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# Broadcasting <sup>TM</sup> Cable

*The Newsworthy of Television*

Vol. 127 No. 21 65th Year 1997 A Cahners Publication



## The Gleam in Tauzin's Eye

**Broadcasters pay the rent, public TV takes over public interest burden**

**Another week that was for Rupert Murdoch**

**The week that will be in prime time schedules**

**The Seinfeld heist**

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TOP OF THE WEEK / 6  
 BROADCASTING / 29  
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 TECHNOLOGY / 58  
 Total media  
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Source: NTA, FEB '97, Adults 18-49 Shr



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# Fast Track

Must Reading from

**Broadcasting  
& Cable**

May 19, 1997

## TOP OF THE WEEK / 6

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**Murdoch aims satellite at PrimeStar** With his American Sky Broadcasting satellite venture tumbling even before the birds are in the air, News Corp. Chairman Rupert Murdoch redoubled his push to merge the direct broadcast satellite unit into PrimeStar Partners. / 7

**Ruling supports Seagram claim in TV Land dispute** Seagram Corp. gained leverage over Viacom Inc. with a court victory in the fight over USA Networks. / 7

**CNN reassigns Ed Turner** CNN has reassigned executive vice president Ed Turner, naming him CNN's first editor-at-large. It is the second time in two years CNN has had to pay a female employe over harassment charges involving Turner. / 12

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**BET chief Robert Johnson offers an intriguing view of the First Amendment.** / 22

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**Tiger, Fox boost PGA** Golf phenom Tiger Woods and sports-hungry Fox Sports will help the PGA increase its annual television take from \$40 million to nearly \$107 million starting in 1999. / 29



**Warner Bros. pushing 'Friends' syndication early.** / 32

### Women find room at the top at Fox

Fox became the first network O&O group—maybe the first of any group—to have female general managers running its stations in the top three markets / 32

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**EchoStar looks for help after News Corp. merger collapse** EchoStar Communications Corp. is counting on its vendors to help the company out of the financial jam it faces in the aftermath of the News Corp. merger meltdown. / 43

**PacTel delay another snag for wireless** Once touted as a major threat to cable, wireless cable is reeling over a series of missteps and broken deals. / 44

## Telemedia

### TV-Net vendors resist the marketing Web

Two vendors pushing Web-TV convergence find a marketing dilemma in selling the Internet to people who are uncomfortable with computers. / 55

**Continental relaunches high-speed Internet access** Continental Cablevision relaunches its high-speed Internet service, renamed MediaOne. / 56

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### Cable wrestles with high-def delivery

Consumers may start asking in late 1998 about cable's plans for HDTV, after the first digital broadcasts have hit the airwaves and the first buyers of digital television sets have begun to watch widescreen HDTV (or SDTV) pictures received by over-the-air antennas. / 58

## COVER STORY

### Tauzin's agenda

House Telecommunications Subcommittee Chairman Billy Tauzin says the White House and FCC are involved in a conspiracy to trick broadcasters into thinking they don't have to pay for digital TV spectrum. There will be a price to pay, he says. / 24 **Cover photo by Dennis Brack/Black Star**



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- 1) You, me and ABC.**
- 2) Hope to be ABCing you.**
- 3) Hey, hey, hey BC!**
- 4) Absolutely mandatory TV.**
- 5) Entertainment is as simple as ABC.**
- 6) It's an ABC kind-a-day.**
- 7) ABCieze the moment.**
- 8) ABC, the easy-watching network.**
- 9) ABC. Thank you. You're welcome.**
- 10) The best we can ABC.**
- 11) Gotta be ABC.**
- 12) ABC is OK by me.**
- 13) You ought to ABC us now.**
- 14) ABC. Just view it.**
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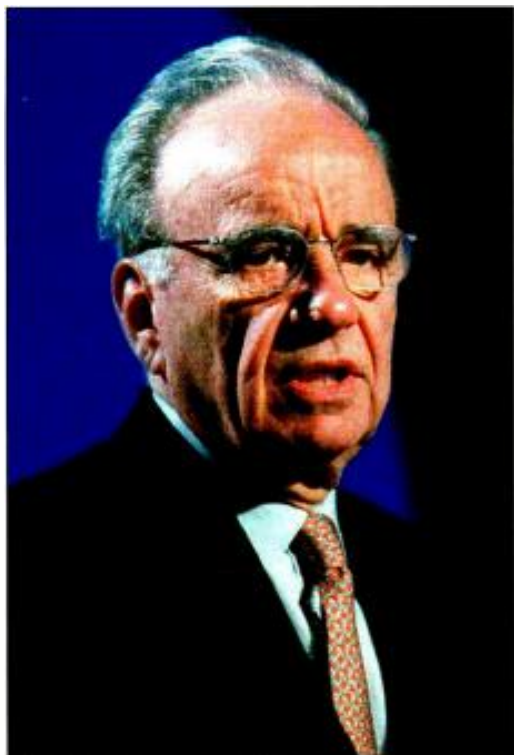


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# Murdoch on the Move



By John M. Higgins

**F**or a guy promising a deal drought, Rupert Murdoch's awfully busy. In February, the News Corp. chairman stood on a stage at 20th Century Fox and said the company would hold off on major acquisitions to build up some cash and pay down some debt.

Three months later he is trying simultaneously to take over International Family Entertainment Inc. for \$1 billion, snap up the Los Angeles Dodgers for \$350 million and rescue his ASkyB satellite TV venture—after an aborted merger. Added to that is the \$1.4 billion takeover of Heritage Media Corp.

Are there limits? At least one thing on the back burner is discussions to buy Liberty Media Corp.'s half of the Fox Sports regional sports network venture. "There's no urgency on that one," says one programming executive familiar with the deal. "Besides, he's already busy."

## He makes bid to be Family Don

**N**ews Corp. moved closer to locking down a \$1.1 billion takeover of International Family Entertainment Inc., as top IFE executives Pat and Tim Robertson backed down from their demand that they get a much better deal than other shareholders.

After repeatedly facing difficulty starting his own cable networks, News Corp. Chairman Rupert Murdoch wants IFE, in part, as a cable platform for Fox Broadcasting's children's programming.

Sources familiar with the deal say that IFE Chairman Pat Robertson and his son, IFE President Tim, are agreeing to accept nearly the same terms as public shareholders. After a Thursday board meeting of IFE—the parent of The Family Channel and MTM Productions—News Corp. was prepared to pay \$28 per share for the bulk of IFE's stock.

An earlier plan called for the Robertsons to receive about \$45 for the super-



*IFE's network, which reaches 69 million homes, would join News Corp.'s other cable programming holdings: FX, FXM, Fox News Channel and Fox sports.*

voting Class A shares they control, while News Corp. would pay outside shareholders about \$25 per share.

That drew howls from Mario Gabelli, chairman of money manager Gabelli & Co., and Gordon Crawford, a senior vice president of Capital Management Research Inc., who advises Capital Group Co. mutual funds. Gabelli and Capital hold 32% of IFE's shares.

Without specifically acknowledging that the company was negotiating with News Corp., IFE said the Robertsons "are committed to the principle" that all shareholders "should receive equivalent treatment."

One exception in the News Corp. proposal is Liberty Media Corp., which wants an equivalent value in News Corp. preferred stock in order to avoid paying capital gains taxes on the sale of its 9.6 million shares.

Pat Robertson controls 3.2 million supervoting Class A shares and 631,000 Class B's worth about \$107 million under the new proposal, down from \$159 million under the old one. The bulk of the chairman's shares are held in a trust whose beneficiary is his Christian Broadcasting Network TV ministry. Tim Robertson holds 1.9 million Class A's and 858,000 Class B's now worth \$77 million, down from \$106 million. —JMH



# He mines for a diamond

Rupert Murdoch has rounded third and is headed for home in his play for the Los Angeles Dodgers.

Dodgers owner Peter O'Malley last week took the formal step of asking Major League Baseball for permission to begin "serious discussions" about the sale of the team to News Corp. for an estimated \$350 million-\$400 million. News Corp. and Dodgers officials declined further comment.

"We're in the fifth month of what we expected to be a six-month process," O'Malley said in a statement last week. The O'Malley family put the storied ball club on the block in early January; its assets include the 56,000-seat Dodger Stadium near downtown Los Angeles.

The team looks like a good fit with News Corp.'s investments in TV sports rights and distribution channels. Locally, the Dodgers still have four years to go on a \$15 million, five-year pact with Tribune Broadcasting's KTLA(TV). Fox has already licensed the local cable rights to Dodgers games, carried on its new spin-off channel Fox Sports West 2.

—CL

# He pushes for Primestar

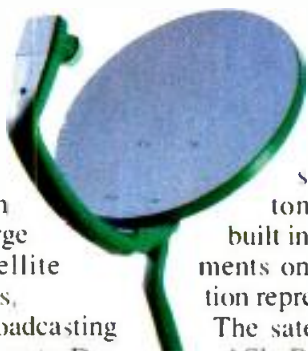
**W**ith his American Sky Broadcasting satellite venture tumbling even before the birds are in the air, News Corp. Chairman Rupert Murdoch redoubled his push to merge the direct broadcast satellite unit into Primestar Partners.

Sources say that Fox Broadcasting Chairman Chase Carey flew to Denver late last week to meet again with executives at Tele-Communications Inc., one of the partners in Primestar. Goals: Try to structure a deal and to overcome the continuing opposition of Time Warner Inc.

"Rupert really wants to cut his losses," says one executive familiar with the discussions. "He's decided DBS is not worth the risk."

ASkyB's vaunted merge into EchoStar Communications Corp. is in ashes—\$5 billion worth of ashes, according to EchoStar Chairman Charlie Ergen and his litigation team. That leaves Murdoch in the unusual position of signaling that he has gone too far. In three months, he has turned from boasting about the demise of cable to going hat in hand to sway adversary Time Warner Chairman Gerald Levin.

Murdoch's retreat from EchoStar has left Ergen in a sudden financial crisis; he says that he might not have enough cash to last the year, and perhaps not even the summer (see story, page 43). But for now, Murdoch is looking at his



own finances.

At this point, News Corp.'s exposure is not huge. Sources familiar with ASkyB's finances say that an uplink and customer service facility being built in Phoenix plus progress payments on satellites under construction represent less than \$200 million. The satellites can be readily sold. ASkyB partner MCI Corp. is holding and paying for the DBS licenses that the venture plans to use.

Industry executives say consolidating with Primestar would be the easiest move. The MSOs backing Primestar who are worried about losing customers to DBS are committed to hanging on to them through their own service. While they don't have much capital, they are motivated to stay in the game.

However, executives involved in the discussion say that Time Warner remains the biggest obstacle. Levin is steadfastly opposed to any Primestar deal, and vice chairman Ted Turner is amused by Murdoch's troubles. "Couldn't happen to a nicer guy," Turner said last week.

Levin simply called the idea of an ASkyB deal "silly," but he maintains that "Time Warner is not standing in the way of any agreement. There is no agreement." However, he doesn't see any need to combine with EchoStar.

Primestar's planned rollup of the individual MSOs' local sales operations into one company is the right

## He finds DBS partners in Japan

**WASHINGTON**—Despite Rupert Murdoch's failure to get News Corp.'s Sky merger with EchoStar off the ground, his direct broadcast service ventures in other parts of the world are going strong.

Media giant Sony Corp. and Fuji Television Network last week joined News Corp. and Softbank Corp. on Murdoch's Japanese DBS effort, JSkyB. JSkyB plans to launch 150 channels in the Japanese television market next April.

Softbank was the largest shareholder in JSkyB before the deal, having put up 80% of the capital, or \$168.4 million, when it and News Corp. founded JSkyB last December. Sony and Fuji Television did not disclose the size of the stakes they will take.

JSkyB is not finished looking for partners. Among the companies it is trying to woo are The Walt Disney Co. and other film studios.

—PA

move. "I like the current business plan so I'm not sure it needs to invest in anything else right now," Levin said.

News Corp. executives are making noise about seeking outside partners, but one investment banker noted that with four players in the business—leader DIRECTV, Primestar, EchoStar and possibly ASkyB—new investors "will see the same thing Rupert sees: a big, black hole."

—MH



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# Judge sets stage for USA breakup

Ruling supports Seagram claim in TV Land dispute

By John M. Higgins

## NEW YORK

Seagram Corp. gained important leverage over Viacom Inc. following the liquor company's court victory in the fight over USA Networks, according to industry and Wall Street executives.

Agreeing with Seagram's contention that Viacom violated a noncompete clause in the two companies' 50-50 USA Networks partnership agreement, Delaware chancellor Myron Steele ordered both sides to submit a plan to break up the partnership.

In recent weeks, Viacom Chairman Sumner Redstone became willing to sell his company's half of USA Networks, reversing an earlier stand that he wanted to buy out Seagram.



Steele did not signal how he might settle the dispute if Seagram and Viacom can't work out a deal. With Viacom the loser, Redstone may not want to take the chance that Steele might issue an order treating Seagram more favorably.

"Does Seagram have leverage?" says Bear Stearns & Co. media

analyst Ray Katz.

"Yes. The issue is, do they have enough so that it really matters."

"Sure, the judge has to be fair in this," says one lawyer familiar with the case. "But if he's already ruled against you once, you'd try not to put your life in his hands."

Steele agreed with the central thrust of Seagram's 1996 complaint that Viacom's launch of TV Land and even its straightforward ownership of other network holdings—including MTV and Nickelodeon—infringed on

a requirement that neither partner compete with USA Networks for audience or advertising.

The agreement was inherited when Viacom bought original partner Paramount Communications Inc. two years ago. But that makes little legal difference, Steele said in a 50-page decision, calling the noncompete language "seemingly obvious."

Steele did not agree with all of Seagram's charges. For example, he did not find that Seagram had been substantially harmed and deserved damages. But company executives nevertheless were elated. "The judge ruled our way on all the legal issues that mattered in this case," says Seagram attorney Michael Schwartz.

Viacom countered that the fight is not over: Seagram's assertions that it won "are clearly wrong. We are gratified that the court agreed with our position that Viacom did not measurably damage MCA or the venture." ■

# TCI Shuffling Starz!

Will move it into Liberty Media to shield MSO from channel's ongoing losses

By John M. Higgins

## NEW YORK

Tele-Communications Inc. plans to shift pay-movie channel Starz! to its Liberty Media unit, in part to get the network's substantial losses off its books. A deal appears likely within two weeks.

TCI owns 50.1% of Starz!, which suffered \$75 million-\$100 million in losses last year, and \$203 million in total deficits since it launched three years ago. TCI programming unit Liberty and its Encore Media division own the other half of Starz! TCI is obligated to cover any Starz! losses up to \$350 million.

Starz! wants to displace Showtime as the number-two pay-movie channel and has stepped up with big bids for first-run movies from such studios

as Universal and New Line. The company is starting to spend heavily for TV advertising to boost its subscribers from 4.9 million—52% of which are on TCI systems.

Encore Media President John Sie expects to draw subscribers with a stream of new films from The Walt Disney Co.'s Touchstone, Hollywood Pictures and Miramax. But the deal for those films also increases programming costs, leaving Wall Street analysts increasingly anxious about TCI's exposure.

The deal underway would merge the movie channel into Encore, shrinking TCI to a minority investor.

The shuffle doesn't seem like a big deal, since Liberty is a subsidiary of TCI and Malone is the programming company's chairman.

But the creation of a "tracking stock" for Liberty two years ago separated the two companies' books. So moving Starz! over to Liberty means

that losses no longer eat into TCI's operating cash flow. Instead, they will be characterized as an equity loss in an affiliate, which would penalize TCI's stock price much less on Wall Street.

Sie wouldn't detail the merger proposal, but denied that the flow of Starz! red ink is TCI's motive. TCI's direct involvement

gave Starz! more credibility in bidding for pictures. But now, he says, Encore's stable of up to 15 "thematic multiplex" second-run movie channels is healthy enough to carry Starz! "It makes more sense for Starz! and Encore to be together," Sie says. ■





## Padden to head ABC-TV

**WASHINGTON**—The peripatetic Preston Padden is about to land on his feet again.

Having slammed the door on his job as head of News Corp.'s ASkyB organization, he is poised to become president of the ABC Television Network, informed sources say.

He has gone from operating head of a nowhere-yet satellite operation to operating head of one of the nation's three largest and richest TV network organizations.

Padden had been in limbo within the Rupert Murdoch organization since the now-aborted attempt to partner with Charlie Ergen's EchoStar. Ergen took over the responsibilities that Padden had been executing since the ASkyB start-up last year. The new Sky became a triumvirate of strong-willed executives pulling in opposing directions. Padden resigned and Ergen filed a \$5 billion lawsuit against Murdoch.

Padden had been a Murdoch favorite since 1990, when he joined the Fox network as head of station relations and



Shortly after leaving News Corp., Preston Padden is likely to land at ABC.

government affairs. The job set up the mobile living pattern that he follows today. Still living in the Washington home he had while president of the Association of Independent Television Stations (now ALTV), he spent every other week in California or New York. That pattern will continue at ABC if the deal goes through.

Two years ago, Padden was offered the presidency of Disney's Americast operation, a negotiation that brought him into close contact with Disney Chairman Michael Eisner. The Eisner hand is seen behind the offer of the ABC-TV presidency, a job open since the transfer of David Westin to ABC News. Murdoch trumped Eisner's ace on that occasion, offering Padden a new contract and the promise of an opera-

tional job.

Padden's contractual status with News Corp., still an issue, is not thought to present an impediment to his accepting an ABC offer, which could come as early as this week.

—DW

## Budget blueprint brings broadcaster blues

*Agreement puts penalty on digital delay, lobbyists worry about spectrum fees*

By Heather Fleming

### WASHINGTON

**A** White House and congressional federal budget agreement brought bad news for broadcasters last week.

The budget blueprint, which projects \$26.3 billion in spectrum auction fees over five years, includes an unexpected "penalty fee" on broadcasters "who received 'free' spectrum for advanced, advertiser-based television services, but failed to utilize it fully." The budget blueprint fails to specify how much money the penalty fees will raise, but Hill sources say it counts on raising about \$2 billion.

NAB President Eddie Fritts blasted the fee plan: "These fees are unsupported by policy, unlikely to receive credible scoring by the [Congressional Budget Office], and outrageous in terms of stifling a swift transition to digital."

Broadcast lobbyists say the provision "doesn't make any sense" and could be interpreted in several ways. But congressional aides say it would force broadcasters to pay a fee if they

***"It's very frustrating to see telecommunications policy subverted by this budget process."***

***Shaun Sheehan, Tribune Co.***

do not use the entire 6 mhz block of spectrum for HDTV.

"It's nothing more than budgeteers going off on industrial policy," said one congressional aide. "What they're trying to do is force broadcasters to do HDTV."

Broadcast lobbyists also worried that the \$26.3 billion auction revenue goal is too high and, if so, that broadcasters might have to make up the shortfall with spectrum fees. The Congressional Budget Office is expected to downsize its estimate of the spectrum auction proposals to about \$19 billion, further complicating the problem.

"It's very frustrating to see telecommunications policy subverted by this budget process," said Shaun Sheehan, Tribune Co. vice president, Washington.

Once the full House and Senate sign

off on the budget resolution—the document that provides the broad outlines of a budget deal—the House and Senate commerce committees will be charged with meeting the spectrum auction estimates. Hill and industry sources say Senate Commerce Committee Chairman John McCain (R-Ariz.) is considering legislation that would force broadcasters to pay digital TV spectrum fees based on gross revenue.

"Anything based on gross revenues is not a user fee," said ABC lobbyist Bill Pitts. "It's a tax. A user fee is something like an entrance fee to Yellowstone National Park, where everyone is charged the same price."

If McCain continues his call for a gross revenue-based fee, broadcast lobbyists will encourage the tax-writing Senate Finance Committee and House Ways and Means Committee to step in. The Commerce Committee does not have jurisdiction over tax issues.

In addition to spectrum fees, McCain will push legislation to require broadcasters to make the transition to digital TV by 2006. The FCC set 2006 as a "target" date only. ■

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# CNN reassigns Ed Turner

By Joe Schlosser  
NEW YORK

Less than a week after CNN settled harassment charges brought by his assistant of 12 years, the network reassigned executive vice president Ed Turner, naming him CNN's first editor-at-large.

It is the second time in two years CNN has had to pay a female employe over harassment charges involving Turner. Turner—no relation to Time Warner vice-chair and CNN founder Ted Turner—has been with the network since 1980 and has been CNN's executive vice president of newsgathering since 1984. A CNN spokesperson says the network will not replace Turner, but will divide his responsibilities among three other network officials.

"These are not insignificant things, but they were not the worst things that have ever happened," a source within the company says. "Hence, the decision was made, in light of his news wisdom and his loyalty to the company for all these years, to find a job that was appropriate for him."

Turner had no comment. In his new position he has no management or day-



Turner, with CNN since 1980, has been named the network's first editor-at-large. He will have no management or daily responsibilities.

to-day line responsibilities with the network. The source says Turner "is sort of an ombudsman or a consultant with the company now."

This latest out-of-court settlement involved Judy Henry Wolf, Turner's long-time assistant, who reportedly complained about his abusive language and repeated shouting. A spokesperson for the network says the two sides reached an

agreement."

In January 1996, former CNN correspondent Patti Paniccia agreed to a cash settlement from the network over what she claimed was a wrongful termination. Paniccia claimed she was let go after giving birth to a second child. When she attempted to return to her position after maternity leave, the network had given her job to a male employe.

"It was about a wrong decision made by the network to replace a woman on maternity leave," a CNN spokesperson says. "This was not [solely an] Ed Turner situation, though."

Turner's involvement stems from an internal memo in which he report-

edly said Paniccia could return to work, assuming she had "not gone all goo-goo on us."

Turner has been based out of CNN's Washington bureau, where he was in charge of the network's special investigative unit and all of CNN's Washington-based news programs, including *Crossfire*, *The Capital Gang* and *Evans and Novak*. CNN President Tom Johnson says Turner will continue to work out of the Washington bureau, where he will serve as a liaison for CNN with Time Warner on joint CNN/Time projects. ■

## Chicago/D.C. swap may be just talk

By Price Colman  
DENVER

Don't hold your breath for a swap of Tele-Communications Inc.'s District Cablevision for Jones Intercable's on-the-block suburban Chicago systems.

Sources say the two MSOs are talking about it; and on the surface, the transaction makes a lot of sense. Jones's biggest cluster—comprising 400,000 subscribers—is in suburban Maryland and Virginia near Washington, D.C. TCI has extensive operations in suburban Chicago that would fit nicely with the Jones systems, which encompass about 200,000 subs.

The stumbling block is the quality of the District Cablevision system. "Everyone would love to have us buy [District Cablevision]," says a source at Jones. "But it would have to be completely rebuilt and they're nowhere near a price that would be right." A TCI source confirms: "We are talking, but Jones is just a second choice in both situations."

In other news, Tele-Communications Inc. faces possible subscriber defections in the San Francisco area. The San Bruno municipal cable system there is encouraging three neighboring cities to link up. TCI spokesman Andrew Johnson confirmed reports in the *San Francisco Chronicle* that South San Francisco, Pacifica and

## Rapper hired by Fox News

**NEW YORK**—Rap star Chuck D has signed with Fox News Channel to be an analyst, commentator and special assignment reporter.

The network already sent D, aka Carlton Ridenhour, to Philadelphia this past weekend to do a follow-up on President Clinton's volunteerism campaign.

"We're always looking for people who bring in nontraditional news viewers," says John Moody, Fox News Channel vice president of news editorial. "I think he reaches a big part of the population that is not known for its religious devotion to the Big Three newscasts."

Moody said the move was not a publicity stunt and was nothing like the Jerry Springer situation of the past two weeks in Chicago.

"Jerry Springer is a talk show host. Chuck D is somebody [who], after a tremendously successful rap career—which is not over, by the way—has gotten very interested in community issues," Moody says.

Ridenhour has recently written a book and will continue his rap career while working periodically for Fox News Channel, Moody says. —JS



Millbrae—where TCI has about 34,000 subs—are talking with San Bruno about linking up. The three cities plan to hire a consultant to explore the feasibility of hooking up to the San Bruno system, which is planning a \$4 million upgrade to add fiber and advanced services.

San Francisco isn't the only place where TCI faces competition. RBOC PacBell is overbuilding TCI in Palo Alto, Calif. In addition, Tacoma, Wash., and a handful of Iowa cities either have or plan to build municipal cable systems competing with TCI. Boulder, Colo., in TCI's backyard, and Celina, Ohio, are also exploring the possibility of municipal overbuilds. ■

## 'Nanny' seals the deal

**HOLLYWOOD**—Columbia TriStar Television Distribution sealed its first off-network deals for *The Nanny* to WNYW(TV) New York and WPWR-TV Chicago last week.

CTTD and station officials declined comment on financial terms, but sources said the CBS sitcom garnered a weekly license fee in the range of \$45,000 to \$50,000 in New York and \$25,000-\$30,000 in Chicago.



