.7
CO DENVER	9	16	99.8
CO DENVER	20	19	99.6
CO DENVER	31	32	99.9
CO DENVER	41	40	99.9
CO DENVER	50	51	99.8
CO DENVER	59	44	100.0
CO DURANGO	6	17	90.5
CO FORT COLLINS	22	21	99.9
CO GLENWOOD SPRING	3	23	82.1
CO GRAND JUNCTION	4	15	87.6
CO GRAND JUNCTION	5	2	100.0
CO GRAND JUNCTION	8	7	100.0
CO GRAND JUNCTION	11	14	100.0
CO GRAND JUNCTION	18	16	100.0
CO LONGMONT	25	26	100.0
CO MONTROSE	10	13	100.0
CO PUEBLO	5	27	93.6
CO PUEBLO	8	29	99.6
CO STEAMBOAT SPRIN	24	10	100.0
CO STERLING	3	23	100.0

CONNECTICUT

CT BRIDGEPORT	43	42	97.5
CT BRIDGEPORT	49	52	97.4
CT HARTFORD	3	11	95.5
CT HARTFORD	18	46	97.2
CT HARTFORD	24	32	98.9
CT HARTFORD	61	5	87.3
CT NEW BRITAIN	30	35	98.9
CT NEW HAVEN	8	10	91.5
CT NEW HAVEN	59	6	88.1
CT NEW HAVEN	65	39	100.0
CT NEW LONDON	26	34	99.9
CT NORWICH	53	45	98.6
CT WATERBURY	20	12	94.1

DELAWARE

DE SEAFORD	64	44	100.0
DE WILMINGTON	12	55	99.7
DE WILMINGTON	61	31	98.6

WASHINGTON DC

DC WASHINGTON	4	48	98.9
DC WASHINGTON	5	6	82.9
DC WASHINGTON	7	39	99.0
DC WASHINGTON	9	34	100.0
DC WASHINGTON	20	35	97.0
DC WASHINGTON	26	27	96.9
DC WASHINGTON	32	33	97.7
DC WASHINGTON	50	51	99.8

FLORIDA

FL BOCA RATON	63	44	100.0
FL BRADENTON	66	42	100.0
FL CAPE CORAL	36	35	99.9
FL CLEARWATER	22	21	100.0
FL CLERMONT	18	17	99.4
FL COCOA	52	51	99.7
FL COCOA	68	30	100.0
FL DAYTONA BEACH	2	11	100.0
FL DAYTONA BEACH	26	49	100.0
FL FORT LAUDERDALE	51	52	100.0
FL FORT MYERS	11	53	100.0
FL FORT MYERS	20	15	100.0
FL FORT MYERS	30	31	100.0
FL FORT PIERCE	21	38	100.0
FL FORT PIERCE	34	50	100.0
FL FORT WALTON BEA	35	25	100.0
FL FORT WALTON BEA	53	40	100.0
FL FORT WALTON BEA	58	49	100.0
FL GAINESVILLE	5	36	100.0
FL GAINESVILLE	20	16	100.0
FL HIGH SPRINGS	53	28	99.9
FL HOLLYWOOD	69	47	100.0
FL JACKSONVILLE	4	42	100.0
FL JACKSONVILLE	7	38	100.0
FL JACKSONVILLE	12	13	99.9
FL JACKSONVILLE	17	34	100.0
FL JACKSONVILLE	30	32	100.0
FL JACKSONVILLE	47	19	100.0
FL JACKSONVILLE	59	44	100.0
FL KEY WEST	8	12	100.0
FL KEY WEST	22	3	100.0

FL LAKE WORTH	67	36	100.0
FL LAKEWORTH	32	19	99.9
FL LEESBURG	45	46	100.0
FL LEESBURG	55	40	100.0
FL LIVE OAK	57	48	100.0
FL MELBOURNE	43	20	100.0
FL MELBOURNE	56	48	100.0
FL MIAMI	2	19	100.0
FL MIAMI	4	22	100.0
FL MIAMI	6	30	98.9
FL MIAMI	7	8	100.0
FL MIAMI	10	9	100.0
FL MIAMI	17	18	100.0
FL MIAMI	23	24	100.0
FL MIAMI	33	32	100.0
FL MIAMI	35	21	99.8
FL MIAMI	39	20	99.9
FL MIAMI	45	46	100.0
FL NAPLES	26	43	100.0
FL NAPLES	46	45	100.0
FL NEW SMYRNA BEAC	15	33	100.0
FL OCALA	51	31	100.0
FL ORANGE PARK	25	10	100.0
FL ORLANDO	6	58	100.0
FL ORLANDO	9	39	100.0
FL ORLANDO	24	23	100.0
FL ORLANDO	27	14	100.0
FL ORLANDO	35	22	97.8
FL ORLANDO	65	41	100.0
FL PALM BEACH	61	49	99.8
FL PANAMA CITY	7	41	100.0
FL PANAMA CITY	13	19	99.9
FL PANAMA CITY	28	29	100.0
FL PANAMA CITY	56	38	100.0
FL PANAMA CITY BEA	46	47	100.0
FL PENSACOLA	3	17	100.0
FL PENSACOLA	23	31	99.8
FL PENSACOLA	33	34	100.0
FL PENSACOLA	44	45	100.0
FL SARASOTA	40	52	100.0
FL ST. PETERSBURG	10	24	99.0
FL ST. PETERSBURG	38	57	99.7
FL ST. PETERSBURG	44	59	100.0
FL TALLAHASSEE	11	32	100.0
FL TALLAHASSEE	27	22	100.0
FL TALLAHASSEE	40	2	99.8
FL TAMPA	3	54	99.9
FL TAMPA	8	7	100.0
FL TAMPA	13	12	99.3
FL TAMPA	16	34	99.9
FL TAMPA	28	29	100.0
FL TAMPA	50	47	100.0
FL TEQUESTA	25	16	100.0
FL TICE	49	33	100.0
FL VENICE	62	25	100.0
FL WEST PALM BEACH	5	55	100.0
FL WEST PALM BEACH	12	13	100.0
FL WEST PALM BEACH	29	28	100.0
FL WEST PALM BEACH	42	27	100.0

GEORGIA

GA ALBANY	10	17	100.0
GA ALBANY	31	30	100.0
GA ATHENS	8	22	100.0
GA ATHENS	34	48	100.0
GA ATLANTA	2	39	99.6
GA ATLANTA	5	27	99.6
GA ATLANTA	11	10	99.2
GA ATLANTA	17	20	98.1
GA ATLANTA	30	21	98.9
GA ATLANTA	36	25	99.5
GA ATLANTA	46	19	99.9
GA ATLANTA	57	38	95.2
GA ATLANTA	69	43	99.9
GA AUGUSTA	6	42	99.9
GA AUGUSTA	12	31	100.0
GA AUGUSTA	26	30	99.8
GA AUGUSTA	54	51	100.0
GA BAINBRIDGE	49	50	100.0
GA BAXLEY	34	35	100.0
GA BRUNSWICK	21	24	100.0
GA CHATSWORTH	18	33	99.7
GA COCHRAN	29	7	99.9
GA COLUMBUS	3	15	100.0
GA COLUMBUS	9	47	99.9
GA COLUMBUS	28	23	100.0
GA COLUMBUS	38	35	99.2
GA COLUMBUS	54	49	100.0
GA CORDELE	55	51	100.0

Technology

GA DALTON	23	16	100.0
GA DAWSON	25	26	99.9
GA MACON	13	45	100.0
GA MACON	24	16	100.0
GA MACON	41	40	100.0
GA MACON	64	50	100.0
GA MONROE	63	44	99.9
GA PELHAM	14	20	99.9
GA PERRY	58	32	100.0
GA ROME	14	51	99.7
GA SAVANNAH	3	39	100.0
GA SAVANNAH	9	46	100.0
GA SAVANNAH	11	15	99.9
GA SAVANNAH	22	23	100.0
GA THOMASVILLE	6	52	100.0
GA TOCCOA	32	24	100.0
GA VALDOSTA	44	43	100.0
GA WAYCROSS	8	18	100.0
GA WRENS	20	36	98.3

HAWAII

HI HILO	2	22	100.0
HI HILO	4	19	90.6
HI HILO	9	8	100.0
HI HILO	11	21	100.0
HI HILO	13	18	100.0
HI HILO	14	23	100.0
HI HILO	32	31	100.0
HI HILO	38	39	100.0
HI HONOLULU	2	22	83.3
HI HONOLULU	4	40	93.8
HI HONOLULU	5	23	90.3
HI HONOLULU	9	8	97.9
HI HONOLULU	11	18	95.4
HI HONOLULU	13	35	100.0
HI HONOLULU	14	31	100.0
HI HONOLULU	20	19	100.0
HI HONOLULU	26	27	96.9
HI HONOLULU	32	33	100.0
HI HONOLULU	38	39	100.0
HI HONOLULU	44	43	100.0
HI KAILUA KONA	6	25	98.9
HI KANEOHE	66	41	100.0
HI LIHUE	8	12	100.0
HI LIHUE	21	7	100.0
HI LIHUE	27	28	100.0
HI LIHUE	67	45	100.0
HI WAILUKU	3	24	97.8
HI WAILUKU	7	36	100.0
HI WAILUKU	10	30	100.0
HI WAILUKU	12	29	100.0
HI WAILUKU	15	16	100.0
HI WAILUKU	21	20	100.0
HI WAILUKU	27	28	100.0
HI WAILUKU	33	34	100.0

IDAHO

ID BOISE	2	25	90.2
ID BOISE	4	21	92.1
ID BOISE	7	26	99.4
ID CALDWELL	9	10	100.0
ID COEUR D'ALENE	26	56	100.0
ID FILER	19	18	100.0
ID IDAHO FALLS	3	36	91.3
ID IDAHO FALLS	8	9	100.0
ID LEWISTON	3	32	84.2
ID MOSCOW	12	33	99.2
ID NAMPA	6	22	93.5
ID NAMPA	12	27	99.9
ID POCATELLO	6	23	90.4
ID POCATELLO	10	17	99.7
ID TWIN FALLS	11	16	100.0
ID TWIN FALLS	13	24	100.0
ID TWIN FALLS	35	34	100.0

ILLINOIS

IL AURORA	60	59	100.0
IL BLOOMINGTON	43	28	100.0
IL CARBONDALE	8	40	100.0
IL CHAMPAIGN	3	48	100.0
IL CHAMPAIGN	15	41	100.0
IL CHARLESTON	51	50	100.0
IL CHICAGO	2	3	96.5
IL CHICAGO	5	29	99.8
IL CHICAGO	7	52	100.0
IL CHICAGO	9	19	99.9
IL CHICAGO	11	47	99.9
IL CHICAGO	20	21	99.2
IL CHICAGO	26	27	99.3
IL CHICAGO	32	31	100.0

IL CHICAGO	38	43	99.7
IL CHICAGO	44	45	99.9
IL DECATUR	17	18	99.5
IL DECATUR	23	22	100.0
IL EAST ST. LOUIS	46	47	100.0
IL FREEPORT	23	41	100.0
IL HARRISBURG	3	34	100.0
IL JACKSONVILLE	14	15	100.0
IL JOLIET	66	53	100.0
IL LASALLE	35	10	98.7
IL MACOMB	22	21	100.0
IL MARION	27	17	99.9
IL MOLINE	8	38	100.0
IL MOLINE	24	23	100.0
IL MOUNT VERNON	13	21	100.0
IL OLNEY	16	19	98.9
IL PEORIA	19	40	100.0
IL PEORIA	25	57	100.0
IL PEORIA	31	30	100.0
IL PEORIA	47	46	100.0
IL PEORIA	59	39	100.0
IL QUINCY	10	54	100.0
IL QUINCY	16	32	100.0
IL QUINCY	27	34	100.0
IL ROCK ISLAND	4	58	100.0
IL ROCKFORD	13	54	100.0
IL ROCKFORD	17	16	100.0
IL ROCKFORD	39	42	100.0
IL SPRINGFIELD	20	42	100.0
IL SPRINGFIELD	49	53	100.0
IL SPRINGFIELD	55	44	100.0
IL URBANA	12	33	100.0
IL URBANA	27	26	98.6

INDIANA

IN ANGOLA	63	12	100.0
IN BLOOMINGTON	4	53	100.0
IN BLOOMINGTON	30	14	100.0
IN BLOOMINGTON	42	56	100.0
IN BLOOMINGTON	63	27	99.9
IN ELKHART	28	58	100.0
IN EVANSVILLE	7	28	100.0
IN EVANSVILLE	9	54	100.0
IN EVANSVILLE	14	58	99.9
IN EVANSVILLE	25	59	100.0
IN EVANSVILLE	44	45	100.0
IN FORT WAYNE	15	4	100.0
IN FORT WAYNE	21	24	99.3
IN FORT WAYNE	33	19	99.3
IN FORT WAYNE	39	40	98.0
IN FORT WAYNE	55	36	100.0
IN GARY	50	51	100.0
IN GARY	56	17	99.9
IN HAMMOND	62	36	99.9
IN INDIANAPOLIS	6	25	99.9
IN INDIANAPOLIS	8	9	95.9
IN INDIANAPOLIS	13	46	99.8
IN INDIANAPOLIS	20	21	100.0
IN INDIANAPOLIS	40	16	98.9
IN INDIANAPOLIS	59	45	99.5
IN INDIANAPOLIS	69	44	100.0
IN KOKOMO	29	54	100.0
IN LAFAYETTE	18	11	99.9
IN MARION	23	32	98.5
IN MUNCIE	49	52	100.0
IN RICHMOND	43	30	97.5
IN SALEM	58	57	100.0
IN SOUTH BEND	16	42	100.0
IN SOUTH BEND	22	30	100.0
IN SOUTH BEND	34	35	97.2
IN SOUTH BEND	46	48	100.0
IN TERRE HAUTE	2	36	100.0
IN TERRE HAUTE	10	24	99.9
IN TERRE HAUTE	38	39	100.0
IN VINCENNES	22	52	100.0

IOWA

IA AMES	5	59	100.0
IA BURLINGTON	26	41	100.0
IA CEDAR RAPIDS	2	51	99.8
IA CEDAR RAPIDS	9	52	100.0
IA CEDAR RAPIDS	28	27	99.8
IA CEDAR RAPIDS	48	47	100.0
IA COUNCIL BLUFFS	32	33	100.0
IA DAVENPORT	6	56	99.8
IA DAVENPORT	18	49	100.0
IA DAVENPORT	36	34	100.0
IA DES MOINES	8	31	100.0
IA DES MOINES	11	50	100.0
IA DES MOINES	13	19	100.0

IA DES MOINES	17	16	100.0
IA DES MOINES	63	26	100.0
IA DUBUQUE	40	43	100.0
IA FORT DODGE	21	25	100.0
IA IOWA CITY	12	45	100.0
IA IOWA CITY	20	25	100.0
IA MASON CITY	3	42	100.0
IA MASON CITY	24	18	100.0
IA OTTUMWA	15	14	100.0
IA RED OAK	36	35	100.0
IA SIOUX CITY	4	41	100.0
IA SIOUX CITY	9	30	100.0
IA SIOUX CITY	14	39	100.0
IA SIOUX CITY	27	28	100.0
IA SIOUX CITY	44	49	100.0
IA WATERLOO	7	55	100.0
IA WATERLOO	32	35	100.0

KANSAS

KS COLBY	4	15	100.0
KS ENSIGN	6	5	100.0
KS FORT SCOTT	20	40	100.0
KS GARDEN CITY	11	17	100.0
KS GARDEN CITY	13	18	100.0
KS GOODLAND	10	14	100.0
KS GREAT BEND	2	22	100.0
KS HAYS	7	20	100.0
KS HAYS	9	16	100.0
KS HUTCHINSON	8	29	100.0
KS HUTCHINSON	12	19	100.0
KS HUTCHINSON	36	35	100.0
KS LAKIN	3	23	100.0
KS LAWRENCE	38	39	99.1
KS PITTSBURG	7	30	100.0
KS SALINA	18	17	100.0
KS TOPEKA	11	23	99.6
KS TOPEKA	13	44	100.0
KS TOPEKA	27	26	100.0
KS TOPEKA	49	48	100.0
KS WICHITA	3	45	99.9
KS WICHITA	10	21	100.0
KS WICHITA	24	25	100.0
KS WICHITA	33	34	100.0

KENTUCKY

KY ASHLAND	25	26	99.9
KY ASHLAND	61	45	100.0
KY BEATTYVILLE	65	7	100.0
KY BOWLING GREEN	13	33	100.0
KY BOWLING GREEN	24	18	100.0
KY BOWLING GREEN	40	16	100.0
KY BOWLING GREEN	53	48	100.0
KY CAMPBELLSVILLE	34	19	100.0
KY COVINGTON	54	24	100.0
KY DANVILLE	56	4	99.7
KY ELIZABETHTOWN	23	43	100.0
KY HARLAN	44	51	100.0
KY HAZARD	35	16	100.0
KY HAZARD	57	12	100.0
KY LEXINGTON	18	20	99.8
KY LEXINGTON	27	59	99.9
KY LEXINGTON	36	40	100.0
KY LEXINGTON	46	42	99.1
KY LOUISVILLE	3	47	99.7
KY LOUISVILLE	11	55	100.0
KY LOUISVILLE	15	17	100.0
KY LOUISVILLE	21	8	99.4
KY LOUISVILLE	32	26	99.8
KY LOUISVILLE	41	49	100.0
KY LOUISVILLE	68	38	99.6
KY MADISONVILLE	19	20	100.0
KY MADISONVILLE	35	42	100.0
KY MOREHEAD	38	15	100.0
KY MOREHEAD	67	21	100.0
KY MURRAY	21	36	100.0
KY NEWPORT	19	29	99.8
KY OWENSBORO	31	29	97.0
KY OWENTON	52	44	100.0
KY PADUCAH	6	32	100.0
KY PADUCAH	29	41	100.0
KY PADUCAH	49	50	99.9
KY PIKEVILLE	22	24	100.0
KY SOMERSET	29	14	100.0

LOUISIANA

LA ALEXANDRIA	5	35	98.7
LA ALEXANDRIA	25	26	100.0
LA ALEXANDRIA	31	32	100.0
LA BATON ROUGE	2	42	99.8
LA BATON ROUGE	9	46	100.0

Technology

LA BATON ROUGE	.27	.22	100.0
LA BATON ROUGE	.33	.34	100.0
LA BATON ROUGE	.44	.45	100.0
LA COLUMBIA	.11	.57	100.0
LA LAFAYETTE	.3	.28	100.0
LA LAFAYETTE	.10	.56	100.0
LA LAFAYETTE	.15	.16	100.0
LA LAFAYETTE	.24	.23	100.0
LA LAKE CHARLES	.7	.53	100.0
LA LAKE CHARLES	.18	.20	100.0
LA LAKE CHARLES	.29	.30	100.0
LA MONROE	.8	.55	100.0
LA MONROE	.13	.19	100.0
LA NEW ORLEANS	.4	.30	100.0
LA NEW ORLEANS	.6	.43	100.0
LA NEW ORLEANS	.8	.29	100.0
LA NEW ORLEANS	.12	.11	100.0
LA NEW ORLEANS	.20	.14	100.0
LA NEW ORLEANS	.26	.15	100.0
LA NEW ORLEANS	.32	.31	100.0
LA NEW ORLEANS	.38	.39	100.0
LA NEW ORLEANS	.49	.50	100.0
LA SHREVEPORT	.3	.28	100.0
LA SHREVEPORT	.12	.17	100.0
LA SHREVEPORT	.24	.23	100.0
LA SHREVEPORT	.33	.34	100.0
LA SHREVEPORT	.45	.44	100.0
LA SLIDELL	.54	.24	100.0
LA WEST MONROE	.14	.36	99.5
LA WEST MONROE	.39	.38	100.0

MAINE

ME AUGUSTA	.10	.17	100.0
ME BANGOR	.2	.25	99.9
ME BANGOR	.5	.19	99.7
ME BANGOR	.7	.14	100.0
ME BIDDEFORD	.26	.45	99.2
ME CALAIS	.13	.15	100.0
ME LEWISTON	.35	.39	96.1
ME ORONO	.12	.22	99.8
ME POLAND SPRING	.8	.46	96.9
ME PORTLAND	.6	.44	96.0
ME PORTLAND	.13	.38	95.9
ME PORTLAND	.51	.4	99.5
ME PRESQUE ISLE	.8	.16	96.8
ME PRESQUE ISLE	.10	.20	100.0

MARYLAND

MD ANNAPOLIS	.22	.42	96.3
MD BALTIMORE	.2	.52	98.0
MD BALTIMORE	.11	.59	98.5
MD BALTIMORE	.13	.38	99.6
MD BALTIMORE	.24	.41	99.8
MD BALTIMORE	.45	.46	99.7
MD BALTIMORE	.54	.40	99.9
MD BALTIMORE	.67	.29	98.4
MD FREDERICK	.62	.28	99.4
MD HAGERSTOWN	.25	.55	99.2
MD HAGERSTOWN	.31	.44	99.5
MD HAGERSTOWN	.68	.16	99.9
MD OAKLAND	.36	.54	100.0
MD SALISBURY	.16	.21	100.0
MD SALISBURY	.28	.56	99.5
MD SALISBURY	.47	.53	100.0

MASSACHUSETTS

MA ADAMS	.19	.36	100.0
MA BOSTON	.2	.19	97.9
MA BOSTON	.4	.30	97.2
MA BOSTON	.5	.20	97.6
MA BOSTON	.7	.42	99.9
MA BOSTON	.25	.31	99.3
MA BOSTON	.38	.39	100.0
MA BOSTON	.44	.43	99.4
MA BOSTON	.68	.32	100.0
MA CAMBRIDGE	.56	.41	99.4
MA LAWRENCE	.62	.18	98.6
MA MARLBOROUGH	.66	.23	100.0
MA NEW BEDFORD	.6	.49	99.5
MA NEW BEDFORD	.28	.22	99.8
MA NORWELL	.46	.52	96.6
MA SPRINGFIELD	.22	.33	97.3
MA SPRINGFIELD	.40	.55	97.3
MA SPRINGFIELD	.57	.58	100.0
MA VINEYARD HAVEN	.58	.40	100.0
MA WORCESTER	.27	.29	99.6
MA WORCESTER	.48	.47	99.3