CTTD is said to have received multiple offers for the show in both markets, but sources also noted that the bidding fell below the studio's initial asking price of about \$85,000 in New York and \$55,000 in Chicago. Still, the sales put *The Nanny* on track to generate more than \$750,000 per episode for the studio in license fees in the show's first syndication cycle.

The Fran Drescher comedy, one of the few consistently bright spots on CBS's prime time lineup over the past four seasons, is set to debut in syndication in fall 1998. There is no word yet from the studio or stations about a deal for the show in Los Angeles. —CL,SM

# Closed Circuit

## WASHINGTON

### FCC eyes DBS ownership

**F**CC officials are eyeing a plan to examine foreign ownership of satellite TV services. Clinton administration officials this month asked the commission to conduct a rulemaking on how foreign ownership caps should apply to subscription DBS services. One commission official says the International Bureau was examining the idea of a foreign ownership rulemaking well before the administration's letter arrived; others at the FCC say they expect the bureau to recommend that the commissioners launch a rulemaking proposal to address the issue.

### Low-power concerns

**L**ow-power broadcasters plan to ask the FCC to reconsider the commission's plan for matching full-power broadcasters with a channel for digital television. The Community Broadcasters Association estimates that the FCC's plan will cause 160 LPTV stations to lose their frequencies. The group is promoting an alternative plan it says will enable all the stations to keep their channels while reducing the total service-area replication for full-power stations from 99% to 95%.

## NEW YORK

### Zenith's first digital sets won't do cable HDTV

**Z**enith will have digital TV sets on store shelves in time for Christmas 1998, at prices between \$5,000 and \$7,000, says spokesman John Taylor. But the sets won't have a digital interface for a cable set-top box, which means that the only way buyers will ever be able to watch HDTV on them is through over-the-air reception. While a joint CEMA/NCTA working group is considering a standard digital interface between digital TVs and digital set-tops, sources say the issue is complicated and far from resolution.

## NEW YORK

### Acme buy

**S**ources say that Acme Broadcasting, the group headed by WE President Jamie Kellner that has the mission of acquiring stations where the netlet lacks affiliates, will close on the acquisition of KWBP(TV) Portland (recently approved by the FCC) this month. It will also file purchase applications at the FCC for six more stations in the top 40 markets within 60 days. Of those six, three are already on the air and the others are start-ups, sources say. Over two years, Acme expects to build a portfolio of 12 stations, half of which will be start-ups, sources say. A WB spokesperson declined comment.

### VJs for Sci-Fi

**S**tarting in July, the Sci-Fi Channel will use MTV-style VJs to introduce the network's programming. Cyber-jockeys, or CJs, will wise-crack and supply insight into the network's movies and specials in sci-fi style.

## DENVER

### No-brainer

**E**xecutors of the Bob Magness estate will almost certainly pick Nov. 15, 1996—the day Tele-Communications Inc. founder Magness died—as the valuation date for the estate. Why? Simple math: The estate's TCI and related stock holdings are now worth nearly \$128 million more than on Nov. 15—\$721.5 million versus \$593.7 million. IRS rules allow the value of such estates to be determined either at the time of death or six months from that date for tax purposes. Not only have stock prices moved up, the spin-off of TCI Satellite Entertainment in the form of a dividend added 3.4 million TSAT shares to the estate on Dec. 4. TSAT shares as of May 15 were worth some \$28.7 million. The total estate was estimated at about \$1.3 billion when Magness died—although some observers suggest that's high—and heirs are facing a tax bill of about \$500 million.

# ABC boosting comedy slate

At least two are slotted for TGIF; it also adds five dramas

By Lynette Rice  
HOLLYWOOD

**A**BC late Friday reportedly picked up at least five new comedies and five new dramas for fall, while midseason shows *Soul Man* and *The Practice* made the cut for a second season.

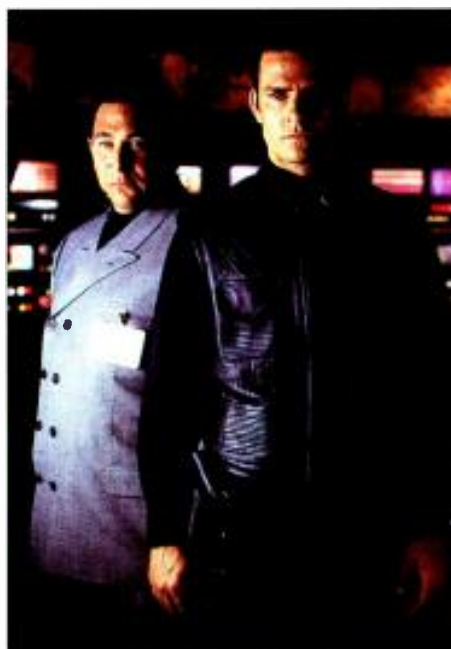
Joining the schedule this fall will be Disney comedies *Hiller and Diller*, *Teen Angel* and *The Genie Show*, along with the 20th Century Fox comedies *Dharma & Greg* and *Over the Top* (contingent upon the choice of an acceptable executive producer), according to production company sources late Friday. Beefing up ABC's drama department will be *Timecop* from Universal, *C-16* and *Cracker*, both from Brillstein-Grey, *Nothing Sacred* from 20th Century Fox and *Total Security* from Steven Bochco Productions.

*Ellen*—which recently enjoyed a coming-of-age in the ratings thanks to a much-ballyhooed coming out episode—also received a 22-episode order for fall, while freshman comedy *Sabrina the Teenage Witch* will return for a sophomore year. Entertainment President Jamie Tarses will officially announce the fall schedule today (May 19).

ABC was expected to make a significant overhaul, given the finales of veteran comedies *Roseanne* and *Coach*, the departure of *Family Matters* to CBS, and the likely cancellation of

*Relativity*, *Dangerous Minds*, *Murder One* and *Life's Work*. On the fence Friday were *Chuckles*, *Step by Step* (on which CBS has an option for fall), *The Practice* and *Lois and Clark: The New Adventures of Superman*.

Not expected for fall rollout is a Laurie Metcalf sitcom from 20th Century Fox and a new drama from Carsey-Werner called *Dirty Rotten Scoundrels*.



ABC has high hopes for 'Timecop.'

## Fox

Fox watchers late Friday predicted pickups for dramas *Ally McBeal* from David E. Kelly and Columbia TriStar and *The Visitor* from 20th Century Fox, along with comedies *Rewind* from Warner Bros, *Ask Harriet* from Columbia TriStar and *2 Guys, a Girl and a Pizza Place* from 20th Century Fox. The network will announce its schedule in New York Tuesday.

*Cops* and *America's Most Wanted*

could turn into half-hours next season, which also could mark the fourth season for the Dick Wolf drama, *New York Undercover*, observers predicted.

## UPN

Like The WB, UPN on Tuesday also will announce its plans for a fourth night of programming—likely Thursdays. With 10 comedies in development for fall,

buzz is strong for *Hitz* from MTV/Paramount and *Veronica's Video* from Big Ticket TV. *Ruby* from Columbia Tri-Star—an 11th-hour, live-action comedy pilot featuring voiceovers from Whoopi Goldberg—could show up for midseason. The netlet also may have its eye on *Chuckles* if ABC decides to drop the Paramount comedy for fall.

Not expected to return, however, is *Homeboys in Outer Space*—sure to disappoint Roseanne, who recently told BROADCASTING & CABLE that she'd like to be executive producer for the outer-space spoof.



'Homeboys in Outer Space' probably won't return.

## CBS

Early speculation already was circulating late last week about CBS—which won't announce its schedule until May 22. Pickups are expected for dramas *Brooklyn South* from Steven Bochco and *Dellaventura* from Rysker, while buzz was strong for comedies *Style & Substance* from Disney and *Meego* from Warner Bros.

CBS hits *Chicago Hope* and *Early Edition* could help CBS build a stronger night of drama on the schedule, while Friday will mark a new night of family comedy with the addition of *Family Matters* at 8 p.m. and the possible pickup of *Step by Step*. Bryant Gumbel's new show could debut in the fall too. ■



'America's Most Wanted' may turn into a half hour show.



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# NBC plays for laughs

Fall schedule builds on network's sitcom success

By Lynette Rice  
**HOLLYWOOD**

**A** schedule heavy on comedy and light on long-form will highlight NBC's fall lineup, which also sees a new night of news programming and the birth of "Must She TV."

Eighteen new sitcoms—up from 16 this year—fill the largely adult-skewing schedule that network executives announced last week in New York as having "upscale appeal." Five nights of laughs will fill the peacock's lineup, a feat unmatched by any other network. NBC Entertainment chief Warren Littlefield declared to advertising representatives.

Already dubbed "Must She TV" by many, Monday marks an aggressive counterattack to ABC's *Monday Night Football* and CBS's largely successful run of comedies with "women who work" story lines. The traditional movie night has been dropped to make way for a new home for Thursday veterans—sitcoms that benefited in their freshman year ahead of and behind *Seinfeld*. The lineup includes *Suddenly Susan*, *Fired Up*, *Caroline in the City* and *The Naked Truth* and finishes with a fourth night of *Dateline NBC*.

Tuesday will offer a second chance



NBC Entertainment chief Warren Littlefield's fall schedule presentation got double play on NBC's Website.

to the ratings-challenged *NewsRadio* at 8:30, while *Just Shoot Me* is expected to thrive in the wake of *Frasier* at 9:30. NBC also expects to win viewers who watched *Roseanne* before she retired from ABC this season. "The fat lady has sung," Littlefield quipped.

NBC once again will try to inject some laughs into its third-place Wednesday lineup with three new sitcoms: family-oriented *The Tony Danza Show* and *Built to Last*, along with *Working*—a workplace comedy à la the Dilbert comic strip. Certainly helping matters will be the addition at 9 of

*3rd Rock from the Sun*—a Carsey-Werner show that's longed for a better night than Sunday.

Thursday, or the "Cape Canaveral of comedy," as Littlefield described it, will see new comedies in *Union Square* (a melting-pot ensemble in the Big Apple) and *Veronica's Closet*, starring Kirstie Alley as a lingerie business owner. And, of course, *Seinfeld* is back for another year.

*Unsolved Mysteries* has been traded in for the Dick Wolf police drama *Players* at 8 Friday (called "arresting TV" by Littlefield), while *Sleepwalkers*, a drama about dreamweavers, fills the Saturday Thrillology lineup that once was home to the freshman flop *Dark Skies*.

Sunday marks the risky debut of *Jenny*, the Jenny McCarthy show about a midwestern transplant in Hollywood. The Paramount comedy follows a new time and place for the struggling Carsey-Werner comedy *Men Behaving Badly* at 8, while the night finishes up at 9 with a movie.

Shows gone from the new schedule in addition to *Unsolved Mysteries* and *Dark Skies* are *Something So Right*, *Mr. Rhodes*, *Boston Common*, *The Jeff Foxworthy Show* and *The Single Guy*.

Six of the network's new shows are tied to NBC Studios—*The Tony Danza Show*, *Working*, *Union Square*, *Jenny*, *Players* and *Sleepwalkers*.

Twenty-five original movies and five miniseries are planned, despite the loss of the Monday movie-night slot. ■

# WB zips up fall lineup

Will add new night by next year; focuses on family

By Lynette Rice  
**HOLLYWOOD**

**C**all it the "zippy" little network. With a proclaimed emphasis on youthful family entertainment, The WB last week announced a nine-hour fall slate of prime time programming that includes a new night of drama. The netlet hopes to add Tuesday in December or January, depending on whether holiday activities would disrupt the launch, said WB CEO Jamie Kellner.

Two dramas and two comedies will boost The WB lineup that network executives have eagerly promoted as

family friendly. Gone from the schedule is *Savannah*—the Aaron Spelling sudser that lost steam in the ratings last year—replaced by the youthful hour-long *Dawson's Creek*. The WB also will attempt to boost its adult demos with sitcoms starring Tom Arnold and Carol Leifer, the latter a comedian and former *Seinfeld* writer.

At last week's presentation in New York, Time Warner Chairman Gerald Levin endorsed the new lineup, saying it has the "zippiest and youngest demos at a time when the social perspective seems to be calling for it."



Tom Arnold joins The WB lineup.

WB executives went on to use the word "family" at least 50 times during the presentation.

The netlet chose not to break up its Sunday comedy lineup with a drama, packing the night with six comedies. New times for *The Parent 'Hood* (8 p.m.) and *The Steve Harvey Show*



(8:30) may enjoy some counterprogramming success against CBS's *Touched by an Angel*, while *The Tom Show* and *Ocean Drive* at 9-10 may succeed opposite NBC's movie. In *The Tom Show* from Universal TV, Arnold plays a divorced father of two, while Leifer plays a thirtysomething owner of a stylish optometry shop.

Monday will attempt to counter strong comedy lineups on CBS and NBC with *7th Heaven*, followed by the midseason replacement *Buffy the Vampire Slayer*.

Slotting dramas on Tuesday—

especially the teen-skewing *Dawson's Creek*—could be a shrewd move opposite Fox's movie if that stays intact next year. Dubbed a twentysomething *Northern Exposure*, *Dawson's Creek* from Columbia TriStar TV focuses on four friends in a Boston suburb. The night ends with *Three*, a Paramount drama about a modern-day *Mod Squad*.

Wednesday remains intact, beginning with the family-friendly *Sister, Sister* and closing with *The Wayans Bros.*

Missing from the schedule are

*Brotherly Love*, *Life with Roger and Savannah*, not to mention any Warner Bros. shows. One of the production company's higher-profile comedies in development was *Girls Across the Lake*, starring Cindy Williams, which came with a 13-episode commitment. The sitcom didn't pass muster for fall but may find life later.

Backups for midseason are a Shelley Long project from Columbia TriStar dubbed *Kelly Kelly: Invasion America!*, an animated half-hour drama from DreamWorks, and *Us & Them* from Castle Rock. ■

# 'Seinfeld' cast gets plenty from 'nothing'

*They re-up for reported \$600,000 per year for two more years*

By Lynette Rice  
HOLLYWOOD

The ability of the *Seinfeld* co-stars to quadruple their salaries can serve as precedent, industry observers say, but only for shows that manage to dominate the ratings and produce the kind of back-end value generated by the wildly successful NBC comedy.

"Then you have the same opportunity to get what they're getting," says one high-ranking production company executive. "And they probably deserve it."

Only Disney's *Home Improvement*, which reportedly earns \$3 million-\$4 million per episode in syndication, is comparable in back-end success, as *Friends* will be beginning in 1998, the executive says. *Home Improvement* creator and executive producer Tim Allen already gets a piece of the comedy's back-end, while the success of *Friends* on NBC translated into a hike in cast salaries this year.

In an 11th-hour deal, the co-stars of *Seinfeld* last week signed a two-year contract that boosted their per-episode salaries from \$150,000 to a reported \$600,000. Whether Julia Louis-Dreyfus, Jason Alexander or Michael Richards stays on for a 10th season depends on whether Jerry Seinfeld—currently under contract for only one more year—decides to go forward.

There has been talk that the two-year deal was simply a way to get the co-stars what they had asked for—a per-episode salary comparable to *Seinfeld*'s \$1 million—by paying the three-

some an additional \$300,000 to buy out the second year of their contract if the show goes only one more season. But some observers doubt that scenario, or that next year will be the show's last. Given *Seinfeld*'s successful run in syndication for show producer Castle Rock, more episodes in the can mean more revenue for the studio, and for *Seinfeld*.

It's unclear which party—NBC or Castle Rock—shouldered the increase in pay, although the studio likely covered a chunk with its enormous profits from *Seinfeld* reruns—somewhere around \$3 million-\$4 million per episode. NBC reportedly pays more

than \$2 million per episode for the comedy.

Whatever the payout—and NBC is still expected to make some serious money, since 30-second spots approached \$600,000 this season—NBC marked the deal at last week's upfront with a chorus of "Hallelujah!" Adding a little humility to the event was a video clip of the *Seinfeld* clan, who played dumb when hearing the name of Entertainment President Warren Littlefield.

*Seinfeld*, already the top show on TV with an average 30.6 million viewers, is enjoying its third straight year as the top comedy in adults 18-49. ■

## Critics see NBC behaving badly

**WASHINGTON**—NBC's *Men Behaving Badly* isn't exactly what critics of prime time TV programming had in mind when they called for a return to the "family hour."

Senator Joseph Lieberman (D-Conn.) says NBC's fall lineup is "disappointing" and is evidence that the network "continues to put profits ahead of what's best for the country."

"NBC seems to run a close second to Fox on the raunch meter and has made its content even worse," Lieberman says. "*Men Behaving Badly* is the worst one, and it is particularly infuriating and insensitive that NBC put it on against [CBS's] *Touched by an Angel*."

Parents Television Council Executive Director Mark Honig agrees: "The one slap in the face we saw from NBC was *Men Behaving Badly* moving to Sunday at 8 p.m. This is the second show that was specifically designed for 9:30 and was moved to 8—the other was *Friends*."

PTC, a nonprofit Hollywood-based group, conducts TV programming research with the goal of promoting "family-friendly" TV programming.

The WB's fall lineup got better reviews. Honig says WB generally is "good about putting more adult-themed material after 9 p.m." Lieberman agrees. —HF

# How much is too much?

FCC turns to broadcast ownership rules rewrite

By Chris McConnell  
WASHINGTON

**W**ith a stack of new telephone rules behind them, FCC commissioners will turn their attention in the coming weeks to the broadcast industry's battle for more buying power.

FCC staff hopes, possibly in July, to have new ownership rules ready for a vote this summer.

"Hopefully we will be able to reach some sort of agreement," says Commissioner Susan Ness, who has been pushing for a rewrite of the commission's ownership and attribution rules.

That rewrite could hold good news and bad news for broadcasters. While the industry hopes the FCC will give companies more freedom to buy stations—perhaps even multiple TV stations within a market—it also fears new restrictions on the local marketing agreements (LMAs) that have become a common industry practice.

Last November's proposal would subject LMAs struck after Nov. 5, 1996, to the FCC's local ownership rules.



Ness says she finds nothing inherently wrong with the marketing agreements, but insists they should count as "owned" stations.

Under existing ownership caps, the rule change would prevent companies from owning one station and striking an LMA with another station in the same market.

The same would go for existing agreements once they expire. And Ness says she would subject some deals to the ownership rules even sooner.

"Some of the LMAs extend up to 20 years," Ness says. "I'm not in favor of having those run the full length of their contract."

Such talk worries broadcasters with existing contracts. "It would be grossly unfair," says LIN TV's James Babb. "I can't believe they would do that."

"A lot of these stations have invested heavily in the second station," adds James Hedlund, president of the Association of Local Television Stations. His group has counted about 60 LMA agreements now in effect.

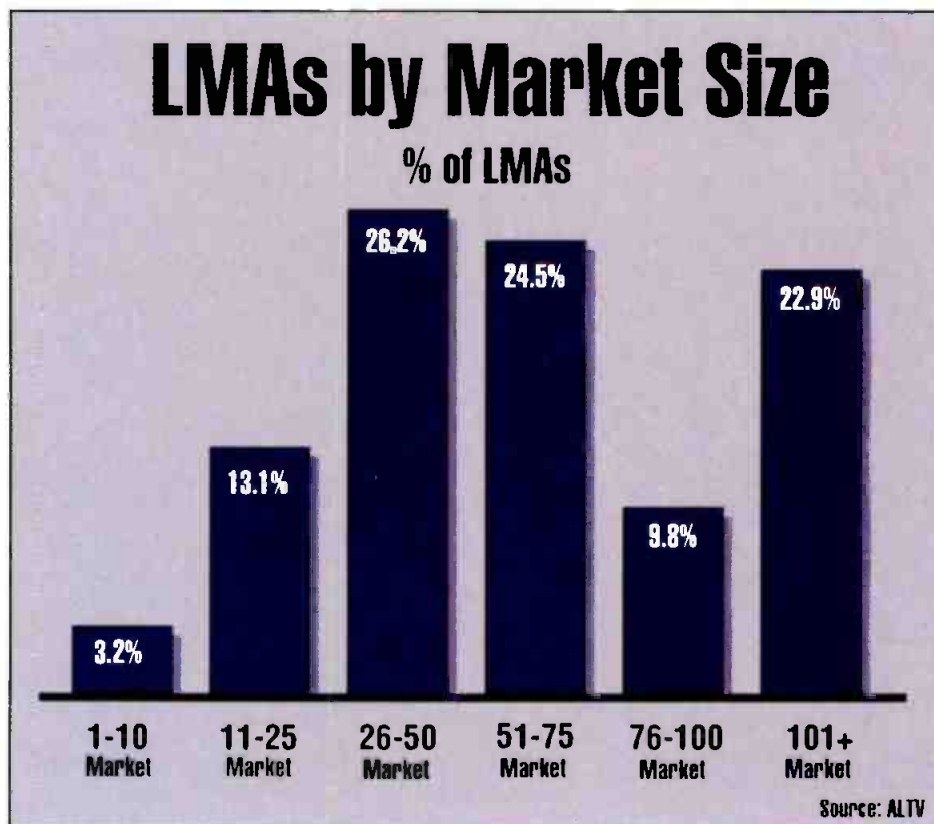
Hedlund stresses the value of such deals in preserving struggling stations and providing more local newscasts. He and others in the broadcast industry hope such arguments will convince other commissioners.

"That's a pretty good argument," says Commissioner James Quello. Quello voices less concern with the deals, maintaining that the FCC at one time encouraged such agreements.

Commissioner Rachele Chong also worries that forcing an end to existing LMAs could cause market "discombobulation." Although she agrees with the idea of treating TV LMAs the same as radio LMAs, Chong says she would prefer to let existing LMAs stay in place until the station is sold.

Ness says she finds nothing inherently wrong with the marketing agreements, but insists they should count as "owned" stations. She feels the same way about other deals in which companies invest heavily in a station without having the property count against them for the purposes of calculating ownership caps.

"People circumvent the rules, and that's not fair to people who abide by





the spirit of the rules," says Ness. Some broadcasters feel the same way. Meredith Corp. Broadcast Group President Philip Jones says LMAs are really duopolies. "They're a sham," Jones adds.

Ness hopes the FCC will shut down other forms of "backdoor" paths to ownership. She cites deals in which companies purchase large chunks of nonvoting stock and provide other services to a station.

"Their ability to influence decisions at the station is undeniable, yet it's not attributable," Ness says. "Those are the kinds of situations I think we can eliminate."

The commission has proposed eliminating such situations by creating a new rule that would subject nonvoting stock interests to the ownership caps in cases where a company owns a broadcast license, newspaper or cable system, and more than a 33% stake in another station within the same market. The rule also would apply to program suppliers owning more than 33% of a station to which they supply programing.

Ness voices hopes such proposals will lead to a "bright line test" that will give broadcasters and lending institutions a good idea of which deals the commission will and will not approve.

At the same time, Ness and other commissioners profess an open mind on the question of lifting the actual ownership caps themselves. Ness speculates that some broadcasters holding "attributed" LMAs might still be able to keep the arrangements if the FCC relaxes its ownership rules.

The commission already is allowing companies to own stations located closer together. As part of its November proposal, the commission said it will allow companies to own stations with overlapping signals, provided the stations are in separate designated market areas (DMAs) and that the "grade A" portion of the signals do not overlap.

Grade A signal contours generally extend about 30-45 miles from a station's transmitter.

Ness says she also would allow current situations to continue where one owner holds two stations in the same DMA, but with no overlapping signals.

Beyond that, however, Ness and the other commissioners have not said how far they would like to relax local TV ownership caps. Quello says he would prefer to consider local TV combinations on a case-by-case basis, but concedes that the commission will need to

deal with the issue through a rule.

Quello adds that, generally, he would like to see more relaxed rules once the FCC completes the rewrite. "We have to have a more liberal look," he says.

"We must loosen the rules," adds Chong. "There's a lot more competition."

Broadcast industry lobbyists predict Chong and Quello may clash with Ness and FCC Chairman Reed Hundt on the duopoly and LMA issues when the commissioners begin considering specifics.

"A lot of it depends on what is proposed," says Quello, who agrees that he and Chong may differ from Ness and Hundt. Quello adds that he plans to be an active participant in the process if he is still at the FCC when the rules reach the commissioners.

Hundt has been silent on the issues, declaring no position on how the FCC should treat LMAs or local TV combinations.

Ness has been more outspoken, voicing concern about the current state of attribution rules. She also questions the idea of regulatory "over-relax-

ation" at the same time the existing broadcasters are set to receive a second channel for digital TV.

"The ability to maintain diversity of voices and robust competition are two goals that are extremely important to me," Ness says.

She also disagrees with parties pushing for an elimination of the newspaper/TV crossownership restriction. Although the commission is not considering the newspaper/TV rule as part of its ownership review, there have been recent calls for elimination of the rule.

Newspaper Association of America President John Sturm says several local newspaper/TV combinations exist today without problems. "Where's the abuse?" asks Sturm, whose group has petitioned the FCC to eliminate the rule. Senate Commerce Committee Chairman John McCain (R-Ariz.) also has introduced legislation to eliminate the rule.