MICHIGAN

MI ALPENA	.6	.57	99.9
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MI ALPENA	.11	.13	99.9
MI ANN ARBOR	.31	.33	99.8
MI BAD AXE	.35	.15	100.0
MI BATTLE CREEK	.41	.20	99.2
MI BATTLE CREEK	.43	.44	99.5
MI BAY CITY	.5	.22	99.9
MI CADILLAC	.9	.40	100.0
MI CADILLAC	.27	.58	100.0
MI CADILLAC	.33	.47	100.0
MI CALUMET	.5	.18	99.9
MI CHEBOYGAN	.4	.14	100.0
MI DETROIT	.2	.58	98.3
MI DETROIT	.4	.45	98.3
MI DETROIT	.7	.41	99.3
MI DETROIT	.20	.21	99.8
MI DETROIT	.50	.14	99.9
MI DETROIT	.56	.43	91.3
MI DETROIT	.62	.44	97.1
MI EAST LANSING	.23	.55	100.0
MI ESCANABA	.3	.48	99.9
MI FLINT	.12	.36	99.5
MI FLINT	.28	.52	99.6
MI FLINT	.66	.16	99.2
MI GRAND RAPIDS	.8	.7	88.1
MI GRAND RAPIDS	.13	.39	99.9
MI GRAND RAPIDS	.17	.19	98.0
MI GRAND RAPIDS	.35	.11	99.6
MI IRON MOUNTAIN	.8	.22	100.0
MI JACKSON	.18	.34	100.0
MI KALAMAZOO	.3	.2	92.8
MI KALAMAZOO	.52	.5	100.0
MI KALAMAZOO	.64	.45	99.4
MI LANSING	.6	.59	99.9
MI LANSING	.47	.38	98.8
MI LANSING	.53	.51	99.9
MI MANISTEE	.21	.17	100.0
MI MARQUETTE	.6	.35	99.9
MI MARQUETTE	.13	.33	100.0
MI MOUNT CLEMENS	.38	.39	98.4
MI MOUNT PLEASANT	.14	.56	100.0
MI MUSKEGON	.54	.24	99.5
MI ONONDAGA	.10	.57	99.8
MI SAGINAW	.25	.30	98.8
MI SAGINAW	.49	.48	100.0
MI SAULT STE. MARI	.8	.56	99.8
MI SAULT STE. MARI	.10	.49	100.0
MI TRAVERSE CITY	.7	.50	100.0
MI TRAVERSE CITY	.29	.31	99.3
MI UNIVERSITY CENT	.19	.18	99.6
MI VANDERBILT	.45	.59	100.0

MINNESOTA

MN ALEXANDRIA	.7	.24	100.0
MN ALEXANDRIA	.42	.14	100.0
MN APPLETON	.10	.31	100.0
MN AUSTIN	.6	.33	100.0
MN AUSTIN	.15	.20	99.9
MN BEMIDJI	.9	.18	100.0
MN BRAINERD	.22	.28	100.0
MN DULUTH	.3	.33	98.4
MN DULUTH	.8	.38	100.0
MN DULUTH	.10	.43	100.0
MN DULUTH	.21	.17	100.0
MN HIBBING	.13	.36	100.0
MN MANKATO	.12	.38	100.0
MN MINNEAPOLIS	.4	.32	100.0
MN MINNEAPOLIS	.9	.26	100.0
MN MINNEAPOLIS	.11	.35	100.0
MN MINNEAPOLIS	.23	.22	100.0
MN MINNEAPOLIS	.29	.21	100.0
MN MINNEAPOLIS	.45	.44	100.0
MN REDWOOD FALLS	.43	.27	100.0
MN ROCHESTER	.10	.36	100.0
MN ROCHESTER	.47	.46	100.0
MN ST. CLOUD	.41	.40	100.0
MN ST. PAUL	.2	.34	100.0
MN ST. PAUL	.5	.50	99.7
MN ST. PAUL	.17	.16	100.0
MN THIEF RIVER FAL	.10	.57	100.0
MN WALKER	.12	.20	100.0
MN WORTHINGTON	.20	.15	99.9

MISSISSIPPI

MS BILOXI	.13	.36	100.0
MS BILOXI	.19	.35	100.0
MS BOONEVILLE	.12	.55	100.0
MS BUDE	.17	.18	100.0
MS COLUMBUS	.4	.35	99.9
MS GREENVILLE	.15	.17	100.0
MS GREENWOOD	.6	.54	100.0

MS GREENWOOD	.23	.26	100.0
MS GULFPORT	.25	.48	99.7
MS HATTIESBURG	.22	.23	100.0
MS HOLLY SPRINGS	.40	.41	100.0
MS JACKSON	.3	.51	100.0
MS JACKSON	.12	.52	100.0
MS JACKSON	.16	.21	100.0
MS JACKSON	.29	.20	100.0
MS JACKSON	.40	.41	100.0
MS LAUREL	.7	.28	100.0
MS MERIDIAN	.11	.49	100.0
MS MERIDIAN	.14	.47	100.0
MS MERIDIAN	.24	.25	99.3
MS MERIDIAN	.30	.31	100.0
MS MISSISSIPPI STA	.2	.38	100.0
MS NATCHEZ	.48	.49	100.0
MS OXFORD	.18	.36	99.1
MS TUPELO	.9	.57	100.0
MS WEST POINT	.27	.16	99.7

MISSOURI

MO CAPE GIRARDEAU	.12	.57	100.0
MO CAPE GIRARDEAU	.23	.22	100.0
MO COLUMBIA	.8	.36	100.0
MO COLUMBIA	.17	.22	100.0
MO HANNIBAL	.7	.29	100.0
MO JEFFERSON CITY	.13	.12	100.0
MO JEFFERSON CITY	.25	.20	99.9
MO JOPLIN	.12	.43	100.0
MO JOPLIN	.16	.46	100.0
MO JOPLIN	.26	.25	100.0
MO KANSAS CITY	.4	.34	100.0
MO KANSAS CITY	.5	.24	99.7
MO KANSAS CITY	.9	.14	99.9
MO KANSAS CITY	.19	.18	100.0
MO KANSAS CITY	.32	.31	99.8
MO KANSAS CITY	.41	.42	100.0
MO KANSAS CITY	.50	.51	100.0
MO KANSAS CITY	.62	.47	100.0
MO KIRKSVILLE	.3	.33	100.0
MO POPLAR BLUFF	.15	.18	100.0
MO SEDALIA	.6	.15	99.6
MO SPRINGFIELD	.3	.44	99.7
MO SPRINGFIELD	.10	.52	100.0
MO SPRINGFIELD	.21	.23	99.9
MO SPRINGFIELD	.27	.28	100.0
MO SPRINGFIELD	.33	.19	100.0
MO ST. JOSEPH	.2	.53	99.3
MO ST. JOSEPH	.16	.21	100.0
MO ST. LOUIS	.2	.43	99.7
MO ST. LOUIS	.4	.56	99.6
MO ST. LOUIS	.5	.35	100.0
MO ST. LOUIS	.9	.39	100.0
MO ST. LOUIS	.11	.26	100.0
MO ST. LOUIS	.24	.14	99.9
MO ST. LOUIS	.30	.31	100.0

MONTANA

MT BILLINGS	.2	.17	98.3
MT BILLINGS	.6	.18	99.3
MT BILLINGS	.8	.11	100.0
MT BOZEMAN	.7	.16	97.2
MT BOZEMAN	.9	.20	100.0
MT BUTTE	.4	.15	82.6
MT BUTTE	.6	.2	100.0
MT BUTTE	.18	.19	100.0
MT GLENDIVE	.5	.15	100.0
MT GREAT FALLS	.3	.44	93.4
MT GREAT FALLS	.5	.39	94.9
MT GREAT FALLS	.16	.45	99.8
MT HARDIN	.4	.19	98.6
MT HELENA	.10	.29	98.8
MT HELENA	.12	.14	99.6
MT KALISPELL	.9	.38	98.4
MT MILES CITY	.3	.13	98.9
MT MISSOULA	.8	.35	97.1
MT MISSOULA	.11	.27	100.0
MT MISSOULA	.13	.40	97.5
MT MISSOULA	.23	.36	99.9

NEBRASKA

NE ALBION	.24	.23	100.0
NE ALLIANCE	.13	.24	100.0
NE BASSETT	.7	.15	100.0
NE GRAND ISLAND	.11	.32	100.0
NE GRAND ISLAND	.17	.19	99.9
NE HASTINGS	.5	.21	99.9
NE HASTINGS	.29	.14	100.0
NE HAYES CENTER	.6	.18	99.8
NE KEARNEY	.13	.35	100.0

Technology

NE LEXINGTON	3	26	100.0
NE LINCOLN	8	31	100.0
NE LINCOLDN	10	25	99.9
NE LINCOLDN	12	40	100.0
NE MCCOOK	8	12	100.0
NE MERRIMAN	12	17	100.0
NE NORFOLK	19	16	100.0
NE NORTH PLATTE	2	22	99.5
NE NORTH PLATTE	9	16	100.0
NE OMAHA	3	45	100.0
NE OMAHA	6	22	100.0
NE OMAHA	7	20	100.0
NE OMAHA	15	38	100.0
NE OMAHA	26	17	100.0
NE OMAHA	42	43	99.9
NE SCOTTSBLUFF	4	19	99.9
NE SCOTTSBLUFF	10	29	100.0
NE SUPERIOR	4	34	100.0

NEVADA

NV ELKD	10	8	100.0
NV HENDERSON	5	24	78.5
NV LAS VEGAS	3	2	100.0
NV LAS VEGAS	8	7	100.0
NV LAS VEGAS	10	11	99.9
NV LAS VEGAS	13	17	99.9
NV LAS VEGAS	15	16	99.7
NV LAS VEGAS	21	20	99.8
NV LAS VEGAS	33	32	100.0
NV PARADISE	39	38	100.0
NV RENO	2	32	76.7
NV RENO	4	33	59.4
NV RENO	5	15	73.4
NV RENO	8	23	97.6
NV RENO	11	41	95.6
NV RENO	21	22	99.2
NV RENO	27	26	99.9
NV WINNEMUCCA	7	12	100.0

NEW HAMPSHIRE

NH BERLIN	40	15	100.0
NH CONCORD	21	33	98.8
NH OERRY	50	35	99.5
NH DURHAM	11	57	98.9
NH KEENE	52	49	100.0
NH LITTLETON	49	48	100.0
NH MANCHESTER	9	59	97.9
NH MERRIMACK	60	34	99.5

NEW JERSEY

NJ ATLANTIC CITY	53	46	100.0
NJ ATLANTIC CITY	62	49	100.0
NJ BURLINGTON	48	27	98.5
NJ CAMDEN	23	22	96.6
NJ LINDEN	47	36	99.7
NJ MONTCLAIR	50	51	94.8
NJ NEW BRUNSWICK	58	18	100.0
NJ NEWARK	13	61	94.3
NJ NEWARK	68	53	99.8
NJ NEWTON	63	8	94.5
NJ PATERSON	41	40	99.9
NJ SECAUCUS	9	38	99.7
NJ TRENTON	52	43	99.3
NJ VINELAND	65	66	99.2
NJ WEST MILFORD	66	29	100.0
NJ WILDWOOD	40	36	100.0

NEW MEXICO

NM ALBUQUERQUE	4	26	91.2
NM ALBUQUERQUE	5	25	91.8
NM ALBUQUERQUE	7	21	99.2
NM ALBUQUERQUE	13	16	99.9
NM ALBUQUERQUE	23	22	100.0
NM ALBUQUERQUE	32	17	100.0
NM ALBUQUERQUE	41	42	100.0
NM ALBUQUERQUE	50	51	100.0
NM CARLSBAD	6	19	99.1
NM CLOVIS	12	20	100.0
NM FARMINGTON	12	15	100.0
NM GALLUP	3	8	98.9
NM HOBBS	29	17	100.0
NM LAS CRUCES	22	23	100.0
NM LAS CRUCES	48	28	97.4
NM PORTALES	3	32	99.8
NM ROSWELL	8	38	100.0
NM ROSWELL	10	41	100.0
NM ROSWELL	27	28	99.7
NM SANTA FE	2	27	90.0
NM SANTA FE	11	10	100.0

NM SANTA FE	19	29	100.0
NM SILVER CITY	10	12	100.0

NEW YORK

NY ALBANY	10	26	99.8
NY ALBANY	13	15	100.0
NY ALBANY	23	4	99.4
NY AMSTERDAM	55	50	100.0
NY BATAVIA	51	53	99.7
NY BINGHAMTON	12	7	99.9
NY BINGHAMTON	34	4	99.9
NY BINGHAMTON	40	8	99.8
NY BINGHAMTON	46	42	100.0
NY BUFFALO	2	33	98.6
NY BUFFALO	4	39	98.6
NY BUFFALO	7	38	99.7
NY BUFFALO	17	43	99.5
NY BUFFALO	23	32	98.6
NY BUFFALO	29	14	99.8
NY BUFFALO	49	34	99.4
NY CARTHAGE	7	35	100.0
NY CORNING	48	50	100.0
NY ELMIRA	18	2	99.8
NY ELMIRA	36	55	99.8
NY GARDEN CITY	21	22	99.8
NY JAMESTOWN	26	27	98.4
NY KINGSTON	62	21	99.0
NY NEW YORK	2	56	97.9
NY NEW YORK	4	28	96.5
NY NEW YORK	5	44	98.3
NY NEW YORK	7	45	99.9
NY NEW YORK	11	33	99.9
NY NEW YORK	25	24	99.1
NY NEW YORK	31	30	96.0
NY NORTH POLE	5	14	95.2
NY NORWOOD	18	23	100.0
NY PLATTSBURGH	57	38	100.0
NY POUGHKEEPSIE	54	27	99.8
NY RIVERHEAD	55	57	100.0
NY ROCHESTER	8	45	99.9
NY ROCHESTER	10	58	99.9
NY ROCHESTER	13	59	99.9
NY ROCHESTER	21	16	93.3
NY ROCHESTER	31	28	100.0
NY SCHENECTADY	6	39	95.4
NY SCHENECTADY	17	34	99.4
NY SCHENECTADY	45	43	99.7
NY SMITHTOWN	67	23	99.7
NY SPRINGVILLE	67	46	100.0
NY SYRACUSE	3	54	98.0
NY SYRACUSE	5	47	97.2
NY SYRACUSE	9	17	99.3
NY SYRACUSE	24	25	99.7
NY SYRACUSE	43	44	99.9
NY SYRACUSE	68	19	100.0
NY UTICA	2	29	97.5
NY UTICA	20	30	95.1
NY UTICA	33	27	99.7
NY WATERTOWN	16	41	100.0
NY WATERTOWN	50	21	99.9

NORTH CAROLINA

NC ASHEVILLE	13	56	96.3
NC ASHEVILLE	21	57	98.8
NC ASHEVILLE	33	25	99.7
NC ASHEVILLE	62	45	99.6
NC BELMONT	46	47	100.0
NC BURLINGTON	16	14	99.8
NC CHAPEL HILL	4	59	99.9
NC CHARLOTTE	3	23	98.9
NC CHARLOTTE	9	34	100.0
NC CHARLOTTE	18	21	89.0
NC CHARLOTTE	36	22	99.2
NC CHARLOTTE	42	24	99.3
NC COLUMBIA	2	20	100.0
NC CONCORD	58	44	99.9
NC DURHAM	11	52	99.9
NC DURHAM	28	27	95.5
NC FAYETTEVILLE	40	38	92.7
NC FAYETTEVILLE	62	36	99.8
NC GOLDSBORO	17	55	100.0
NC GREENSBORO	2	51	99.5
NC GREENSBORO	48	33	99.3
NC GREENSBORO	61	32	99.2
NC GREENVILLE	9	10	91.4
NC GREENVILLE	14	21	100.0
NC GREENVILLE	25	23	100.0
NC HICKORY	14	40	95.9
NC HIGH POINT	8	35	99.9

NC JACKSONVILLE	19	44	100.0
NC JACKSONVILLE	35	34	100.0
NC KANNAPOLIS	64	50	99.5
NC LEXINGTON	20	19	99.6
NC LINVILLE	17	54	99.5
NC LUMBERTON	31	25	98.1
NC MOREHEAD CITY	8	24	100.0
NC NEW BERN	12	48	100.0
NC RALEIGH	5	53	100.0
NC RALEIGH	22	57	100.0
NC RALEIGH	50	49	100.0
NC ROANOKE RAPIDS	36	39	100.0
NC ROCKY MOUNT	47	15	96.6
NC WASHINGTON	7	32	100.0
NC WILMINGTON	3	46	100.0
NC WILMINGTON	6	54	100.0
NC WILMINGTON	26	30	100.0
NC WILMINGTON	39	29	100.0
NC WILSON	30	42	100.0
NC WINSTON-SALEM	12	31	99.6
NC WINSTON-SALEM	26	43	99.8
NC WINSTON-SALEM	45	29	99.7

NORTH DAKOTA

ND BISMARCK	3	22	100.0
ND BISMARCK	5	31	100.0
ND BISMARCK	12	23	100.0
ND BISMARCK	17	16	100.0
ND DEVILS LAKE	8	59	100.0
ND DICKINSON	2	19	99.9
ND DICKINSON	7	18	100.0
ND DICKINSON	9	20	100.0
ND ELLENDALE	19	20	100.0
ND FARGO	6	21	100.0
ND FARGO	11	58	99.6
ND FARGO	13	39	100.0
ND FARGO	15	19	100.0
ND GRAND FORKS	2	56	100.0
ND JAMESTOWN	7	14	100.0
ND MINOT	6	57	99.9
ND MINOT	10	58	98.5
ND MINOT	13	45	100.0
ND MINOT	14	15	100.0
ND PEMBINA	12	15	100.0
ND VALLEY CITY	4	38	100.0
ND WILLISTON	4	51	99.5
ND WILLISTON	8	52	100.0
ND WILLISTON	11	14	99.6

OHIO

OH AKRON	23	59	99.7
OH AKRON	49	32	97.9
OH AKRON	55	30	96.3
OH ALLIANCE	45	46	99.9
OH ATHENS	20	27	100.0
OH BOWLING GREEN	27	56	98.8
OH CAMBRIDGE	44	35	100.0
OH CANTON	17	39	100.0
OH CANTON	67	47	97.0
OH CHILLICOTHE	53	46	99.6
OH CINCINNATI	5	35	99.8
OH CINCINNATI	9	10	93.9
OH CINCINNATI	12	31	99.9
OH CINCINNATI	48	34	99.9
OH CINCINNATI	64	33	99.9
OH CLEVELAND	3	2	91.3
OH CLEVELAND	5	15	100.0
OH CLEVELAND	8	31	99.8
OH CLEVELAND	25	26	100.0
OH CLEVELAND	61	34	99.9
OH COLUMBUS	4	14	99.9
OH COLUMBUS	6	13	97.2
OH COLUMBUS	10	11	97.3
OH COLUMBUS	28	36	97.7
OH COLUMBUS	34	38	99.8
OH DAYTON	2	50	99.7
OH DAYTON	7	41	99.9
OH DAYTON	16	58	100.0
OH DAYTON	22	51	94.8
OH DAYTON	45	39	98.8
OH LIMA	35	20	100.0
OH LIMA	44	57	100.0
OH LORAIN	43	28	99.6
OH MANSFIELD	68	12	99.6
OH NEWARK	51	24	99.9
OH OXFORD	14	28	99.9
OH PORTSMOUTH	30	17	100.0
OH PORTSMOUTH	42	43	99.5
OH SANDUSKY	52	42	100.0

Technology

OH SHAKER HEIGHTS	19	10	90.2
OH SPRINGFIELD	26	18	99.5
OH STEUBENVILLE	9	57	99.4
OH TOLEDO	11	17	100.0
OH TOLEDO	13	19	90.5
OH TOLEDO	24	49	100.0
OH TOLEDO	30	29	100.0
OH TOLEDO	36	46	100.0
OH TOLEDO	40	5	95.3
OH YOUNGSTOWN	21	20	100.0
OH YOUNGSTOWN	27	41	99.9
OH YOUNGSTOWN	33	36	100.0
OH ZANESVILLE	18	40	100.0

OKLAHOMA

OK ADA	10	26	100.0
OK BARTLESVILLE	17	14	99.2
OK CHEYENNE	12	8	100.0
OK CLAREMORE	35	36	99.7
OK ENID	20	18	100.0
OK EUFAULA	3	31	98.9
OK LAWTON	7	23	99.8
OK OKLAHOMA CITY	4	27	99.8
OK OKLAHOMA CITY	5	16	100.0
OK OKLAHOMA CITY	9	39	100.0
OK OKLAHOMA CITY	13	32	100.0
OK OKLAHOMA CITY	14	15	100.0
OK OKLAHOMA CITY	25	24	100.0
OK OKLAHOMA CITY	34	33	100.0
OK OKLAHOMA CITY	43	40	100.0
OK OKLAHOMA CITY	52	51	100.0
OK OKLAHOMA CITY	62	50	99.7
OK OKMULGEE	44	28	100.0
OK SHAWNEE	30	29	100.0
OK TULSA	2	56	99.7
OK TULSA	6	55	99.9
OK TULSA	8	58	100.0
OK TULSA	11	38	100.0
OK TULSA	23	22	100.0
OK TULSA	41	42	100.0
OK TULSA	47	48	100.0
OK TULSA	53	49	100.0

OREGON

OR BEND	3	11	87.7
OR BEND	21	18	100.0
OR COOS BAY	11	21	100.0
OR COOS BAY	23	22	100.0
OR CORVALLIS	7	39	97.8
OR EUGENE	9	14	99.8
OR EUGENE	13	25	99.9
OR EUGENE	16	17	100.0
OR EUGENE	28	29	100.0
OR EUGENE	34	26	96.8
OR KLAMATH FALLS	2	40	79.6
OR KLAMATH FALLS	22	33	100.0
OR KLAMATH FALLS	31	29	100.0
OR LA GRANDE	13	5	100.0
OR MEDFORD	5	15	86.1
OR MEDFORD	8	42	95.9
OR MEDFORD	10	35	97.5
OR MEDFORD	12	38	98.7
OR MEDFORD	26	27	100.0
OR PENDLETON	11	4	99.0
OR PORTLAND	2	43	84.8
OR PORTLAND	6	40	86.9
OR PORTLAND	8	46	98.1
OR PORTLAND	10	27	99.9
OR PORTLAND	12	30	99.7
OR PORTLAND	24	45	99.7
OR ROSEBURG	4	19	85.9
OR ROSEBURG	36	18	100.0
OR ROSEBURG	46	45	100.0
OR SALEM	22	20	100.0
OR SALEM	32	33	100.0