Ness worries that such combinations could give an entity too much influence over political debate within a marketplace. "I still see it as very healthy to have a newspaper that is independent of a television station in a market," she says. ■

## This ad's for you

**WASHINGTON**—Mothers Against Drunk Driving (MADD) and the National Council on Alcoholism and Drug Dependence want the FCC to adopt a '90s version of the fairness doctrine: counter-advertisements to broadcast alcoholic beverage ads.

"[Y]oung people need information that will help them evaluate the more than 2,000 broadcast alcohol advertisements that they are exposed to annually," the groups wrote in a petition filed at the FCC. "A rule requiring counter-advertisements will provide the public with important information about the hazardous consequences of high-risk alcohol consumption."

FCC Chairman Reed Hundt reiterated his desire for the commission to initiate a notice of inquiry on liquor ads, and he suggested that counter-ads be part of an FCC rule.

"We might decide to have a rule that kicks hard liquor off TV; or a rule that requires the hard-liquor industry to give one free counter-ad for anti-substance abuse purposes for every paid ad it buys; or a rule that says hard-liquor ads can only be on TV after 11 p.m., or a rule that requires the ads to be coded so that they could be blocked from the screen by the V-chip," Hundt said.

Public service announcements also may serve as an "antidote" to the problem, Hundt suggested. "[P]erhaps we need at the FCC a combination of some sensible rule about a minimum number of PSAs that broadcasters should provide and some sensible rule about what to advertise on TV and when to advertise it," he said.

NAB President Eddie Fritts says there is "no need" for the FCC to consider counter-advertising for alcoholic beverage ads because their recent surveys show that radio and TV stations in all 50 states "are widely disseminating anti-alcohol abuse messages." NAB estimates that \$1 billion is spent annually on airtime and outreach efforts to educate the public about the dangers of alcohol abuse.

—HF

# THE FIRST AMENDMENT SPEECH You've Never Heard Before

*This is an opinion about the First Amendment from a vantage rarely heard. It was excerpted from remarks made by Robert L. Johnson, chairman of BET Holdings Inc., parent of Black Entertainment Television, on his accepting the First Amendment Leadership Award from the Radio-Television News Directors Foundation.*

If I had my druthers, the First Amendment would be the Thirteenth Amendment [freeing the slaves]. And I'd tell James Madison to make the Thirteenth Amendment the First Amendment and to make the Fourteenth Amendment [due process to those freed slaves] the Second Amendment. But I wasn't there and so James Madison said: "The First Amendment is freedom of speech." It shows you how important it is to have a voice.

So black America, I think, looks at the First Amendment and at the media through a different kind of prism—just as it does the Constitution itself. The same Constitution that gave us all those wonderful amendments is the same Constitution that declared blacks to be three-fifths of a person for the purpose of voting. And just as the courts have historically continued to interpret the First Amendment in a way that most of us would agree has held true to what James Madison and the other Founding Fathers believed it should do, the same courts also, some hundred years ago, gave us *Plessy v. Ferguson*. That case basically said that black Americans have no rights that white Americans are bound to respect.

BET is in almost 50 million homes. Imagine if there were a channel owned by the Ku Klux Klan, and 24 hours a day they provided Ku Klux Klan racist diatribe. I think almost everyone in this room would probably say: "It's bad, but we'll defend to the death their right to say it." On the other hand, if I were to poll black Americans, I'd bet most would say: "The First Amendment be damned. Shut them down."



**“We must make sure that in this rush to push technology into the hands of a few, we do not forget that the First Amendment can be lost if diversity is denied.”**

—Bob Johnson

I think it's important that you take the First Amendment for black Americans in that context. I take it in that context to some extent, although I firmly believe that we must have an inviolate First Amendment because governments change, values change; something has to remain constant. And to the extent that the First Amendment can be made to protect all of us, it will work.

I see a couple of threats to the First Amendment—one for black America and another for all America. The threat I see for black America is the question of ownership of media.

Media concentration is taking place at a rapid pace, and as it's taking place

prices are going up for media. Big companies are getting bigger, allowed by the government to own more stations per market, crossing over into radio, cable, television, satellite. The end result could be that all of the voices and the control of the editorial content could rest in the hands of a very few people. In a highly technological society, a society where mass media dominates in terms of views being transmitted, it's very tough to go out and get a Xerox machine and hand out leaflets. It's tough to go out and stand on a soapbox and shout out your views and have people follow you.

There's so much technology around the globe that being able to start your own printing press will not be enough in the 21st century. So I see a danger in losing your First Amendment right because you simply become the tree that falls in the woods that nobody's there to hear. You can't get on a satellite, you control no radio or television, you control no cable, and your voice is effectively not heard. And therefore your First Amendment rights, if not eliminated, are certainly eroded. Because if the people who control the content control the distribution, if they decide that your issue is not the issue of the day or of the month, you simply are locked out.

And I think that will happen to some extent even if we go to what can be the most democratic of media: the Internet or the World Wide Web or the online technology where everyone can be their own publisher and everyone can have their voice. But access has a price. You have to pay to get on, you will have to pay to get the more advanced high-speed modems, you have to pay to get the quality PC that will move data faster and more efficiently and make it more attractive. I don't think we want to see a world where people who have access to the expensive modems and PCs are getting the best information, and people with the second- and third-generation PCs are waiting to connect or down-



load files. You'd lose interest very quickly if you felt you were disenfranchised from the very beginning.

We must make sure that in this rush to push technology into the hands of a few, we do not forget that the First Amendment can be lost if diversity is denied. Demographers will tell you that whether it's 2015 or 2020, the majority of Americans will be minorities, but the majority of all media and the control of all media information and content will be in the hands of the minority. And that's a very serious problem for a democracy. It's a very serious problem for participation in a democracy if you're not allowed to have your views shared by the general public.

I think the other First Amendment [problem] for all of us is simply bigness. When you remove the publisher/editor from the newspaper, the publisher/editor from the radio or TV station, you get media companies of a tremendous size and a dwindling of a commitment to some of the fundamentals of media ownership and publishing. Government becomes your countervailing weight, not necessarily your competitor next door. It's government that you have to address, because that's the entity that can disrupt your business plan. And so you find yourself beginning to wink and nod at government and compromise to

some extent.

I firmly believe that during the last election when there was a need for a family-values photo opportunity, all of us were invited to the White House and asked to sign on to a ratings system. And I think the wink and the nod was, "Sign the ratings system and we'll give you digital TV licenses so you can get bigger and so you can be part of the new technology." Everybody in the room knew what that meant: "You want your digital license? Sign here."

The same thing is happening in liquor advertising. There's not a lot of money in liquor advertising. We do \$60 million in advertising revenue and I think we got \$60,000 from Seagram. Nobody's going to get rich.

But for me the issue is the government saying to the major media outlets: "You want something, and because you want something you have to give up something. And what we want you to do is don't take hard liquor because it's a moral family-values issue and we want to be out front on it." The government can't say: "We'll flagrantly take away your right to do it." So they don't do that. They erode it, little by little by little. All of us need to recognize this compromise, this erosion.

Fundamentally, I would say, "Yes, I'd love to see free air time given to every

electd official." But when a President stands up and says, "Give me free airtime and you get those digital channels," at some point you've got to ask: "How much am I giving up to be this so-called public trustee?"

If you're a public trustee for what the government wants you to do, you're not necessarily a public trustee, because governments change. So it starts off: "Give me free airtime; I want it to be in prime time; I want it here and, oh, by the way, don't put me in that movie about this particular subject. I want to be in this movie about this particular subject because I'm running on the family-values issue, so only put me in the Disney shows." And you get that kind of creeping involvement in everything you do and everything that you fight for.

So my message is that I approach the First Amendment with mixed emotions. Mixed emotions for the black media and mixed emotions because I think we are in danger of seeing it slip away under the change in values and change in attitudes or even just in the fact that there are so many media outlets that somebody else will always cover that issue, so we can wink and nod at it. That concerns me, and I think it should be a concern for all Americans. ■

### Tauzin promotes wireless

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) will introduce legislation designed to spur the development of wireless services such as MMDS and LMDS by codifying agreements to lease federal lands for wireless tower sites. Tauzin estimates the bill would generate \$1.7 billion from leases and deployment of new services. About \$1.2 billion of the money raised would be spent to wire the nation's schools, hospitals and libraries. This would help offset the \$2.5 billion "tax" imposed on telephone customers in the FCC's universal service rules to pay for the wiring, Tauzin said.

### Spectrum guarantee

Senator John Breaux (D-La.) introduced legislation that would allow companies that rely on radios for internal communications to lease a guaranteed amount of spectrum. The bill puts a cap on the amount of the proposed lease payments.

### Cable deregulation in Riverside, Cal.

The FCC last week said a California cable operator is facing effective competition from a Bell-owned wireless



# Washington Watch

Edited by Chris McConnell and Heather Fleming

cable provider. The commission's Cable Services Bureau granted a petition by Charter Communications Entertainment to deregulate the rates for its systems in Riverside and Riverside County, Calif. The bureau said the cable operator is facing effective competition from the Pacific Telesis-owned Cross Country Wireless.

### Local antenna restrictions under fire

The FCC is collecting more complaints about local restrictions on satellite and TV antennas. Last year the commission adopted rules barring local rules that "impair" a viewer's ability to install reception equipment for TV, DBS or wireless cable. Last week the FCC said it had received petitions from viewers in California and Arizona complaining that local homeowners' group rules are impairing their ability to install antennas. One petition targets a requirement by the Garden Lakes Community Association in Avondale, Arizona requiring the painting of a DBS dish. Another petition cites antenna installation and placement rules of the Morrison Creek Homeowners Association in Sacramento, Calif. The petitioners want the FCC to declare the rules illegal.



Dennis Brack Black Star

# Billy's Re-do Agenda

**H**ouse Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) says a conspiracy is afoot. The White House and FCC are involved in an “insidious” plot to trick broadcasters into thinking they don’t have to pay for their digital-TV spectrum. Yet, they will be forced to pay for it through free airtime for government-mandated programs, he says, and he hopes to protect broadcasters from the conspiracy by introducing legislation next week that would give them “options.”

Tauzin wants to separate the worlds of public and commercial broadcasting by giv-

ing commercial broadcasters the choice of handing some of their public interest responsibilities over to public TV. In return, commercial broadcasters would help to pay for public broadcasting by paying into a trust fund that would finance public TV.

In the following interview with BROADCASTING & CABLE’s Heather Fleming, Tauzin also talks about the need to promote competition and to create “regulatory parity” between DBS and cable companies, and his desire for government regulators to stay out of the TV ratings and liquor ad controversies.



## **“I don’t like the concept of free time. But if you’re going to provide for it, and I think we’re going to end up doing that, you should do it on public television. Do it on public radio.”**

**You’ve been talking about legislation that would fund public broadcasting by levying fees on commercial broadcasting. Is that correct?**

Let me just give you a general idea of what we want to do. Number one, we think it’s critically important to separate the concept of public broadcasting from commercial broadcasting. There’s too much of a mix in play right now.

You’ve got commercial broadcasters being told they have to do public mandated programming, children’s programming. Pretty soon, the FCC and the Vice President are going to try to mandate public election debate time on the broadcasters, all designed to force the commercial broadcasters to look and act more like public broadcasters.

On the other hand, you now have the public broadcasters who are in the marketplace trying to get commercial backing for their programs, and they’re looking more like commercial broadcasters. They’re not doing what they were intended to do, which was to provide different kinds of broadcasting that might not be commercially viable: good arts entertainment, good educational programs and, perhaps, public policy forums.

So it will be a bill designed to reform the public broadcasting side, as we separate it from the commercial side. And to fund it properly in a trust fund so folks stop complaining about taxpayer dollars being used to subsidize public broadcasting or about public broadcasters not having enough money.

**So commercial broadcasters pay into that trust fund?**

Yes, but there will be some options in the bill. If they want to continue acting like commercial broadcasters who are required to do public broadcasting, so be it. But we’ll give them an option to end that situation.

**But what happens if all or most of the commercial broadcasters choose to continue to provide the public interest programming. What happens to the trust fund?**

When you see the bill [next week], you’ll find out what we’re talking about. The bill will have other options that have other ramifications for the broadcasters.

**Incentives?**

Yes. For example, one of the things we really want to encourage is for the broadcasters to use their new spectrum for HDTV. That was the reason we gave them the second channels. There will be incentives to do that in the bill.

If broadcasters choose to use the new spectrum for other commercial ventures, there will be a different formulation. So in essence, we’ll give them options that will point them in one direction or the other. And hopefully we’ll establish a trust fund large enough to allow public broadcasters to do more public broadcasting and less commercial broadcasting.

**The White House is forming a public service commission that going to spell out the things that commercial broadcasters should do, including, possibly, free TV time for political candidates.**

Let’s hope they never require them to do it on the basis of a

Nielsen rating. They won’t survive.

Let me tell you how strongly I feel about this business. When our forefathers and foremothers—to be politically correct—created this country, they created it with this very special kind of notion. It was that government derived its power, its identity, its substance from the people. The people create it, and re-create it with every election.

The notion that government should provide the funds for that process, that the people who are elected should be beholden to government, rather than to the people, for the very dollars they use to conduct their campaigns and for the free airtime they use to sell their message to the American public, is repulsive to me. I think it damages the very fabric of the democracy.

So I don’t like the concept of free time. But if you’re going to provide for it, and I think we’re going to end up doing that, you should do it on public television. Do it on public radio.

But my best answer would be: Go back to the people of this country and let them finance campaigns, under whatever reporting requirements you want to devise.

**But do you think the government will require free airtime?**

Something like that’s going to happen. And so my effort is going to be to channel people’s thinking. If it’s a public purpose, put it on public programming. If it’s a private purpose, keep it private. Keep it privately funded.

**So what are your thoughts on PSAs? Reed Hundt has said he wants each network to provide 60 seconds of prime time PSAs each night, and if a network star is in the PSA, it doesn’t count. What do you think about that?**

It’s typical of Reed Hundt and those people in government who would like to tell people how to speak, what to hear, what can be said, when it should be said, when it should be heard and when it should be viewed.

You know, that logic should have been destroyed along with the wall in East Berlin. It shouldn’t apply in a free-speech society. Government should not be telling us what to say, when to say it and how to say it.

Should the government require the broadcasters [to make] some public service commitment in terms of operating in the public interest? Of course. We have that general standard. And broadcasters do, in fact, air public service announcements, and they do operate with local content, and local news and local information, all of which I think is part of that social contract we have with broadcasters.

But should the government be quantifying and deciding when a public service announcement qualifies as a public service announcement and when it doesn’t? No. That’s the overreach; that’s the heavy hand of government that, unfortunately, FCC Chairman Reed Hundt represents, that I would love to see changed.

Let me be even more blunt. Last year we passed a very important law. The Telecommunications Act of 1996 was an outstanding piece of legislation that said the 1930s model of communications delivered to Americans in monopolies and separated institutions, heavily regulated by the hand of government in Washington and on the local scene, was going to change.

It was a great move. Unfortunately, we forgot to change the 1930s agency that has been regulating this monopoly. And it’s still

in place. It's still a politically appointed board, with a certain number of Democrats and a certain number of Republicans. It's got the wrong structure. And one of the things I hope to do is to begin challenging folks here in Washington, and Americans, to think about changing the whole model of the FCC.

I can't think of a better reason to do it than the kind of thing you just quoted to me, where the FCC chairman is going to try to dictate to broadcasters what is, and what is not, a suitable public service announcement—how many you have to air, and in how many hours. That sort of heavy hand of government regulation in the free broadcast of ideas and entertainment information in America is precisely what's wrong with the old model of the FCC and the politicians who run it.

#### **You plan to introduce FCC reform legislation?**

Yes, I do. Let me tell you what I think in that regard. I think that we're not fully into that free marketplace that the '96 act envisioned. Obviously, we still have monopoly telephone companies, and we still have a cable delivery system in America that is like a monopoly, still not deregulated. The Supreme Court just approved must carry, because it felt the cable systems were still monopolylike systems.

But we're on our way to a free marketplace. Direct broadcast satellite operators are now providing, for the first time, competition to cable. You're going to see multipoint distribution systems and local multipoint distribution service, new wireless terrestrial technologies that are going to offer 200 channels in direct competition to cable with the local signals inside that mix.

So the competition's coming. Here's my point. For the transition, you probably need an oversight FCC with regulatory authority. I would hope and pray we had one with a little less heavy hand than the one we've got, but nevertheless, you need a transition. So we're going to be working on a bill that hopefully redefines the FCC in this transition.

But when this transition is over, I'm going to suggest that America seriously consider a professional FCC rather than a political one—a professional FCC that believes in deregulation and an open marketplace, rather than a political one that believes in heavily regulating everything we do.

#### **What type of transition are you talking about?**

Obviously, it's going to take a number of years before the marketplace really develops as a free market. So we've got, I'm sure, a five-to seven-year period of transition. And we can do a lot of good during that transition period.

**I'm sure you have something to say about the family hour. Last week, some members of Congress said they want to bring back an hour of TV at 8 o'clock that is suitable for the whole family.**

I have no problem with lawmakers suggesting that to broadcasters. I have even less problem with Americans expressing that to broadcasters. And that's why I'm going to Peoria [today]. We're going to be asking American families to talk to the broadcasters, rather than our panel of legislators sitting on high and telling both Americans and the broadcast industry what they ought to do on the ratings.

I'd like to see that conversation more a conversation among American families and the industry. And if we can help promote it, we should. So for policymakers to call upon the industry to think about a family hour and for Americans to contact the broadcasters of America to talk about it, that's all well and good. Absolutely. I think that's in line with the concepts of free





**“When you start mandating the terms and conditions of the ratings system, you’re censoring free speech. That’s government interfering with free speech.”**

speech and a free marketplace.

I’m going to get worried when the FCC or members of Congress try to dictate to broadcasters what a family hour ought to look like, and what type of program ought to qualify as family hour programming. That’s when there’s a heavy hand that gets in the way of free speech.

**The FCC is charged with coming up with a voluntary TV ratings system if it deems the current one unacceptable. Do you think the FCC should get involved in that?**

No. When you start mandating the terms and conditions of the ratings system, you’re censoring free speech. That’s government interfering with free speech. And I suggest that anybody who tries it will find themselves before the Supreme Court.

**So if you were going to advise the industry how to handle all the criticism about their programming right now, what would you tell them?**

I’d tell them they’d need to do some explaining first and that maybe Peoria is a good place to do it. You know, one of the big criticisms we hear about the ratings system is not the system itself, but the way it’s employed—the way programs are actually rated under the ratings system.

The industry needs to explain that they can’t collude. NBC can’t be talking to CBS about how they rated a given program. That would be an antitrust violation. They have to go about their own business of rating these programs under this ratings system, sort of watching each other on television and eventually harmonizing the way they rate programming. Which I think happens over time.

**Going back to the Telecommunications Act: Despite claims that it would bring about lower rates and increased competition, it doesn’t appear that has really happened with the cable industry so far. What’s gone wrong?**

I was quoted once as saying you wouldn’t expect a one-year-old child to know a foreign language. This bill is one year old. It has to have time to work. In the end, it’s going to take some time for that competition to develop. What we can do, as policymakers, and what I will do, is hold some competition hearings to find out what, if anything, is holding it up.

**You were the father of the program access amendment, which helped bring about the DBS industry. But even today, it is still not a full-fledged competitor to cable. What can be done on that front?**

I think I touched on it. I mean, let’s give it credit, first of all. It is adding viewers every day. It is a huge success story, even though it doesn’t have local programming. Getting the local programming is obviously the Achilles heel. We’ve got to somehow get the local programming into the mix.

Now, my guess is that encouraging the broadcasters’ move to digital is one of the best things we can do. As soon as stations start broadcasting digital, getting a local signal in combination with a satellite signal will become a lot easier.

The digital signal is much stronger. There’s no “white area.” You either get a great signal, or you get none. And so it will end all that white-area dispute, about who can see a network feed

and who can’t. It will mean that more people can get a clear signal over the air from their local station and combine it with the satellite signal, and have a full package of programming, just like cable. And when that happens, I think we’ve sort of cracked the nut and created the kind of competition we wanted.

**Before digital comes around, though, under what terms should DBS operators be able to retransmit local signals?**

I’ve called upon the committees on the judiciary to work with us on that as a policy issue. We want to have some hearings on that [issue] later this summer, because local retransmission is one of several ways of delivering the local channels to the satellite dealer that we ought not dismiss as a real possibility.

So we ought to examine whether we ought to make that possible. When we do that, however, we have an equally important obligation to make sure we treat cable fairly. And cable companies have obligations under law right now. They’re regulated heavily.

When and if they face full-blown competition from a satellite distributor with local channels included, à la EchoStar, or from a terrestrial wireless system, we have to look at whether must carry is going to apply, whether other obligations that we’ve imposed upon cable companies are going to apply to the new competitors, or whether we can pull back those obligations and just allow [DBS] to compete in the free market.

**But a lot of the cable companies say DBS should have the must-carry obligation up front, right now.**

What cable is saying is that they want parity. And they’re right. If you’re going to face competition, then two things ought to happen. One, you ought to be able to charge whatever you want, basically, and set the terms and conditions [under which] you want to offer your services. In other words, you ought to come out of regulation.

And second, your competitors ought to have the same obligations, or nearly the same, that you have in terms of any remaining regulations, like must carry. Or you ought to lift them off everybody simultaneously.

**Would you perhaps support legislation that would lift must-carry requirements on cable?**

At the right time, yes. When there is active, full-blown competition, not only will I support it, but I don’t think I can sustain must carry constitutionally.

**You mentioned before that you might want to take another look at the fin-syn rules. Could you spell out your position on this?**

I want to look at the changing marketplace in production. Everybody knows there have been some changes. There’s been some consolidation of ownership in the marketplace. It is beginning to have some impact on consumer prices. Cable companies are saying that they’re beginning to have trouble in the marketplace.... We ought to have a look at that. I’m not saying we ought to change any laws yet. We will hold a hearing before the year is out. I’ve heard the early signals, complaints from different sides of the industry about problems with production consolidation. Either those complaints are real or they are not. But we ought to look at them again.

**On to liquor. You called on the beer, wine and distilled spirits industry and the broadcasters to come up with their own code**

**of conduct, and nothing's happened. What can you do?**

I can continue calling for that agreement, and eventually I think we're going to lead to it.

As these heavy-hands-of-government-regulator-type folks—who I think are more of a threat to the First Amendment now than the far right used to be—as they begin to make their case for limiting hard-liquor ads on television, they're increasingly going to be brought to task for not asking the beer and wine people to similarly restrict themselves.

Hence, eventually there will be an agreement. It will happen when the beer and wine people feel threatened enough by all this conflict to actually sit down and agree with the hard-liquor people on a common code that the broadcasters will be authorized to help enforce—where, again, the marketplace will be making decisions like the ratings system, which is designed to please Americans.

**Do you remain opposed to the FCC getting involved in this issue and opening it up to hearings?**

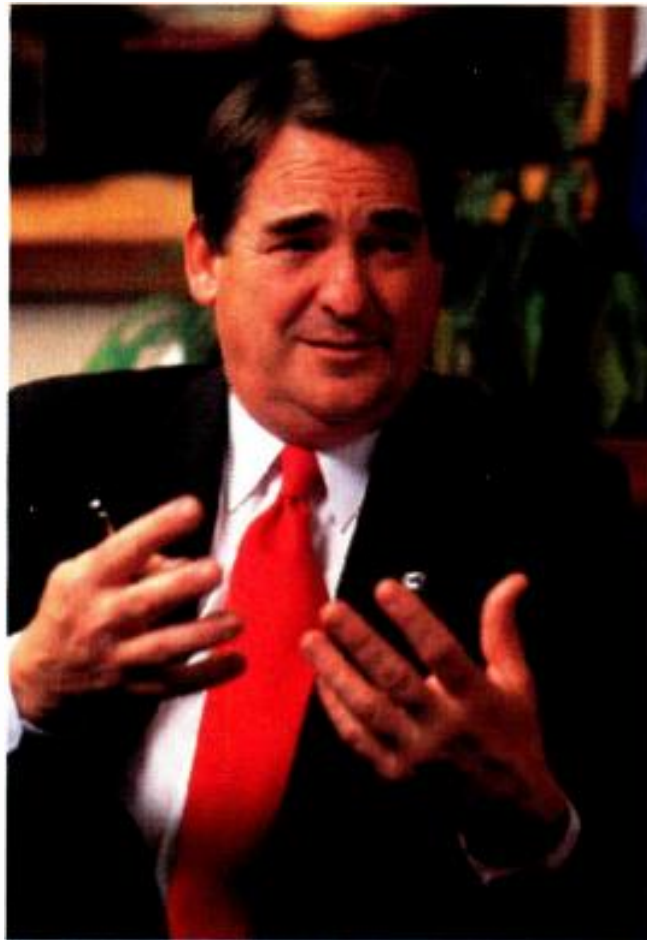
I'm opposed to the FCC deciding the issue. That the FCC is agitating and involving itself eventually will help bring all the parties to a private agreement. So while I don't agree with this—again those heavy-handed regulators of the FCC or the White House, and while I think free speech requires us to continue to call for a private agreement when it comes to the advertisement of legal products in America, I still think that the FCC and the agitation of groups like Mothers Against Drunk Driving and Students Against Drunk Driving is good agitation because, in the end, it's going to bring everybody to some common agreement.

**Broadcasters apparently won the battle over spectrum auctions. They received second channels for digital TV without having to bid for them. But people on Capitol Hill are still talking about charging broadcasters a spectrum fee.**

Oh, it's more insidious than that. What is really happening here is a conspiracy. What is happening is that there are folks at the White House and the FCC who really want to use the concept of spectrum fees as a way of forcing the commercial broadcaster to do their publicly mandated program for them—children's programming, public candidates' free-time debates, all that stuff.

This is their way of doing this. It's a very clever deal. They say, "Oh, we're going to let you go digital without charging you, but when you get there, here are all these new little requirements that we're going to put upon you to do publicly preferred, governmentally preferred, programming." A rather neat little gambit.

The bill I'm going to offer next week will try to deal with that. We'll try to create some real options for broadcasters, where they're not put in that type of box.



**“The budgeteers are using the spectrum auction, unfortunately, to make up money they otherwise couldn't find.”**

**What about in the budget process? Is there still the chance that someone in the budget process could say broadcasters should pay fees if the analog TV spectrum doesn't raise \$5.4 billion, or whatever has been predicted?**

Here's the other insidious plot going on. The people who write the budgets around here don't like spending cuts. The President wants to spend more money, not less. That was the genesis of this budget agreement. They allowed him to spend more discretionary funds in exchange for some tax cuts. That was the deal. And they did it on the basis of an expanding economy.

All right. They also did it by fudging some numbers. And I can't say that any other way. They agreed to count as revenue money that I don't think is going to be available, any more than the money they thought would be available last month was available.

**From spectrum auctions?**

From spectrum auctions. You remember last month we had an auction that was supposed to raise \$13.6 billion. Instead, it raised just \$1.3 billion.

The problem with that is the budgeteers are using spectrum auctions as a piggybank. And when they're breaking it open,

they're finding out the money's not there.

The same thing is going to happen with this business of the analog auction. What they're saying is that by the year 2002, they're going to auction off that spectrum. What the FCC is saying is that the broadcasters don't have to give it up until 2006.

Now, who among us in 2002 is going to bid for spectrum they can't use until 2006, and maybe not even then? Because if Americans haven't adapted to digital broadcasting at that time, they're going to still need their analog sets. And they're not going to feel very happy with people who tell them they've got to buy a new set. Or, worse yet, they have to buy a converter to see the same old television that they used to see.

**What do broadcasters need to look out for now in the budget process?**

They need to look out for anyone, like [Massachusetts Representative] Barney Frank, who will try to offer an amendment saying that they need to cough up billions of dollars for the right to go to the digital spectrum. They need to look out for those in the budget process who may want to say, "If you choose to go digital multiple channel—you know, broadcasting as opposed to HDTV—then you have to pay these spectrum fees to the government for the general revenue purposes." Watch out for that. ■



## PGA takes home big purse

Will get \$107 million annually from new TV rights deals

By Joe Schlosser

**T**he addition of two new players in the golf world will boost the annual broadcast revenue for the PGA Tour more than two and a half times.

Golfing phenom Tiger Woods and sports-hungry Fox Sports will help the PGA increase its annual television take from the current \$40 million a year to nearly \$107 million annually starting in 1999.

With all the talk centered around the coming NFL and NBA broadcast contracts, sources say networks "really anted up to be a part of the 'Tiger Woods Show.'"

CBS retained its lead position on the golf rights, fighting off an aggressive attack by ABC for the top PGA package.

CBS added one event to bring its total to 17 events each year and retained the majority of the tour's top events. ABC settled for the second-best broadcast deal, adding three tournaments to its slate. ABC will air 11 tournaments a year starting in 1999. NBC stood pat with five events. ESPN added seven more tournaments, bringing its total coverage to 19 events. USA Network will broadcast early-round coverage of 12 events, including the Masters.

"ABC offered a significant amount of money to take the top package," a source close to the negotiations says. "They came in with a joint bid with ABC and ESPN together. And it looks like that backfired."

Fox, the new presence in the talks, left the bargaining table empty-handed on the broadcast side. But the network's cable outlet, Fox Sports Net, added one full event and early-round coverage of 11 tournaments to its lineup. Fox Sports Net tournament coverage will be simulcast on Fox-owned



*The prospect of a tour dominated by Tiger Woods, whose swing is picture-perfect, is one of the reasons the PGA was able to boost its TV take.*

The Golf Channel.

"They [Fox] were aggressive at the beginning, but in the second round of talks they were not aggressive enough to convince the tour that they should take one of the packages away from one of the existing networks," says a network official close to the negotiations. "I think Fox kept all the networks honest, though."

Fox's Vince Wladika says that the PGA Tour could not come up with a package that fit into the network's weekend schedule. Conflicts with Major League Baseball and NHL coverage killed any chances the network had of entering into the golf fray, Wladika says.

Others say Fox, which shocked the sports world four years ago when it bid more than \$1 billion for the NFL, wasn't willing to spend the money to get involved.

"Maybe we didn't go throwing our

money around this time," Wladika says. "But we walked out of there accomplishing one of our goals, getting assets for our cable properties."

Wladika denied that the network was saving up for the NFL and NBA negotiations. As for the Woods factor, PGA officials say Woods's arrival on the professional scene played into negotiations and is likely to do so for a long time to come.

"We expected our growth to be good and continue to be good," says John Morris, spokesman for the PGA Tour. "But having Tiger has been a real boost in many ways."

Network officials downplayed Woods's effect on the negotiations. "We did not make our bid based on how many tournaments we thought Tiger would be in or how well he'd do in those," CBS Sports President Sean McManus says. "We based our bid on the strength of the advertising marketplace and the fact that we think ratings are going to be consistent."

In an effort to better promote the tour, Morris says the broadcast deals will be apportioned largely by season. When the new contracts kick in, ABC and ESPN will carry the majority of events for the first two months of the season, which begins in January. All five NBC events will be in the spring, and CBS will air most of the summer tournaments.

"We've had some periods in our schedule where we might be on ABC one week, CBS the next and NBC after that," Morris says. "Now we give the networks an opportunity to [do] much more promotion of our events."

PGA officials say the increased television revenue will translate into bigger purses for the average tournament, from \$1.7 million now to more than \$3 million by 2000. Coverage of the tour will increase 20% with the new contracts, to more than 400 hours. ■

# KW, Roseanne talking talk

Sitcom star expected to announce plans for daytime strip

By Cynthia Littleton

**S**o long, ABC; hello, syndication. Roseanne is expected this week to announce plans to launch a talk show with the one distributor whose reputation as a scrappy independent matches her own: King World Productions.

Details of the project were scarce last week, but it's expected to be an hour strip in the daytime talk/variety vein, targeted for launch in fall 1998. Representatives for King World and Roseanne declined comment at press time. Sources on both sides said they were getting close to a deal and that an announcement was tentatively sched-

uled for May 21.

This isn't the first time Roseanne and King World have talked about working together. In 1995, King World said it planned to revive *Hollywood Squares* with Roseanne as host/producer. But that project ran into a snag involving King World's contract to distribute its game shows, *Wheel of Fortune* and *Jeopardy!* (see story, page 34).

Roseanne, whose nine-season run on ABC ends this month, hinted at a "major announcement" to come this week when she appeared on CNN's *Larry King Live* May 12.

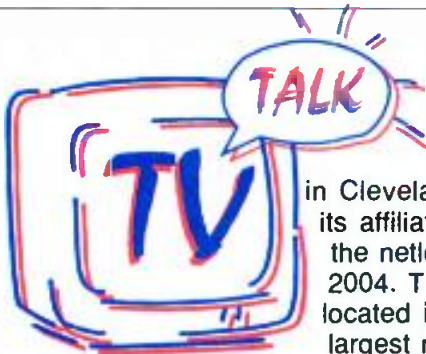
If it happens, Roseanne would become the fourth "name" to land a big-money talk show deal since February.



Roseanne will try her hand at daytime TV.

Her predecessors—Keenen Ivory Wayans, Magic Johnson and Howie Mandel—each netted \$5 million or more upfront.

KW had also been pursuing Bette Midler as a daytime diva, but the success of last year's "First Wives Club" reportedly changed Midler's mind about taking a stab at TV. ■



## WUAB picks UPN, again

WUAB(TV), UPN's primary affiliate in Cleveland, Ohio, renewed its affiliation agreement with the netlet last week through 2004. The station—which is located in the nation's 13th-largest market—had been a secondary WB affiliate, but will be exclusive to UPN beginning in January 1998. "We believe that it is important that wuab carve out a unique identity in the Cleveland market," said station general manager Tom Griesdorn. "UPN, along with our 10 o'clock news and our sports franchises, gives us that opportunity."

## Storm takes on WNBA

Hannah Storm will call the play-by-play for the Women's National Basketball Association on NBC. Storm will work with Hall of Famer Ann Meyers, who will provide the analysis. *The WNBA on NBC*, which begins Saturday, June 21, will feature 10 regular-season games, with the WNBA Championship on Saturday, Aug. 30.

## 'Histeria!' at WB

*Histeria!*, a new animated series from Warner Bros., will join the Kids' WB! lineup in fall 1998. The FCC-friendly *Histeria!*, from Tom Ruegger, looks at world history through comedy sketches and informational bits. "We believe



there is no better way to serve up history to young people than in this fast-paced, entertaining format with Tom and our talented Warner Brothers animation team at the helm," says Jean MacCurdy, head of programming for Kids' WB!

## New from Fox Kids

Fox Kids will debut a new weekday schedule May 26: 7 a.m., *Bobby's World*; 7:30 a.m., *Bobby's World*; 3 p.m., *The Adventures of Batman & Robin* (new time); 3:30 p.m., *Spider-Man* (new time); 4 p.m., *Big Bad Beetleborgs*; 4:30 p.m., Mondays-Thursdays, *Power Rangers Turbo* and Fridays, *Mighty Morphin Power Rangers* reruns.

## CBS wins sweeps week

CBS grabbed the second week of sweeps with a 10.1 Nielsen Media Research household rating/17 share, barely ahead of NBC (10.0/17). ABC earned an 8.3/14, Fox a 7.1/12. The first-night performance of the CBS miniseries *Mario Puzo's The Last Don* beat NBC's *Timecop* and ABC's *20,000 Leagues Under the Sea* combined, with a 17.8/29. The weekly win marks CBS's first in a May sweeps since 1992. NBC still ruled the adult 18-49 demo in the second week with a 6.7 rating, while ABC and Fox battled it out for second with a 5.1 and CBS trailed in fourth with a 4.3.

## NATAS to honor Mr. Rogers

Children's TV icon Fred Rogers will receive a Lifetime Achievement Award for Daytime Television during the 24th Annual Daytime Emmy Awards on May 21. The award is presented by the National Academy of Television Arts and Sciences for "outstanding achievement...so extraordinary and universal as to be beyond the scope of the Emmy Awards." —LR



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# Gathering of 'Friends'

WB will make early Promax pitch for NBC sitcom

By Cynthia Littleton

Once again, *Friends* is about two years ahead of its time—in traditional TV sales terms.

At the Promax International marketing conference in Chicago next month, Warner Bros.' TV marketing czar Jim Moloshok will unveil details of the studio's advertising and promotional plans for the syndication launch of *Friends*.

Given the show's history, it's fitting that Warner Bros. plans to hold its first Promax marketing workshop for *Friends* more than 15 months before the show's off-network debut. NBC's Generation X comedy has a history of precociousness. It went into the syndication sales process barely halfway through its second season in late 1995.

*Friends* may not bow in syndication until the fall of next year, but preparations for the studio's \$76 million pro-

motional blitz began last fall.

"We honestly feel we owe it to these stations to help them make a profit with *Friends*," says Moloshok, Warner Bros.' senior vice president, corporate marketing and advertising. "The syndication business is not the sales business, but the resale business."

Since NATPE, Moloshok has been on a five-month "road show" with a 50-pound display case, preaching the value of *Friends* to corporate brand managers, agency buyers and other top decision-makers in advertising.

Today, he's in the final stretch of lining up big-ticket national advertisers to help support a season-long series of sweepstakes, contests and other marketing stunts with national tie-in opportunities. With each promotion, the primary sponsors will be encouraged to buy more local spots on



Warner Bros. has been busy pushing 'Friends,' even though the hit sitcom's syndication debut is more than 15 months away.

*Friends* affiliates rather than Warner Bros.' national barter inventory.

The studio has millions of dollars in back-end profits at stake. But in many ways, the stakes are even higher for local stations. Broadcasters ponied up record license fees last year for off-network rights to the hit NBC sitcom.

Combined with Warner Bros.' budget for co-op advertising, the value of the advertising the studio is marshaling for the show's first season in syndication totals more than \$76 million, Moloshok says. ■

## Women find room at top at Fox stations

Hold GM posts in top three markets and at seven of 22 owned stations

By Cynthia Littleton

With the appointment of a new general manager in Los Angeles earlier this year, Fox Television Stations achieved a milestone in the annals of women in broadcasting that almost went unnoticed inside the company.

The promotion of Diana L. Vargas from general sales manager to general manager of KTTV(TV) Los Angeles in January had been expected by Fox insiders, yet it marked another TV first for Rupert Murdoch's trail-blazing station group.

With Vargas's rise to the top job at KTTV, Fox became the first network O&O group to have female general managers running its stations in the top three markets. It's believed to be a first for any group.

The significance of the promotion almost went unnoticed by Fox insiders because there's no shortage of women in top management posts within the O&O group. Seven of the 22 stations in



Vargas



Hendler



Marks-Bronner

the newly enlarged Fox group are headed by female general managers.

"Women in upper-level management are just such a natural part of our organization," says Mitch Stern, president of Fox Television Stations. "We would be very one-dimensional otherwise."

In addition to Vargas, the list includes Hilary Hendler, WNYW(TV) New York; Stacey Marks-Bronner, WFLD(TV) Chicago; Laureen E. Ong, KSAZ-TV Phoenix; Kathy Saunders,

KDFW-TV Dallas; Karen Adams, WGHP-TV Greensboro (N.C.), and Carol H. Rueppel, WTTI-TV Milwaukee. On the network side, Lana Corbi is Fox's chief liaison with affiliates, serving as executive vice president, network distribution.

"The fact that a number of women are now running [Fox] stations really is a nonstory for us," says Hendler, who has been vice president/general manager of Fox's WNYW since 1992. "It's getting to be that way [throughout the sta-



tion community], but it's especially true at Fox."

The FCC reported last year that women accounted for about 40% of all TV station employees in 1995. Women held 35.5% of management positions (defined as the four highest-ranking job titles), marking an increase from 33.3% in 1991, according to the FCC's five-year Equal Employment Opportunity Trend Report.

Women's share of management duties grew by nearly 1.5% between 1993 and 1995 alone. At the same time, women still occupy the majority (88.2%) of low-rung office and clerical posts; women have overtaken men, 53% to 47%, in lower-level sales positions, according to the FCC.

Researchers at the University of Missouri also noted "a big influx" of female general managers since 1993 in a study released last month that mostly focused on diversity in TV newsrooms.

What are the real-life circumstances behind the statistical uptick? Simply put, industry veterans say the time is right. More and more of the women who entered the work force in the 1970s and '80s have in the 1990s

amassed the skills and the experience to make them qualified for high-ranking positions in fields traditionally dominated by men.

"Women are starting to reach a critical mass," says Emily L. Barr, who last month was named president and general manager of ABC-owned WLS-TV Chicago after serving three years as general manager of ABC's O&O in Raleigh-Durham, N.C. "Like anything else, it took time for women to get into [management positions] that would let them take that next step to general manager."

When Jan McDaniel, general manager of CBS-owned WCCO-TV Minneapolis, joined CBS Radio in the early 1970s, the majority of women working in radio and television were on-air talent. The FCC expanded its affirmative action to cover women in 1970, forcing stations to report the gender split of their staffs as a condition of license renewal.

"The FCC's affirmative-action push definitely opened up a lot of doors for women," says McDaniel, who joined WCCO-TV late last year after five years as GM of Chronicle Broadcasting's KAKE-TV Wichita, Kan. McDaniel cites Amy McCombs, president of Chroni-

cle and general manager of KRON-TV San Francisco, as a guiding force in her own career.

"The great part about television is, the only thing that really matters is how talented you are," says Carole Black, president and general manager of NBC's Los Angeles O&O since mid-1994. "Women are succeeding in all different jobs they're placed in, and that gives upper management more and more of a comfort level in hiring women."

Stacey Marks-Bronner made the leap at age 29 when she was tapped in 1993 to head Fox's WFLD Chicago after working in programing, advertising and promotion at WSVN(TV) Miami and WBBM-TV Chicago. Women hold many of WFLD's crucial staff positions—including news director, general sales manager and traffic manager—but not by design.

"I never set out to hire more women," says Marks-Bronner, noting that the number of staff members at the station grew from 140 to 256 in her first four months there. "Our bottom line is based on ratings and revenue. I set out to hire the best person for the job." ■

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 SATELLITE: SBS 6, Transponder 15  
 ORBITAL LOC.: 74° West  
 DOWNLINK FREQ.: 11994.5 V  
 AUDIO: 6.2 & 6.8 MHz

### RE-FEED - C BAND

Thursday, May 29, 1997

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# Violence, fluff lead local news, says survey

RTNDA challenges media group study's methods, conclusions

By Steve McClellan

If it bleeds it leads," is an image local stations have been trying to dispel about their newscasts for years. But according to one recent survey, that statement remains true 72% of the time.

A survey by Denver-based Rocky Mountain Media Watch (RMMW) monitored 100 local station newscasts in 55 markets on the evening of Feb. 26. Seventy-two percent of those led with stories about crime and violence.

The study also found that 42.6% of all stories monitored that evening addressed one of four violent topics—crime, disasters, war and terrorism—about the same percentage as in a similar RMMW survey conducted a year ago.

Another 32.7% of the monitored news content that evening was consumed by what the RMMW calls fluff and triviality, including story teases, anchor chitchat, soft news and celebrity stories.

The survey identified seven stations that are "rejecting sensationalism": KVUE-TV Austin, KTCN-TV Minneapolis, News 12 Long Island, WWL-TV New Orleans, KTLA-TV Los Angeles, KCRA-TV Sacramento and KIRO-TV Seattle. It also fingered 11 stations for embracing a tabloid style presentation with "manipulative music and graphics": WSVN-TV Miami, WHDH-TV Boston, WHBQ-TV Memphis, KPRC-TV Houston, KTBC-TV Austin, KFOR-TV Oklahoma City, WXYZ-TV and WDIV-TV both Detroit, WFSB-TV and WTXX-TV both in the Hartford-New Haven market, WTHR-TV Indianapolis.

"Local TV news is a constellation of excess, dominated by stories about violence and triviality," says RMMW executive director Paul Klite. "Night after night, it takes a toll on people's consciousness, intimidating and desensitizing the populace."

The survey also found 15 stations that aired more commercials than news in their newscasts: KETV-TV Omaha; KEYE-TV and KVUE-TV both Austin, Tex.; WKOW-TV Madison, Wis.; WBNG-TV Binghamton, N.Y.; KELO-TV Sioux Falls, S.D.; KARE-TV Minneapolis; KOAA-TV Colorado Springs, Colo.; WTOG-TV Savannah, Ga.; KATV-TV Little Rock, Ark.; WYTV-TV Youngstown,

Ohio; WOLF-TV Wilkes-Barre, Pa.; WMC-TV Memphis; WJRT-TV Flint, Mich., and WGNT-TV Norfolk, Va.

At the same time, the RMMW survey found that reporting about education, the environment and other important social issues "was almost invisible."

According to Klite, there also remains an alarming lack of diversity on the air: 73% of the anchors in the monitored newscasts were men.

Responding to the survey, Barbara Cochran, president, Radio-Television

News Directors Association, said that "you can certainly quarrel with the methodology" of sampling a single night of any newscast.

That there is a lot of crime news is a fact "I don't find surprising at all," she said. In fact, she said, stations would be tarred by other critics if they didn't report crime stories. Stations are making better efforts to report the causes and possible solutions to crime, she said. "It's hard to talk about it in any generalized way," she said. ■

## KW warns stockholders of Sony fight

By Cynthia Littleton

In another sign of new life at King World Productions, the company warned stockholders last week that it does not intend to back down from a high-stakes legal fight with Sony Pictures Entertainment about game shows.

Sony, producer of the King World-distributed strips *Wheel of Fortune* and *Jeopardy!*, filed a lawsuit earlier this month accusing King World of breaching its contract with SPE by making plans to produce a game show that could become a competitor to *Wheel* and *Jeopardy!*

King World officials maintain the noncompete clause does not bar the company from producing a game show for distribution by another company. King World, which hopes to revive *Hollywood Squares* next year, took the matter to Los Angeles Superior Court last March, asking a judge to reaffirm its rights under the existing contract with SPE.

Sony's suit, filed as a cross-complaint in response to King World's motion, seeks to amend the existing contract or to end its distribution deal with King World. King World has recently renewed *Wheel* and *Jeopardy!* through the 2001-2002 season in more than 75% of the country. Sony officials declined to comment on the dispute last week.

King World last week filed the customary notice on the lawsuit with the Securities and Exchange Commission, giving stockholders formal warning about a legal action involving assets that generate about 40% of the company's annual revenue.

King World officials are confident they'll prevail in court. The company has to file a response to Sony's suit by early June, when a judge will likely set the first hearing date.

"Sony's request that the court rewrite the [*Wheel* and *Jeopardy!*] agreements reflects the fact that the unambiguous language of the agreements acknowledges King World's right to produce...a strip game show for distribution in first-run syndication by others," said Chairman Roger King.

King World's push to move forward with *Hollywood Squares* comes at a time when the cash-rich independent is trying to develop a range of new shows after a dry period when it was a frequent subject of acquisition rumors.

Last week, King World was said to be close to signing a talk show deal with Roseanne; there's also talk of a distribution alliance with DreamWorks Television on its new strip with Connie Chung and Maury Povich. And last month, King World announced plans for a revival of *The Little Rascals*, the first project to come from its new children's programming division. ■



## Hammer returns

No mystery about it: Stacy Keach will be on the case as *Mike Hammer* again this fall. MG/Perin is going ahead with plans to revive Mickey Spillane's hard-boiled detective series after landing crucial clearances on WWOR-TV New York and KCAL(TV) Los Angeles. MG/Perin has cleared the weekly hour on more than 80 stations, including the Partner Stations Network consortium, covering nearly 75% of the country. The first of 24 new episodes is set to debut Sept. 22. Keach previously starred as Spillane's resourceful sleuth in a CBS series in 1984-87.



Stacy Keach reprises his role of Mike Hammer

## GGP on target

*NYPD Blue* star Dennis Franz is back for a third straight year as host of GGP's annual *Don't Be a Target: Your Family's Guide to Crime Prevention*. The hour special, produced by GGP and distributed by the Minneapolis-based firm Cash Plus, is available on a straight barter basis throughout the summer. Last year's special was cleared on 171 stations and averaged a 4.1 national Nielsen Media Research household rating. Among the 1997 updates to *Don't Be a Target*: segments on date rape, ATM fraud and criminal activity on the Internet.

## From bebop to hip-hop

*African Portraits*, a new special from Baruch Entertainment and the African Heritage Network, traces the musical lineage of such contemporary R&B stars as Babyface, Toni Braxton, Coolio and *Moesha's* Brandy. The special, hosted by *Malcolm & Eddie's* Malcolm-Jamal Warner, is available on a straight barter basis from May 24 through June 29. Washington-based Baruch has already cleared the hour in more than 80% of black TV households,

with a lineup that includes NBC O&Os in the top four markets.

## Shop talk 'til you drop

SeaGull Entertainment's *Celebrity Showcase* has had a face-lift on the eve of its June 2 debut. The hour strip, which blends celebrity interviews with home shopping segments, has changed its name to *Hollywood Connection* in the wake of SeaGull's new partnership with Hollywood Inc., a celebrity consumer products marketing firm. Bob Circosta, the Home Shopping Network alumnus credited with moving \$1 billion in merchandise during his 12-year tenure, has been tapped as host. Although SeaGull is offering stations 10% of the sales generated in each market, the show has yet to clear most of the top markets.

## Pearson addition

Michelle Waxman has replaced Michael Weiser as head of domestic syndication sales for Pearson/ACI. Waxman has been with ACI since 1993, most recently serving as vice president, western division manager. Weiser, formerly ACI's executive vice president, domestic distribution, has left the company.

## Kantrowitz heads barter for WBTD

Warner Bros. Domestic Television Distribution veteran Julie Kantrowitz has succeeded Clark Morehouse as head of the studio's barter syndication sales arm. As WBTD's senior vice president, media sales, Kantrowitz will be responsible for the sale of national barter time in all of Warner Bros.' first-run and off-network programming, in addition to overseeing advertising sales for Warner Bros. Online. Kantrowitz spent the past three years as WBTD's vice president/general sales manager for media sales.