PENNSYLVANIA

PA ALLENTOWN	39	62	97.0
PA ALLENTOWN	69	46	99.6
PA ALTOONA	10	32	99.5
PA ALTOONA	23	24	100.0
PA ALTOONA	47	46	100.0
PA BETHLEHEM	60	59	95.1
PA CLEARFIELD	3	15	97.3
PA ERIE	12	52	100.0
PA ERIE	24	58	100.0
PA ERIE	35	16	100.0
PA ERIE	54	50	100.0
PA ERIE	66	22	100.0
PA GREENSBURG	40	50	99.5

PA HARRISBURG	21	4	96.3
PA HARRISBURG	27	57	95.1
PA HARRISBURG	33	36	99.0
PA HAZLETON	56	9	99.7
PA JOHNSTOWN	6	34	94.8
PA JOHNSTOWN	8	29	99.6
PA JOHNSTOWN	19	30	99.9
PA LANCASTER	8	58	98.8
PA LANCASTER	15	23	95.4
PA PHILADELPHIA	3	26	99.9
PA PHILADELPHIA	6	64	98.1
PA PHILADELPHIA	10	67	98.2
PA PHILADELPHIA	17	54	93.8
PA PHILADELPHIA	29	42	95.8
PA PHILADELPHIA	35	34	98.2
PA PHILADELPHIA	57	32	99.6
PA PITTSBURGH	2	25	98.2
PA PITTSBURGH	4	51	97.7
PA PITTSBURGH	11	48	99.9
PA PITTSBURGH	13	38	100.0
PA PITTSBURGH	16	26	99.8
PA PITTSBURGH	22	42	99.9
PA PITTSBURGH	53	43	100.0
PA READING	51	25	98.3
PA RED LION	49	30	99.9
PA SCRANTON	16	49	99.8
PA SCRANTON	22	13	98.5
PA SCRANTON	38	31	98.6
PA SCRANTON	44	41	99.1
PA SCRANTON	64	32	100.0
PA WILKES-BARRE	28	11	97.4
PA WILLIAMSPORT	53	29	100.0
PA YORK	43	47	97.0

RHODE ISLAND

RI BLOCK ISLAND	69	17	100.0
RI PROVIDENCE	10	51	99.9
RI PROVIDENCE	12	13	99.9
RI PROVIDENCE	36	21	97.0
RI PROVIDENCE	64	54	99.7

SOUTH CAROLINA

SC ALLENDALE	14	33	99.8
SC ANDERSON	40	14	99.2
SC BEAUFORT	16	44	100.0
SC CHARLESTON	2	59	100.0
SC CHARLESTON	4	53	100.0
SC CHARLESTON	5	52	100.0
SC CHARLESTON	7	49	100.0
SC CHARLESTON	24	40	100.0
SC CHARLESTON	36	35	100.0
SC COLUMBIA	10	41	100.0
SC COLUMBIA	19	17	99.5
SC COLUMBIA	25	8	99.2
SC COLUMBIA	35	32	100.0
SC COLUMBIA	57	48	100.0
SC CONWAY	23	58	100.0
SC FLORENCE	13	56	100.0
SC FLORENCE	15	16	99.9
SC FLORENCE	21	20	99.9
SC FLORENCE	33	45	100.0
SC GREENVILLE	4	59	92.0
SC GREENVILLE	16	52	97.0
SC GREENVILLE	29	9	93.9
SC GREENWOOD	38	18	98.1
SC HARDEEVILLE	28	27	100.0
SC MYRTLE BEACH	43	18	99.8
SC ROCK HILL	30	15	95.7
SC ROCK HILL	55	39	100.0
SC SPARTANBURG	7	53	98.5
SC SPARTANBURG	49	43	99.8
SC SUMTER	27	28	100.0
SC SUMTER	63	38	100.0

SOUTH DAKOTA

SD ABERDEEN	9	28	100.0
SD ABERDEEN	16	17	100.0
SD BROOKINGS	8	18	100.0
SD EAGLE BUTTE	13	24	100.0
SD FLORENCE	3	25	99.9
SD HURON	12	22	100.0
SD LEAD	5	26	98.3
SD LEAD	11	27	100.0
SD LOWRY	11	15	100.0
SD MARTIN	8	20	100.0
SD MITCHELL	5	26	100.0
SD PIERRE	4	19	100.0
SD PIERRE	10	21	99.9
SD RAPID CITY	3	22	96.4
SD RAPID CITY	7	18	99.8

SD RAPID CITY	9	23	99.2
SD RAPID CITY	15	16	100.0
SD RELIANCE	6	14	100.0
SD SIOUX FALLS	11	32	99.9
SD SIOUX FALLS	13	29	100.0
SD SIOUX FALLS	17	7	100.0
SD SIOUX FALLS	23	24	100.0
SD SIOUX FALLS	36	48	99.6
SD SIOUX FALLS	46	47	100.0
SD VERMILLION	2	34	98.9

TENNESSEE

TN CHATTANOOGA	3	55	91.1
TN CHATTANOOGA	9	35	99.7
TN CHATTANOOGA	12	47	98.7
TN CHATTANOOGA	45	29	100.0
TN CHATTANOOGA	61	40	99.7
TN CLEVELAND	53	42	100.0
TN COOKEVILLE	22	52	100.0
TN COOKEVILLE	28	36	100.0
TN CROSSVILLE	20	50	99.7
TN GREENEVILLE	39	38	99.7
TN HENDERSONVILLE	50	51	99.9
TN JACKSON	7	43	100.0
TN JACKSON	16	39	100.0
TN JELICO	54	23	100.0
TN JOHNSON CITY	11	58	96.2
TN KINGSPORT	19	27	99.3
TN KNOXVILLE	6	26	93.2
TN KNOXVILLE	8	30	99.8
TN KNOXVILLE	10	31	99.8
TN KNOXVILLE	15	17	99.8
TN KNOXVILLE	43	34	99.7
TN LEBANON	66	44	99.9
TN LEXINGTON	11	47	100.0
TN MEMPHIS	3	28	100.0
TN MEMPHIS	5	52	99.9
TN MEMPHIS	10	29	100.0
TN MEMPHIS	13	53	100.0
TN MEMPHIS	24	25	100.0
TN MEMPHIS	30	31	100.0
TN MEMPHIS	50	51	100.0
TN MURFREESBORO	39	38	99.9
TN NASHVILLE	2	27	100.0
TN NASHVILLE	4	10	99.7
TN NASHVILLE	5	56	99.5
TN NASHVILLE	8	46	100.0
TN NASHVILLE	17	15	99.9
TN NASHVILLE	30	21	98.6
TN NASHVILLE	58	23	99.8
TN SNEEDVILLE	2	41	91.8

TEXAS

TX ABILENE	9	29	100.0
TX ABILENE	32	24	100.0
TX ALVIN	67	36	99.9
TX AMARILLO	2	21	100.0
TX AMARILLO	4	19	100.0
TX AMARILLO	7	24	100.0
TX AMARILLO	10	9	100.0
TX AMARILLO	14	15	100.0
TX ARLINGTON	68	42	99.8
TX AUSTIN	7	56	99.8
TX AUSTIN	18	22	99.9
TX AUSTIN	24	33	100.0
TX AUSTIN	36	21	99.8
TX AUSTIN	42	43	100.0
TX AUSTIN	54	49	99.9
TX BAYTOWN	57	41	100.0
TX BEAUMONT	6	21	100.0
TX BEAUMONT	12	50	100.0
TX BEAUMONT	34	33	100.0
TX BELTON	46	47	100.0
TX BIG SPRING	4	33	99.9
TX BROWNSVILLE	23	24	100.0
TX BRYAN	3	59	100.0
TX BRYAN	28	29	99.9
TX COLLEGE STATION	15	12	100.0
TX CONROE	49	5	100.0
TX CONROE	55	42	100.0
TX CORPUS CHRISTI	3	47	100.0
TX CORPUS CHRISTI	6	50	100.0
TX CORPUS CHRISTI	10	18	100.0
TX CORPUS CHRISTI	16	22	100.0
TX CORPUS CHRISTI	28	27	100.0
TX DALLAS	4	35	100.0
TX DALLAS	8	9	100.0
TX DALLAS	13	14	100.0
TX DALLAS	27	36	100.0
TX DALLAS	33	32	99.9

Technology

TX DALLAS	39	40	100.0
TX DALLAS	58	45	100.0
TX DECATUR	29	30	96.3
TX DEL RIO	10	28	100.0
TX DENTON	2	31	100.0
TX EAGLE PASS	16	18	100.0
TX EL PASO	4	16	98.7
TX EL PASO	7	17	100.0
TX EL PASO	9	18	100.0
TX EL PASO	13	29	99.7
TX EL PASO	14	15	100.0
TX EL PASO	26	25	100.0
TX EL PASO	38	39	100.0
TX EL PASO	65	51	100.0
TX FORT WORTH	5	41	100.0
TX FORT WORTH	11	19	100.0
TX FORT WDRTH	21	18	99.7
TX FORT WORTH	52	51	100.0
TX GALVESTON	22	23	100.0
TX GALVESTON	48	47	100.0
TX GARLAND	23	24	100.0
TX GREENVILLE	47	46	100.0
TX HARLINGEN	4	31	100.0
TX HARLINGEN	44	34	100.0
TX HARLINGEN	60	38	100.0
TX HOUSTON	2	35	100.0
TX HOUSTON	8	53	99.9
TX HOUSTON	11	31	100.0
TX HOUSTON	13	32	100.0
TX HOUSTON	14	24	100.0
TX HOUSTON	20	19	100.0
TX HOUSTON	26	27	100.0
TX HOUSTON	39	38	100.0
TX HOUSTON	61	44	100.0
TX IRVING	49	48	100.0
TX JACKSONVILLE	56	22	100.0
TX KATY	51	52	100.0
TX KERRVILLE	35	17	100.0
TX KILLEEN	62	23	99.5
TX LAKE DALLAS	55	43	100.0
TX LAREDO	8	15	100.0
TX LAREDO	13	14	100.0
TX LAREDO	27	19	100.0
TX LLANO	14	27	100.0
TX LONGVIEW	51	52	99.6
TX LUBBOCK	5	39	100.0
TX LUBBOCK	11	44	100.0
TX LUBBOCK	13	40	100.0
TX LUBBOCK	16	25	100.0
TX LUBBDCK	28	27	100.0
TX LUBBDCK	34	35	100.0
TX LUFKIN	9	43	100.0
TX MCALLEN	48	30	100.0
TX MIDLAND	2	26	100.0
TX NACOGDOCHES	19	18	100.0
TX ODESSA	7	31	100.0
TX ODESSA	9	15	100.0
TX ODESSA	24	23	99.5
TX ODESSA	36	22	99.2
TX ODESSA	42	43	100.0
TX PORT ARTHUR	4	40	100.0
TX RIO GRANDE CITY	40	20	100.0
TX ROSENBERG	45	46	100.0
TX SAN ANGELO	3	16	100.0
TX SAN ANGELO	6	19	99.9
TX SAN ANGELO	8	11	99.8
TX SAN ANTONIO	4	58	99.4
TX SAN ANTONIO	5	55	99.4
TX SAN ANTONIO	9	20	99.7
TX SAN ANTONIO	12	48	100.0
TX SAN ANTONIO	23	16	98.0
TX SAN ANTONIO	29	30	100.0
TX SAN ANTONIO	41	40	100.0
TX SAN ANTONIO	60	39	99.8
TX SHERMAN	12	20	100.0
TX SNYDER	17	10	100.0
TX SWEETWATER	12	20	99.6
TX TEMPLE	6	50	99.9
TX TEXARKANA	6	15	100.0
TX TYLER	7	38	100.0
TX VICTORIA	19	34	100.0
TX VICTORIA	25	15	100.0
TX WACO	10	53	99.5
TX WACO	25	26	100.0
TX WACO	34	20	100.0
TX WACO	44	57	100.0
TX WESLACO	5	13	99.9
TX WICHITA FALLS	3	28	100.0
TX WICHITA FALLS	6	22	100.0

TX WICHITA FALLS	18	17	100.0
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UTAH

UT CEDAR CITY	4	14	89.0
UT OGDEN	9	35	97.8
UT OGDEN	30	29	100.0
UT PROVO	11	39	97.8
UT PROVO	16	17	99.9
UT SALT LAKE CITY	2	34	75.3
UT SALT LAKE CITY	4	38	77.5
UT SALT LAKE CITY	5	36	75.6
UT SALT LAKE CITY	7	40	96.0
UT SALT LAKE CITY	13	28	99.7
UT SALT LAKE CITY	14	27	100.0
UT ST. GEORGE	12	9	100.0

VERMONT

VT BURLINGTON	3	53	91.9
VT BURLINGTON	22	16	99.9
VT BURLINGTON	33	32	100.0
VT BURLINGTON	44	43	99.8
VT HARTFORD	31	25	97.9
VT RUTLAND	28	56	100.0
VT ST. JOHNSBURY	20	18	100.0
VT WINDSOR	41	24	99.9

VIRGINIA

VA ARLINGTON	14	15	97.7
VA ASHLAND	65	47	100.0
VA BRISTOL	5	28	90.7
VA CHARLOTTESVILLE	29	32	95.9
VA CHARLOTTESVILLE	41	14	99.8
VA DANVILLE	24	41	99.9
VA FAIRFAX	56	57	98.9
VA FRDNT RDYAL	42	21	100.0
VA GOLDVEIN	53	30	99.9
VA GRUNDY	68	49	99.9
VA HAMPTON	13	41	100.0
VA HAMPTON-NORFOLK	15	16	100.0
VA HARRISONBURG	3	49	76.1
VA LYNCHBURG	13	56	97.8
VA LYNCHBURG	21	20	96.0
VA MANASSAS	66	36	99.0
VA MARIION	52	42	99.9
VA NORFOLK	3	58	100.0
VA NORFDLK	33	38	100.0
VA NORFDLK	49	14	100.0
VA NORTON	47	32	100.0
VA PETERSBURG	8	22	99.7
VA PORTSMOUTH	10	31	100.0
VA PORTSMOUTH	27	19	100.0
VA RICHMOND	6	25	99.8
VA RICHMOND	12	54	99.7
VA RICHMOND	23	24	99.9
VA RICHMOND	35	26	98.2
VA RICHMOND	57	44	100.0
VA ROANOKE	7	18	99.7
VA ROANOKE	10	30	99.2
VA ROANOKE	15	3	99.3
VA ROANOKE	27	17	99.0
VA ROANOKE	38	36	99.7
VA STAUNTON	51	19	100.0
VA VIRGINIA BEACH	43	29	99.9

WASHINGTON

WA BELLEVUE	33	32	99.9
WA BELLEVUE	51	50	100.0
WA BELLINGHAM	12	35	99.7
WA BELLINGHAM	24	19	100.0
WA CENTRALIA	15	19	100.0
WA EVERETT	16	31	100.0
WA KENNEWICK	42	14	100.0
WA PASCO	19	20	100.0
WA PULLMAN	10	17	99.5
WA RICHLAND	25	26	100.0
WA RICHLAND	31	30	100.0
WA SEATTLE	4	38	94.4
WA SEATTLE	5	48	94.0
WA SEATTLE	7	39	98.9
WA SEATTLE	9	41	98.5
WA SEATTLE	22	25	100.0
WA SEATTLE	45	44	100.0
WA SPDKANE	2	57	87.3
WA SPDKANE	4	54	86.5
WA SPDKANE	6	55	88.0
WA SPOKANE	7	39	98.6
WA SPDKANE	22	38	99.3
WA SPOKANE	28	29	100.0
WA TACOMA	11	36	99.5

WA TACOMA	13	18	99.9
WA TACOMA	20	14	99.9
WA TACOMA	28	26	99.1
WA TACOMA	56	42	99.8
WA VANCOUVER	49	48	99.9
WA WENATCHEE	27	56	100.0
WA YAKIMA	23	16	100.0
WA YAKIMA	29	52	100.0
WA YAKIMA	35	34	100.0
WA YAKIMA	47	21	100.0

WEST VIRGINIA

WV BLUEFIELD	6	46	94.2
WV BLUEFIELD	40	14	100.0
WV CHARLESTON	8	55	99.7
WV CHARLESTON	11	19	100.0
WV CHARLESTON	29	39	100.0
WV CLARKSBURG	12	52	99.9
WV CLARKSBURG	46	28	100.0
WV GRANDVIEW	9	53	97.8
WV HUNTINGTON	3	23	99.6
WV HUNTINGTON	13	54	99.8
WV HUNTINGTON	33	34	99.9
WV LEWISBURG	59	48	99.7
WV MARTINSBURG	60	12	100.0
WV MORGANTOWN	24	33	99.6
WV OAK HILL	4	50	91.6
WV PARKERSBURG	15	49	100.0
WV WESTON	5	58	96.5
WV WHEELING	7	56	99.1

WISCONSIN

WI APPLETON	32	59	100.0
WI CHIPPEWA FALLS	48	49	100.0
WI EAGLE RIVER	34	17	91.3
WI EAU CLAIRE	13	39	99.8
WI EAU CLAIRE	18	15	100.0
WI FOND DU LAC	68	44	96.8
WI GREEN BAY	2	23	100.0
WI GREEN BAY	5	56	99.9
WI GREEN BAY	11	51	100.0
WI GREEN BAY	26	41	100.0
WI GREEN BAY	38	42	100.0
WI JANESVILLE	57	32	97.1
WI KENOSHA	55	40	100.0
WI LA CROSSE	8	53	100.0
WI LA CROSSE	19	14	100.0
WI LA CROSSE	25	17	100.0
WI LA CROSSE	31	30	100.0
WI MADISON	3	50	99.9
WI MADISON	15	19	99.8
WI MADISON	21	20	99.0
WI MADISON	27	26	97.5
WI MADISON	47	11	98.7
WI MANITOWOC	16	19	100.0
WI MAYVILLE	52	43	100.0
WI MENOMONIE	28	27	100.0
WI MILWAUKEE	4	28	98.9
WI MILWAUKEE	6	33	100.0
WI MILWAUKEE	10	8	99.3
WI MILWAUKEE	12	34	100.0
WI MILWAUKEE	18	61	100.0
WI MILWAUKEE	24	25	100.0
WI MILWAUKEE	30	22	100.0
WI MILWAUKEE	36	35	99.8
WI MILWAUKEE	58	46	99.9
WI PARK FALLS	36	47	100.0
WI RACINE	49	48	100.0
WI RHINELANDER	12	16	99.9
WI SUPERIOR	6	19	99.9
WI SURING	14	21	100.0
WI WAUSAU	7	40	100.0
WI WAUSAU	9	29	100.0
WI WAUSAU	20	24	100.0

WYOMING

WY CASPER	2	17	96.2
WY CASPER	14	15	100.0
WY CASPER	20	18	99.2
WY CHEYENNE	5	30	94.2
WY CHEYENNE	27	28	100.0
WY CHEYENNE	33	11	100.0
WY JACKSDN	2	14	95.8
WY LANDER	4	8	97.4
WY LANDER	5	7	92.9
WY RAWLINS	11	9	100.0
WY RIVERTON	10	16	99.7
WY ROCK SPRINGS	13	19	100.0
WY SHERIDAN	12	21	99.8

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

General Manager Posting. Group operator is seeking midwest general manager for four station group. Must have strong (preferably multi-station) general manager experience. Strong sales (both local and national) a must. We are looking for an experienced radio leader who leads by example. Please respond to Box 01124 EOE.

General Sales Manager-Barnstable Broadcasting's WTOU/WKDD-FM, Akron, Ohio is seeking an experienced, highly successful GSM to lead a large aggressive staff of sellers. This opening is not for the meek. You must be an over-achiever: a pricing and inventory specialist, highly computer literate, an accomplished sales trainer, and have the track record to prove it all. This is a large volume, high billing situation requiring exceptional technical and people skills. We offer a strong, stable, private ownership dedicated to its people and great rewards for success. Contact Andy Graham, President/GM of OBC Broadcasting, about this unique opportunity. WTOU/WKDD-FM, 1867 West Market Street, Akron, OH 44313. Fax: 330-873-2174. EOE.

HELP WANTED TECHNICAL

Radio Engineer: Chief engineer for university public radio and campus cable radio station. Includes FCC compliance; repair and maintenance of transmitters, buildings, and towers; selection and installation of computer hardware and software; Installation and maintenance of all broadcast equipment and working with students in broadcasting. Requires bachelor's degree or equivalent experience and working knowledge of areas listed above. Prefer Senior Broadcast Engineer designation. Application deadline: May 19, 1997 or until filled. Send letter of application, resume and names and telephone numbers of three references to: Director of Human Resources Management, Northwest Missouri State University, 800 University Drive, Maryville, MO 64468. AA/EOE. Northwest encourages women and minorities to apply.

HELP WANTED SALES

Account Executive. Radio Sales. Growing New Jersey radio group is presently interviewing for the position of Account Executive. Qualified applicants must have a college degree, plus a minimum of two years of success in radio sales. Choice candidates are aggressive closers who maintain rate and inventory integrity...Yet are service oriented relationship builders. Promotional creativity desirable...knowledge of Arbitron/Scarborough a must. Our company is the leader in compensation and benefits; and an Equal Opportunity Employer. If you are ready for this exciting challenge send your resume to: Director of Sales, WMTR/WJHA, 55 Horsehill Rd, Cedar Knolls, NJ 07927. Fax (201) 538-3060. No phone calls please.

General Sales Manager. WMBD/WPBG Radio in Peoria, Illinois seeks a GSM to direct an eight-person staff. The ideal candidate will have strong pricing, inventory management, and revenue forecasting skills, along with the ability to lead and motivate an experienced sales team. Send letter of introduction, resume, and compensation requirements to Mike Wild, Station Manager, WMBD/WPBG, 3131 N. University, Peoria, IL 61604. EOE.

Traffic Manager. New Jersey Broadcasting, Inc. seeks a traffic manager for two (2) of its radio stations. Successful applicant should have a minimum 4 years prior traffic management experience, a thorough knowledge of super-log, CBSI or Columbine systems, inventory control and management. Must be detail oriented and possess extra ordinary people skills, college degree preferred. Send resume and cover letter with salary requirements to: Business Manager, New Jersey Broadcasting, Inc., 55 Horsehill Road, Cedar Knolls, New Jersey 07927. Fax (201)538-3060. No phone calls please! EEO Employer.

Account Executive. Growing New Jersey radio group is presently interviewing for the position of Account Executive. Qualified applicants must have a college degree, plus a minimum of two years of success in radio sales. Choice candidates are aggressive closers who maintain rate and inventory integrity...Yet are service oriented relationship builders. Promotional creativity desirable...knowledge of Arbitron/Scarborough a must. Our company is the leader in compensation and benefits; and an Equal Opportunity Employer. If you are ready for this exciting challenge send your resume to: Director of Sales, WRAT, 55 Horsehill Road, Cedar Knolls, NJ 07927. Fax (201)538-3060. No phone calls please.

HELP WANTED ALL POSITIONS

The members of the New Hampshire Association of Broadcasters are committed to the FCC's goals of non-discrimination and affirmative action. If you would like to be considered for employment in the New Hampshire broadcast industry, please send your resume to: Mr. B. Allan Sprague, President, New Hampshire Association of Broadcasters, 10 Chestnut Drive, Bedford, NH 03110. No phone calls. The members of the New Hampshire Association of Broadcasters are Equal Opportunity Employers.

SITUATIONS WANTED MANAGEMENT

Experienced broadcaster and businessman seeks GSM/GM position in small market. Top references. Willing to relocate. Top biller. Turn-arounds. Available June 1st. Teddy 212-421-7699 or 212-888-7347.

General Manager. Bottom line focused. Sales/programming technical expertise. Strong management background. Will relocate. Ed 1-800-827-2483.

TELEVISION

HELP WANTED MANAGEMENT

Finance- Strategic Planning

A leading financial services organization has exciting opportunities for talented finance and planning professionals.

DIRECTOR OF STRATEGIC PLANNING

We are seeking a Director of Strategic Planning to help develop strategic plans with a financial focus. In this diverse role, you will perform strategic analysis, develop international and domestic strategy and conduct organizational reviews. Key responsibilities will also include analysis of new revenue opportunities and strategic expense reviews.

If you are an accomplished strategist who has prior related experience which includes the broadcasting industry (cable, radio, t.v.), possess a B.A. in Finance (M.B.A. preferred) and are computer literate, we want to hear from you.

FINANCIAL ANALYST/PLANNER

We seek a Financial Analyst to provide support to our organization's strategic planning department. You will be involved in all aspects of strategic planning development, including industry analysis, budgeting, investments and business performance analysis.

We offer a salary commensurate with your experience and excellent benefits. Please respond in complete confidence with detailed resume and cover letter (including salary requirements) indicating the position of interest to: **Box MO-980, 360 Lexington Avenue, 12th Floor, New York, New York 10017.** We are an equal opportunity employer.

HELP WANTED SALES

Director and General Manager - KVCR-TV-FM

KVCR-TV/FM (PBS/NPR), located in San Bernardino, CA and licensed to the San Bernardino Community College District, seeks a qualified individual to serve as Director and General Manager of the joint licensee. The stations provide educational, cultural and public affairs programming to Inland Southern California audiences. Successful candidate should have a minimum of 5 years experience in television broadcasting or related entity with at least 3 years in a senior administrative position. Bachelor's degree in Communications or related field required. Master's degree preferred. Salary range of \$82,572 to \$87,888, plus generous benefit package. To apply: Call the District personnel office 909-884-2533 or jobline at 909-384-0853 for a complete job description and required District application form which must be submitted by deadline of 5/23/97. Resumes or letters will not be accepted in lieu of required forms. KVCR is an Equal Opportunity/Affirmative Action Employer.



Vice President. Pioneering public broadcasting company seeks innovative individual to lead its television station and production efforts into the digital era. Creative vision, entrepreneurial savvy, combined with bedrock "public service" values a must. High visibility position requiring outstanding communications skills. Letter, resume and salary requirements, in confidence. VP Search, WITF, Inc., Box 2954, Harrisburg, PA 17105. AA EOE.

Media Specialist. Considering a career change? Are you aggressive and sharp enough to craft and implement sophisticated public relations and media strategies for blue chip clients? Put your news judgement and media know-how to work at a prominent NYC agency with fast-paced newsroom environment. We need a top-flight pro with national and local level credentials. Open to broadcasting and print journalism backgrounds. Solid writing skills big plus. Salary negotiable for right individual. Excellent benefits. Send resume with letter to Box 01130. EOE.

Manager, National Outreach. MPT is seeking candidates for a new position available in our National Communications department. Position will report to the Director of National Communications and will create, manage and implement educational and community outreach initiatives in support of the National Production Division's projects. Requires: BA degree; five years experience in managing outreach and communications activities; preferably in an educational or grassroots organizational setting; experience in the development (conceptualization) and production of print materials; excellent written and oral communication skills essential. Preferred: Public television experience; background in fundraising and experience and knowledge of the WWW and electronic publishing. Salary range: \$29,357 - \$38,556. Send resume and cover letter no later than May 21, 1997 to: Maryland Public Television, Human Resources Office, 11767 Owings Mills Boulevard, Owings Mills, MD 21117. MPT is an AA/EEO Employer.

Systems Sales Director. Looking for that out-of-the-box salesperson for a new innovative approach to non-traditional broadcast sales. This person will be responsible for the development, sales, and sales promotion of this new Web, Database and IVR Systems Division. Candidates must be creative, aggressive and computer literate. A college degree a must. A broadcast background of sales, promotion, and production a plus. Please send resume to Box 01118 EOE.

WFLD, FOX owned/operated television station in Chicago is looking for an experienced Traffic Manager to assist with the day-to-day management/administration of the dept. To provide supervision and cross-training; assembly/finalization of daily FCC log; and placement and clearance of inventory. 2-3 years experience and prior supervisory experience. Familiarity w/FCC childrens guidelines/regulations. Working knowledge of Enterprise system software pref. Strong communications and organizational skills required. College degree preferred. For immediate consideration, send resume to Mary Talley, VP/ Human Resources, WFLD/FOX 32, 205 North Michigan Avenue, Chicago, IL 60601. No phone calls, no faxes, please. EOE/M/F/D/V.

TV Traffic/Assistant Manager/Chicago. Major market O&O seeks experienced traffic person. Minimum 3 years experience commercial broadcast traffic requested. Columbine highly preferred. Leadership position, requires strong organizational skills and attention to detail. Will assist other traffic personnel in attaining higher knowledge of departmental procedures and Columbine system. Ability to meet daily deadlines under pressure is critical. Specific job requirements include log production, creating program formats, receiving/processing commercial tapes. PC skills (Windows, Excel, MS Word) highly desirable. Bilingual (English/Spanish) preferred but not required. Send resume with salary history to: Traffic Manager, WGBO-TV, 541 North Fairbanks Court, Chicago, IL 60611 or Fax (312)494-6492. EOE.

TV Traffic Manager: Orlando TV station seeks experienced traffic manager. Must have positive attitude, ability to train and motivate. If you have the right stuff send resume and salary requirements to general manager. Box 01125 EOE.

National Sales Manager. WBBM-TV Chicago, CBS O&O is seeking an NSM to handle national sales. Candidate must possess thorough understanding of ratings, research, pricing and inventory management. Ability to develop strong relationships in national markets. Prior NSM experience and/or national sales office management will be helpful. Send letter of introduction and resume to Susan McEldoon, WBBM-TV, 630 North McClurg Court, Chicago, IL 60611. It is the policy of CBS to afford Equal Opportunity to all, to discriminate against none, to take affirmative action to promote equal employment and advancement opportunity regardless of race, color, national origin, religion, sex, age, sexual orientation, disability, veteran's status, marital status, or height or weight.

Account Executive needed at WTNZ FOX 43 in Knoxville, TN. Candidate needs strong work ethic and must be able to handle agency business and produce new direct business. 3-5 years of media experience required. If you are a team player with television or radio experience send resume to: Local Sales Manager, WTNZ FOX 43, PO Box 32516, Knoxville, TN 37901. EOE.

Local Account Executive. KWEX-TV, #1 Univision O&O in San Antonio, Texas, is looking for an Account Executive who knows how to win. High energy a must. The ideal candidate will have excellent communications skills, superior organizational skills, computer skills and have a proven track record with emphasis in New Business development and existing business growth. Knowledge of NSI Rating Service; strong research and negotiating skills a must. Spanish language fluency preferred, but not required. If you are highly motivated and have a sincere drive to help our clients grow, fax or mail your resume and references for immediate consideration to: Local Sales Manager, 411 E. Durango, San Antonio, TX 78204. Fax: 210-227-0469. No phone calls please. EOE.

General Sales Manager. Large market in Southeast seeking experienced and highly motivated individual to lead the sales department. Must have 3-5 years TV experience, preferably in management. Must have strong motivational skills, negotiating skills, computer knowledge, and strong leadership ability. Inventory management skills a must. Send resume to Box 01131 EOE.

General Sales Manager. Do you have a traditional idea of what FOX affiliate is? If so, FOX19 is the wrong station for you. We have a need for a GSM who won't settle for less than being #1, someone who can push the envelope, drive rates and manage inventory. Someone who can lead the sales effort on NFL Football, Major League Baseball, UC Basketball and one of the top three 10pm newscasts in the country. If you're the one, send your resume to: Jon Lawhead, 19 Broadcast Plaza, 635 West Seventh Street, Cincinnati, OH 45203. WXIX-TV is a MALRITE Communications Group station. EOE.

General Sales Manager. WTVM is offering an outstanding opportunity for a proven, aggressive and dedicated sales leader. The winning candidate will lead an experienced sales team in a progressive and growing southern market. Local sales, sales management and computer skills are required. Must be able to manage multiple projects, inventory and rates. Send resume to: Lee Brantley, General Manager, WTVM, PO Box 1848, Columbus, GA 31902.

General Sales Manager. Granite Broadcasting's station serving the state capital, in Lansing, Michigan, has an outstanding opportunity for a proven aggressive and dedicated sales leader. Candidates should have strong analytical skills and national sales experience. Computer literacy, knowledge of BMP and Columbine are preferred. A successful candidate must be goal driven, able to juggle many tasks at one time and work in a highly charged environment. Please send cover letter and resume to: Margie Candela, Human Resources, WLAJ, Inc., 590 West Maple Street, Kalamazoo, MI 49008.

Marketing Executive. Golden Dome Productions, a nationally recognized midwest multimedia production company has a full-time position available for a Marketing Executive to sell traditional video services, Multimedia and Internet services to new and existing accounts. Candidate must be experienced in sales, have a working knowledge of corporate video and television production, and be self-motivated. Previous experience as Producer helpful. This is a great opportunity to join an award winning team. We offer excellent facilities and a competitive compensation package. Send resume to: Golden Dome Productions, Attention: Human Resources, Position #00173, P.O. Box 1616, South Bend, IN 46634. EOE.

General Sales Manager: WDFX-FOX Dothan. AL needs a leader for sales. Multi-market experience in 100 plus markets required. Send resume to: David Woods. WCOV-TV, WCOV Avenue. Montgomery, AL 36111. Fax: 334-288-5414. EOE.

Director of Sales. Immediate opening in 35th market for Director of Sales. Position requires a minimum of five years experience as a GSM with preferred experience selling both Network and Independent television. Demonstrated ability to attain budget goals. Must train and motivate staff of Account Executives. Send resume to Will Davis. VP-General Manager. WLOS/WFBC-TV. 288 Macon Avenue, Asheville, NC 28804. WLOS/WFBC-TV is a Sinclair Communications station and an Equal Opportunity Employer.

Account Executive - Immediate opening for an experienced AE for top 50 Mid-Atlantic CBS affiliate. Work out of a new facility with this group operator and market leader. The candidate must be skilled, aggressive, motivated and ready to compete and win. If your qualifications match our needs, send your resume to Box 01123 EOE.

Account Executive - WMC-TV5, a market leading NBC affiliate, seeks a sales leader who can fulfill the revenue potential of strong station. History of "real" selling success and relationship skills with business owners and agency principles a must. Send resume and sales philosophy to: Susan Kelly, Local Sales Manager, 1960 Union Avenue, Memphis, TN 38104. WMC is an Equal Opportunity Employer and an Affirmative Action station.

Account Executive: WROC-TV 8 CBS affiliate in Rochester, New York seeks experienced account executives. Successful candidate must possess a minimum of four years television sales experience with proven ability to generate new business, develop advertising agency accounts, and be team oriented. Send cover letter and resume to WROC-TV, 201 Humboldt Street, Rochester, New York 14610. attention Dan Walding, General Sales Manager. EOE. M/F.

HELP WANTED TECHNICAL

**WE PLACE ENGINEERS
USA & WORLDWIDE**



KEYSTONE INT'L., INC.
16 Laffin Road, Suite 900
Pittston, PA 18640, USA

Fax (717) 654-5765 • Phone (717) 655-7143
E-mail: keyjobs@keystone.microserve.com

TELEVISION

SR. TV ENGINEER

Work with Illinois Institute of Technology, the largest ITFS holder in Chicago. We broadcast 8 microwave channels of distant learning programming with satellite uplink/downlink & video PC conferencing.

Perform site RF reception surveys, troubleshoot MATV reception problems. Operate & maintain ITFS, STL and AML transmitters; C & ku band receive equipment and a digital ku band satellite uplink. Bachelor's and 5+ yrs. TV engineering & telecom exp. Roof/lower work req'd.

IIT is a private, Ph.D.-granting university for science, engineering & the professions. Benefits include tuition for the employee/family.

Reply to:

HR-95A

**ILLINOIS INSTITUTE
OF TECHNOLOGY**
3300 S. Federal
Chicago, IL 60616
Fax 312-567-3450
EOE



WTMJ-TV, Milwaukee has an immediate opening for a broadcast maintenance engineer. Candidate must have solid background in electronics, experience with broadcast analog and digital studio and transmitter equipment and strong computer skills. A minimum of five years experience as a broadcast maintenance engineer in a television station environment required. SBE certification a plus. Send or Fax resumes to Randy Price, VP Engineering, Journal Broadcast Group Inc., 720 E. Capitol Drive, Milwaukee, Wisconsin 53212. Fax 414-967-5540 EOE.

Master Control: Accepting resumes for master control operators for a 24 hour multi-media production house in Washington, DC. Duties will include maintaining an on air log, quality control for incoming and outgoing broadcast signals, graphic insertion, betacam playback and record, and straight cut editing. Flexible hours a must. Experience should equal 3-5 years in master control operation. Growth potential. Send to Director of Master Control, 2030 M Street NW, Washington, DC 20036, Suite 400. Fax 202-775-2931.

Operations Manager. KSWB-TV, the new Tribune Station in San Diego, is seeking a person to manage the daily broadcast operation and master control scheduling of personnel and facilities. Candidate must have a working knowledge of traffic, promotion, programming and marketing and their interaction to the on-air operation. Must know capabilities and operation of equipment, FCC rules and regulations and directing experience required with expansion to news operation. Position reports to Director of Engineering and will be cross-trained in basic equipment maintenance to assure continued on-air operations and understand all on-air equipment to train new personnel in equipment operation. Send resume in confidence to: John Weigand, Director of Engineering, KSWB-TV, PO 121569, San Diego, CA 92112. Tribune Broadcasting is an Equal Opportunity Employer. Women and minorities encouraged to apply. No telephone calls please.

Field Service Engineer - Broadcast Service.

Odetics Inc., April 7, 1997 *The Truth is Revealed.* Join our team and support *Roswell* and the rest of our fine Broadcast Facility Management products. Immediate openings for Field Service Support Engineers are now available due to the new growth we are seeing as a result of our recent product introductions and the continuing demand for our existing product lines. Responsibilities include installation, training and field support of Odetics Facility Management systems at the customers' location, factory based technical Help Desk support and sales technical support. Position requires a strong background in digital and analog electronics, a solid mechanical aptitude, experience with current technology PC based products, and proven experience working with broadcast quality video and audio equipment. A good working knowledge of Novell 2.X/4.X products and Microsoft NT 4.X are highly desirable. Position requires heavy travel, primarily domestic, with occasional international assignments. A minimum educational requirement of a 2 year AAS degree in electronics or equivalent is necessary. We are looking for hard working, results oriented individuals who can work with a minimum of supervision, have the ability to work well with a sophisticated customer base and enjoys a dynamic working environment. If you have these qualifications and want to join a successful team you can be proud to work for then contact us today. Odetics offers a competitive salary and a comprehensive benefits package. Equal employment opportunity employer. Send resume and salary history to: Linda Krumme, Odetics, Inc., 1515 S. Manchester, Anaheim, CA 92802.

Television Chief Engineer. Growing NBC affiliate seeks qualified "hands on" engineer to assume the role of Chief Engineer. Requirements include: FCC General License, experience with UHF transmitter, studio equipment, and video tape maintenance. Excellent opportunity with growing, aggressive station. EOE. Resumes to: David Boyer, WICD, 250 South Country Fair Drive, Champaign, IL 61821.

Director, Engineering: Four Media Company Asia, a major production, post production, and network origination service provider, is seeking an experienced Director of Engineering to be based in Singapore. This individual will be responsible for defining timelines, costs, and required resources for project execution. Will manage project schedules and budgets. Will liaise with equipment vendors and contractors for projects: uplink providers and clients for day-to-day operations. Projects may include network launches, new production and post production facilities, and technology assessment. Fax or send your cover letter and resume to: Dennis Ang, Manager Operations, Four Media Company Asia Pte Ltd., 30 Choon Guan Street #04-00, Singapore 079809. Fax 65-4202732.

Technician. Television station in New York is looking for a technical person with 4 to 5 years experience in all aspects of television production. Salary commensurate with experience. Please send resume to: WXTV-Univision 41, 24 Meadowlands Parkway, Secaucus, NJ 07094. Attn: Operation Manager. Equal Opportunity Employer.

WCIA-TV, Champaign, Illinois now accepting applications for the position of Chief Engineer. Applicants *must* be a High School graduate plus have at least two years technical schooling or E.E. program. Courses in electronics, drafting, building construction practices and broadcasting, Society of Broadcast Engineers Certification and ten years broadcasting experience preferred. Qualified candidate will direct technical operations of the television station. Assure compliance with Federal Communications Commission's rules and regulations. Applicants who meet the required criteria should send resume to: General Manager, WCIA-TV, P.O. Box 20, Champaign, IL 61824-0020. Resumes must be received by Friday, May 2, 1997. WCIA is an Equal Opportunity Employer.

Maintenance Technician: ABC affiliate, Nashville, TN: Requirements include four years training in electronics or equivalent experience. Must be experienced in service of BetaCam, 3/4 and 1 inch VTRS, BVV-5 training a plus. Experience with broadcast studio video systems, microwave systems, high power VHF transmitters, and computers is also desirable. Excellent communications skills are also necessary as well as familiarity with station operations. Competitive salary and benefits. Send resume, references, and salary history to Chief Engineering, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. EOE.

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 applicants to travel and/or live abroad. A minimum of 5 years experience and engineering degree are required. Send resume to Roscor Corp., 1601 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 847-803-8089, to the attention of V. Schwantje.

Air Operations Manager for Rocky Mountain area. A minimum of three years experience in Master Control is required. A degree in TV Production or related field is preferred. Send resume with salary history to EEO Officer, KJCT-TV (ABC), PO Box 3788, Grand Junction, CO 81505. EOE.

RF Maintenance Engineer. The successful candidate will need to be experienced in the installation and maintenance of television transmitters, translators, microwave systems, and related equipment. Candidate should be capable of repairing equipment to the component level. Candidate should have technical training and 5 or more years of experience. Must be able to lift 50 pounds and travel to remote locations. Self motivated, team players can send their resume to: Human Resources, KRQE-TV, 13 Broadcast Plaza SW, Albuquerque, NM 87104.

Chief Engineer: Dominant Gulf Coast affiliate seeks a chief engineer who can lead us into the digital future. The successful candidate will have excellent technical and leadership skills plus a thorough knowledge of broadcast equipment, including RF transmission systems. Requirements are an FCC license, college or technical degree (or equivalent experience), plus at least 10 years broadcast engineering experience. Send letter, resume, references and salary requirements to Veronica Bilbo, EEO Officer, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

ENG Personnel. ENG field operations with camera (and microwave) experience. Videotape Editors, and ENG Maintenance. Employment for West Coast. Would commence spring/summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or Fax: 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

Henry / FX Editor Wanted. Red hot opportunity to join one of the nation's premier facilities. Video Post & Transfer in Dallas. We're looking for a Henry Editor with smokin' credentials to work with the best agencies in America. Contact Steve Ference or Curt Miller, 214-350-2676 about this sizzling opportunity.

KMGH-TV, Denver's ABC affiliate, has an immediate opening for an experienced broadcast equipment maintenance engineer and ENG camcorder maintenance to component level required, other broadcast equipment repair skills a plus. Salary commensurate with experience. KMGH-TV is an Affirmative Action/Equal Opportunity Employer. Send resume to: Sharla G. Taylor, Human Resources Coordinator, 7NEWS, 123 Speer Boulevard, Denver, CO 80203.

Chief Engineer: NBC affiliate in beautiful Northern California seeks motivated, experienced chief to lead department. Hands on position to handle maintenance and repair for UHF transmitter, studio, microwave and multiple tape formats. Great opportunity to join a growing station and a winning team! FAX resume and cover letter to: Charlie Hogetvedt, VP/GM at KCPM-TV, Chico, CA (916) 893-1404. EOE.

Director of Engineering. KSDK is seeking a well rounded engineering manager to direct all of the technical operations of the television station. Individual must possess good management skills and be able to develop systems and long term strategies that take advantage of technology to help keep KSDK the market leader. Send your resume to: KSDK Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

HELP WANTED NEWS

News Reporter. 1-2 years experience required. Knowledge of region a plus. Send T&R to Matt Ledin, News Director FOX51, 2320 Congress Street, Portland, ME 04102. EOE.