## Three from Sachs

Sachs Family Entertainment is moving forward with three syndicated children's programs for the fall. *Bananas in Pajamas & The Crayon Box*, a half-hour strip aimed at preschoolers, has been cleared on

127 stations covering 88% of the country. *Kewpie*, starring the fuzzy-headed cherubs created by illustrator Rose O'Neill in 1909, is a weekly half-hour sold to 105 stations covering 79% of the country. *Zorro*, an animated take on the adventures of the legendary masked caballero, has been picked up by 116 stations covering 83% of the country. Among the major-market broadcasters committed to carrying all three shows are WPIX(TV) New York and WCIU-TV Chicago.

## Promax on the grow

Promax International is bracing to break attendance records at its annual convention next month in Chicago. The midwestern locale of this year's gathering is expected to boost attendance by broadcast marketing and promotional staff from smaller-market stations. Last year's Promax convention drew 6,400 attendees to Los Angeles, but officials say registration for the June 4-7 confab in Chicago is tracking about 17% ahead of last year.—CL



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

Week 34	abc	CBS	NBC	FOX	UPIN	WB		
	9.5/16	9.4/15	9.7/16	8.8/14	2.7/4	2.0/3		
MONDAY	8:00	65. Explosion! 7.1/12	30. Cosby 9.6/17	66. Jeff Foxworthy 6.9/12	53. Melrose Place 7.7/13	92. In th Hse 2.0/4	102.7th Heaven 2.2/4	
	8:30		51. Murphy Brown 7.9/13	47. Jeff Foxworthy Sp. 8.1/13		91. Mlcm/Ed 3.3/5		
	9:00	19. ABC Monday Night Movie—Tidal Wave: No Escape 10.7/17	32. Cybill 9.4/14	18. NBC Monday Night Movie—Robin Cook's Invasion Pt. 2 10.8/17	24. Married...with Child 10.0/16	96. Sparks 2.8/4	104. Buffy Vampire Slayer 1.9/3	
	9:30		39. Ink 8.8/14			98. Gde Bhvr 2.5/4		
	10:00		21. Chicago Hope 10.4/17					
10:30						UPIN		
TUESDAY	8:00	10.9/18	8.4/14	9.4/15	8.1/13	2.5/4		
	8:30	32. Home Imprvmt Sp 9.4/17	44. Promised Land 8.2/14	38. Mad About You 8.9/16	47. Fox Tuesday Movie—Mrs. Doubtfire 8.1/13	94. Moesha 2.9/5	102. Hmboys in Outr Spc 2.2/4	
	8:30	35. Grace Undr Fire Sp 9.3/16		53. Somthg So Right 7.7/13				
	9:00	9. Home Imprvmt 13.0/21		20. Frasier 10.5/17				
	9:30	17. Spin City 10.9/17	40. CBS Tuesday Movie—Sisters and Other Strangers 8.5/14	30. Caroline in/City 9.6/15			99. The Burning Zone 2.3/4	
10:00	15. NYPD Blue 11.5/19		27. Dateline NBC 9.8/16					
10:30					UPIN	WB		
WEDNESDAY	8:00	10.2/17	9.5/16	7.4/12	7.0/12	3.8/6	3.4/6	
	8:00	61. Grace Undr Fire 7.3/13	40. The Nanny 8.5/15	80. Newsradio 5.3/10	37. Beverly Hills, 90210 9.0/16	94. The Sentinel 2.9/5	92. Sister, Sis 3.0/5	
	8:30	56. Coach 7.6/13	61. Dave's World 7.3/12	73. Newsradio Special 6.2/10			89. Smrt Guy 3.4/6	
	9:00	13. Drew Carey 11.6/18	23. CBS Wednesday Movie—Knots Landing: Cul-De-Sac Pt. 1 10.3/17	69. Wings 6.6/10	83. Pacific Palisades 5.0/8	85. Star Trek: Voyager 4.7/7	89. J. Foxx 3.4/5	
	9:30	10. Ellen 12.7/20		66. Men Bhving Bdly 6.9/11			88. Wayans 3.6/6	
10:00	16. PrimeTime Live 11.0/18		28. Law & Order 9.7/16					
10:30								
THURSDAY	8:00	7.0/11	9.1/15	19.0/31	5.7/9			
	8:00	70. High Incident 6.4/11	36. Diagnosis Murder 9.2/15	4. Friends 15.6/27	79. Living Single 5.5/9			
	8:30			6. Suddenly Susan 14.8/24				
	9:00		24. Diagnosis Murder Sp 10.0/6	2. Seinfeld 20.9/32	76. New York Undercover 5.9/9			
	9:30	57. ABC Thursday Movie—Lethal Weapon 3 7.5/12	47. 48 Hours 8.1/13	4. Fired Up 15.6/24				
10:00			1. ER 23.6/38					
10:30								
FRIDAY	8:00	9.7/18	7.3/14	8.5/16	5.3/10			
	8:00	61. Family Matters 7.3/15	74. All Star Moms 6.1/12	42. Unsolved Mysteries 8.4/17	86. Sliders 4.3/9			
	8:30	60. Step by Step 7.4/14						
	9:00	43. Sabrina Teen Witch 8.3/15	51. CBS Movie Special—Knots Landing: Cul-De-Sac Pt. 2 7.9/14	28. Dateline NBC 9.7/18	72. Millennium 6.3/11			
	9:30	47. Am Funny Hm Vids 8.1/14		57. Homicide: Life on the Street 7.5/13				
10:00	8. 20/20 13.7/25							
10:30								
SATURDAY	8:00	4.5/9	9.8/19	7.1/14	5.7/11			
	8:00	84. Saturday Night at the Movies—My Girl 2 4.9/10	66. Dr. Quinn, Medicine Woman 6.9/14	70. Pretender Special 6.4/14	82. Cops 5.1/11			
	8:30		21. Touched by an Angel 10.4/20		76. Cops 2 5.9/12			
	9:00				78. Americas Most Wanted: America Fights Bck 5.8/11			
	9:30	87. Gun 3.9/7	11. Walker, Texas Ranger 12.0/23	57. Profiler 7.5/14				
10:00								
10:30						WB		
SUNDAY	7:00	6.8/12	15.3/27	8.9/16	8.3/15	2.0/4		
	7:00	75. Disney Film presents—Angels in the Outfield 6.0/11	13. 60 Minutes 11.6/24	73. NBA Playoff 3 9.1/21	80. World's Funniest Kids Outtakes 5.3/11	105. Brotherly Love 1.6/4		
	7:30		7. Touched by an Angel 13.8/24	32. 3rd Rock fr/Sun 9.4/17	61. The Simpsons 7.3/13	107. Nick Freno: Lic Tch 1.4/3		
	8:00			24. 3rd Rock fr/Sun 10.0/16	44. King of the Hill 8.2/14	105. The Parent 'Hood 1.6/3		
	8:30				12. X-Files 11.8/18	99. Steve Harvey Show 2.3/4		
9:00		3. CBS Sunday Movie—Mario Puzo's The Last Don 17.8/29	44. NBC Sunday Night Movie—Timecop 8.2/13		96. Unhap'ly Ever After 2.8/4			
9:30	53. ABC Sunday Night Movie—20,000 Leagues Under Sea Pt. 1 7.7/12				99. J. Foxx Show Sp 2.3/4			
10:00								
10:30								
WEEK AVG	8.3/14	10.1/17	10.0/17	7.1/12	UPN: 3.0/5; WB: 2.4/4			
STD AVG	9.2/15	9.6/16	10.5/18	7.7/13	UPN: 3.2/5; WB: 2.6/4			



# Paxson gets Big Apple's WBIS(TV)

*Pays \$257.5 million; will scrap ITT/Dow Jones business/sports format for network programming*

By Steve McClellan

The best-laid plans have a way of going up in smoke, and Paxson Communications exploited one such situation last week, agreeing to pay \$257.5 million for WBIS(TV) New York.

The station's current owners, ITT and Dow Jones, bought the station in 1995 for \$207 million and invested nearly \$50 million to execute ambitious plans to convert it to a business news/sports superstation. But after a year and a half of planning, several lengthy delays and just four months on the air, the format will be scrapped June 30, when Paxson takes programming control of the station (by way of a time brokerage agreement).

Most of the station's 265 staffers, brought on primarily for the business news portion of the format, will be laid off, a Dow Jones spokesperson confirmed.

The ITT/Dow Jones venture seemed star-crossed from the start. The FCC was late in granting approval. The partners were at odds over the general programming philosophy. Earlier this year, a hostile takeover bid (still in progress) by Hilton Hotels for ITT and internal corporate politics at Dow Jones were the final straws dooming the venture.

The station will become Paxson's flagship outlet, and its call letters will change to WPXN. For now, the station will retain 21 hours of sports programming from Liberty/Fox Sports. Paxson says Liberty/Fox paid \$30 million upfront to buy time on the station to air sports programming for six years.

Paxson and Fox have a meeting scheduled this week to discuss other possible transactions, including airing some Fox Cable News programming on the station.

Paxson says he has received numerous calls from cable networks, syndicators and other program suppliers looking to buy space in the New York market. He's prepared to sell time, but the decision to do so will have to mesh

with plans to start a new niche entertainment network with a program partner. A decision on the programming—and the partner—should be made in the next three months, with plans to go on the air in early 1998, Paxson says. The network programming probably will be either female- or male-targeted, and not based on a specific subject (food or gardening, for example).

The WBIS deal gives Paxson his 50th station and raises the coverage of his group to 57% of the country. Additional deals will be in place by year's end, he says, that will raise that figure to 63%. Paxson hopes to be at 70% coverage, the legal limit for UHF stations, by the end of 1998.

Paxson says he hasn't set a timetable

for converting WBIS to digital, but he's pleased with its channel allocation issued by the FCC. The station will go from the ch. 31 of its analog signal to ch. 30 in the digital world. By comparison, WABC-TV New York goes from ch. 7 to ch. 45, WCBS-TV from ch. 2 to ch. 56 and WNBC(TV) from ch. 4 to ch. 28. Coupled with a power increase (now pending) that will take the station to 5 million watts, Paxson says he'll be on a "strong level playing field" with the market's network O&Os.

"People asked if I overpaid, and my response is no," he says. "I think it's the bargain of the year." ■

## Changing Hands

*The week's tabulation of station sales*

TV

**WIAC-TV Johnstown/Altoona, Pa.**

**Price:** \$36 million

**Buyer:** Sunrise Television Corp., Santa Barbara, Calif. (Robert N. Smith, principal; Hicks, Muse, Tate & Furst, owner); owns/is buying five other TVs

## Closed!

**Paxson Communications of Kansas City-50, Inc.**  
**Lowell "Bud" Paxson, Chairman & CEO**

has acquired

**KYFC-TV**  
**Kansas City, Missouri**

for

**\$16,400,000**

from

**Kansas City Youth for Christ, Inc.**  
**Ronnie Metsker, President**

Patrick Communications represented the parties  
as exclusive broker for this transaction.



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**Seller:** Richard Meyer, Johnstown; no other broadcast interests

**Facilities:** Ch. 6, 70.8 kw visual, 10.6 kw aural, ant. 1,120 ft.

**Affiliation:** NBC

**WICZ-TV Binghamton, N.Y., and KTVZ(TV) Bend, Ore.**

**Value:** \$16 million (cash-out merger)

**Buyer:** Northwest Broadcasting Inc. (Brian W. Brady, 90% general partner of Northwest's limited partner, Northwest Partner LP; Alta Subordinated Debt Partners III LP, 99.5% owner); general partner of kmvu(tv) Medford, Ore., and kayu-TV Spokane, Wash.

■ Alta owns KJR-AM-FM and KUBE(FM) Seattle and 4.9% of Shockley Communications Corp. (for holdings see "Changing Hands," April 21); has interests in five radios in three states.

**Seller:** Stainless Broadcasting Co., North Wales, Pa. (Robert A. Farrington et al., principals); no other broadcast interests

**Facilities:** wicz-TV: ch. 40, 468 kw visual, 46.8 kw aural, ant. 1,230 ft.; ktvz: ch. 21, 126 kw visual, 12.6 kw aural, ant. 646 ft.

**Affiliation:** wicz-TV: Fox; ktvz: NBC

**WAWB(TV) Ashland/Richmond, Va.**

**Price:** \$10 million

**Buyer:** James L. Lockwood Jr., Hampton, Va.; owns wjcb(tv) Norfolk, Va.

**Seller:** Bell Broadcasting LLC, Glen Allen, Va. (James E. Campana, 60% owner)

**Facilities:** Ch. 65, 1,581 kw visual, 158 kw aural, ant. 892 ft.

**Affiliation:** WB

**WSCO(TV) Suring/Green Bay, Wis.**

**Price:** \$4.75 million

**Buyer:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W.

"Bud" Paxson, chairman/owner); owns wftl(am) Fort Lauderdale/ Miami, winz(am)-wlve-fm and wzta(fm) Miami Beach/Miami and 49% of wacc(am) Hialeah/Miami; is buying wiod(am) Miami and wshe-fm Fort Lauderdale/Miami. Paxson also owns whnz(am) Pinellas Park/Tampa and wkcs-fm St. Petersburg, Fla. Paxson owns/is buying 33 TVs, 29 FMs and 15 AMs in 46 markets. Note: Paxson had been operating wctd-TV Miami and wfct(tv) Bradenton, Fla., under TBAs.

**Seller:** VCY/America Inc., Milwaukee (Vic Eliason, president); owns wvck(tv) LaCrosse and wvgy(tv) Milwaukee.

**Facilities:** Ch. 14, 200 kw visual, 40 kw aural, ant. 613 ft.

**Affiliation:** Independent; to be in TV

**Broker:** Patick Communications

**Proposed station trades**

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

*THIS WEEK:*

TVs □ **\$66,900,000** □ 5  
 Combos □ **\$351,538,300** □ 5  
 FMs □ **\$14,075,000** □ 5  
 AMs □ **\$535,000** □ 3  
 Total □ **\$433,048,300** □ 18

*SO FAR IN 1997:*

TVs □ **\$2,217,418,000** □ 49  
 Combos □ **\$4,578,785,737** □ 131  
 FMs □ **\$1,282,821,298** □ 162  
 AMs □ **\$78,309,414** □ 88  
 Total □ **\$8,157,734,449** □ 432

*SAME PERIOD IN 1996:*

TVs □ **\$1,405,280,510** □ 38  
 Combos □ **\$2,611,824,734** □ 144  
 FMs □ **\$885,275,119** □ 147  
 AMs □ **\$63,005,504** □ 70  
 Total □ **\$4,965,386,867** □ 399

Source: BROADCASTING & CABLE

**Corp. Remaining 51% of KBVU(TV) Eureka, Calif.**

**Price:** \$150,000 for stock

**Buyer:** Sainte Partners II LP, Modesto, Calif. (Chester and Naomi L. Smith, 68.46% joint general partners); owns knso(tv) Merced and kcvu(tv) Paradise, Calif.; 49% of kbvu

**Seller:** Sharon D. Sepulveda, Modesto; is 2.91% limited partner of buyer

**Facilities:** Ch. 29, 66.1 kw visual, ant. 1,096 ft.

**Affiliation:** Fox

**COMBOS**

**WGCI-AM-FM Chicago and KHKS(FM) Denton/Dallas and KKBBQ(AM) Houston-KKBBQ-FM Pasadena, Tex./Houston**

**Price:** \$340 million

**Buyer:** Chancellor Media Corp. (merger of Chancellor Broadcasting Co. and Evergreen Media Corp.), Dallas (Scott K. Ginsburg, president); owns/is buying wmvp(am)-wrcx(fm), wvaz(fm), wnuv-fm and wlit-fm Chicago; ksky(am) Dallas and ktrh(am)-klol(fm) Houston. A combined Chancellor/ Evergreen owns/is buying 69 FMs and 32 AMs in 21 markets.

**Seller:** Gannett Co. Inc., Arlington, Va. (John Curley, chairman; Cecil L. Walker, president, Gannett Broadcasting); owns/is buying/acquiring 19 TVs in 17 markets.

**Facilities:** wgci(am): 1390 khz, 5 kw; wgci-fm: 107.5 mhz, 33 kw, ant. 600 ft.; khks: 106.1 mhz, 100 kw, ant. 1,584 ft.; kkbbq(am): 790 khz, 5 kw; kkbbq-fm: 92.9 mhz, 100 kw, ant. 1,919 ft.

**Formats:** wgci(am): oldies; wgci-fm:

urban contemporary; khks: top 40; kkbbq: country; kkbbq-fm: fresh country

**KRDU(AM)-KJOI(FM) Dinuba/Fresno, Calif.**

**Price:** \$5.259 million

**Buyer:** Patterson Broadcasting Inc., Atlanta (James W. Wesley Jr., president; Dyson-Kissner-Moran Corp., 65.9% owner); owns kcbl(am)-kbos-fm Fresno and krzr(fm) Hanford/Fresno; is selling ktht(fm) Fresno. Patterson, which owns 23 FMs and 13 AMs in 10 markets, is being bought by Capstar Broadcasting Partners Inc., which is buying kcbl(am)-kbos-fm Fresno and krzr(fm) Hanford/Fresno. Capstar owns/is buying 151.5 FMs and 74 AMs in 73 markets.

**Seller:** Radio Dinuba Co., Dinuba (Jamie L. Davidson, trustee)

**Facilities:** AM: 1130 khz, 5 kw day, 6.2 kw night; FM: 98.9 mhz, 19 kw, ant. 820 ft.

**Formats:** AM: Christian; FM: AC

**WJYZ(AM)-WJIZ-FM Albany, Ga.**

**Price:** \$3.62 million

**Buyer:** Peterson Broadcasting Corp., Wicomico, Va. (Jon Peterson, chairman); owns wmgr-am-fm Bainbridge/ Albany and wobw-fm Tifton/Albany, Ga. Jon Peterson also owns wrco-fm Dunn/Fayetteville, N.C.

**Seller:** Keys Communications Group, Albany (Brady Keys Jr., owner); no other broadcast interests

**Facilities:** AM: 960 khz, 5 kw day; FM: 96.3 mhz, 100 kw, ant. 469 ft.

**Formats:** AM: religion; FM: urban contemporary

**Broker:** Media Services Group Inc.

**WKNY(AM) Kingston and WDSP(FM) Arlington, N.Y.**

**Price:** \$2 million for stock (\$1.37 million for FM; \$630,000 for AM)

**Buyer:** Crystal Communications Corp., Poughkeepsie, N.Y. (Robert R. Dyson, president/owner); owns wall(am)-wrrv(fm) Middletown, N.Y. Dyson owns wczx(fm) Hyde Park, weok(am)-wpdh(fm) Poughkeepsie and wzad(fm) Wurtsboro, N.Y., and 61.9% of Dyson-Kissner-Moran Corp., which owns 65.9% of Patterson Broadcasting Inc. (see KRDU(AM)-KJOI(FM) item, above)

**Seller:** CHET-5 Broadcasting LP, Woodstock, N.Y. (Gary H. Chetkof, principal); owns wdsp-fm Woodstock

**Facilities:** AM: 1490 khz, 1 kw; FM: 96.9 mhz, 3 kw, ant. 1,010 ft.

**Formats:** AM: AC; FM: progressive rock

**WMOA(AM) Marietta and WJAW(FM) McConnellsville, Ohio**



## Broadcasting

**Price:** \$659,300

**Buyer:** Jawco Inc., Marietta (John A. Wharff III, president/owner)

**Seller:** Quiet Radio Inc., Marietta; no other broadcast interests

**Facilities:** AM: 1490 khz, 1 kw; FM: 100.9 mhz, 930 w, ant. 577 ft.

**Formats:** AM: AC; FM: soft hits

### RADIO: FM

**KLUR(FM) and KQXC(FM) Wichita Falls and KYII(FM) Burk Burnett/Wichita Falls, Tex.**

**Price:** \$7 million

**Buyer:** Cumulus Media LLC, Chicago (William Bungeroth, president); is buying nine radios in Georgia and Wisconsin

**Seller:** Sam F. Beard, Wichita Falls; owns 50% of KSVP(AM)-KTZA(FM) Artesia, N.M.

**Facilities:** KLUR: 99.9 mhz, 100 kw, ant. 820 ft.; KQXC: 102.5 mhz, 4.5 kw, ant. 328 ft.; KYII: 104.7 mhz, 100 kw, ant. 1,017 ft.

**Formats:** KLUR: C&W; KQXC: rock; KYII: young country

**Broker:** Norman Fischer & Associates

**KKIK(FM) Temple/Austin, Tex.**

**Price:** \$3.65 million

**Buyer:** American Radio Systems Corp., Boston (Steven B. Dodge, chairman); owns KJCE(AM) Rollingwood/Austin-KKMJ-FM Austin and KAMX(FM) Luling/ Austin, Tex. ARS owns/is buying 75 FMs and 25 AMs in 20 markets.

**Seller:** Stellar Communications Inc., Tyler, Tex. (Don R. Chaney, president). Chaney has interest in KNRV-FM Harker Heights/Killeen, Tex.

**Facilities:** 104.3 mhz, 34 kw, ant. 597 ft.

**Format:** Country

**Broker:** Whitley Broadcast Media Inc. (seller)

**WQFN(FM) Walker/Grand Rapids, Mich.**

**Price:** \$1.9 million

**Buyer:** Patterson Broadcasting Inc.; owns WRCV(AM)-WGRD-FM and WLHT(FM) Grand Rapids (see KRDU(AM)-KJOI(FM) Dinuba/Fresno, Calif., item, above)

**Seller:** William Kuiper Jr., Grand Rapids; no other broadcasting interests

**Facilities:** 100.5 mhz, 3 kw, ant. 328 ft.

**Format:** Jazz

**WJDK(FM) Morris, Ill.**

**Price:** \$1.1 million

**Buyer:** Odyssey Communications Inc., Hawthorne, N.Y. (Michael Kakoyianis, president/6.5% owner); is buying wvx(FM) Highland Park/Chicago, Ill. (for other holdings, see "Changing Hands," April 28)

**Seller:** DMR Media Inc., Morris (Diane Root, president); no other broadcast

interests

**Facilities:** 103.1 mhz, 3 kw, ant. 328 ft.

**Format:** AC

**KMOQ(FM) Baxter Springs, Kan.**

**Price:** \$425,000

**Buyer:** Land Go Properties LLC, Joplin, Mo. (Robert C. Landis, president/33.3% owner); owns KOYX(AM) and WMBH(AM) Joplin

**Seller:** TGS Communications Inc., Joplin (debtor-in-possession); no other broadcast interests

**Facilities:** 107.1 mhz, 6 kw, ant. 300 ft.

**Format:** Oldies

### RADIO: AM

**WKNX(AM) Frankenmuth/Saginaw, Mich.**

**Price:** \$210,000

**Buyer:** Frankenmuth Broadcasting Inc., Frankenmuth, Mich. (John W. Blehm, president/owner)

**Seller:** Bell Broadcasting Co., Inkster, Mich. (Wendell T. Arnold, principal); owns WCHB-FM Detroit, WJZZ(AM) Frankenmuth/Saginaw and WCHB(AM) Taylor, Mich.

**Facilities:** 1210 khz, 10 kw day

**Format:** Adult standards

**WJCM(AM) Sebring, Fla.**

**Price:** \$200,000

**Buyer:** Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner); owns/is buying 83 FMs and 48 AMs in 31 markets

**Seller:** Rumbaut Management Inc., Miami Beach, Fla. (Julio Rumbaut, president; receiver for WJCM Inc.)

Note: Station was to be sold to Concord Media Group Inc. for \$150,000 ("Changing Hands," Feb. 3).

**Facilities:** 960 khz, 5 kw day, 1 kw night

**Format:** Dark

**Broker:** Rumbaut & Co.

**WFOG(AM) Chesapeake/Norfolk, Va.**

**Price:** \$125,000

**Buyer:** 4M of Chesapeake Inc., Alexandria, Va. (Charles R. Milkis, president; 4M Communications Inc., 95% owner). 4M Communications owns wvnz(AM) Richmond, Va.

**Seller:** Max Media Properties LLC, Virginia Beach, Va. (John A. Trinder, president/COO); owns wvnz(FM) Norfolk, wwde-FM Hampton/Norfolk, wfog-FM Suffolk/Norfolk and wpte-FM Virginia Beach/Norfolk, Va.; owns/is buying seven TVs, three FMs and one other AM in seven other markets

**Facilities:** 1600 khz, 5 kw day, 27 kw night

**Format:** Soft AC

—Compiled by Elizabeth A. Rathbun

# CLOSED!

WFKZ-FM, Key Largo, FL, WAVK-FM, Marathon, FL and WKRY-FM, Key West, FL, from Key Chain, Inc., Joel Day, President to Paxson Communications of the Keys, Inc., Lowell W. Paxson, Chairman, for \$3,500,000.