EXECUTIVE PRODUCER

KGO-TV/Channel 7 is seeking an experienced Executive Producer with proven production and managerial skills. Will supervise the production and editorial content of various newscasts and be responsible for coordinating overall promotional goals and objectives with the Promotion department. Must have at least 5 years major market television news production experience. Requires excellent writing, production and managerial skills. Application deadline is May 23, 1997. Send resume, cover letter and videotape to:

KGO Television
900 Front Street
San Francisco, CA 94111
EOE

**Looking for
"Next Generation" Journalists**

Three positions. All one-year long, entry-level, highly-competitive national search. Two researcher-production assistant jobs for just-graduated young journalists. One reporter position for person in first job out of school with reporting/shooting/editing skills.

We'll take the best...with **Commitment, Enthusiasm, Imagination**...to join our veteran news team at one of the only local PBS daily, statewide TV newscasts in the country. Send letter of interest to: Phelps S. Hawkins, Executive Producer, NJN News, CN777, Trenton, NJ 08625-0777. No phone calls accepted. **Deadline for applications is MAY 30, 1997.**

Sports Director/Anchor for Sunbelt medium market Requires experience covering major sporting events and local sports. Reply to Box 01122 EOE.

Executive Producer sought for dominant news operation in Hawaii. Minimum 3 years experience in position of planning and administering 3 newscasts daily as well as planning and execution of election coverage and other special events. Send resumes to Jim McCoy, News Director, KHON-TV, 1170 Auahi Street, Honolulu, HI 96814. An Equal Opportunity Employer.

Executive Producer. KJRH-TV in Tulsa seeking producer with strong news judgement and communication skills. Responsibilities include overseeing newscast and working with other news managers to develop long-range news coverage plans. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. No phone calls please. EOE.

Weekend Anchor. Entertaining communicator to lead weekends for aggressive 82nd market ABC affiliate. Minimum 3 years experience. Non-returnable tape to Lee Williams, News Director, WAND, Decatur, IL 62521. EOE.

News Anchor. BELO station in Sacramento has an immediate opening for a Primary News Anchor to co-anchor and report for our prime time newscasts. If you can read but can't write, and you can anchor but can't report, *don't apply*. But if you have at least 5 years of major market experience anchoring and reporting and you are an excellent writer who is a team player, get thee to FedEx ASAP. Send non-returnable tape and resume to: News Director, KXTV, P.O. Box 10, Sacramento, CA 95812-0010. No phone calls, really. EOE. Drug testing.

News Photographer/Editor: Videotape news assignments for broadcast, operate microwave trucks for live shots, shoot from helicopter, edit videotape. One year experience with a commercial news operation, college degree preferred. Resume, cover letter and *non-returnable* tape: Michael Kinney, KOAT-TV, 3801 Carlisle Blvd., NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

News Producer: Experience preferred. Excellent writing skills and solid news judgement are necessary for this position. Send letter, resume and non-returnable tape to Veronica Bilbo, EEO Officer, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Producer/Writer: Major market East Coast station seeks experienced News Producer/Writer. Ideal candidate is an excellent writer and self-starter who has produced daily newscasts and worked on special projects. Familiarity with NewStar computer system a plus. Will play major role in our Number One News operation. Please send resume to: Bart Feder, News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls please. We are an Equal Opportunity Employer.

Professional: Immediate on-air positions available at Metro Networks' Atlanta studio. Openings include studio traffic reporters, airborne traffic reporters, news reporters and producers. Candidates should possess related knowledge and experience in a medium to major broadcasting market. Looking for team-oriented individuals who want to be part of a rapidly growing team. Please send tape and resume to: Chris Monroe, DO, Metro Traffic Control, 3300 Buckeye Road, Suite 750, Atlanta, GA 30341. No calls please.

Reporter/Photographer Bureau Chief. WSOC-TV is looking for that multi-talented individual who can tell a story both in front of the camera, as well as from behind the camera. We continue to expand our bureaus, and are looking for a self-starter who knows how to work contacts and tell a visually compelling story...ENG truck/live experience a must. No beginners please. If you're looking to move up and keep your hand in many pies send tape and resume to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. No phone calls please. EOE. M/F.

Sports Reporter/Anchor. Top rated, aggressive major network affiliate in southern region needs a sports reporter/anchor. Great shooting skills and love of local sports a must. EOE. Send tape and resume to Box 01133 EOE.

Associate Producer. KTRK-TV has an opening in the news department for a newscast associate producer. Applicants should have the following qualifications: Two years professional broadcast experience in newscast writing, production and format; Well-rounded understanding of television news production techniques. Ability and experience to work with reporters, photographers, editors and newscast producers in structure, production and copy editing of newscast stories. Interested applicants should send resumes in support of the above requirements to: Richard Longoria, News Director, KTRK-TV, P.O. Box 13, Houston, Texas 77001. No phone calls please. KTRK-TV is an Equal Opportunity Employer.

News Director: WIFR, the Benedek owned CBS affiliate in Rockford, IL is seeking experienced news veteran to lead its staff. The right individual will be responsible for five daily newscasts in a very competitive market. Strong leadership skills is a must. The ability to recruit, train and critique is also critical. Send resume to Bob Smith, Vice-President and General Manager, WIFR-TV, 2523 North Meridian Road, Rockford, IL 61101. EOE.

Assistant News Director. Medium market station with major market attitude seeks someone with medium market experience as a newsroom manager or a producer with major market experience. Candidate must have a passion for hard news coverage, tight and compelling writing, slick production and the ability to teach same. Supervise newsroom operations, special projects and oversee all newscasts. Resume and statement of news philosophy to Lisa Wadsworth, Personnel Manager, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM is EOE.

HELP WANTED ADMINISTRATION



HUMAN RESOURCE DIRECTOR

Dynamic, multi-based media company operating in over 60 cities seeks director of human resources. Create and establish the function to encompass: personnel policies and procedures, wage and incentive plans, guidance and support for operational manager, benefit plans and management reporting. Only resumes with salary requirements will be considered. Forward to:

MTC/CHC
2800 Post Oak Blvd., Suite 4000
Houston, TX 77056
Non-smoker

**HELP WANTED
FINANCIAL & ACCOUNTING**

Business Manager. KTRK-TV is looking for a team-oriented individual to manage the business office. Responsibilities include Accounting, Financial Reporting, Personnel, Budgeting, and MIS. Successful candidate must have good communication skills and a Business Degree with an emphasis in Finance and Accounting. Four to five years of Broadcast Accounting and Management experience a plus. CPA is helpful. Send resume to: Henry Florsheim, President and General Manager, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. EOE.

HELP WANTED CREATIVE SERVICES

Graphics Manager: Washington DC area post production facility seeks graphics manager to be responsible for overall operations as well as future growth of the department. Candidate must have strong management leadership & communication skills, budgetary experience and an understanding of video graphics production. Solid client service background and ability to work effectively with sales department in marketing and development. Five years management experience in production or post production industry required. Graphics management experience preferred. Send resumes to HMS-230, 2601-A Wilson Blvd., Arlington, VA 22201; Fax 703-243-4023. EOE.

Art Director: KTRK-TV, an ABC owned station has an exceptional opportunity for a talented and experienced graphic designer. If you are ready to move up, we offer the tools, the resources and a great working environment. Quantel Paintbox Express experience a plus. Send resume to: Tom Ash, Creative Services Director, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. EOE.

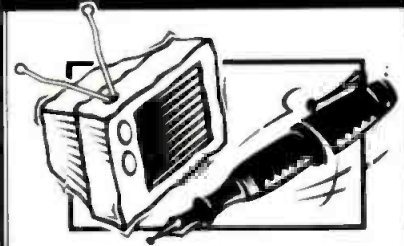
HELP WANTED PROMOTION

Promotion Director: Northern California NBC affiliate seeks energetic team player to lead all activities of the promotions department. Will create and execute all on-air and external media plans, organize special events and enhance station community involvement in the DMA. Extensive involvement with NBC and all facets of the station. FAX resume and cover letter to: Charlie Hogetvedt, VP/GM at KCPM-TV, Chico, CA (916) 893-2424. EOE.

Promotion Writer/Producer. Austin, Texas television station is building its promotion team and we're looking for a top-notch writer/producer. Duties include writing, producing and editing promos for news, programming, special events and public service announcements. One year experience in television promotion or creative services required. Send resume and non-returnable tape by May 16, 1997 to Box 01129 EOE. No phone calls please.

Promotion Producer/Director - WACY UPN 32. We're expanding the department! Campaigns from concept to completion. Will write, shoot and post promo's. Send resume, tape, writing samples and cover letter to: Personnel, WACY, P.O. Box 12328, Green Bay, WI 54307-2328. Equal Opportunity Employer.

**Entry Level
Promotion Writer**



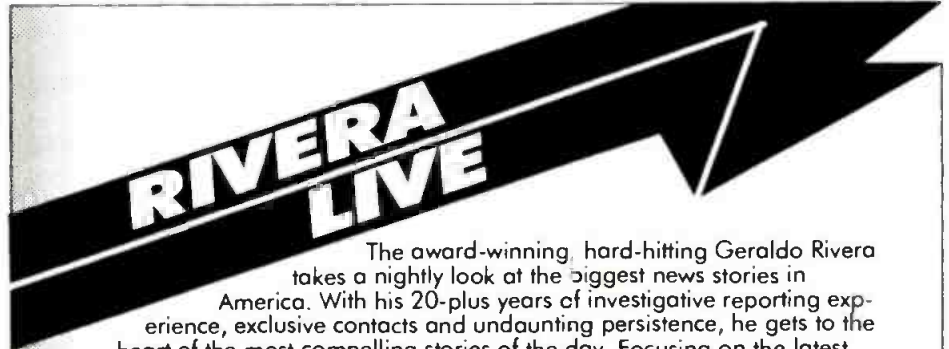
Tribune Broadcasting is considering entry level applications from creative people interested in TV advertising & promotion. You'll train at Tribune's group production operation in Atlanta, with opportunity to move up within the company nationwide. Candidates must have a college degree, be self-starting and have demonstrable creative writing ability. Prior broadcasting or advertising experience is preferred but not required. Please don't call. Instead, send your resume and samples to:

TRIBUNE CREATIVE SERVICES

Attention Jim Ellis
500 Plasters Ave.
Atlanta, GA 30324

An Equal Opportunity Employer

HELP WANTED PRODUCTION



The award-winning, hard-hitting Geraldo Rivera takes a nightly look at the biggest news stories in America. With his 20-plus years of investigative reporting experience, exclusive contacts and undaunting persistence, he gets to the heart of the most compelling stories of the day. Focusing on the latest developments around the country, Rivera Live features interviews with many of the nation's brightest minds. Opportunities are now available for the following aggressive, high-energy professionals:

PRODUCER

Your ability to seek out principals in hot news stories and book the major players under deadline pressure will be indispensable. Relying on your broadcast journalism skills and instinct for finding news, you will gather video, oversee the control room, and direct post-production activities.

ASSOCIATE PRODUCER

You will help plan show topics, suggest guests, produce taped packages and graphics, and use your writing skills to develop background materials. To qualify, you must have previous experience in quality news/talk programs, possess an extensive rolodex, and have proven booking skills. Knowledge of live television is critical.

Please forward your resume indicating position of interest to: **Employee Relations, EC, CNBC, 2200 Fletcher Avenue, Fort Lee, NJ 07024. Fax: 201-346-6506.** An Equal Opportunity Employer M/F/D/V.



TELEVISION

Bloomberg
FINANCIAL MARKETS
COMMODITIES
NEWS

**BI-LINGUAL ASSOCIATE
PRODUCER - PORTUGUESE**

Bloomberg L.P. is the premier high-tech, multi-media information services firm, providing news, sophisticated data and analysis to investment professionals and major companies around the world.

We currently seek an enthusiastic professional to handle all facets of production for our fast paced news operations.

The successful candidate will possess the following qualifications:

- Fluency (oral & written) in English & Portuguese; Spanish a decided asset
- 1-2 years' TV production and on-camera experience
- Strong computer skills
- Detail-oriented with the ability to handle several projects in a deadline driven environment.

Please mail or fax your resume to: Pam Margulles, Human Resources, Dept-BIBC, Bloomberg L.P., 499 Park Avenue, New York, NY 10022; FAX: 212-940-1864. EOE M/F/D/V. No phone calls please.

**GRAPHIC
ARTIST**

WLS-TV, the ABC owned station in Chicago, has an excellent opportunity available for a high energy, cutting-edge designer to join our award-winning design team.

Applicants must have three to five years of experience and be proficient in the following: Paintbox, HAL, Picturebox, and Macintosh. This position will involve news graphics and promotion, print, and special projects. Applicants must demonstrate a strong sense of typography. Excellent communication skills are essential, as is the ability to work weekends.

Please send your resume and non-returnable tape and/or print samples to: **Victoria Bouchard, Promotions Manager, WLS-TV, 190 N. State Street, Chicago, IL 60601.** No phone calls, please. Equal opportunity employer. M/F/D/V.



Producer, Georgia Public Television, Atlanta, has two openings for Producers. Produces/Writes Television programs for broadcast. BA Communications, television productions, related field. Three years supervisory experience in television production required. Salary \$36,151 - \$43,381. Excellent benefits. Submit resume, letter of interest, writing sample, salary requirements, by May 9 to L. Jolly, GPB, 1540 Stewart Avenue, SW, Atlanta, GA 30316. EOE/AA. No calls please.

**DIRECTOR OF
CREATIVE SERVICES**

WLS-TV, the ABC-owned station in Chicago, is looking for a Creative Services Director with a proven track record of consistently delivering breakthrough creative on-air and in all other media.

Applicants must be able to clearly demonstrate their marketing and communications skills, and be able to motivate and lead a team of talented writer/producers and graphic designers.

Qualified candidates should have a minimum of 5 years successfully managing a creative department, and should be well-versed in media planning and research. A strong background in news promotion is a must.

Please send your resumé and reel to:

Emily Barr
President / GM
WLS-TV
190 N. State Street
Chicago, IL 60601



No phone calls, please.
Women and minorities are encouraged to apply. EOE.

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

Television Producer required. Plan and direct audio multicamera video aspects of television programs including live broadcasting of talk shows, sporting events and various religious activities. Bachelor's degree required in Mass Media related communication curriculum plus 1 years experience in the job duties described above. Must have proof of legal authority to work in the U.S. Salary - \$22,500/year for a 40 hour work week. Interested applicants contact the Oklahoma State Employment Service, 11654 E. 21st Street, Tulsa, (OK 74129 (I.D. #7209). Phone number (918)437-4473. Refer to Job Order #258997. Ad paid by an Equal Opportunity Employer.

Production Manager. WICS-TV in Springfield, Illinois is seeking a Production Manager to oversee the daily operation of the commercial production department. Qualified candidates will have 2+ years experience as a creative and versatile television producer plus a track record of leadership. Excellent interpersonal and written/verbal communications skills a must. Send resume and tape to Gary Spears, Personnel Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62703. EOE. Women and minorities are encouraged to apply. WICS is an Equal Opportunity Employer and a division of Guy Gannett Communications.

Broadcast Personnel. Technical Directors (GVG 300 Switcher with Kaleidoscope), Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (Infinit), Still Store Operators, Tape Operators (Beta), Maintenance (plant systems experience - distribution and patching), Lighting Director Engineer. Employment would commence spring/summer 1997. Out of town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

Director of National Production. Exciting opportunity at six-station public broadcasting network in our National Production Division. Position will 1) manage and oversee the daily operations and activities of the division and 2) oversee and manage all aspects of production budgets. Requires: Bachelors degree (Masters preferred); five years experience in TV production management to include production budget development/maintenance and middle-management supervisory functions and proficiency in WordPerfect Windows and Lotus 1-2-3 or similar software programs. Preferred: Public television experience. Salary range: \$39,843 - \$52,336. Send resume and cover letter by May 21, 1997 to: Maryland Public Television, Human Resources Office, 11767 Owings Mills Boulevard, Owings Mills, MD 21117. MPT is an AA/EEO Employer.

Broadcast Personnel Needed, ENG Field Operations with Camera and Microwave experience. Videotape Editors, Studio Operators, and Maintenance. For the Midwest. Would commence Spring/Summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax: 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

Producer/Writer. Looking for a different kind of TV producer. We value a guerrilla spirit, great documentary story telling skills and a love for what's possible with GFX and post. Metropolitan Hodder Group is a Broadcast and non-broadcast film and video production company. Send demo to: 510 1st Avenue N. #305, Minneapolis, MN 55403.

SITUATIONS WANTED MANAGEMENT

Television General Manager/Group Operator. Major-market television general manager and major group executive seeks to return to broadcasting after years of managing own business. Impeccable resume and references. Seeking successful television operator wishing to improve ratings, market perception, and bottom line. Reply to Box 01126.

SITUATIONS WANTED SALES

Is your station's bottom line what it should be? Are you getting the shares of direct and agency business that you could be? Ready to talk with a winner who has nearly 7 years in television sales at a top 25 market station? (Almost all with 1 company!) I am a motivated self starter with an awesome track record in generating new direct business and expanding shares of agency business. If you're tired of mediocre salespeople then let's talk. Send your confidential inquiry to Box 01128. Start-ups considered. Carolinas to Florida preferred, but not required.

SITUATIONS WANTED NEWS

Female TV Sports Anchor/Reporter. Tap the potential, reap the rewards! Skilled writer who can do all production aspects seeks on-air position. Will satisfy true sports fans yet appeal to everyone. Will relocate. Send requests for tape, resume and references to Box 01132 EOE.

T.V. Sports or General Assignment Reporter. Will go anywhere. 1 year editing sports highlights for Washington, DC, area cable station. Hands-on education and internships. Broadcast journalism graduate. This catch-22 thing is getting old. One shot is all I need! Tape, resume, and references available. Contact: Peter M. Adeson, 7620 Willow Point Drive, Falls Church, VA 22042, 703-698-1196.

TV, Sports or Entertainment. Show me a job and I'll show you talent! Will go anywhere. 3 years production assistant for ESPN, ASPN, NBC Channel 30. Hosted sports radio talk show as well. Extremely knowledgeable on sports and entertainment. Hands on education and internships, broadcast journalism graduate. One shot is all I need to prove myself. Tape, resume and references available. Contact: Scott Casway at (860)236-5572.

PROGRAMMING SERVICES



National Weather Network

Your own on-air meteorologist via satellite. 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 barter and very simple to receive and use. Call Edward St. Pe' at NWN 601-352-6673 and start today.

TV RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917

TV SALES TRAINING

LEARN TO SELL TV TIME

The program works. Former students now sell for NBC, ABC, ESPN, MTV, Katz, Turner, Petry, and dozens of TV stations across the country.

(Over 25 years in the TV industry)

Call for free information packet.

ANTONELLI MEDIA TRAINING CENTER
(212) 206-8063

HELP WANTED PRODUCTION

Product Sales Scriptwriters

America's Health Network, Orlando, is seeking talented Product Sales Scriptwriters to create innovative and effective product sales segments in a fast-paced, team-oriented environment. Working closely with product sales producers, merchandising managers and talent, the ideal writing candidates will possess demonstrable sales writing ability, excellent inter-personal skills, undying enthusiasm and the ability to handle multiple tasks. Degree and three years experience required; five years experience preferred. Forward resume and writing samples with salary history to:

Human Resources
America's Health Network
2500 Universal Studios Plaza
Orlando, FL 32819
EOE and Drug Free Workplace

Product Sales Producers

America's Health Network, Orlando, is seeking talented Product Sales Producers to create innovative and effective product sales segments in a fast-paced, team-oriented environment. Working closely with product sales scriptwriters, merchandising managers and talent, the ideal candidates will possess the ability to plan, supervise scripting, and produce informative and entertaining sales segments, utilizing the Network's state-of-the-art production and post production equipment and personnel. Excellent inter-personal skills, undying enthusiasm and the ability to handle multiple tasks is a must. Degree and three years experience required; five years experience preferred. Forward resume and tape with salary history to:



PRODUCER



BET MOVIES/STARZ! 3

BET Movies/Starz! 3 is on the air. We are the first premium movie channel featuring films by, for and about African Americans. We are currently looking for a creative individual, with 1 to 5 years experience, to produce on-air interstitials. Our ideal producer understands the urban audience, knows how to effectively reach our viewers and has extensive expertise writing and producing promotions and special features. If you have the ability to produce and supervise edit sessions, if you're creative with superior writing skills and if you're looking for an exciting career challenge this may be the opportunity for you. Drug test required. Send your resume and VHS demo reel to: Encore Media Corporation, Producer #DC57, PO Box 4917, Englewood, CO 80111. EOE. No phone calls please.

LINE PRODUCER

New York based cable news network. Must have two years experience in journalism. Graduate degree preferred. **\$45,000.** Reply to Box 01127. EOE.

HELP WANTED PROMOTION

Come to the Heart of the Cable Industry & the Best Skiing in the States! Encore Media Corporation is looking for entertainment oriented promotion producers at the top of their game! We are the largest provider of cable & satellite delivered television channels & we're still growing. Encore is looking for creative types with at least 3 years experience producing top notch promos & short form interstitial segments. Our ideal candidates will possess outstanding experience writing & producing on air promotions, proven studio & field production skills, a keen eye for graphics, with superior skills in both a non-linear & linear digital edit suite. If you have a thorough knowledge of on-air promotion at a national television network, program provider or broadcast station send resume, salary history & non-returnable VHS demo reel to: Encore Media Corporation, Producer #DC68, PO Box 4917, Englewood, CO 80111. EOE.