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# Radio raves over digital plan

Broadcasters optimistic about USA Digital Radio/Lucent IBOC project

## Radio

By Donna Petrozello

**R**adio broadcasters applauded the announcement last week by USA Digital Radio (USADR) and Lucent Technologies of their plan jointly to develop in-band on-channel digital audio broadcasting technology for AM and FM stations.

"This is extremely good news for the development of in-band on-channel" (IBOC), says Randy Odeneal, general partner of Sconnix Broadcasting and chairman of the National Association of Broadcasters Digital Audio Broadcast (DAB) task force.

"We have the engineers and resources of two companies working on this project, and I think that gives us even greater assurance that the technology can be developed and deployed," Odeneal says.

*"The NAB no longer has to be impartial [toward] a number of different players. Now it can present a unified front in support of IBOC, and that's very positive."*

—Randy Odeneal

"The NAB is committed to developing and implementing IBOC systems for AM and FM stations, and the joining of these two companies is a step in the right direction," adds Richard Ferguson, president of the NAB radio committee and vice president/chief operating officer of Cox Radio Inc.

While neither USADR nor Lucent provided a specific time frame to unveil the IBOC system, Odeneal says broadcasters may see a model next spring.

Radio broadcasters have been look-

ing forward to development of a tested and federally accepted IBOC model for seven years. USADR was formed in 1990 as a partnership of Westinghouse Electric Corp., CBS Radio Inc. and the Gannett Co. to develop IBOC digital broadcasting models. USADR tested its IBOC model in 1995 at an NAB Radio Show convention. Separately, Lucent—the research and development arm of Bell Labs—created its own IBOC model several years ago.

While broadcasters and NAB members have supported the IBOC method of digital broadcasting, the association has refrained from backing one model over another. With cooperation by Lucent and USADR, the NAB has an opportunity to support one group, which broadcasters describe as a positive step.

"The NAB no longer has to be impartial [toward] a number of different players," says Odeneal. "Now it can present a unified front in support of IBOC, and that's very positive."

"Rather than having to balance back and forth between competing systems, I think we're going to see some fast-forward movement on IBOC," says Howard Anderson, vice chairman of the NAB Radio Board and owner of KHWY Inc. of Baker, Calif.

Broadcasters expect that USADR and Lucent will jointly develop a model that incorporates the best elements of both companies' systems. Although USADR is recognized as a leader in DAB technology, Lucent has patented perceptual audio coding (PAC) compression technology. Broadcasters expect that the joint model will incorporate the PAC technology.

The IBOC model being developed places high-capacity DAB signals within existing spectrum along with the analog signal, giving terrestrial broadcasters the ability to introduce digital sound using their existing transmitters and antenna sites.

The IBOC receivers are designed to operate independently of the analog system, allowing broadcasters to continue transmitting digital signals if they choose to drop the analog system in the future.

The DAB technology would upgrade FM analog broadcasts to near-compact disc sound quality and

## Westwood makes sales moves

In a flurry of sales management repositioning at Westwood One Inc., the company has created two new positions overseeing sports franchises and has made its Detroit sales offices part of a larger midwestern branch.

In Chicago, Westwood One named Ted Jakubiak to the new position of vice president of sports for midwestern region sales. In Los Angeles, the company named Bob Steinberg vice president of sports sales for the western region.

Since taking over management of CBS Radio properties, Westwood One holds franchise rights to the NFL, Major League Baseball, the NHL, NCAA football and basketball, the winter and summer Olympics and Notre Dame football.

Sam Benrubi, Westwood's executive vice president and director of sales, says: "The creation of the vice president of sports [position] reflects Westwood One's commitment to the awesome arsenal of franchise sports brands."

In other appointments, Westwood One named Mark Grant vice president of the midwestern sales region and manager of the Detroit sales office. Since 1995, Grant has been vice president and director of sales for Westwood One Entertainment properties in the Midwest.

In Los Angeles, the company named Larry Storch vice president of the western region. Storch served in a similar role for CBS Radio Networks before this year's merger of Westwood One and CBS Radio networks.

In Dallas, Westwood promoted Joe Laffey to vice president of sales. His previous role was director of sales for the group's southwestern region.

Other sales managers are based at Westwood's New York offices, which is headquarters for Benrubi and six managers. Westwood One spokesman Ted Kelly says that while top sales management should remain in place in the New York division, some reshuffling may occur in account executive positions in New York. —DP



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# Radio Mercury Awards

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On June 30, *Broadcasting & Cable* profiles the 1997 \$250,000 Radio-Mercury Awards, which honor the year's best radio commercials in the categories of humor, music and sound design, station produced, non-humor, Hispanic and public service excellence. Winners are selected by The Radio Creative Fund's panel of judges — an elite group representing the advertising agency and radio station communities.

Radio-Mercury Award finalists will be announced in mid-May, with winners announced on June 11 at the Radio-Mercury Awards sixth annual gala at New York's Waldorf-Astoria Hotel.

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## Special Report: 1997 Radio Mercury Awards

Issue Date: June 30 • Ad Close: June 20



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improve analog AM sound to current FM standards.

Westinghouse Chairman Michael Jordan says his company "welcomes the opportunity to further develop systems for the coming DAB market with Bell Labs. Their technical expertise will enhance our own significant efforts in bringing an in-band, on-channel system to broadcasters."

USADR President Bernice Strom says the company has "passed a major technical hurdle in the development of a comprehensive system design" and wants to work with Lucent "to complete the development of this technology."

"We believe our joint solution will provide broadcasters and consumers with an efficient migration from analog to digital broadcasting," says Strom.

Lucent executive Thomas Uhlman calls the agreement "an example of our interest in building strategic relationships that bring Bell Labs' innovations to new markets." ■

## Grease comes home to D.C.

In an effort to build a morning drive audience for syndicated talker Doug "The Greaseman" Tracht, Westwood One is moving the show from its evening slot on CBS Radio's WJFK-FM Washington to mornings on co-owned WARW(FM) there starting May 19.

The move pits Tracht against Howard Stern, who airs 6-10 a.m. on WJFK and who has taken jabs at Tracht's show in the past. "Hot talk" WJFK has not announced replacement programming for Tracht's show.

WARW is shifting its morning team to afternoon drive to accommodate Tracht. Westwood One also is moving the host's home base from studios in Los Angeles to WARW.

Tracht, a veteran comic known for his story-telling and song parodies, is expected to earn better ratings in Washington than he has in some other markets. Tracht was top-rated in Washington morning drive wars between 1982 and 1992 while at WWDC-FM. Tracht says basing his show in Washington will put him within his "biggest fan base."

After a ratings slump in some markets, Westwood started pitching Tracht as a syndicated morning show last summer. Since then, the show landed WTLK-FM Jacksonville/Ponte Vedra Beach, Fla.; WBNK(FM) Roanoke/Christianburg, Va., and WNSX(FM) Poughkeepsie, N.Y. —DP



## R I D I N G G A I N

### AdRatecard delivers spot rates via Web

AdRatecard, a new Internet-based service, is offering information on spot radio rates and local station data in 150 markets. The service, located at [www.adratecard.com](http://www.adratecard.com), is available 24 hours daily and is designed to get information to buyers quickly. In addition to rates, AdRatecard provides information on call letters and formats as well as detailed sales data about individual stations. AdRatecard President Mark Kolar says, "Clients are asking to get on the air at the last minute, and just gathering and sending out the information is a task, particularly when a radio buyer is buying multiple markets."

### NetStar taps Powter for debut

Exercise and health guru Susan Powter is expected to make her radio debut in mid-June by hosting a syndicated daily talk



Susan Powter will host NetStar's first show.

show for the newly crafted NetStar Entertainment Group. *The Susan*

*Powter Show* will be NetStar's first program offering. NetStar co-founder Alan Fuller says Powter will focus on promoting self-esteem, empowerment and healthy lifestyles. Powter also fits NetStar's aim of targeting female listeners, an audience Fuller describes as largely "overlooked" by news/talk programers.

### Local connection for national concerts

Westwood One Inc. and Pace Concerts of Dallas have agreed to co-produce a series of multi-city concert tours, the first of which will be geared toward urban radio audiences.

Westwood One Inc. Chairman Norm Pattiz said the arrangement marks the first such alliance between Westwood and a concert promoter: "This is the first in a series of national co-promotions we will do with Pace concerts," says Pattiz. "We're looking at country, alternative rock and all music formats where a concert tour would be appropriate."

For its debut tour, Westwood One and Pace will present "Sinbad's Soul Music Fest," a concert hosted by the comedian Sinbad featuring Earth Wind & Fire, Larry Graham and Graham Central Station, Deniece Williams and The Emotions. The tour is scheduled to appear in 40 U.S.

cities and kick off in mid-August.

Westwood One will offer radio stations the ability to locally promote and sponsor the concerts as they pass through their markets and stations can include local bands on the concert bill, says Pattiz. Westwood One will hold the national radio broadcast rights to use the performances.

### SportsFan opens New York studio

Sports talk syndicator SportsFan Radio Network last week relocated its syndicated *SportsFan Central* weekday talk show from Las Vegas to studios in Manhattan. *Central* host Bruce Schein also co-hosts SportsFan's syndicated *The Pete Rose Show*. Jonathan Goldman, SportsFan executive vice president, says that "a Manhattan presence is essential to our position in the industry as the largest sports talk radio network."

### Radio lends hand in flood relief

More than 400 radio stations in states neighboring North Dakota are expected to participate in the "Red River Radio Rescue," a public service campaign to raise money for Grand Forks flood victims. Donations can be called in to 1-800-667-7616.





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## EchoStar looks for some slack

*Hopes to restructure contracts with vendors, find partner, in wake of merger collapse*

By Price Colman

**E**choStar Communications Corp. is counting on its vendors to help the company out of the financial jam it faces in the aftermath of the News Corp. merger meltdown.

Vendors willing, that help will take the form of restructured contracts or deferred payments. But EchoStar, which needs more than an easing of contract terms, is hoping for a strategic partnership with one of the larger vendors, EchoStar officials suggest.

"We're certainly going to have to raise additional capital—before the end of the year is my expectation," says EchoStar CEO Charlie Ergen. "It's better to raise it from a strategic partner."

The EchoStar/News Corp. \$1 billion merger collapsed earlier this month, prompting EchoStar to file a \$5 billion breach-of-contract suit against News Corp.

A dispute over the conditional-access system—encryption technology that gives a subscriber only those



*In happier times, the would-be partners in the first flush of potential merger: (to the left of the tear) Carl Vogel, executive VP, EchoStar; Charles W. Ergen, CEO, EchoStar; (to the right of the tear, l-r) News Corp. Chairman Rupert Murdoch; then-AskyB Chairman/CEO Preston Padden, and then-AskyB CFO Paul Haggerty.*

services ordered—was the publicly stated reason that the deal disintegrated. But Ergen says that EchoStar may have been the victim of a hidden News Corp. agenda.

"It's possible EchoStar was a pawn in a much bigger game," Ergen says, adding that he'd been naive in expecting News Corp. to go through with the deal. He suggests that pressure from the cable industry, as well as mounting regulatory concerns and control issues, may have prompted Murdoch to back out.

"Cable may have sent Dr. Kevorkian to make a house call back at News Corp.," Ergen says. "That may have had the biggest impact. They may have decided a fight against cable was not worth it."

A battle between Ergen and Murdoch, both strong-willed executives, for control of EchoStar was the last straw. In its lawsuit, EchoStar described how Fox executive Chase Carey met with Ergen at Denver International Airport, allegedly stating that the deal would go forward only if Ergen resigned and News Corp. was given control.

Initiating the search for new partners,

### Healthy deal

Hospital giant Columbia/HCA has agreed to buy out A.H. Belo Corp.'s majority stake in America's Health Network (AHN). Terms of the deal were not disclosed, but financial and industry executives familiar with the deal said that Belo's investment in the network totaled about \$45 million. Belo inherited the stake as part of its recent takeover of newspaper publisher and broadcaster The Providence Journal Co. AHN said it has spent about \$75 million in its first year of business, during which it constructed a set at Orlando's Universal Studios and produced 12 hours of original programming daily. "When you look at the investment required for an early-stage start-up, that's probably best off in someone else's hands," a Belo executive said.

The network, which primarily carries talk shows and home shopping programming, is planning to cut the sales pitches from 15 minutes per hour to 12 minutes. Columbia said in a statement that the investment fits into its other health information initiatives used to build loyalty with consumers. AHN President Joseph Maddox Jr. said Columbia plans to carry the network in all its hospitals and will help AHN push for carriage in local markets. The hospital chain is under investigation by state and federal regulators and prosecutors for its financial relationships with physicians.

—JMH

Ergen all but encouraged overtures from aerospace-communications-giant Lockheed Martin. "They understand the situation," he says. "They are one of our largest vendors. They appreciate the fact that we have been supportive of Lockheed Martin.... They appreciate the fact that we weren't willing to throw our conditional-access vendor overboard."

Lockheed Martin, which is building EchoStar 3 and EchoStar 4 satellites, may have a vested interest in helping EchoStar succeed, but it's not at all clear that they—or anyone else—will step up to the plate as a partner.

"No one is going to commit money to this thing," Curt Alexander of Media Group Research says. "[Ergen] will try to suck it up for a couple of months. Ultimately, when he's unsuccessful in landing a strategic or financial partner, you'll see a fire sale of assets."

Others are more optimistic, but not much.

"I refuse to be a doomsayer and say it's over for EchoStar," says Ted Henderson, of Janco Partners. "But they are in a tough negotiating position.... I think they could limp through this year, but they've got to have a partner."

A Lockheed Martin spokesperson characterizes the relationship with EchoStar as "business as normal" and says she is unaware of any discussions about a strategic partnership or about changing terms of EchoStar's contract.

Finding a partner is clearly a priority for Ergen, who has issued what's essentially an open invitation.

"That could be anybody in the content business, anybody in the data business, anybody in broadband business, anybody in the satellite business, anybody in the communications business...anybody in the distribution business, from retail to the programming side," Ergen says.

EchoStar has reverted to a slimmed-down, pre-News Corp. business plan in an effort to conserve cash. The company's first-quarter results indicate a quarterly cash burn rate of about \$21.3 million. With roughly \$86 million in cash on hand, EchoStar has sufficient funds for four quarters of operation. But the outlook is complicated both by the revised business plan and by substantial expenses ahead.

The company is sticking to plans to launch two more satellites—EchoStar 3 in September and EchoStar 4 early next year—to deliver local signals. But Ergen is now looking at local signal

distribution to 20 major cities, or roughly 20% of the U.S., instead of the 75% that Sky proposed. The scaled-down plan will require a second dish. EchoStar will either charge a minimal fee for the dish or give it away. The new plan will cost substantially less than the Sky venture, but absent a partner, EchoStar will have to shoulder the burden alone.

The financial hole could get deeper June 1. Ergen says the company plans to offer subscribers the option to buy hardware up front but pay for programming on a monthly basis in what's called unbundling. That lowers the barrier to entry, but it means that EchoStar will have to subsidize an even larger chunk of its subscriber growth.

"Our focus point is to go out and get 1 million subscribers as fast as we can," Ergen says. He told analysts he wants to hit that target by year's end, but also acknowledges that it will be tough. The company will have to pay \$200-\$250 per subscriber in subsidies

to grow, perhaps more under the unbundling plan. That translates into \$100 million—\$125 million in additional expenses to EchoStar to reach the 1 million-subscriber mark. There's also an estimated \$140 million in payments to Lockheed Martin to finish construction of EchoStar 3 and 4 and \$30 million in launch insurance that must be paid before the birds go up.

Ergen concedes that he may have to sell assets, although he doesn't like the idea. The problem is that those assets may not be very attractive. EchoStar owns transponder frequencies for several orbital slots, but only one—119, where EchoStar's DBS bird is parked—is full Conus. EchoStar could also sell its call center, use the cash to help fund operations, and lease back use of the call center. A junk bond offering—which would add to EchoStar's nearly \$1 billion debt load—is another possibility, but because of EchoStar's uncertain future, buyers could be scared away. ■

## PacTel delay another snag for wireless

*Hits just keep on coming for beleaguered companies*

By John M. Higgins

**T**he delay of Pacific Telesis Inc.'s once-ambitious rollout of wireless cable in Southern California marks just one more snag for the ailing industry.

Once touted as a major threat to cable, wireless cable is reeling from a series of missteps and broken deals, including the collapse of telco video venture Tele-TV and the embarrassing discovery that one operator's results were inflated.

American Telecasting Inc. was about to be delisted from Nasdaq after its net worth fell below exchange standards—despite a pending \$65 million—\$100 million sale of licenses and systems to BellSouth Corp. in Florida and Kentucky.

Once-soaring wireless issues have become penny stocks, with companies like CAI Wireless Inc. and People's Choice TV Inc. dropping from about \$17 per share to less than \$2 in a year. Investors are so skittish about operator

growth that wireless bonds trade for 25-50 cents on the dollar. Except for one player—BellSouth—the acquisition market has virtually dried up.

Is there any good news in the sector? "In a word, no," Smith Barney Inc. media junk bond analyst Alan Ginsburg says. "There are businesses there, just not apparently the businesses we expected two years ago."

The only glimmer of hope, industry and Wall Street executives say, is the prospect that these multipoint microwave distribution system (MMDS) operators can successfully launch voice, high-speed Internet and other commercial data services on their spectrum. CAI CFO James Ashman, whose company is testing high-speed Internet access in New York City now, disagrees with the relentless skepticism on Wall Street.

"We think our prospects are pretty good," he says. "MMDS is still the lowest-cost and quickest-to-market out there to do digital video voice and data."

Still, PacTel was supposed to be the





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**Is there any good news in the sector? "In a word, no," Smith Barney Inc. media junk bond analyst Alan Ginsburg says. "There are businesses there, just not apparently the businesses we expected two years ago."**

companies' financial savior. MMDS stocks had already been in a slump after luring TV junkies away from conventional cable proved more difficult and expensive than anticipated.

The \$1.5 billion-plus in debt and equity raised since 1994 went to buy out smaller players; as a result, operators have found themselves rich in spectrum, but without the cash to exploit it.

After acquiring early-success-story Cross Country Cable last year, PacTel pushed to launch the first high-capacity, high-quality digital MMDS in Southern California and scheduled a major consumer push for this month.

The telco lit up the system in March, delivering cable networks to 5,000 consumer "friendlies"—mostly employees. "It's in our office; it looks great," says one telco executive. One snag: Orange County "customers" complain of "tiling," an odd phenomenon that makes Jay Leno look like a Monet painting composed of little digital squares.

But something's even fuzzier: the commitment of PacTel's new parent company, SBC Communications Inc.

The San Antonio, Tex.-based telco completed its \$16.7 billion merger with PacTel April 1 and SBC Chairman Edward Whitacre has quickly enforced his skeptical view of video on PacTel. "Everything's on hold," says one insider. "SBC's evaluating the rate of return on all the money they need to spend to do this."

Whitacre has had his own troubles in video. SBC was the first telco to plunge into video, cutting a deal in 1993 to buy Hauser Communications Inc.'s suburban Washington operation for \$630 million. Within months, the telco soured on the video game and put the systems on the block, but couldn't attract high enough bids. Whitacre last year hired Prime Cable to manage the properties.

A PacTel spokesperson did not return calls seeking comment.

One wireless cable executive

expresses frustration over the move. "Here's the system ready to go, and they're holding back," the executive says. Bell Atlantic and Nynex suffered a similar embarrassment two weeks ago, agreeing to shed the bulk of their investment in CAI Wireless. After agreeing to exit at a slight premium to their \$120 million investment just last December, the telcos agreed to sell their interest in the former cornerstone to their Tele-TV programming venture at a 60% loss.

But even companies without telco troubles are having problems of their own. During the past two years Heartland Wireless Inc. had been consid-

ered one of the industry's best hopes to prove that MMDS was a real business, partly because the company has been so successful targeting rural markets that might not be served by traditional cable.

However, in March the company disclosed that it was writing off 25% of its subscriber base. Of Heartland's supposed 242,000 customers, 33,000 weren't paying their bills and were deemed uncollectible. Another 26,300 were apartment dwellers whose bulk accounts hadn't properly been accounted for. That disclosure spurred a four-hour conference call with analysts so the company could explain itself.

Alex Brown media analyst Jim Boyle says the success of Internet roll-outs, particularly American Telecasting's in Colorado Springs and People's Choice TV Inc.'s in Detroit, could buoy the whole group and open up the money flow again.

"There are several things percolating," Boyle said. "It's just that they haven't really aggregated to offset the 3 months of unrelenting bad news." ■

## TCI fills digital plate

*Signs Speedvision, Outdoor Life, Game Show Network in drive to fill digital channels promised by Christmas*

By Joe Schlosser

**T**wo weeks ago, Tele-Communications Inc. Chairman John Malone announced an ambitious plan to spend \$100 million to roll out digital cable services by Christmas.

Malone says TCI will spend \$100 million for digitally equipped headends in an effort to bring the majority of the MSO's 24 million homes basic digital service by that date.

Analysts say Malone's aggressive plan is an all-out effort to cut into the DBS marketplace. Having the digital tier on the market in time for holiday shopping could help.

While TCI's engineers are rushing to get the technology side ready by the deadline, the MSO's programmers are faced with an equally daunting task—signing up new cable networks to fill

the many slots to be opened by digital compression.

"We want to get all the rights we can to any product we think may have

**Analysts say Malone's aggressive plan is an all-out effort to cut into the DBS marketplace.**

some market appeal," says Jedd Palmer, TCI senior vice president of programming. "We are trying to get as many as we can, to tell you the truth."

Palmer says TCI officials do not know exactly how many slots will be opened as a result of compression. "We have an idea of the range," he says. "But it depends on

the compression ratios that we can perfect."

Analysts say it could be from 100-400 channels, and possibly even more by the time digital compression is fully employed. Palmer says the number of new slots will also depend on TCI's individual systems across the country.



"As you move to a digital compression environment, you are certainly going to have expanding capacity," says Christopher Dixon, an analyst with PaineWebber. "But it is still not clear what kind of compression rates TCI is going to get. It could be 12:1, 13:1. It all depends on the type of package."

Whether it is higher or lower than analyst expectations, the bottom line is that the 160-channel world has almost become a reality. And to the hundreds of fledgling cable networks awaiting carriage deals, digital could not come any sooner. Having the nation's largest MSO looking to sign them on is a big bonus.

"That's what is happening," says Bill Marchetti, an analyst with Paul Kagan Associates. "TCI is trying to line up a lot of the newer and perhaps more compelling networks that have carriage on DBS systems. TCI really wants to have a competitive offering to DBS for the vital Christmas shopping [season]."

Just this past week, TCI signed carriage agreements with Speedvision Network, Outdoor Life Network and the Game Show Network. All three say their arrangements call for a mix of analog and digital carriage.

"We've already done a lot of deals and have a pretty extensive lineup of digital product," Palmer says. "We're continuing to talk with others too."

Networks lined up for TCI's digital rollout include the Sci-Fi Channel, ESPNEWS, The History Channel, Home & Garden TV, BET on Jazz, Ovation, Nostalgia Television, Great American Country, Classic Sports Network, The Golf Channel, Fit TV, America's Health Network, Discovery Kids, Discovery Civilization, Discovery Channel, Bravo, International Channel and The Independent Film Channel.

Some of those networks are already carried by TCI on analog systems and may wind up on both digital and analog. Others will be moved exclusively to digital, Palmer says. The MSO plans to sign other networks in the coming weeks, including Romance Classics, he says.

"For some networks it is a major coup," Marchetti says. "If they get analog carriage from TCI, that is great for them. But even if they wind up on their digital services, that's not bad either. Being 30 to 40 percent of TCI's 16 million [projected to be 24 million with digital rollout] is not all that bad."



TCI President Leo Hindery signs the affiliation agreement next to a smiling E. Roger Williams, executive vice president of Outdoor Life Network and Speedvision

## OUTDOOR LIFE

Television With A View

### On the map

For officials at Outdoor Life and Speedvision, signing with TCI is as close to having made it as it gets in the cable industry.

"It certainly does change one's perspective to have the industry leader behind you," says Roger Williams, executive vice president of Outdoor Life and Speedvision.

"It gives you a certain comfort level, if you will. It sort of pushes you over the top."

Outdoor Life and Speedvision are owned by a consortium of MSOs that includes Cox Communications and Comcast. They have been awaiting such a deal for nearly two years. Williams says the two networks arrangements with TCI call for an analog rollout, with possible carriage on digital down the road.

"I suspect over time it will be a mix of analog and digital, but right now we're working on the analog component," Williams says.

Speedvision and Outdoor Life are currently carried nationally on about 300,000 TCI systems apiece. Williams says he was not allowed to speak on potential subscriber numbers with TCI but said that he expects to get "substan-



tial" analog carriage from them.