CABLE SERIES PROMO PRODUCER

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For the Record

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"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; mbz—megahertz; mi—miles; TL—transmitter location; TOC—transfer of control; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Destin, Fla. (BTCH-970313GG)—Emerald Coast Radio Corp. for WMMK(FM): voluntary TOC from Timothy D. Fulmer/Lester J. Butler to Jennifer F. Hale. *April 2*

Accepted for filing

Frederiksted, V.I. (BAPH-970324GE)—Carlos A. Lopez-Lay for FM at 103.5 mhz: involuntary assignment of CP to Ginoris Vizcarra de Lopez-Lay. *April 7*

Granted

Wetumpka, Ala. (BAPH-970325GF)—Vision Communications Ltd. for FM at 97.9 mhz: voluntary assignment of CP to Vision Communications Ltd. II. *April 16*

Phoenix (BALH-970228GE)—Bonneville Holding Co. for KHTC(FM): voluntary AOL to Nationwide Communications Inc. *April 16*

Barling, Ark. (BALH-970210GP)—Hendren-McChristian Communications for KOLX(FM): voluntary AOL to Toccoa Falls College. *April 4*

Clovis and Fresno, Calif. (BAL-960807EC, BALH-960807ED)—D&V Equinox XX Inc. for KOOO-AM-FM: voluntary AOL to American Radio Systems Corp. *April 4*

Fairmead, Calif. (BTCED-970326GI)—Educational Media Foundation Inc. for KLVY(FM): voluntary TOC from old Governing Board to new. *April 9*

Hesperia and Victorville, Calif. (BAL-970205EB, BALH-970205EC)—William R. Rice (receiver) for KVVQ(AM)-KVVQ-FM: voluntary AOL to Tele-Media Co. of Southern California LLC. *March 31*

Sacramento, Calif. (BALCT-970311IB)—Kelly Broadcasting Co. for KCRA-TV: voluntary AOL to Kelly Media Corp. *April 7*

Sacramento, Calif. (BALH-970225GK)—American Radio Systems Corp. for KXOA-FM: voluntary AOL to Richard E. Oppenheimer, trustee. *April 4*

Sacramento, Calif. (BTC-961001GT, BTCH-961001GU, V)—EZ Sacramento Inc. for KHTK(AM)-KNCI(FM) and KRAK(FM): voluntary TOC to American Radio Systems Corp. *April 4*

San Diego (BAL-970205EF)—Par Broadcast. Co. GP for KCBO(AM): voluntary AOL from Citicasters Co. to JS Communications Inc. *April 4*

Stockton, Calif. (BALCT-960703IC)—River City LP for KOVR(TV): voluntary AOL to SCI—

Sacramento Licensee Inc. *March 28*

Durango, Colo. (BAL-961108GH, BALH-961108GI)—Regional Radio Inc. for KDGO (AM)-KWXA(FM): voluntary AOL to KDGO/KWXA LLC. *April 1*

Groton, Conn. (BTC-970205GT, BTCH-970205GU)—Spring Broadcasting LLC for WSUB(AM)-WQGN-FM: voluntary TOC from William C. Sherard to Broadcasting Partners Holdings LP. *April 4*

Callaway and Panama City, Fla. (BALH-970213HV, Q)—Milblack Inc. for WDRK(FM) and WPFM(FM) to Root Communications Ltd. *April 7*

Cantonment, Fla. (BAL-961223EA)—Bayshore Broadcasting Corp. for WNVY(AM): voluntary AOL to Bay City Broadcasting. *April 7*

Cantonment, Fla. (BAL-961223EB)—Bayshore Broadcasting Corp. for WNVY(AM): voluntary AOL to 1090-AM. *April 7*

Fort Walton Beach, Fla. (BALCT-970106IA)—John Franklin Ministries Inc. for WPAN(TV): voluntary AOL to Franklin Media Inc. *April 8*

Holly Hill, Fla. (BAPED-970317GF)—Community Educational Association for WANX (FM): voluntary AOL of CP to Ark Communications Network Inc. *April 2*

Marco, Fla. (BALH-970219GH)—Advanced Broadcast Services for WGUJ(FM): voluntary AOL from Intermark Broadcasting of Naples Inc. to Renda Broadcasting Corp. of Nevada. *April 17*

Mount Dora, Fla. (BAL-970214EA)—Cross Country Communications Inc. for WNTF(AM): voluntary AOL to Telford Resort Hotel Inc. *April 8*

North Miami, Fla. (BTC-970225EE)—Howard Broadcasting Corp. for WKAT(AM): voluntary TOC from Howard Ullman to Howard Premer. *April 9*

Rockledge, Fla. (BALH-970312HA)—Roper Broadcasting Inc. for WHKR(FM): voluntary AOL from Capstar Broadcasting Inc. to Commodore Media Inc. *April 2*

Fort Valley, Ga. (BTCH-970325GE)—Taylor Broadcasting of Macon Inc. for WQBZ(FM): voluntary TOC from Stephen J. Taylor to Edward L. Taylor III. *April 9*

Valdosta, Ga. (BAL-970212EA)—Florida Welcome Center Inc. for WFVR(AM): voluntary AOL to Telford Resort Hotel Inc. *April 7*

Boise, Idaho (BAL-970402GU, BALH-970402GV)—Jacor Broadcasting of Idaho Inc. for KIOO(AM)-KLTB(FM): voluntary AOL to Citicasters Co. *April 14*

Caldwell, Idaho; Lexington (2) and Winchester, Ky. (BALH-970402GW, BAL-970402GI, BALH-970402GJ, BALH-970402GK)—Jacor Broadcasting of Idaho/Lexington Inc. for KARO(FM), WLAP(AM), WMLX (FM) and WMYC(FM): voluntary AOL to Citicasters Co. *April 14*

Chicago (BALH-960731GJ)—Century Chicago Broadcasting Ltd. for WPNT-FM: voluntary AOL to WPNT License Corp. c/o Scott Ginsburg (granted with condition). *April 10*

Chicago Heights, Ill. (BAL-970318EB)—Liberty Temple Full Gospel Inc. for WCFJ(AM): involuntary AOL to Liberty Temple Full Gospel Inc. (debtor-in-possession). *March 31*

Lansing, Ill. (BALH-970220GP)—WEJM-FM Operation Trust for WEJM-FM: voluntary AOL from WEJM-FM License Trust to Dontron Inc. *April 10*

Mt. Carmel, Ill. (BALH-970115GH)—Old Northwest Broadcasting Inc. for WTRI-FM: voluntary AOL to Connoisseur Communications of Evansville LP. *April 4*

Mt. Sterling, Ill. (BALH-970131GI)—Magnum Broadcasting Inc. for WBRJ(FM): voluntary AOL to Tele-Media Broadcasting of Quincy LP. *April 4*

Waukegan, Ill. (BTC-970205GR, BTCH-970205GS)—Spring Broadcasting LLC for WKRS(AM)-WXLC(FM): voluntary TOC from William C. Sherard to Broadcasting Partners Holdings LP. *April 4*

Wood River, Ill. (BTC-961001GX)—EZ St. Louis Inc. for KFNS(AM): voluntary TOC to American Radio Systems Corp. *April 4*

Cedar Rapids and Des Moines, Iowa (BAL-970402GL, BALH-970402GM, BAL-970402GN, BALH-970402GO)—Jacor Broadcasting of Iowa Inc. for WMT-AM-FM and WHO(AM)-KLYF(FM): voluntary AOL to Citicasters Co. *April 14*

Des Moines, Iowa (BALCT-960703IB)—River City LP for KDMS-TV: voluntary AOL to KDMS Licensee Inc. *March 28*

Lake City, Iowa (BAPH-970328GK)—Ames Broadcasting Co. for KIKD(FM): voluntary assignment of CP to Lake City Broadcasting Co. *April 10*

Harrodsburg, Ky. (BAL-970218GE, BALH-970218GF)—Fort Harrod Broadcasting Corp. for WHBN(AM)-WHBN-FM: voluntary AOL to Rod Burbridge. *April 7*

Louisville, Ky. (BALH-970117GK)—Blue River of Louisville LP for WLRS(FM): voluntary AOL to Citicasters Co. *April 14*

Louisville, Ky. (BALH-970402GH)—Blue River of Louisville LP for WLRS(FM): voluntary AOL to Jacor Broadcasting of Lexington Inc. *April 14*

Louisville, Ky. (BTC-970326EE)—Jefferson Broadcasting Co. Inc. for WTMT(AM): voluntary TOC from Ida Marie Stinson to J. Michael Stinson. *April 8*

Munfordville, Ky. (BAL-970117GM, BALH-970117GN)—BRC Media Management Inc. for WLOC(AM)-WMCC(FM): voluntary AOL to Jacor Broadcasting of Lexington Inc. *April 11*

Munfordville, Ky. (BAL-970402GP, BALH-970402GQ)—BRC Media Management Inc. for WLOC(AM)-WMCC(FM): voluntary AOL to Citicasters Co. *April 14*

Mansfield, La. (BALH-970115GG)—DeSoto Broadcasting Inc. for KJVC(FM): voluntary AOL to Metropolitan Radio Group Inc. *April 8*

New Orleans (BAL-960326GH, BALH-960326GI, J)—EZ New Orleans Inc. for WBYU(AM)-WEZB(FM) and WRNO-FM: voluntary

For the Record

AOL to Heritage Media Inc. *April 11*

New Orleans (BTC-961001GM, BTCH-961001GN)—EZ New Orleans Inc. for WBYU(AM)-WEZB(FM): voluntary TOC to American Radio Systems Corp. *April 4*

Frostburg, Md. (BAL-970220GQ, BALH-970220GR)—Western Maryland Broadcasting Co. Inc. for WFRB-AM-FM: voluntary AOL to WTBO-WKGO Corp. LLC. *April 7*

Fairhaven and New Bedford, Mass. (BTCH-970205GQ, BTC-970205GP)—Spring Broadcasting LLC for WFHN(FM) and WBSM(AM): voluntary TOC from William Sherard to Broadcasting Partners Holdings LP. *April 4*

Biloxi and Gulfport, Miss. (BAL-970123GN, BALH-970123GO)—Les Radio Corp. for WXB(AM)-WXYK(FM): voluntary AOL to Gulf Coast Radio Partners Inc. *April 2*

Gulfport, Miss. (BAL-970123GQ)—Southern Horizons Broadcasting Co. for WLRC(FM): voluntary AOL to Gulf Coast Radio Partners Inc. *April 2*

Pascagoula, Miss. (BALH-970123GV)—WGUD/Stereo/Inc. for WXR(AM): voluntary AOL to Gulf Coast Radio Partners Inc. *April 2*

Wiggins, Miss. (BALH-970123GM)—White Broadcasting Co. Inc. for WCPH-FM: voluntary AOL to Gulf Coast Radio Partners Inc. *April 2*

Blue Springs and Kansas City, Mo. (BTC-961001GI, BTCH-961001GK, L)—EZ Kansas City Inc. for KOWW(AM)-KBEQ-FM and KFKF-FM: voluntary TOC to American Radio Systems Corp. *April 4*

Cameron, Mo. (BAL-970221EA, BALH-970221EB)—Osland Broadcasting Co. for KMRN(AM)-KNOZ(FM): voluntary AOL to NFO Inc. *April 15*

St. Louis (BAL-961230EA)—EZ St. Louis Inc. for KTRS(AM): voluntary AOL to KSD-AM Licensee LLC. *April 17*

St. Louis (BTC-961001GY, BTCH961001GW, Z, HA)—EZ St. Louis Inc. for KTRS(AM), KEZK-FM, KSD(FM) and KYKY(FM): voluntary TOC to American Radio Systems Corp. *April 4*

Springfield, Mo. (BALH-970205GM)—Demaree Media Inc. for KXUS(FM): voluntary AOL to Sunburst Media LP. *April 4*

Las Vegas (BALCT-970211IB)—Channel 21 LP for KUPN(TV): voluntary AOL to KUPN Licensee Inc. *April 8*

Reno (BALCT-961230IB)—Elcom of Reno License Corp. for KAME-TV: voluntary AOL to Broadcast Development Corp. *April 4*

Reno (BTCTT-961224IA)—Nevada Television Corp. for KRXT(TV): voluntary TOC to KTVU Partnership. *April 4*

Winchester, Nev. (BAP-970318EA)—Paragon Communications Corp. for KZTY(AM): voluntary assignment of CP to KZTY Broadcasting Inc. *March 31*

Atlantic City (BTC-970205GN, BTCH-970205GO)—Spring Broadcasting of NJ LLC for WFPG-AM-FM: voluntary TOC from William C. Sherard to Broadcasting Partners Holdings LP. *April 4*

Bridgehampton and Southold, N.Y. (BALH-970225GI, H)—Peconic Bay Broadcasting Corp. for WLIE(FM) and WBAZ(FM): voluntary AOL to Mak Communications Inc. *April 10*

Beaufort, N.C. (BAL-970220EC)—Hope Communications Inc. for WBTB(AM): voluntary AOL to Eastern Carolina Broadcasting Co. Inc. *April 4*

Carolina Beach, N.C. (BAL-970203EG)—Gulfstream Radio for WMYT(AM): voluntary AOL to Praise Broadcasting Network Inc. *April 3*

Charlotte, N.C. (BTCH-961001GG, H)—EZ Charlotte Inc. for WSOC-FM and WSSS-FM: voluntary TOC to American Radio Systems Corp. *April 4*

Greensboro, N.C. (BAP-970124EF)—Triad Network Inc. for WWBG(AM): voluntary assignment of CP to Salem Media of N.C. Inc. *March 31*

Morehead City, N.C. (BAL-970224EA)—WMBL Inc. for WMBL(AM): voluntary AOL to Ashley L. Moseley. *April 7*

Reidsville, N.C. (BAL-970218EA)—MHR Broadcasting Co. Inc. for WREV(AM): voluntary AOL to HHGD Broadcasting Co. Inc. *April 10*

Cleveland (BTC-970328EB)—CV Radio Associates LP for WKNR(AM): voluntary TOC from Cablevision Systems Corp. to Rainbow Media Holdings Inc. *April 16*

Toledo, Ohio (BAL-960524GO, BALH-960524GP)—Enterprise Media of Toledo LP for WCWA(AM)-WIOT(FM): voluntary AOL to Jacor Broadcasting Corp. *April 1*

Winchester, Ore. (BTCEd-970326GH)—Educational Media Foundation for KXLV(FM): voluntary TOC from old Governing Board to new. *April 9*

Monroeville, Pa. (BAL-970214GF)—Pushpa Reddy for WVVX(AM): voluntary AOL to Michael L. Horvath. *April 7*

Belton, S.C. (BAL-960805GE)—CG&B Broadcasting Inc. for WHPB(AM): voluntary AOL to Robert Earl Bryson. *April 2*

Summerton, S.C. (BALH-970213HR)—Summer Town Partners for WLJ(FM): voluntary AOL to Glory Communications Inc. *April 1*

Karns and Sevierville, Tenn. (BALH-970130GG, BALH-970130GF)—Heritage Tennessee LP for WWST(FM) and WMYU(FM): voluntary AOL to Journal Broadcast Group Inc. *April 14*

Loudon, Tenn. (BALH-970226GY)—C-K Inc. for WNOX(FM): voluntary AOL to Dick Broadcasting Co. Inc. of Tennessee. *April 15*

Arlington, Tex. (BTCCT-970129IA)—United Broadcast Group II Inc. for KINZ(TV): voluntary TOC to Paxson Communications Corp. *April 4*

Dallas-Fort Worth (BAPLH-970121EB, BAL-970121EA, BALH-970121GG)—Dallas-Fort Worth St. Trust (Bill Clar) for KRBY(FM), KHVN(AM) and KOAI(FM): voluntary AOL to Infinity Broadcasting Corp. *April 2*

Mexia, Tex. (BTC-970327EL, BTCH-970327EM)—Groveton Broadcasting Group Inc. for KRQX(AM)-KYCX-FM: voluntary TOC from Matthew D. and Lesa D. Groveton to Matthew D. Groveton, Lesa D. Groveton and R. Hughes Dillard. *April 9*

Mission, Tex. (BAL-970326EC)—Rio Broadcast Co. for KIRT(AM): voluntary AOL to Bravo Broadcasting Co. Inc. *April 4*

Crewe and Colonial Heights, Va. (BALH-970310GF, G)—ABS Richmond Partners II

LP for WVG(AM) and WKHK(FM): voluntary AOL from ABS Richmond Partners LP to ABS Communications LLC. *April 3*

Manassas, Va. (BAPLCT-961129IB)—ValueVision International Inc. for WVV(TV): voluntary AOL and CP to Paxson Communications Corp. *April 16*

Puyallup, Wash. (BAL-970220ED)—Joy Broadcasting Inc. for KKBY(AM): voluntary AOL to Jean J. Suh. *April 4*

Seattle (BAL-960326GK)—HMI Broadcasting Corp. for KRPM(AM): voluntary AOL to EZ Seattle Inc. *April 11*

Seattle (BAL-961220GL)—EZ Seattle Inc. for KMPS(AM): voluntary AOL to Inspiration Media Inc. *April 17*

Seattle (BTC-961001HB, BTCH-961001HC, D, E)—EZ Seattle Inc. for KMPS-AM-FM, KYCW(FM) and KZOK-FM: voluntary TOC to American Radio Systems Corp. *April 4*

Tacoma, Wash. (BALCT-970130IA)—Gaylord Broadcasting Co. LP for KSTW(TV): voluntary AOL to WPXI Inc. *April 7*

Tacoma, Wash. (BALCT-970311IC)—Kelly Television Co. for KCPQ(TV): voluntary AOL to Kelly Media Corp. *April 8*

Tacoma, Wash. (BALH-960326GL)—Heritage Media Services Inc. for KBKS(FM): voluntary AOL to EZ Seattle Inc. *April 11*

Walla Walla, Wash. (BTC-970225ED)—Comcast Media Services for KTEL(AM): voluntary TOC from Wayne Hamersly/A.J. Beard to Dennis L. Widmer. *April 9*

Martinsburg, W.Va. (BAPCT-961213IA)—Paxson Communications Corp. for WSHE-TV: voluntary assignment of CP to DP Media Inc. *April 16*

Marinette, Wis. (BAL-970218GG, BALH-970218GH)—Near North Broadcasting Inc. for WMAM(AM)-WLST(FM): voluntary AOL to Badger Communications LLC. *April 4, 7*

Casper, Wyo. (BAL-970402GS, BALH-970402GT)—Jacor Broadcasting of Wyoming Inc. for KTWO(AM)-KMGW(FM): voluntary AOL to Citicasters Co. *April 14*

Cheyenne, Wyo. (BALH-960906GL)—Blue Sky Broadcasting Inc. for KLEN(FM): voluntary AOL to Magic City Media Inc. *April 1*

NEW STATIONS

Dismissed

Hutchinson, Kan. (BPCT-950824K9511-02KH, -951107KE)—KM Communications Inc., Way of the Cross of Hutchinson Inc., Hutchita Communications for TV at ch. 36. *April 3*

Drakesboro, Ky. (BPH-970304MA)—Charles M. Anderson for FM at 103.9 mhz (dismissed per applicant's request). *April 10*

Pittsburgh (BPH-910628MC)—Allegheny Communications Group Inc. for FM at 93.7 mhz. *Feb. 21*

Omak, Wash. (BPH-950105MD)—Northcentral Broadcasting Co. for FM at 104.3 mhz. *March 31*

Returned

Havana, Fla. (BP-960805AA)—American Educational Broadcasting Inc. for AM at 1180 khz. *April 8*

Earlville, Ill. (BPH-970404MG)—KM Communications Inc. for FM at 102.9 mhz. *April 16*

Marion, Iowa (BPED-961030MA)—American Family Association for FM at 89.9 mhz. *April 7*

Gatesville, Tex. (BPED-960909MC)—American Family Association for FM at 89.9 mhz. *Feb. 19*

Barron, Wis. (BPH-970225MC)—Big Barron Broadcasting for FM at 97.7 mhz. *April 16*

Reinstated

Lancaster, N.Y. (BPED-960920MA)—Holy Family Communications Inc. for FM at 90.7 mhz. *April 9*

Granted

St. Johns, Ariz. (BPH-951108MF)—KM Communications Inc. for FM at 95.7 mhz. 100 kw, ant. 365 m. *April 17*

Eudora, Ark. (BPH-960521MB)—Joel J. Kinlow for FM at 101.5 mhz. *April 16*

Viola, Ark. (BPH-960111MW)—Bragg Broadcasting Inc. for FM at 94.3 mhz. *March 31*

Windsor, Calif. (BPH-911115MT)—JYH Broadcasting Inc. for FM at 104.1 mhz. .25 kw, ant. 337 m. *April 8*

Colona, Colo. (BP-960607AD)—WS Communications LLC for AM at 1450 khz. *April 15*

Limon, Colo. (BPH-960221MB)—Meadowlark Group Inc. for FM at 103.1 mhz. *April 4*

Lakeland, Fla. (BPED-961205IF)—Moody Bible Institute of Chicago for WCIE-FM: auxiliary station. *April 14*

Champaign, Ill. (BPED-961212IE)—Parkland College for WPCD(FM): change ant.. TL. *March 31*

Many, La. (BPED-960917MB)—American Family Association for FM at 89.7 mhz. *April 17*

Stockton, Mo. (BPH-951113MN)—KYO Communications for FM at 107.7 mhz, 6 kw, ant. 100 m. *April 17*

Beulah, N.D. (BPH-960506MB)—Anderson Broadcasting Co. for FM at 97.9 mhz. *April 11*

Hereford, Tex. (BPH-950906MB)—Larry Clinton Formby for FM at 103.5 mhz, 50 kw, ant. 150 m. *March 28*

Leakey, Tex. (BPH-960805MC)—Horizon Broadcasting Inc. for FM at 104.3 mhz. *March 28*

Omak, Wash. (BPH-950103MA)—John P. Andrist for FM at 104.3 mhz, ERP 5.1 kw, ant. 443 m. *March 31*

Christiansted, V.I. (BPCT-960813KG)—Virgin Blue Inc. for TV at ch. 27, 18.4 kw visual, ant. 121 m., 11 Estate Princess Hill, St. Croix. U.S. Virgin Islands. *March 28*