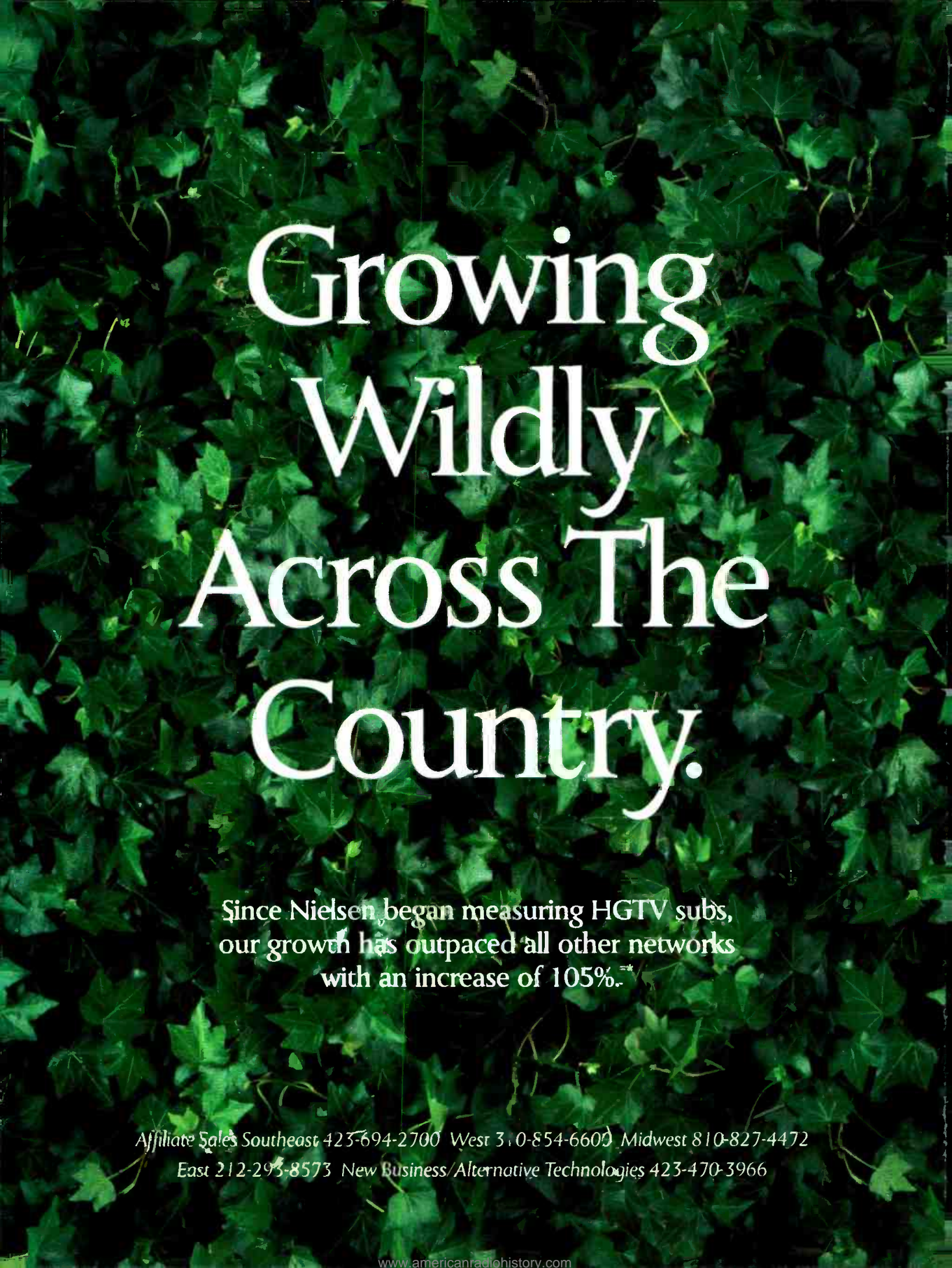
Elaine Parrish, senior vice president of sales and affiliate marketing at the Game Show Network, says her network expects to get more than a million analog subscribers from TCI over the next several months.

Those numbers seem a little high to some analysts.

"I can't believe they are talking about analog. Where?" asks PaineWebber's Dixon. "There isn't anything really left out there."

Palmer acknowledges that space is tight on its current analog systems, but he says TCI will find carriage room for both of Williams's networks and the Game Show Network. When asked how much space, he says it isn't in the millions. "They'll probably wind up mainly in digital," Palmer says. ■



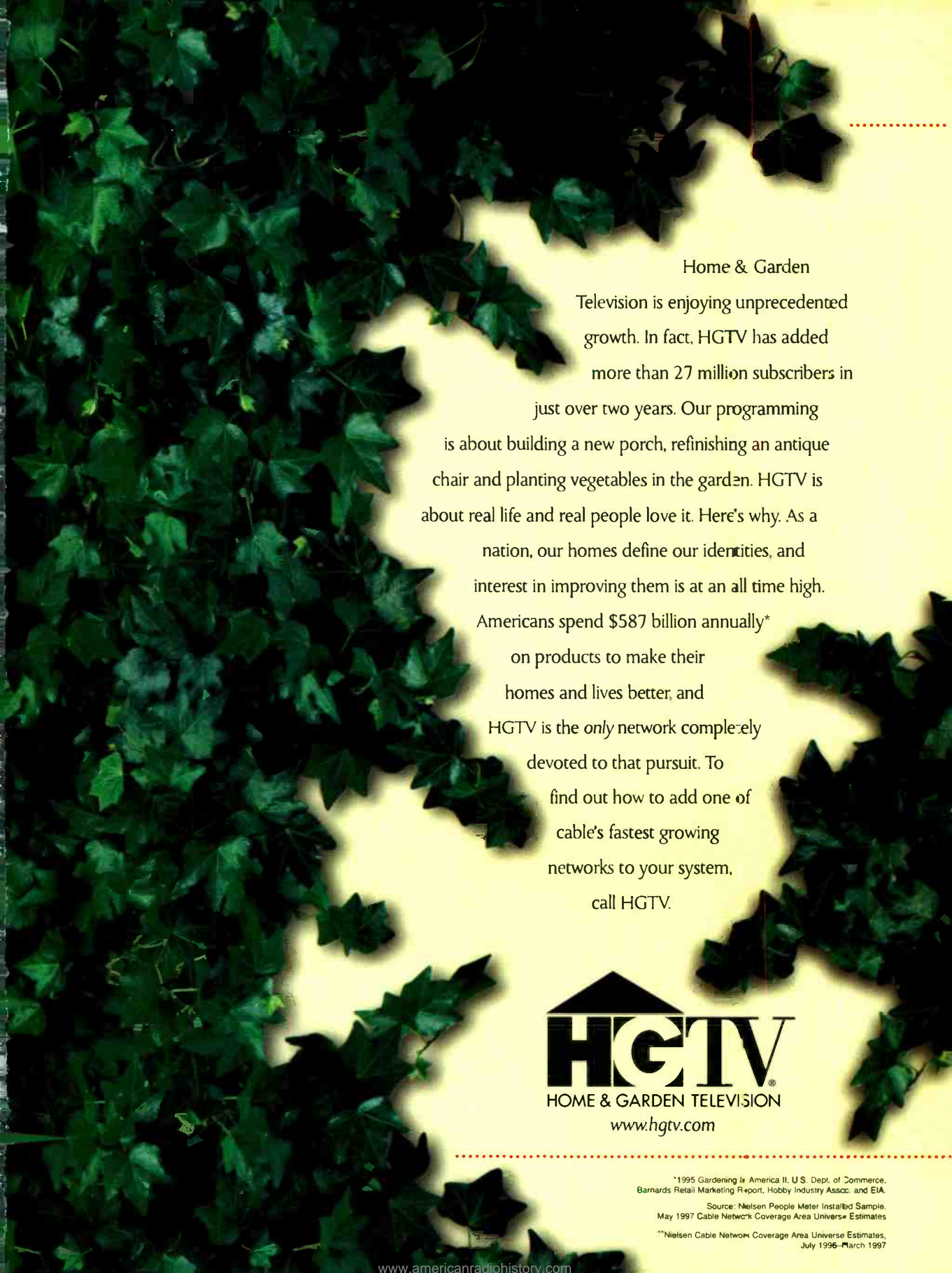


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\*1995 Gardening in America II, U.S. Dept. of Commerce, Barnards Retail Marketing Report, Hobby Industry Assoc. and EIA.

Source: Nielsen People Meter Installed Sample, May 1997 Cable Network Coverage Area Universe Estimates

\*\*Nielsen Cable Network Coverage Area Universe Estimates, July 1996-March 1997

# The 'Wonder' of Nick

Plans to add 'Wonder Years,' 'Brady Bunch' and 'Laverne & Shirley' to fall lineup

By Cynthia Littleton

As Nick at Nite comes of age, the classic TV network plans to reflect on its adolescence by adding *The Wonder Years* to its regular weeknight schedule this fall.

Nick at Nite, now in its 13th year, will introduce the groundbreaking Fred Savage sitcom with a week-long marathon in October. *The Wonder Years* originally aired on ABC in 1988-93.

The vintage comedies set to resurface in 1998 on Nick at Nite are *Laverne & Shirley*, bowing in June, and *The Brady Bunch*, in September.

TV Land, Nick at Nite's year-old cousin, is getting *The Flip Wilson*

show in August, network officials told advertisers at an upfront presentation last week in Beverly Hills.

Among the summer programming stunts planned at Nick at Nite is an *Odd Couple* marathon, dubbed *The Odd Couple...On Ice!* Felix and Oscar, aka Tony Randall and Jack Klugman, will host the week-long, 40-episode marathon beginning June 2 as if it were a sporting event.

TV Land, meanwhile, will showcase a month-long salute in June to the wit and wisdom of Garry Marshall, featuring examples of his work in the sitcom genre from the past three decades.

Separately, Viacom announced last week that Diane Robina has been named senior vice president, program-



Nick picks up 'Wonder Years.'

ing, for Nick at Nite and TV Land. Robina will oversee acquisitions and scheduling for both channels. Robina has been with Nick at Nite since 1988, when she beat out hundreds of applicants in the then-toddler channel's "I Wanna Be Manager of Acquisitions" contest. ■

## SOS: Save our subs

Cable working hard to keep customers satisfied in face of increasing competition

By Price Colman

The cable industry historically has relegated customer retention and acquisition programs to the luxury—not necessity—category.

No longer. Increasing competition over video services and cable's expansion into telecommunications services currently dominated by others have raised the industry's customer consciousness.

Philadelphia-based Comcast Corp. recently launched a pilot program in Detroit—where Baby Bell Ameritech is breathing down its neck—featuring "personal communications consultants."

Comcast officials declined to discuss the program, but sources said it works something like this: A Comcast consultant visits existing or potential customers, discusses Comcast products and services and leaves a pager number. In the telecommunications version of relationship-based marketing, the consultant becomes a personal cus-

tomers service rep. The idea is that when that customer is ready to add or switch anything from traditional video service to high-speed data, long-distance and local telephony, paging and even home security, he or she will check in with the Comcast personal communications consultant.

"It's beyond testing," says a source familiar with the program. "It's something that has proven successful and a prototype for what [Comcast] will do in similarly competitive environments."

Tele-Communications Inc. took an almost fatalistic approach to subscriber churn until Leo Hindery came aboard as president in February. But in the wake of third quarter '96 and first quarter '97 subscriber losses of more than 150,000, TCI has caught customer religion.

Case in point: TCI is developing customer retention marketing programs designed to keep customers on board. Under one scenario, The MSO would offer a \$15 rebate to customers

who might be considering jumping ship. Under another plan targeting seasonal churn, TCI would permit customers thinking about a temporary turn-off to stay plugged in for a minimal fee.

"It's a lot cheaper than disconnecting," says Hindery.

Cheaper for TCI and the customer alike. The customer doesn't have to pay a reconnect fee, and TCI doesn't have to send out a service truck.

While customer retention programs are hardly new to TCI or the cable industry at large, they've often been a primary target when the budget axe has fallen, as it did at TCI late last year. Now, in a tacit admission that eliminating hundreds of customer service representatives was a bad move, TCI is replenishing those ranks. There's one key reason for that abrupt reversal: competition.

What used to be manageable churn levels before there was an alternative to cable have become unacceptable. Customers who may have dropped cable



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on a seasonal basis can no longer be counted as sure returns as a result of DBS incursion.

Would cable's growth rate be slowing even without DBS? Yes, says Mark Riely of Media Group Research.

"The industry went through a period of higher-than-average sub growth which, while MSOs don't want to admit it, was a reflection of rate caps," says Riely. "If DBS hadn't existed, we would have seen growth rates come down from '93-'94 anyway. Growth rates have come down even more because of DBS."

Most cable operators see the telecommunications pie getting bigger, not smaller, although they acknowledge increasing competitive pressures.

"Is it true people are signing up for satellite services? Yes, it's true," says Steve Lang, spokesman for US West Media Group. "Does that mean we're [losing] every sub who goes to satellite? Not necessarily. It does tell me that the market itself is expanding, which has been in our models all along."

Still, churn is anathema, largely because of the staggering costs involved, and cable companies are looking at any and all alternatives to get—and keep—subscribers. Strategies range from cross-marketing and cross-promoting with partners in other ventures, such as long-distance telephone companies, to co-branded credit cards that earn points toward cable service or merchandise and even to a Nordstrom-style approach to personalized customer service.

Sunbelt states such as Florida and Arizona have long experienced heavy seasonal changes in customer levels. At its Broward County, Fla., system, encompassing about 61,000 subscribers, Jones Intercable has had a seasonal rate program in place for at least five years, says Debbie Wood, marketing manager.

"It helps us reduce the number of truck rolls to turn them on and off, and it reduces the time they have to wait to get service hooked up," she says.

Jones also offers a bulk billing rate for condominium and homeowners' associations. By making the cable bill part of the association fee, Jones can offer a discount.

"It helps us manage churn," Wood says. Current figures indicate the program's having an impact. The April '96 churn rate was roughly 4.4% of the subscriber base, compared with a churn rate of 2.2% this April. ■

## 50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of May 5-May 11, 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	Rating U.S.	Cable Share
1. NBA/Atlanta @ Chicago	TNT	Tue 7:58p	3,748	5.3	4.0	8.5
2. NBA/Atlanta @ Chicago	TNT	Thu 7:58p	3,511	5.0	3.8	7.9
3. NBA/Lakers @ Utah	TNT	Tue 10:37p	3,031	4.3	3.2	9.7
4. Rugrats Mother Day	NICK	Tue 8:00p	2,912	4.2	3.1	7.0
5. NASCAR/Winston 500	ESPN	Sat 1:30p	2,914	4.1	3.1	12.2
5. NBA/Houston @ Seattle	TNT	Fri 10:49p	2,876	4.1	3.0	9.2
5. NBA/Seattle @ Houston	TNT	Wed 9:43p	2,919	4.1	3.1	7.6
8. NBA/New York @ Miami	TNT	Fri 7:58p	2,652	3.7	2.8	6.9
8. NBA/Utah @ LA Lakers	TNT	Thu 10:33p	2,614	3.7	2.8	8.1
10. Rugrats	NICK	Tue 7:30p	2,438	3.5	2.6	6.4
11. WWF Wrestling	USA	Mon 7:57p	2,399	3.4	2.5	5.2
11. Angry Beavers	NICK	Sun 10:30a	2,352	3.4	2.4	10.9
11. Rugrats	NICK	Sun 10:00a	2,396	3.4	2.5	11.4
14. Rugrats Mother Day	NICK	Fri 7:30p	2,234	3.2	2.3	6.5
14. Rugrats	NICK	Thu 7:30p	2,215	3.2	2.4	5.7
16. Hey Arnold	NICK	Sun 11:00a	2,157	3.1	2.2	10.0
16. NBA/Seattle @ Houston	TNT	Mon 7:58p	2,216	3.1	2.3	5.0
18. Rugrats Mother Day	NICK	Sun 8:00p	2,025	2.9	2.1	5.0
18. Rugrats	NICK	Wed 7:30p	2,002	2.9	2.1	5.5
18. Hey Arnold	NICK	Mon 8:00p	2,015	2.9	2.1	4.7
18. Rugrats	NICK	Mon 7:30p	2,026	2.9	2.1	5.0
22. Are You Afraid of the Dark?	NICK	Fri 5:00p	1,938	2.8	2.0	7.5
22. Doug	NICK	Tue 7:00p	1,952	2.8	2.0	5.4
22. NBA/New York @ Miami	TNT	Wed 6:58p	1,973	2.8	2.0	5.0
22. Movie: "Point Break"	TBS	Sun 10:35a	2,011	2.8	2.1	9.7
26. Tiny Toon Adventures	NICK	Sat 9:30a	1,914	2.7	2.0	9.7
26. Tiny Toon Adventures	NICK	Sat 9:00a	1,870	2.7	1.9	9.5
26. Rugrats	NICK	Sat 8:30a	1,857	2.7	1.9	10.3
26. Secret World of Alex Mack	NICK	Thu 8:00p	1,914	2.7	2.0	4.5
26. Hey Arnold	NICK	Wed 8:00p	1,887	2.7	1.9	4.6
26. Movie: "Jitters"	LIF	Mon 9:00p	1,825	2.7	1.9	4.1
32. Kenan & Kel	NICK	Sat 8:00p	1,851	2.6	1.9	5.5
32. Doug	NICK	Fri 7:00p	1,804	2.6	1.9	5.6
32. Doug	NICK	Thu 7:00p	1,797	2.6	1.9	5.1
32. Are You Afraid of the Dark?	NICK	Mon 5:00p	1,785	2.6	1.8	6.9
32. World Champ. Wrestling	TNT	Mon 7:00p	1,831	2.6	1.9	5.1
32. MLB/Atlanta @ St. Louis	TBS	Mon 8:00p	1,835	2.6	1.9	4.1
38. Looney Tunes	NICK	Sun 9:00a	1,734	2.5	1.8	8.9
38. All That	NICK	Sat 8:30p	1,764	2.5	1.8	4.9
38. J. Henson's Muppet Babies	NICK	Sat 10:00a	1,746	2.5	1.8	8.9
38. Rocko's Modern Life	NICK	Thu 5:30p	1,738	2.5	1.8	6.2
39. Are You Afraid of the Dark?	NICK	Thu 5:00p	1,777	2.5	1.8	6.8
43. Movie: "Turner and Hooch"	USA	Sat 6:00p	1,714	2.4	1.8	5.7
43. Tiny Toon Adventures	NICK	Sun 8:30a	1,678	2.4	1.7	9.7
43. Alvin & the Chipmunks	NICK	Sat 11:00a	1,695	2.4	1.7	8.7
43. Doug	NICK	Wed 7:00p	1,677	2.4	1.7	4.9
43. Are You Afraid of the Dark?	NICK	Wed 5:00p	1,684	2.4	1.7	6.6
43. Are You Afraid of the Dark?	NICK	Tue 5:00p	1,649	2.4	1.7	6.2
43. Movie: "Rain Man"	TNT	Sun 9:00p	1,705	2.4	1.7	4.1
50. Movie: "The Stepsister"	USA	Wed 8:59p	1,615	2.3	1.7	3.5

Sources: Nielsen Media Research, Turner Research



**Stars 'Remember'**

Whoopi Goldberg and *Seinfeld*'s Jason Alexander are among the guest stars set to appear in the upcoming season of AMC's original comedy *Remember WENN*. Actress Joanna Kerns also has signed on to direct an episode of the series, which centers on a Pittsburgh radio station in the early 1940s.

**Lancit supplying Discovery Kids**

Lancit Media Entertainment will provide Discovery Network's new kids programming block, Discovery Kids, with one-sixth of its original programming, says Discovery. Discovery purchased a minority interest in Lancit last September. Marjorie Kaplan will oversee implementation of the Lancit agreement as senior VP, children's programming, for Discovery Networks.

**Comcast revs up**

Comcast Corp.'s first-quarter revenue came in at \$1.131 billion, a 10.8% pro forma increase after the acquisition of Scripps Howard Cable. Operating cash flow was \$333.7 million, a 10.9% pro forma increase from first quarter 1996. Net losses were \$64.7 million, or 20 cents per share, compared with \$34.6 million, or 14 cents per share, last year. The company attributed the increase in net losses to Sprint's PCS venture, in which Comcast has a 15% stake. In the cable division, revenue was \$501.1 million, a 9.6% increase from \$457.3 million in the first quarter last year. Operating cash flow was \$230.3 million, an increase of 6.3% from \$216.7 million last year. Subscribers increased 32,000, or 2.2%. Cash-flow margin, a measure of efficiency for cable companies, was 45.89%, a greater drop than analysts expected from last year, when the margin was in the high 40s. Electronic retailer QVC, in which Comcast has a 53% interest, reported a 6.6% increase in revenue to \$479.7 million, compared with \$450.1 million last year. Operating cash flow was \$79.1 million, a 9.3% increase from \$72.4 million in 1996. QVC results were affected by its international

expansion.

**C-TEC looking to buy Mercom**

C-TEC is trying to acquire the 38% of Mercom it does not already own, and is offering in exchange an 8.75% ownership of C-TEC Cable Systems of Michigan, which will be spun off when C-TEC restructures as announced. Cable system Mercom, in which C-TEC owns a 62% stake, would become a wholly owned subsidiary of C-TEC Michigan. The subsidiaries serve 200,000 subs, 40,000 of which would come from Mercom. Mercom's board of directors has yet to meet to approve the deal.

**Buckeye fibers up**

Buckeye CableSystem of Toledo is spending \$120 million on a fiber-optic retrofit for its 18 franchise areas serving 130,000 subs. The new fiber network will be able to deliver several hundred digital channels initially and about 2,000 channels eventually, says the company. Work will begin in the second half of 1997 on replacing the existing 1,800 miles of plant, with the first customers converted by late in the year. The project is expected to take about four years. Buckeye currently passes approximately 203,000 homes with 60 analog channels.

**BET at Disney**

Disney has signed a deal with BET to bring live entertainment to Disney's Pleasure Island entertainment complex. BET Holdings, which owns Black Entertainment Television, will open BET SoundStage club in Orlando's downtown Disney district in early 1998. The club will have 5,000 square feet available for jazz, rhythm and blues, soul and hip-hop. Disney is renovating its Neon Armadillo Music Saloon to make room for the BET SoundStage.

**Walking in dad's shoes**

Showtime Original Pictures for Kids is producing *In His Father's Shoes* just in time for Father's Day. Louis Gossett Jr. stars in the production, which airs June 15, 8 p.m. ET/PT. Gossett stars as a father who dies but

whose magic shoes take his son back to 1962, where he learns about his father.

**Honors on A&E**

A&E will be the first cable network to carry the Kennedy Center Honors. The network will carry 19th annual event, featuring Jack Lemmon, Benny Carter and Johnny Cash, June 14. A&E also will air a James Taylor concert June 25. Other specials this summer include *Blood Money*, *Switzerland's Nazi Gold* and *Prohibition: 13 Years That Changed America*. The network will air six original movies and eight new *Biographies*, including installments about Tom Hanks and Sylvester Stallone.

**Healthy Family**

International Family Entertainment reported operating revenue of \$97.183 million for the first quarter, up 30.5%, from \$74.492 million, in first quarter 1996. Operating cash flow increased 13.7%, to \$17.363 million, from \$15.272 million in the same period last year. Net income was \$4.738 million, or 10 cents per share, compared with \$4.688 million, or 10 cents per share, in first quarter 1996. IFE says operating cash flow was improved by consolidation of Family Channel UK into the operations of former minority partner, UK-company Flextech plc. Family Channel increased its revenue 22%, to \$69.716 million, for the quarter and operating cash flow 25.4%, to \$29.717 million. IFE attributes Family Channel growth to ad revenue, which increased 23.2% for the quarter. The channel had 68.6 million households, a 6.2% increase from 64.6 million subs in first quarter 1996. Sub fees increased 14.9%, which also brought in additional revenue. The Family Channel is the only IFE business to report income. IFE supposedly has been on the verge of selling 30% of Family to News Corp. for the past six to nine months, but the parties still are wrangling over the Robertsons' control. "I don't recall any [deal] taking quite this long," says Smith Barney analyst John Reidy.

# Olbermann returns to 'SportsCenter'

By Joe Schlosser

**E**SPN *SportsCenter* anchor Keith Olbermann returned to the network after a two-week suspension last week, laughing about his time off and comparing his suspension to that of New York Yankee owner George Steinbrenner from Major League Baseball's executive council.

"They knew we were not exactly going to ignore it," Olbermann says of his and co-anchor Dan Patrick's references to the suspension during Tuesday's 11 p.m. ET *SportsCenter*. Olbermann says his future with the sports network is still "clouded." His reported \$300,000-per-year contract is up at year's end.

After an April 29 appearance on former ESPN anchor Craig Kilborn's Comedy Central talk show, Olbermann

was suspended for two weeks with pay for failing to get the network's permission for the appearance.

"Nothing is definitively sealed and resolved, but the relationship is much healthier than it was two weeks ago," he says.

Olbermann claims he went on Kilborn's *The Daily Show* to promote the book that he and Patrick co-wrote, titled "The Big Show."

"It was my understanding that I had the green light to promote the book, and I had a document that said as much."

Interpretation of the document by ESPN officials was the main cause of his suspension, Olbermann maintains. ESPN Executive VP Howard Katz also spoke with Olbermann recently after Olbermann plugged the book on the opening of *SportsCenter*.