Filed

Dothan, Ala.; Marianna, Fla.; Clarksville, Miss.; Enid, Okla.; Salt Lake City (BPET-970331LQ; not available; BPET-970331SD, F, E)—Community Television Educators, Dallas (Marcus D. Lamb, president, PO Box 612066, Dallas, Tex. 75261) for noncommercial TVs at ch. 39, 5,000 kw visual, ant. 295 m., Hwy 52 and Beaver Creek, Webb, Ala. (Dothan); ch. 16, 3,715 kw visual, ant. 144 m., at end of Paul Smith Rd., Sycamore, Fla. (Marianna); ch. 21, 5,000 kw visual, ant. 450 m., 1.8 km W of inter-

section of US 61 and Carter Bayou Rd. (Clarksville); ch. 26, 5,000 kw visual, ant. 411 m., .55 km SW of N2980 and E0710 rds., Crescent, Okla. (Enid); ch. 26, 890 kw visual, ant. 1,296 m., intersection of Rick's Creek and Skyline Rd. (Salt Lake City). CTE owns KMPX-TV Decatur, Tex.; is buying KRMT(TV) Denver; has applied to build TVs in Decatur and Memphis. *March 31*

Fairbanks, Alaska; Pocatello, Idaho; Billings, Mont.; Whittenberg, Wis. (BPCT-970331KQ, T, U, S)—Todd P. Robinson (see item, below) for TVs at ch. 13, 100 kw visual, ant. 469.8 m., Easter Dome, 9.7 mi. W of Fairbanks (Fairbanks); ch. 15, 37 kw visual, ant. 446.5 m., Chinks Peak, 8.27 km ESE of Pocatello (Pocatello); ch. 14, 4,270 kw visual, ant. 107 m., on Sacrifice Cliff, 2.3 mi. E of Billings (Billings); ch. 55, 4,750 kw visual, ant. 283.6 m., 1.5 mi. NE of intersection of Sunrise and School rds., 5.5 mi. NE of Nutterville, Wis. (Whittenberg). *March 31*

El Dorado, Ark. (BPH-970328KI)—Amazing 49 LLC (Jim McPhetridge III, manager/51% owner, 5925 Cromo, El Paso, Tex. 79912) for TV at ch. 49, 5,000 kw visual, ant. 525 m., .5 mi. S of Bolding. *March 28*

El Dorado, Ark. (2); Fairbanks, Alaska; Miliani Town, Hawaii; Pocatello, Idaho (2); Billings, Mont.; Ely, Nev. (2); Elk City and Woodward, Okla.; Memphis; Midland, Tex.; Salt Lake City and Vernal, Utah (BPET-970331LG, missing, BPET-970331LK, D, C, F, O, M, N, I, H, E, B, L, P)—Kaleidoscope Foundation Inc. (Larry E. Morton, president, 1 Shackelford Dr., No. 400, Little Rock, Ark. 72211) for TVs at ch. 30, 100 kw, ant. 155 m., rtes. 82 and 335 NW of El Dorado and ch. 49, 100 kw visual, ant. 155 m., intersection of rtes. 82 and 335 NW of El Dorado (El Dorado); ch. 13, 3 kw, ant. 481 m., Esterdom Peak, 15 km WSW of Fairbanks (Fairbanks); ch. 60, 266 kw visual, ant. 585 m., Palikea Ridge, .4 km SE of Palehua, Hawaii (Miliani Town); both chs. 25 and 15, 20 kw visual, ant. 299 m. (Pocatello); ch. 14, 20 kw visual, ant. 196 m., Mt. Sacrifice Cliff, 4.5 km SW of Billings (Billings); chs. 3 and 6, both 1 kw visual, ant. 253 m., Squaw Peak, 2 km NW of Ely (Ely); ch. 31, 30 kw visual, ant. 216 m. (Elk City); ch. 35, 80 kw visual, ant. 135 m. (Woodward); ch. 56, 4,497 kw visual, ant. 379 m., off Hwy 61, Frenchmans Bayou, Ark. (Memphis); ch. 18, 200 kw visual, ant. 103 m. (Midland); ch. 26, 100 kw, ant. 1,113 m., Farnsworth Peak (Salt Lake City); ch. 6, 1 kw visual, ant. 178 m., Asphalt Ridge, 6 km SW of Vernal (Vernal). *March 31*

Waldo, Ark.; Craig, Colo.; Bolingbroke, Ga.; Fairbury, Ill. (BPH-970407MQ, S, P, R)—George S. Flinn Jr. (188 S. Bellevue, No. 222, Memphis, Tenn. 38104) for FM at 99.1 mhz, 2.4 kw, ant. 103 m., 3.2 km SE of McNeil, Ark. (Waldo); 102.5 mhz, 100 kw, ant. 349 m., 18.5 km N of Meeker, Colo. (Craig); 102.1 mhz, .2 kw, ant. 131 m., 2 km NW of Bolingbroke (Bolingbroke), and 107.7 mhz, 25 kw, ant. 100 m., Hwy 22, 1 km E of Hwy 6 (Fairbury). Flinn is president of Broadcasting for the Challenged Inc., which has applied to build TVs in Miliani Town, Hawaii; Midland, Tex., and Salt Lake City (see items, below). For Flinn's other holdings, see "For the Record," *March 3, April 7*

Coachella, Calif. (BPED-970324MA)—Creative Educational Media Corp. Inc. (Gerald David Ingles, president, PO Box 1924, Tulsa, Okla. 74101) for noncommercial FM at 90.3 mhz, .32 kw, ant. 184 m., 8 km N of Indio and Rte. 10. *March 24*

Weaverville, Calif. (BPET-970324KE)—Redding Institute of Religion (Floyd D. Glissmeyer, chairman/30% owner, 11598 Old Oregon Trail, Redding, Calif. 96001) for TV at ch. 32, 113.75 kw visual, ant. 206.4 m., 1.9 km S of Granite Peak. *March 24*

Craig, Colo. (BPH-970407MX)—Gaylen C. and Laurel W. Palmer (co-owners, 221 M St., Salt Lake City, Utah 84103) for FM at 102.5 mhz, 100 kw, 382 m., .7 km W of Wilson Creek Camp, Colo. *April 7*

Craig, Colo. (BPH-970407MY)—Roger L. Hoppe II (165 E Ave., PO Box 87, Limon, Colo. 80828) for FM at 102.5 mhz, 100 kw, ant. 379 m. Hoppe owns WZTU(FM) Bear Lake, Mich.; has applied to build FM in Limon, Colo. *April 7*

La Belle, Fla. (BPED-970407MF)—Toccoa Falls College (Paul Alford, president, Falls Rd., Toccoa Falls, Ga. 30598) for FM at 88.3 mhz, 3.4 kw, ant. 49 m., .75 km S of intersection of SRs 78A and 80. College owns WJVO(FM) Fort Myers, Fla.; WRAF-FM Toccoa Falls, WFOU(FM) Marietta, WAFI(FM) Unadilla and WCOP(FM) Warner Robins, all Ga., and WEPC(FM) Belton, S.C.; is buying KOLX(FM) Barling, Ark.; has applied to build radio in Spring Lake, N.C. *April 7*

Quincy, Fla. (BPED-970326MB)—Okaloosa Public Radio Inc. (Earl Ray Thompson, president, 954 Hwy C4-A, Baker, Fla. 32531) for noncommercial FM at 90.1 mhz, 20 kw, ant. 100 m., .5 mi. N of state line on E side of Hwy 302, Ga. *March 22*

Bolingbroke and Mt. Vernon, Ga. (BPH-970407MG, BPED-970328MD)—Augusta Radio Fellowship Institute Inc. (Clarence T. Barinowski, president, 3213 Huxley Dr., Augusta, Ga. 30909) for noncommercial FM at 102.1 mhz, 6 kw, ant. 73 m., .3 mi. S of intersection of Maynard Mill and Rogers Church rds. (Bolingbroke); FM at 101.7 mhz, 6 kw, ant. 100 m., on Hwy 29. Institute owns WLPE(FM) Augusta, WPWB(FM) Byron, WLPT(FM) Jesup and WGPH(FM) Vidalia, all Ga., and WLPQ(FM) Florence, S.C.; has applied to build FMs in Donalsonville and Mount Vernon, Ga., and Forest Acres, S.C. Barinowski owns WLPF(FM) Ocala, Ga., and WLGP (FM) Harkers Island, N.C. *April 7, March 26*

Bolingbroke, Ga. (BPH-970407MU)—Taylor Broadcasting of Macon Inc. (750 W. Sandtown Rd. SW, Marietta, Ga. 30066) for FM at 102.1 mhz, 3 kw, ant. 100 m., Maynard Mill Rd., 2.5 km NW of Maynard Mill Bridge. Taylor owns WOBZ(FM) Fort Valley, WWO(FM) Gray, WYIO(FM) Warner Robins, all Ga.; WMDH-AM-FM New Castle, Ind., and WTLZ(FM) Saginaw, Mich. *April 7*

Bolingbroke, Ga. (BPH-970407MW)—Beard Broadcasting Inc. (co-owners April Kathleen and Don Ricardo Beard, 1537 Flagler Rd., Augusta, Ga. 30909) for FM at 102.1 mhz, 6 kw, ant. 100 m., 3193 Maynard Mill Rd., Russellville, Ga. The Beards co-own WRFN-FM Warrenton, Ga., and 21.5% of WDRW(AM) Augusta, Ga. *April 7*

—Compiled by Elizabeth A. Rathbun

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THIS WEEK

Through April 30—**Cable Television Public Affairs Association** Forum. Renaissance Mayflower, Washington. Contact: (202) 775-1081.

April 28—Fourth annual **T. Howard Foundation** fund-raising dinner. Tavern on the Green Restaurant. New York City. Contact: (703) 549-6990.

April 28-29—"Exploring the Full Potential of Fibre & Co-ax in the Access Network," conference presented by the **Institute for International Research**. One Whitehall Place, London. Contact: +44 171 915 5055.

April 29—SkyFORUM VII. DTH conference presented by **Satellite Broadcasting and Communications Association**. Marriott Marquis Hotel, New York City. Contact: (800) 654-9276.

April 29-May 1—5th annual Direct Response Television West Expo & Conference. presented by **Advanstar Expositions**. Long Beach Convention Center, Long Beach, Calif. Contact: Liz Crawford, (714) 513-8463.

April 30—**Federal Communications Bar Association** luncheon featuring Reed Hundt. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

April 30-May 2—The Radio Only Management Conference, presented by **Inside Radio Inc.** The Phoenician, Scottsdale, Ariz. Contact: Kyle Ruffin, (609) 424-6800.

May 4-7—**Claritas Inc.** 7th annual Precision Marketing Conference. Disney Yacht and Beach Club, Orlando, Fla. Contact: (703) 812-2700.

MAY

May 8-9—"The Power of Partnership," forum for executives in the telephony, telecommunications, Internet and utilities industries presented by **Federal TransTel Inc.** Crowne Plaza Ravinia Hotel, Atlanta. Contact: (888) 959-5959.

May 8-11—ANIXF. **National Association of Television Program Executives** animation and special effects conference and exposition. Los Angeles Convention Center, Los Angeles. Contact: (310) 453-4440.

May 9—42nd annual Genii Awards presentation and roast, presented by the Southern California chapter of **American Women in Radio & Television**. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 506-8675.

May 9-11—**Federal Communications Bar Association** annual seminar. Kingsmill Resort, Williamsburg, Va. Contact: Paula Friedman, (202) 736-8640.

May 11-14—**Canadian Cable Television Association** annual convention and Cablexpo. Metro Toronto Convention Center, Toronto. Contact: (613) 232-2631.

May 12—56th annual **Peabody Awards** luncheon. Waldorf-Astoria, New York City. Contact: Barry Sherman, (706) 542-3787.

May 15—Deadline for call for papers for the **IEEE Broadcast Technology Society** 47th annual Broadcast Symposium. Contact: Dr. Gerald Berman, (301) 881-4310.

May 17—**Geller Media International** 3rd annual Producer's Workshop. Radisson Empire Hotel, New York City. Contact: (212) 580-3385.

May 17—24th annual Daytime Emmy Awards in creative arts categories, presented by the **National Academy of Television Arts and Sciences**. Contact: Harry Eggart, (212) 586-8426.

May 20—**International Radio & Television Society Foundation** awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

May 21—24th annual Daytime Emmy Awards, presented by the **National Academy of Television Arts and Sciences**. Radio City Music Hall, New York City. Contact: Harry Eggart, (212) 586-8426.

May 21-24—37th annual **Broadcast Cable Financial Management Association** conference. Hyatt Regency Embarcadero, San Francisco. Contact: Mary Teister, (847) 296-0200.

May 22—**Federal Communications Bar Association** luncheon featuring Supreme Court Justice

Antonin Scalia. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

May 26-28—**Brasil Link '97**. Brazilian pay-TV conference and exposition. Rio Centro, Rio de Janeiro. Contact: (281) 342-9826.

May 29—**Foundation for Accounting Education of the New York State Society of CPAs** 1997 Entertainment and Sports Conference. Holiday Inn Crowne Plaza, New York City. Contact: (800) 537-3635.

JUNE

June 2-5—**Electronic Industries Association/Consumer Electronics Manufacturers Association** international spring consumer electronics show. Georgia World Congress Center, Atlanta. Contact: Cynthia Upson, (703) 907-7674.

June 4-7—15th annual **National Association of Hispanic Journalists** convention. Westin Hotel, Seattle. Contact: (202) 662-7145.

June 4-7—Cable-Tec Expo '97, presented by the **Society of Cable Telecommunications Engineers**. Orange County Convention Center, Orlando, Fla. Contact: (610) 363-6888.

June 4-7—Promax and BDA '97 conference and exposition, presented by **Promax International** and **BDA International**. Navy Pier Convention Center, Chicago. Contact: (310) 788-7600.

June 4-7—Reunion of current and former employees and interns of **WHTM-TV WTPA-TV WCMB-TV** Harrisburg, Pa. Contact: Dan Rapak, (201) 267-2215.

June 5—**National Academy of Television Arts and Sciences** Trustees' Award presentation. New York Sheraton Hotel and Towers, New York City. Contact: Trudy Wilson, (212) 586-8424.

June 8—**New Jersey Broadcasters Association** 50th anniversary gala, dinner, dance and show. Trump Plaza, Atlantic City. Contact: Millicent McMillian, (888) 652-2366.

June 8-10—"Electronic Retailing: The Global Marketplace." **NIMA International** European Conference. Hotel Loews Monte-Carlo, Monaco. Contact: (202) 289-6462.

June 8-14—18th annual **Banff Television Festival**. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

June 9-10—Joint convention and Mid-Atlantic States Expo of the **New Jersey Broadcasters Association** and the **Broadcasters Association of Maryland, Delaware and the District of Columbia**. Trump Plaza, Atlantic City. Contact: Phil Roberts, (888) 657-2346.

June 9-12—16th annual **Women in Cable & Telecommunications** national management conference. Palmer House Hilton, Chicago. Contact: Jim Flanagan, (312) 634-2343.

June 10-12—Fourth annual Global DBS Summit, presented by **Link Events Globex** and **DBS Digest**. Hyatt Regency Tech Center, Denver. Contact: (303) 714-4616.

June 11—Radio Mercury Awards, presented by the **Radio Creative Fund**. Waldorf-Astoria, New York City. Contact: (212) 681-7207.

June 11-12—Fourth annual Iberica Link. Spanish and Portuguese pay-TV conference presented by **Link Events Globex** and **Ipetel S.L.** Meliá Castilla Hotel, Madrid. Contact: 34 1 567 5077.

June 12—"Convergence: Defining the Future Through the Eyes of the Consumer," third annual **Price Waterhouse Entertainment Media and Communications Group** Global Roundtable. New York Marriott Marquis, New York City. Contact: (212) 597-3737.

June 12-17—**20th Montreux International Television Symposium and Technical Exhibition**, Montreux Palace, Montreux, Switzerland. Contact: +44 21 963 32 20.

June 13—**The Museum of Broadcast Communications** 10th Anniversary Salute to Television. Chicago Cultural Center, Chicago. Contact: (312) 629-6005.

June 13—**Hollywood Radio & Television Society/IBA** newsmaker luncheon, featuring Ted Turner. Beverly Hilton Hotel, Beverly Hills,

Calif. Contact: (818) 789-1182.

June 13-15—ShowBiz Expo West '97, conference and trade show for the entertainment production industry presented by **Variety** and **Reed Exhibition Companies**. Los Angeles Convention Center, Los Angeles. Contact: (800) 840-5688.

June 16-17—1997 Forum on Cable/Telco Video Franchising, presented by **Strategic Research Institute**. Georgetown University Conference Center, Washington. Contact: (800) 599-4950.

June 17-19—Taipei Satellite & Cable '97, conference and exhibition presented by **Cable & Satellite Magazine**. Taipei International Convention Center, Taipei, Taiwan. Contact: +886-2-778-2442.

June 18-21—**Native American Journalists Association** 13th annual conference. Minneapolis Regal Hotel, Minneapolis. Contact: (612) 874-8833.

June 18-22—Talk Radio '97, educational conference, convention and exhibition presented by **The National Association of Radio Talk Show Hosts**. Century Plaza Hotel, Los Angeles. Contact: (617) 437-9757.

June 19—**Federal Communications Bar Association** luncheon featuring FCC Commissioner Rachele Chong. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

June 20-22—"Civic Journalism: Doing It Daily," workshop sponsored by the **Radio and Television News Directors Foundation** and the **Pew Center for Civic Journalism**. Tiburon Lodge & Conference Center, San Francisco. Contact: Melissa Monk, (202) 331-3200.

June 22-26—UTC Telecom '97, annual telecommunications conference and exhibition presented by **UTC**. Oregon Convention Center, Portland, Ore. Contact: (503) 655-1222.

June 23-25—**Wireless Cable Association** 10th annual convention and exposition. Anaheim Convention Center, Anaheim Marriott Hotel, Anaheim, Calif. Contact: (202) 452-7823.

June 29-July 1—**New York State Broadcasters Association** 36th annual executive conference. Sagamore Resort, Lake George, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

June 29-July 2—**Cable Telecommunications Association of Maryland, Delaware and the District of Columbia** annual conference. Sagamore Resort, Lake George, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

JULY

July 9—**The Caucus for Producers, Writers & Directors** general membership meeting. Jimmy's Restaurant, Los Angeles. Contact: David Levy, (818) 843-7572.

July 9-13—10th annual **International Teleproduction Society** forum and exhibition. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (212) 629-3266.

July 16-17—**Wisconsin Broadcasters Association** 46th annual summer convention. The Abbey Resort, Lake Geneva, Wis. Contact: Michelle Lukens, (608) 255-2600.

July 20-23—**CTAM** 1997 National Marketing Conference. Marriott Orlando World Center, Orlando, Fla. Contact: (703) 549-4200.

July 23—"Howard Beale—Mad'r Than Hell," **Hollywood Radio & Television Society** newsmaker luncheon and panel discussion. Brandon Tartikoff, moderator. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

July 24-25—**Southwest National Religious Broadcasters** convention. Dallas/Fort Worth Marriott, Dallas. Contact: (405) 789-1140.

July 26-28—**California Broadcasters Association** 50th annual convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

July 27-30—Summit '97, 12th annual **Interactive Services Association** conference and expo. Sheraton Washington Hotel, Washington. Contact: (847) 384-7756.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

The power in low power

Sherwin Grossman knows about building a new business.

The Community Broadcasters Association president got into broadcasting when there were only about 300 TV sets in Buffalo, N.Y. Now, with broadcasters preparing to build a new digital business, he is working to insure that low-power TV stations can ride into the digital age along with the rest of the industry.

"Whether it's banking or business...you get to a certain point where business is business," says Grossman. "And there is a romance to it. It's pure creation."

Grossman created low-power WJAN Miami about eight years ago. Since then, the station has assembled a weekly package of more than 10 hours of Spanish-language entertainment programming that reaches 550,000 Hispanic homes. And Grossman says that the station is just one example of an industry that is growing up.

"When we started, low power had the reputation of a bunch of...speculators," he says. "The speculators are pretty much gone."

Grossman counts about 500 LPTV stations around the country sending out local sports, foreign language and other niche programming. "These stations were built with hard sweat and their own money," Grossman adds.

Since last summer he has been waging a campaign to save some spectrum for the stations. In July, the FCC proposed its plan for assigning a new channel for digital TV to each full-power station.

The proposal, says Grossman, "just slaughtered us." The commission itself predicted that only 55%-65% of the LPTV stations would be able to continue operations once full-power stations fired up their digital transmitters.

The numbers prompted Grossman's group to gather 53 Senate signatures on a letter urging the FCC to consider the plight of LPTV. The FCC cited the letter last week in issuing its final DTV allotment plan, which includes a series of technical changes aimed at preserving LPTV operations.

"It's going to survive," Grossman says of his business.

That survival has followed a series of scraps with regulators and other industries. Grossman recounts several battles the low-power broadcasters have waged in recent years, including efforts to find



"I'm in a position to [leave] a footprint in an industry that I love for the next generation. And that's a wonderful thing to do."

Sherwin Grossman

President, Community Broadcasters Association, Miami, and president, WJAN Miami (LPTV station); b. Sept. 10, 1924, Buffalo, N.Y.; attended University of Buffalo; assistant, Swan Cleaners, Buffalo, 1948-50; general manager, WBUF(TV) Buffalo, 1950-55; theater owner, Miami, 1955-65; senior VP, Bank of Hallandale, Hallandale, Fla., 1965-86; president, Helm Bank, Miami, 1986-89; president, WJAN, 1989-present; current position with CBA since 1994; m. Janice Dubin, Sept. 12, 1953; children: Jeff, 48, Barbara, 45, Kathy, 40; two grandchildren.

carriage on cable systems.

"Each cable system has been a fight," Grossman says. His own station achieved full cable carriage in Miami just last week.

But fighting is part of the fun, Grossman says. He recounts his first days in broadcasting at WBUF(TV) in Buffalo. "You had to go to the servicemen and teach them what a bow-tie [antenna] was," Grossman says. "We had to fight for every sponsor."

Associates say Grossman's fighting spirit has served low-power TV well. "He's got the heart of a young man with the determination of a young man," says Doug Jensen, president of low-power WDNX Dalton, Ga. Jensen adds that the youthful determination comes from a man who has battled polio and kidney failure. "I hope I have that same kind of drive all my life."

Grossman's life has involved him in a series of businesses outside the broadcasting world. After illness forced him to leave the University of Buffalo in 1948, he started working for his father's laundromat and dry cleaning chain.

"I was brought up in the atmosphere of extremely capable businessmen," Grossman says. He found his way to broadcasting after cousin Henry Grossman went to work as an engineer for CBS pioneer William Paley. Grossman says he hit up all his father's friends for money to build the Buffalo station, which he ran from 1950 to 1955.

"The early days were a lot of fun," Grossman says. He remembers pirating *The Lawrence Welk Show* for two months to land one advertising order. Grossman also remembers meeting his wife at the station after watching her deliver live commercials.

He took a turn into the movie theater business after leaving Buffalo for Miami in the mid-'50s. Then, in the mid-'60s, Grossman switched to banking. He left that business in 1989 after winning his LPTV construction permit for WJAN, but not without helping to create a new Miami bank during the late 1980s.

"I can still look at that [bank] building today and get a kick," Grossman says.

He voices the same excitement for his TV station and the business in which it operates. "I'm in a position to [leave] a footprint in an industry that I love for the next generation," Grossman says. "And that's a wonderful thing to do." —CM

Fates & Fortunes

BROADCAST TV



Henry

Rick Henry, VP, sales, WTAE-TV Pittsburgh, joins WISN-TV Milwaukee as VP/GM.

David Schechter, general assignment reporter, WFMJ-TV Youngstown, Ohio, joins WDAF-TV Kansas

City in same capacity.

Appointments at WMAQ-TV Chicago: **Ellen Hyker**, manager, EJ operations, named director, news operations; **Wendy Tallarico**, producer, named producer, *NBC 5 News* at 4:30 p.m.

Amy Lancaster, account executive, Central Radio Group, Eau Claire, Wis., joins WLAX(TV) La Crosse and WEUX(TV) Chippewa Falls, both Wisconsin, as regional sales manager.

Tom Kirby, executive producer, evening newscast, WNBC(TV) New York, joins Audience Research & Development, Dallas, as senior consultant.

Jacqueline DeCosmo, graphics manager, WXYZ-TV Detroit, named director, graphics.

Lee Zimmerman, public relations manager, Hard Rock Cafe, Miami, joins WFOR-TV there as director, communications.

Appointments at KPLR-TV St. Louis: **Brendan Walsh**, account executive, KTVD(TV) Denver, joins as national sales manager; **Denis Thien**, sales executive, Jefferson/Keeler Printing, joins as senior graphic designer.

Carol Rueppel, news director, WDIV(TV) Detroit, joins WITI-TV Milwaukee as VP/GM.

Renard Maiuri, broadcast group news manager, Chambers Communications Corp., adds GM, KDRV(TV) Medford and KDKF(TV) Klamath Falls, both Oregon, to his responsibilities.

Carl Barnett, news photographer, WKRC-TV Cincinnati, joins WGAL(TV) Lancaster, Pa., in same capacity.

Robert Chapman III, president/treasurer, Inman Mills, named to board of directors, Spartan Communications Inc., Spartanburg, S.C.

Appointments at WNBC(TV) New York: **Joel Goldberg**, executive producer, morning news, joins evening newscasts in same capacity; **Kim Gerbasi**, senior producer, *Live at Five*, named executive producer, early and midday newscasts; **Dianne Doctor**, senior producer, special projects, named executive producer; **Larry Seary**, cameraman, named assignment desk supervisor.

PROGRAMING



Madrigal

Renee Madrigal, VP, marketing, New World Entertainment, joins MTM Enterprises Inc., Studio City, Calif., as VP, worldwide marketing.

Marylou Bono, director, marketing, SAR Entertainment, joins Cabin Fever Entertainment, Greenwich, Conn., as director, marketing/sell-through.

Bill O'Neil named head, corporate marketing, World Sports Enterprises, Harrisburg, N.C.



Winterrowd

Rod Winterrowd, director, sales, Western region, Buena Vista Television, Burbank, Calif., named VP, Southwest.

Marc Hutzler, overnight MCR technician, Worldwide Television News Productions, New York, named project

manager.

RADIO

Don Fair, acting executive producer, KFVB(AM) Los Angeles, named executive producer.

Ollie Dowell, general assignment reporter/host, *AM St. Louis*, KDNL-TV St. Louis, joins KMOX(AM) there as reporter.

Appointments at WFLC(FM) Miami: **Kenny Cortes**, on-air host, KOST(FM) Los Angeles, joins as morning drive host; **Annamaria Thomas** moves to middays; **Sarah Shanley**, marketing director, adds music director to her responsibilities.

Christopher Gallu, VP/GM, WBIR-TV Knoxville, Tenn., joins Pulitzer Broadcasting Co. as VP/GM, KTAR(AM), KKL(TV) and KMVP(AM) Phoenix.



Panicker

John Panicker, director, management information services and development, Nations Credit/NationsBank, joins The Arbitron Co., Columbia, Md., as chief information officer.

Appointments at Jones Radio Network, Englewood, Colo.: **C.J. Johnson**, art director, Metropolitan Life Insurance Co., Denver, joins as marketing manager; **Karen Barich**, business manager/financial analyst, named director, finance and new business development; **Lou Lavaux** named business manager.

Karen Chase, morning drive anchor, Associated Press Radio, and **Pam Coulter**, reporter/anchor, CBS Radio Network, join as correspondent/news anchor, New York, and reporter/editor, Washington, respectively.

CABLE



Ball

Anthony Ball, president/COO, Fox Sports International, adds president/COO, Fox/Liberty Networks, Los Angeles, to his responsibilities.

Steven Weed, VP/COO, Summit Communica-

tions Inc., Bellevue, Wash., named senior VP/COO.

Greg Ericson, director, systems development and information technology, Goody's Family Clothing Inc., joins the Home Shopping Network, St. Petersburg, Fla., as VP, application development.

Sam Boskovich, director, distributor sales, Dukane Corp., joins DMX Inc., Los Angeles, as VP, affiliate sales, Western region.

Mike Haislip, executive VP, Star Cable, Pittsburgh, named president/COO.

Craig Hume, news director, KTLA(TV) Los Angeles, joins Time Warner Cable's and the *Orlando Sentinel's* 24-hour local news channel, Orlando, Fla., as GM.

Appointments at Fox News Channel, New York: **Dennis Murray**, senior producer, *The Schneider Report*, named executive producer, network's hard-news programming; **Karen Gibbs**, anchor, CNBC, joins as business correspondent contributing to *The Cavuto Business Report* and as a regular panelist on *Cavuto on Business*.

Appointments at Comcast Cable Communications Inc., Philadelphia: **Tom Hurley**, VP, programming, named senior



Keating

VP: **Michael Snyder** joins as VP, marketing and sales, Northeast region; **Amy Banse**, VP, programming development, cable division, will continue those duties while adding the role of VP in charge of managing programming investments and developing new content; **William Dordel-**

man, assistant treasurer/director, finance, named VP, finance; **Roger Keating**, VP and head, online group, named senior VP.

Heidi Diamond, executive VP, marketing and promotion, Channel One, joins The Television Food Network, New York, as senior VP, marketing and business development.

Appointments at Jones Intercable Inc.'s systems: **Gary McDonald**, GM, Myrtle Creek, Ore., joins Fort Myers, Fla., system in same capacity; **Howard Callantine**, engineering manager, Myrtle Creek, named GM.

ADVERTISING/MARKETING PUBLIC RELATIONS

Appointments at Western International Media, Los Angeles: **Cheryl Idell**, president/director, research, named presi-

dent, strategic planning and research; **Bruce Goerlich**, media research director, Darcy, Masius, Benton & Bowles, New York, joins as executive VP/director, research.

Terri Holtz, national sales manager, Maryland Cable, joins Jones Communications Media Services, Lanham, Md., as national and regional sales manager.

MULTIMEDIA

Roger Isom, senior VP, operations, PC Quote Inc., joins Strategic Media Research, Chicago, as chief technology officer.

Jane Mitchell, reporter/producer, joins Cox Communications' 4 San Diego as executive producer/reporter.

Doug Sorenson, program director, KQRC-FM Leavenworth, Kan., named operations manager, Journal Broadcast Group, Omaha operations.

The Armed Forces Radio and Television Service—Broadcast Center, Moreno Valley, Calif., named Air Force **Col. Glen Brady** commanding officer and **Larry Marotta**, chief, television division; **Kelly Firebaugh** was named public affairs officer.

Don Gorski, director, sales, ESPN Radio Network, joins SportsFan Enterprises, New York, as VP, sales.

Carol Williams, senior producer, *World News Tonight With Peter Jennings*, joins *Discovery News*, ABC-produced weekly science newscast, New York, as executive producer.

TECHNOLOGY

Appointments at BroadBand Technologies Inc., Research Triangle Park, N.C.: **David Orr**, president/CEO, Alcatel Network Systems, and president, Alcatel Telecom NAFTA, joins in same capacity; **Salim Bhatia**, founder/president/CEO, named chairman.

Ramesh Amin, head, picture tube division, Zenith Electronics Corp., Glenview, Ill., named president, consumer electronics division.

Walt Rice, owner, Broadcast Systems, Dallas, joins Broadcast Electronics Inc., Quincy, Ill., as RF sales manager, group accounts.

SATELLITE/WIRELESS

Jim Thornton, president/CEO, Ventana Corp., Tucson, Ariz., joins Xypoint

Corp., Seattle, as CFO.

Dwight Duke, president, satellite television networks division, Scientific-Atlanta, Atlanta, named president, transmission businesses (including RF electronics, optoelectronics, taps and passives and headend systems).

Appointments at Showtime Satellite Networks Inc.: **Taylor Adams**, national sales manager, named director, sales; **Linda Levy**, marketing supervisor, DBS, named marketing manager.

TELEMEDIA



Kaplan

Seymour Kaplan, senior VP, affiliate relations, NewsTalk Television, joins JDTV, Glendale, Wis., as executive VP, sales.

Karl May, formerly with Silicon Graphics, joins Bay Networks

Inc., Santa Clara, Calif., as VP/GM, Data-Over-Cable division.

Alex Coleman, director, business and product management, online services, GTE, Irving, Tex., named VP/GM, Internet business unit.

John Slavet, senior executive, strategic development, Wired Ventures, joins E! Online, Los Angeles, as VP, advertising sales.

DEATHS

Dave Bolton, 71, radio broadcaster, died April 18. Bolton most recently worked at Greater Media's WPEN(AM) Philadelphia as an account executive. He also had worked in sales at WBEB(FM) Philadelphia and WIBG(AM) Ocean City, N.J. Bolton is survived by his wife, Myra; four children, and five grandchildren.

Joseph Mark Costello III, 56, station owner, died April 23 in New Orleans. Costello owned WRNO-FM New Orleans, a stand-alone station that has been operating since 1967; WRNO-Worldwide; KXOR(FM) Thibodaux, La., and movie theaters. Costello helped to develop several other radio stations and was active in many professional and civic organizations.

—Compiled by Denise Smith
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At press time last week, sources said **Metro-Goldwyn-Mayer Inc. was close to an agreement to buy the entertainment assets of John Kluge's Metromedia International Group** in a deal valued at about \$550 million. Both sides declined comment, but sources familiar with the talks say MIG's managers have decided to concentrate on building its telecommunications businesses in Eastern Europe and other emerging markets and to forgo efforts to create a production/distribution arm. Just last year, Metromedia spent \$115 million to buy the Samuel Goldwyn Co. MIG's movie and TV assets also include the Orion Pictures library, said to be the primary attraction for MGM's new owners, financier Kirk Kerkorian and Australia's Seven Network.

Senator Ernest Hollings (D-S.C.) sent a letter to broadcast network CEOs, NAB President Eddie Fritts, NCTA President Decker Anstrom and Motion Picture Association of America President Jack Valenti **saying he plans to move**

forward this week with plans to offer his so-called safe-harbor bill in the Senate Commerce Committee. The bill would force the TV industry either to adopt a content-based ratings system or to move violent programming to hours when children would less likely be watching TV.

Opponents of televised liquor advertising stepped up their efforts at the FCC last week.

More than 240 groups petitioned the commission to examine the effects on children of televised liquor ads as well as of beer and wine spots. The Center for Science in the Public Interest led the petitioners. Joining the effort were the Center for Media Education, the National PTA and the Consumer Federation of America. FCC Chairman Reed Hundt quickly welcomed the petition: "It's an abandonment of our duties as public servants if we don't, at the very least, conduct a public inquiry into the issues they're raising."

House Telecommunications Subcommittee Chairman **Billy Tauzin (R-La.) will introduce communica-**

tions-related legislation in the next couple of weeks, addressing such issues as FCC reform, public television reform and cellular tower location. In addition, he plans to introduce legislation to "expedite deployment of additional [multi-channel video] competition and address the question of parity."

Representative Edward Markey (D-Mass.) last week said his office **has counted 822 individuals and organizations opposing the TV ratings system** at the FCC.

Markey's tabulation included comments from 768 individual opponents. "The industry ratings system is popular only with the TV industry," Markey said.

The FCC's Wireless Communications Service auction ended last week after taking in \$13.6 million in bids. The auction had been expected to generate more than \$1 billion.

The proposed \$23 billion merger of Bell Atlantic and Nynex cleared a crucial obstacle last Thursday as the Justice Department determined

that the second-biggest merger in U.S. history does not violate antitrust laws. The deal, which still needs FCC approval, would create a giant telephone company with nearly 40 million lines along the Eastern seaboard. At the same time Justice was giving its OK, shareholders of Nynex CableComms Group approved a merger with Cable & Wireless Communications group, paving the way to create Britain's biggest cable company.

Westinghouse reported widening losses in the first quarter for CBS-TV.

The losses were partially offset by strong results at the radio division, which now includes Infinity Broadcasting. Westinghouse said it lost \$151 million for the quarter, compared with a \$114 million loss in first quarter 1996. The TV network had a \$60 million operating loss on a 3.5% revenue gain to \$793 million. Operating profit at the radio division more than doubled to \$47 million from \$20 million. The company also reported losses of \$10 million that were attributed to start-up costs for CBS

Comark wins patent suit against Harris

Transmitter manufacturer Comark Communications has been awarded \$7.7 million in a lawsuit against competitor Harris Broadcast.

A jury in Federal District Court in Philadelphia found that Harris had infringed on Comark's intellectual property in its Sigma and Sigma Plus UHF tube-type (IOT) transmitters, which Harris introduced at NAB '93.

The patent in question, issued to Comark in 1993, concerns an Aural Carrier Corrector circuit that corrects sound distortion in analog IOT transmitters that use common amplification of video and audio signals. Comark filed suit in April 1995.

Because the jury found Harris's infringement to be "knowing and intentional," the judge presiding over the case is free to award additional damages up to triple the jury amount, says Comark President Navroze Mehta. Mehta expects the judge's decision by June.

"We invented the technology, and Harris fought us and said [IOT] wouldn't work," he says. "Then, when broadcasters wanted IOTs and we had 80 percent of the UHF market, they suddenly had an IOT transmitter at one NAB.... We feel vindicated right now."

Harris plans to appeal the decision, and will first ask the judge to set aside the jury's findings. Spokesman Jim Burke says that Harris didn't infringe on any Comark patents and obtained a U.S. patent in 1995 for its own version of the audio correction circuit, which was replaced by an "alternative technology" in later transmitters. The circuit in question, he says, was used on only one Sigma IOT model, representing a total 30 UHF transmitters sold between mid-1993 and early 1996.

Burke says that the lawsuit has no effect on existing Sigma customers and doesn't concern Harris's line of DTV products. —GD

Eye on People and the expansion of TeleNoticias.

Comsat Corp. is suing its former CEO, Bruce Crockett. The international satellite operator says he is conspiring with investors to manipulate the company's stock. The suit, filed in Virginia, also says Crockett violated the terms of a 1996 termination agreement. The action says Crockett resigned from the company to avoid a firing by the company's board.

The Walt Disney Co. continued to lead the entertainment sector with increases in all areas. The success of ESPN, which overtook CNN as the leading cable network last quarter, according to NCTA, was one factor Disney Chairman Michael Eisner cited. Others were Disney's theatrical releases, such as Academy Award-winner "The English Patient;" continued growth in worldwide merchandise licensing, and success with theme parks. Disney exceeded analysts' expectations with earnings per share of 49 cents, a 63% increase (it had been predicted that EPS would be 45 cents). Second-quarter revenue increased 10%, to \$5.5 billion, on a pro forma basis, including the ABC acquisition as if it had been absorbed fully. Operating income increased 32%, to \$864 million. Second-quarter net income increased 63%, to \$333 million.

Twentieth Television has signed Giovanni Brewer and Jeff Fischgrund as executive pro-

Jacor deals for Cleveland, Salt Lake City

Jacor Communications Inc. is moving into Cleveland with last Friday's purchase of WTAM(AM)-WLTF(FM) there. Jacor agreed to pay \$23.9 million in cash for the stations, and will also turn over 750,000 shares of stock to seller Secret Communications LP. The stations, along with seven others, originally were to be sold to SFX Broadcasting. However, in January, SFX decided to scale back the deal and returned the Cleveland stations to Secret. SFX also scaled back its price for the Secret stations by \$45 million.

Also last week, Jacor picked up an AM and an FM in Salt Lake City from two separate sellers. It will pay \$4.5 million cash to Garcia Broadcasting for KKKK(FM) Spanish Fork/Salt Lake City and \$1.2 million cash to General Broadcasting for KFAM(AM) North Salt Lake City.

—EAR

ducers of its upcoming late-night strip with NBA legend Earvin "Magic" Johnson. The pair's production credits include entertainment specials for Norman Lear's Act III Communications and NBC's daytime strip *Dr. Dean*. The Johnson project is expected to debut in syndication early next year.

General Electric will split its stock 2-for-1. The split will make the stock more attractive to more investors and shows shareholders' confidence in GE's performance, according to the company.

Nancy Claster, better known to baby boomers in the Baltimore area as *Romper Room's* Miss Nancy, died last Friday of cancer at age 82. Claster, mother of Claster Television heads John Claster and Sally Claster Bell, was the host of the original *Romper Room*, which debuted in February 1953 on Baltimore's WBAL-TV. The program later was syndicated in a localized format to TV stations across the country as well as in Canada, England, Australia, Japan and Italy. In addition to *Romper Room*, Claster and her husband, Bert Claster, devel-

oped and produced more than a dozen children's programs for WBAL-TV in the 1940s and '50s.

The Cabletelevision Advertising Bureau has a new board: Chairman is Time Warner Cable's Theodore Cutler; vice chairman, The Weather Channel's Michael Eckert; treasurer, Lifetime's Doug McCormick; secretary, Continental Cablevision's Robert Stengel. CAB also has three new directors: TV Food Network's Erica Gruen, TCI Company B's Marvin Jones and StarNet's William Stanfield.

Betty Cohen, president of Cartoon Network Worldwide and TNT International, is Promax international marketer of year. She will receive her award June 7, the final day of Promax's convention in Chicago.

Errata—Contrary to the story on page 49 of the April 21 issue, USSB has not raised its rates. Of the current DBS services, only DIRECTV has raised its rates. A USSB spokesperson said the company has maintained the same rates since its 1994 launch while adding at least four new channels.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"He's telling Ted that we got around to buying our digital gear."

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Incorporating The Fifth Estate TELEVISION Broadcasting

What they don't know...

FCC Chairman Reed Hundt last week was welcoming an inquiry into televised liquor ads. "It's an abandonment of our duties as public servants if we don't, at the very least, conduct a public inquiry into the issues" being raised. Maybe so, but it would also be an abandonment of the First Amendment to treat the regulation of speech—either directly or by intimidation—as a lesser step than the regulation of the conduct in question. As the Supreme Court said a year ago in its *Liquor-mart* decision, involving regulation of print ads for alcohol: "The text of the First Amendment makes clear that the Constitution presumes that attempts to regulate speech are more dangerous than attempts to regulate conduct." The court said that "speech restrictions cannot be treated as simply another means that the government may use to achieve its ends."

The court is "highly skeptical" of regulations that try to keep people in the dark for what the government suggests is their own good.

Vox populi

Legislators and regulators in Washington appear to be out of step with the rest of the nation on the issue of forcing broadcasters to give free airtime to candidates. According to a survey conducted by Opinion Research Corp. for Promax International, the majority of the thousand-plus surveyed (61%) do not support giving free time to candidates (only 35% supported free time, while 4% weren't sure). In fact, televised debates, which broadcasters conduct gratis on the national and state level, were cited as the "most valuable source of information" about elections, followed by local/national newscasts, also available free and in abundance. Political ads brought up the rear at 6%. We know how Washington types love to cite studies to back up their content incursions. We just wanted to make sure they didn't miss this one.

Out and about

The major media have made the upcoming *Ellen* the most awaited and controversial "coming out" since Murphy Brown's baby, pontificating at length on America's readiness to figuratively embrace a star whose sexuality differs from most of the country's. Major celebrities have jumped on the bandwagon, giving lead character Ellen Morgan a coming-out party any Park Avenue debutante would envy, and a closet as crowded as a Marx Brothers stateroom. For better and worse, TV has traveled far from Rob and Laura's twin beds and the ban on Barbara Eden's belly button.

Back then, there was no confusion about what kind of "gay old time" the Flintstones theme was talking about. Of course, back then, Georgia policemen surrounding a black man would have signaled something very different from the TV image of the protective escort around the father of Master's champion Tiger Woods.

Times change, and TV with it. Amen to both.

The Barry factor

Barry Diller has always been a force to reckon with in television, and now he's becoming a force, period. He represents only himself but he makes up for it by being smart and pertinent. In a National Press Club speech (available on BROADCASTING & CABLE'S Website this week) he concluded that the industry's giving in to the President on program ratings was "a cynical act" resulting in a system that "makes no sense." It's not that giving information to parents isn't a good idea, Diller said, "but alchemy is a great idea too."

This page was not so enthusiastic about Diller's last foray into broadcast policy (giving free time to politicians), but at least he's ahead of the curve. His style is proactive, not reactive. If the industry is ever to get out from behind a succession of eight-balls in Washington, his is a lead to follow.

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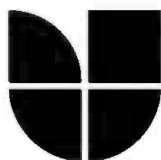
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*We mourn the loss of our
dear friend and business partner*

Emilio Azcárraga Milmo

September 6, 1930 - April 16, 1997

*We send our deepest condolences to
the Azcárraga family
and to all our friends at Televisa.*



Univision Communications Inc.