Of his 15-day absence, Olbermann says it provided perspective and that it was a double-edged sword for both ESPN and himself.

"I think both sides did get new perspective on the situation and there are no doubt valuable elements to this relationship," he says. "I'm very good for *SportsCenter* and *SportsCenter* is valuable to me." ESPN officials had no comment.

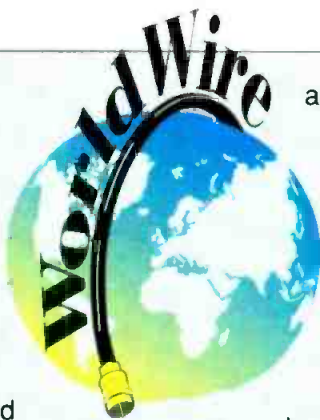
Published reports say Fox Sports Net has shown interest in signing Olbermann to work in a similar capacity. Olbermann says he knows only what he reads in the newspaper. On rumors that have him going to work for ESPN radio full-time and doing only one night on *SportsCenter*, Olbermann says: "There are probably 27 different formats we are discussing right now. That is just one of them." ■

## Renaissance executives join SBS

Two former leading executives of U.S. station group Renaissance—Michael Finkelstein and Edward Karlik—have linked with undisclosed investors to take a 5.5% stake in European broadcast investment group Scandinavian Broadcasting System, 23% of which is owned by Disney/ABC. The new investor group becomes SBS's fifth largest investor. Finkelstein and Ronald Doerfler, Disney/ABC senior vice president, have been named co-chairmen of a new executive committee. SBS CEO Harry Sloan and vice-chair Woody Knight will also sit on the committee. Karlik will act as a consultant on operations. Sloan hopes Finkelstein and Karlik will help to check SBS's operational costs and allow it to break even after years of negative operating cash flow. Programming, which accounts for up to 75% of total costs, is the main target for cuts, according to Sloan. Finkelstein and Karlik helped to drive Renaissance's profit margins up to 45% before the group's sale to Tribune for \$1.3 billion in July 1996. Although SBS cut its station operating cash-flow loss to \$13.1 million in the first quarter 1997, from \$17.2 million in the same period in 1996, Sloan conceded that the improvement was insufficient. Revenue grew to \$47.7 million in the quarter, from \$40 million in 1996.

## New players for Spain

General Electric's GE Capital and the Bank of America



are backing Spainco, an investment group formed by former US West International president Dick Callahan. Spainco has taken a 32.5% stake in Spanish cable group Cableuropa for Ptas 3 billion (\$20.6 million). Callahan negotiated the Cableuropa deal, under which Spainco will also take 25% of Cableuropa's regional operating subsidiaries, which are currently bidding for cable licenses. The first round of Spanish licenses, covering four regions, will be awarded in September.

## New JSkyB shareholders

News Corp. and Japanese software giant Softbank, the founders of digital DTH venture JSkyB, have announced that terrestrial broadcaster Fuji TV and consumer electronics giant Sony will become equal partners in the planned digital platform. JSkyB has also announced that Hajime Unoki, chair of electronics firm Aiwa, will become executive chair. Unoki replaces Rupert Murdoch, who will serve as board director. The final stakes of each group have not been decided, according to JSkyB, but it is believed that each partner will own 20%. The remaining 20% is being divvied up among four other local firms: ad agency Dentsu, trading house Marubeni, finance firm Orix Corp. and retailer Hikari Tsushin. JSkyB plans to launch a trial package of six channels from the JCSat-3 satellite in the summer, with a full launch planned for April 1998.

—Nicole McCormick



# Broadcasting & Cable's **Telemedia**

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

Interactive

## TV-'Net vendors resist the marketing Web

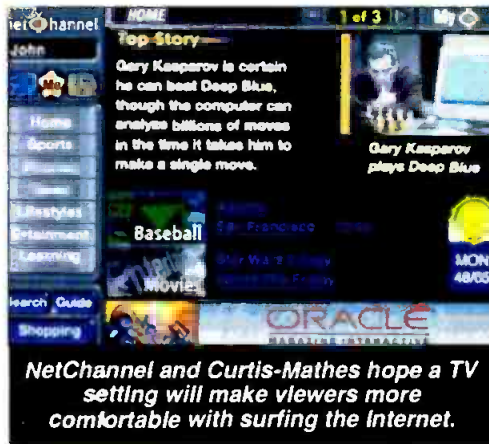
Services hope to reach the Internet through TV screens

By Richard Tedesco

Two services that ostensibly aim to follow the WebTV model are nonetheless trying to present themselves as anything but Web-focused. Their dilemma: a market segment that seems to want no part of PCs, but might persevere the Internet if it were part of the TV experience.

"Our consumer is a TV viewer who doesn't own a PC. They hear 'www' after every advertisement they see, but they won't buy a PC for \$999," says Tom O'Mara, vice president of sales and marketing for longtime TV-maker Curtis-Mathes. O'Mara's company is beginning to ship a \$399 Uni-View Web-surfing add-on box, which "is there to enhance the TV experience," he says.

Meanwhile, NetChannel, a hybrid service that recently acquired WebTV competitor ViewCall America, has dubbed itself a television service provider (TVSP). "We provide a complete service targeted at the TV," says John Stuckey, NetChannel vice president of marketing. "This is the stuff we want on our TV."



That TV identification is preferable to being characterized as an information service, at least in the company's opinion. Web surfing is part of the picture, but it's the last item on NetChannel's pitch list and on its on-screen menu. The TVSP menu which resembles an online information site, includes entertainment, sports, news, finance, education and shopping. There's a lead story, a lead sports item and financial news; the sports and financial aspects can be customized by the user to follow favorite teams or stocks. E-mail is also included.

NetChannel is forming rela-

tionships with content providers such as Intuit, for finance news, and *USA Today*, for localized weather. NetChannel's \$19.95 monthly service will be included in software from Thomson Consumer Electronics and Network Computer Inc., a subsidiary of Oracle Corp. Thomson and Gist Communications, which maintains The Gist online TV listing service, are developing an electronic program (EPG) guide for NetChannel. The EPG permits click-through access to

particular TV shows, which can be viewed while using the service.

Curtis-Mathes's \$19.95 monthly service provides 18 "channels," says O'Mara, who emphasizes the featured seven-day EPG and VCR functionality. UniView also enables credit card transactions online via a swipe on the front of the box.

Despite their intention to downplay it, both services offer full Internet functionality. Search requests processed on NetChannel bring the user into the Yahoo! search engine. "We kind of call it Web wandering," Stuckey says. **TM**

### Progressive Nets releases RealPlayer beta 2

Progressive Networks released a beta 2 version of its RealPlayer, which handles PN's RealAudio and RealVideo products.

The principal new feature of the RealPlayer release is a set of five destination buttons that can be programmed from a menu of 25 different sites that use RealAudio or Real Video. The destination button enables immediate click-through to the site selected.

The new RealPlayer also features a compact viewing mode that reduces the space taken up onscreen. A TV mode permits the user to locate a TV window anywhere on a PC screen while performing other tasks. A dynamic streaming function also automatically adjusts the streaming rate to compensate for problems related to network congestion or poor connections.

### Lycos, Bertelsmann in joint venture

The Lycos search engine company and Bertelsmann AG entered into a deal last week to distribute navigation centers in 37 Eastern and Western European countries.

Bertelsmann Internet Services, a unit of Bertelsmann AG, is fueling the venture with \$10 million in start-up capital. Lycos and Bertelsmann will each own a 50% stake in the entity, to be called Lycos-Bertelsmann.

The initial objective is to set up operations by early fall in Germany, the UK, France, Italy, Belgium, the Netherlands, Luxembourg and Spain.—RT

High-speed modems

# Continental relaunches for 'the future'

Massive MediaOne rebuild could cost \$5 billion

By Richard Tedesco

Continental Cablevision reentered the digital age with a new corporate moniker and a relaunch of its high-speed Internet access service last week.

Recast as MediaOne, the broadband branch of US West, CEO Amos Hostetter committed the company to a "massive rebuild" of its cable systems—in the \$5 billion range—through the decade's end, declaring, "Yesterday in small towns, in big cities, the future arrived."

The immediate significance for MediaOne subscribers is expanded availability of

MediaOne Express, the recast version of Continental's Highway1 high-speed modem service. A commercial rollout in Chicago and southwest Florida starts now, with introduction in Atlanta, Los Angeles, Richmond, Va., and southeast Florida systems to follow in the next several months. Highway1 had already been introduced to subscribers in several Continental suburban Boston systems, suburban Detroit and Jacksonville, Fla.

Approximately 1 million MediaOne subs will have access to the service by year's end. Between 10% and 15% of all communities that MediaOne serves will be

included, Hostetter says. The service will cost from \$35 monthly for cable subscribers getting one-way modems to as much as \$60 for non-cable subs receiving standalone two-way modem service.

Simultaneously, Hostetter says the company is spending \$20 million on creating its new brand name, which got early play in what he described as a full-page "manifesto" in national newspapers. The MediaOne name was first used by US West to christen its Atlanta systems.

The renaming was rolled out during a two-city press event, with *Home Improvement* co-

star Richard Kam trotted out in New York, where Hostetter played host. MediaOne President Bill Shleyer beamed in live from the Arlington, Mass., household of a MediaOne subscriber and his family. That subscriber happened to be Berge Ayyvazian, executive vice president of the Boston-based Yankee Group.

Beyond digital data services via broadband, Hostetter touted the digital TV future on MediaOne systems, saying that MediaOne expected to upgrade all its systems to two-way capacity by 1999. And it's figuring that up to half of its basic subs could opt for digital tiers of service when those tiers become available. Typical MediaOne packages would offer 70-80 analog channels and 150-200 digital channels, according to Hostetter, who says a national Roper Starch survey indicates that 75% of the populace is excited about future broadband services.

As far as the digital-mode MediaOne, Hostetter says its systems will deliver either enhanced digital service or true HDTV services, declaring, "We will be ready when they are."

While MediaOne stands ready to dramatically increase distribution of high-speed Internet access service, and the LANcity and General Instrument Surfboard boxes to deliver it, Hostetter makes it clear that MediaOne wants out of the modem biz itself. "We are looking forward to the day when the modem is a piece of consumer electronics," he says.



Continental revamped its Internet service

## ABCNews spotlights online depth

ABCNews.com may not be the first site of its kind on the Internet, but it aims to be the deepest.

That's the word from Jeff Gralnick, executive in charge of the online news operation. "This launches as a deep, competent service," Gralnick says. "We think we're going to be much more reactive to breaking news. This is going to be like a 24-hour news service."

The ABC News site will feature a radio news summary—updated throughout the day—and a news ticker. Gralnick rejects any notion that the network is playing catch-up with other sites, such as MSNBC's and CNN's.

"It's an expanding universe. Every day that passes there's a brand-new group of Web users," says Gralnick. "If we were creating a new brand, that would be difficult. But this is ABC News."

In addition to spreading the latest news, ABC News is pushing the latest technology. Along with site designer Starwave, ABC News is partnering with Progressive Networks for its RealAudio and RealVideo streaming products. The Disney Co. recently purchased a \$100 million stake in Starwave, which earlier developed the popular ESPN SportsZone site.

ABC World News Tonight will now feature the Web addresses at the end of the newscast, along with the tag line "ABC News now, always on." That national evening newscast and *Good Morning America* also will plug the site for content related to particular on-



air stories. References to the news site will be included in all stories that break during newscasts. "If a story breaks in the middle of a broadcast, it is legitimate to say, 'for the continuing story see ABCNews.com,'" says Gralnick. "We will draw these two audiences together."

Most of the streamed video on the site will be pre-recorded. Some will be streamed on a live basis, but ABC News intends to await technological improvements in streaming technologies before it does extensive real-time streaming. The site will be a work in progress for the foreseeable future, Gralnick says, with additions and modifications over time.

The site will feature links to ESPN SportsZone and Mr. Showbiz, another Starwave-designed entertainment site. ABC News expects to operate the new site at a loss for at least two years.—RT



# Marketing company brings IPO to TV, WWW

By Dan Trisoboff

**A** New Jersey marketing company is applying the push technology it offers clients to its own efforts to raise money.

Interactive Multimedia Network, which markets itself with the slogan "interactive convergence: your product on TV and the Internet simultaneously," is pushing its own initial public offering over the Internet and television simultaneously. The pitch for the IPO appears on IMN's Website ([www.shop-the-net.com](http://www.shop-the-net.com)) and several other investor-oriented sites, and on various television, cable and satellite home shopping shows. The level of animation will depend on the user's browser level.

The Jersey City-based company believes it can raise "the awareness level of its family Website" as it raises money to fund an increased Internet presence.

"Using crossed platforms [television and Internet convergence] is the future for marketing products and services in the global

electronic marketplace," the company says. The Internet can outdo an offering circular by providing more up-to-date information, IMN says, at the same time that IMN demonstrates its convergence marketing philosophy.

Richard Verdiramo, IMN vice president, says that among his company's marketing approaches is "the world's first and only home shopping sitcom," which he calls, "a cross between *Seinfeld* and QVC."

About the sitcom, Verdiramo says, "anything and everything is for sale. We take the advertiser's content and thread it into the sitcom plot. If we were doing *Seinfeld*, the restaurant where they're always eating would be a paying client...the soup Nazi would be a client."

The individual plugs within the sitcom can be taken out and used independently as commercials. Eventually, Verdiramo says, those spots will be streamed on the World Wide Web.

## Hayes shipping modems, doing trials

Hayes Microcomputer has begun shipping its Ultra cable system for Internet access and is conducting several field trials.

The Ultra system includes one-way modems with downstream data speeds of 4 Mb/s for \$179. The system uses a telephony return path. The Ultra system also includes a headend kit with decoder and PC for the headend, priced at \$9,000.

Atlanta, Ga.-based Hayes will conduct five or six field trials with medium-size MSOs during the next several months, according to Sebastian Pereira, Hayes cable modem products group manager. Hayes is targeting modest-size cable operators with 30,000-40,000 subscribers. "They're easier to work with, and you don't have to go through a validation process," he says. Pereira claims that operators can begin to make a return on their investments within a year of initiating Internet operations. —RT

## An Important Announcement About Our VCII Technology

General Instrument has been providing satellite receiver-descramblers for commercial use since 1986. As part of our product evolution, we are now preparing to upgrade remaining VCII commercial customers to VCII Plus® technology.

As part of this program, we will no longer be repairing VideoCipher®II (VCII) commercial circuit boards and VCII commercial modules. We will continue to support the 2800 Wedge Receiver product which can be easily upgraded.

- If you have a commercial VCII IRD and wish to upgrade to VCII Plus technology, commercial VCRS™ (CVCRS) modules are available at a special discounted price through November 30, 1997.
- If you have a GI 2800 Wedge and wish to upgrade to VCII Plus technology, a CVCRS Upgrade Kit is available at special savings also through November 30, 1997.

**To place an order, please call our Sales Order Department at (619) 404-2360.  
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The upgrade module or kit comes with installation instructions. Should you wish to have our Technical Assistance Center support you, please call (619) 550-8085. Standard shipping and handling costs will be added to the upgrade price.

GI reserves the right to set quantity limits on the number of kits and modules available under this promotional program.



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# Technology

May 19, 1997

## Cable wrestles with high-def delivery

*Delivery, equipment strategies depend to large degree on digital decisions of broadcasters*

By Glen Dickson

**W**hat's cable going to do with HDTV, anyway?

A straight answer is hard to come by, as it depends heavily on a number of regulatory issues that still need to be hammered out by the FCC (see box, page 60). But it's a question consumers may start asking in late 1998, after the first digital broadcasts have hit the airwaves and the first buyers of digital television sets have begun to watch widescreen HDTV (or SDTV) pictures received by over-the-air antennas.

It's also a question HDTV proponents are asking right now, since 65 million homes subscribe to cable, compared with 35 million that rely solely on over-the-air reception for their television service. (About 4.5 million homes are served by DBS. Most of these homes also subscribe to cable or use over-the-air antennas for local stations.) While consumer surveys (see chart) indicate that early adopters may use an antenna to watch HDTV broadcasts, cable will obviously play a large role in HDTV's eventual success or failure.



To display HDTV, General Instrument's digital set-tops (l) will probably need an adapter box to interface with digital television sets. Scientific-Atlanta's Paul Pishal, director of technology planning, says that adding a digital port to S-A's boxes (r) makes the cost too high.

If the FCC mandates it or customers demand it, cable operators will wind up carrying HDTV broadcast signals. To do that, they'll have to remodulate the broadcast signals to pass them through their wires. Cable subscribers then will be able to watch the widescreen pictures, provided they own a digital TV set and their operator has insured a working interface between the set and their digital set-top box.

Technically, carrying HDTV signals won't be difficult, say cable engineers. Both the new North American standard

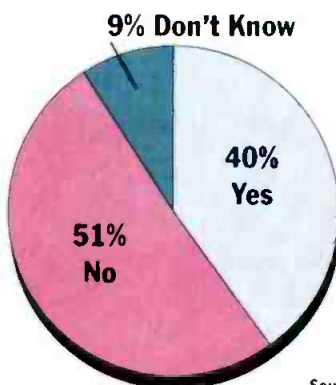
for digital cable and the broadcast DTV standard are based on MPEG-2 compression, although their modulation schemes are different.

To carry HDTV, cable operators would receive the 8-VSB broadcast signal, remodulate it to 64-QAM or 256-QAM modulation, then pass it through their system. While 8-VSB modulation yields 19.3 Mb/s of data on a 6 mhz broadcast channel, the lower noise of coax yields 27 Mb/s for 64-QAM modulation and 38.8 Mb/s for 256-QAM. So a cable operator using

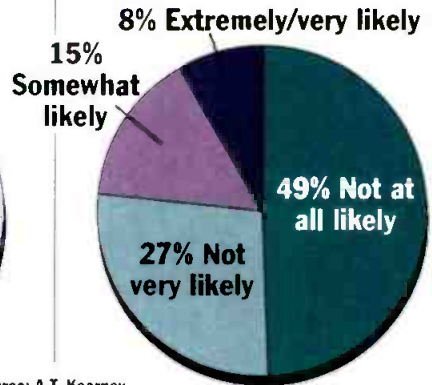
### Taking consumer pulse of DTV

Seventy percent of consumers have heard of digital TV and 23% might buy a DTV set, according to an April survey of 1,000 consumers by A.T. Kearney. "Given no advertising or anything else, that is not a bad baseline from which to begin marketing and selling digital sets and digital programming," says Joseph Kraemer, a vice president at the management consulting firm. Of the respondents, 72% subscribe to cable, 48% have a personal computer and 10% have a satellite receiver. See the pie charts for other findings.

Would you buy a UHF antenna if your cable system didn't carry TV stations' DTV services?



Would you buy a digital TV set if the premium over an analog set were \$1,000 or less?



Source: A.T. Kearney



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256-QAM could carry two full-resolution HDTV signals in a 6 mhz channel.

"Passing through HDTV is not rocket science," says Alex Best, vice president of engineering for Cox Communications. "Changing its modulation is a little tricky, but you could certainly do it for less than \$10,000 per channel per headend."

The 8-VSB demodulation equipment may cost less than that, says David Robinson, General Instrument's vice president/GM of digital network systems. He estimates that an integrated transcoder (8-VSB demodulator and 64-QAM modulator) would cost less than \$5,000, while an 8-VSB demodulator sold in modular form would cost far less.

Carrying HDTV on cable gets more complicated when the pipe enters the home, however. Since the specifications on digital TV sets haven't been finalized, cable operators aren't sure how the new sets will interface with cable inputs, whether they come from a digital set-top or out of the wall. The Consumer Electronics Manufacturers Association and the NCTA have formed a joint working group to discuss the set-top/digital TV interface issue, but no solution has been reached.

A standard interface is important, because digital set-tops won't be able to decode and display HDTV pictures.

General Instrument's digital set-tops, which are being deployed by TCI, can support 16:9 SDTV pictures, but not HDTV (nor the 480 P at 60 frames SDTV standard). The boxes do have a digital data port that can pass through HDTV signals to a digital TV set, which then would decompress and display the pictures. But the GI data output is a custom port that may require an adapter to interface with the data port on a DTV set (which may be Firewire or some other industry standard).

"After the boxes are deployed, we could come up with a not very complicated converter that would take the cable output and create an interface," says Bob Rast, vice president of technical business development for GI's satellite data networks group.

The first Pegasus digital set-tops that Time Warner will be deploying won't support 16:9 pictures and won't have digital outputs, says Jim Chiddix, chief technical officer for Time Warner Cable. Future Pegasus versions may have a Firewire (or similar) port to work with DTV sets, which means that the old boxes would be replaced for subscribers who purchased digital TVs. But Chiddix says another possibility is that the new digital TV sets will be cable-ready, eliminating the need for a digital set-top.

"What cable wants the consumer electronics guys to build into digital TV sets is the ability to demodulate 8-VSB, 64-QAM or 256-QAM, along with NTSC," says Chiddix. "A TV built that way would be quite well suited to deal with this. You could put the [broadcast signals] on the same MPEG-2 multiplex, modulate them on 6 mhz at 256-QAM, and the TV would tune those signals and extract them. If the digital TV is there, why would you need a set-top?"

Cable operators are waiting to see whether broadcasters will transmit one channel of HDTV or multiple channels of SDTV, which can be transmitted in either the 16:9 or the 4:3 format. If broadcasters elect to do multiple channels of 4:3 SDTV, for example, cable operators could remodulate those signals and pass them through for any digital set-top to decode and display—on an existing television set. "On cable, you wouldn't have any problem at all [with those signals]," Chiddix says.

But operators don't expect it to be that easy, particularly since CBS, ABC and NBC all have expressed interest in broadcasting HDTV in prime time (B&C, May 12).

"I think you'll see that a couple of these guys are going to do HDTV," says Tony Werner, TCI's senior vice

## What will DTV do to cable regulations?

While cable companies ponder the possibilities of DTV signals, regulators will be trying to figure out whether the new technology should mean new rules for system operators.

FCC officials last month punted on the question of how cable must-carry laws should apply to the new broadcast service. And few in Washington thought the commission would need to answer the question, until the Supreme Court issued its surprising March 31 decision upholding the law that requires cable systems to carry the signals of local broadcasters.

That decision means that cable systems could be required to carry the new digital signals sent out by broadcasters. The 1992 Cable Act includes language instructing the FCC to write rules that insure cable carriage of TV signals which have been changed to conform with the new broadcast standard.

The law leaves it to the FCC to decide whether to apply such rules while broadcasters are sending out both analog and digital signals. FCC officials plan to make that decision in a future rulemaking effort.

"Clearly, during the transition period, at least the station's NTSC channel will be subject to must-carry obligations," the FCC said in a 1995 proposal.

But the FCC invited comments on whether the requirement should include a station's DTV signal, particularly if the digital signal consists of programming not offered on the NTSC channel.

Additionally, the commission asked whether any high-definition program should be required to be carried in an HDTV format on cable.

FCC officials also will need to decide how to treat multiplexed digital signals. Broadcasters say the cable systems should carry all the multiplexed programs if they decide to send out five programs on their digital channel. Cable operators say that forcing operators to carry both analog and digital TV signals will place too heavy a burden on cable systems.

Commission officials will not need to consider the issue of ancillary services delivered on the digital channel. In the 1996 Telecommunications Act, Congress said the FCC should not extend must-carry rights to such services.

Congress also said that the FCC should develop a fee schedule for any subscription services broadcasters might offer through the digital channel. The commission has not yet done that, putting the issue off until a future rulemaking.

—CM



president of engineering. "There's not going to be 100 percent consistency. I don't think we are going to see all of the broadcasters going [to HDTV] immediately."

Walt Hildenbrand, Cablevision Systems vice president of technology, agrees: "I think it's conceivable that someone, if not a few, will do a little bit of both [HDTV and SDTV]. This [issue] is amorphous until you know what the content is."

Cox's Best says he's a "personal advocate" of HDTV: "I happen to think the general consumer will go for it. I

think there is a big enough jump in quality."

If Best is right, the next question for Cox and other MSOs will be how to get enough capacity to carry HDTV. Best expects 80%-90% of Cox systems to be upgraded to 750 mhz by the end of 1999, so "I will at least have the capability to carry it."

Werner says that if HDTV happens very soon, it will pose a capacity problem for TCI. "But if we can go out a ways, technology is on our side," he says. "If we had to start launching them in 36-channel systems, it starts to eat

into our capacity."

The key question, Werner thinks, is what will happen if cable networks go to HDTV, which they may do to provide pictures equivalent to those of the broadcast networks. "There's good news and bad news here," he says. "The bad news is it starts to eat up lots of megahertz bandwidth. The good news is we can add that bandwidth cheaper than anyone. We have no spectrum auction, no satellites to launch." ■

*John M. Higgins contributed to this story.*

# Cutting Edge

By Glen Dickson

**Harris Corp.** has signed deals to provide analog and digital transmitters to Silver King Broadcasting and Post-Newsweek Stations. The agreements, which will cover 12 Silver King stations and six Post-Newsweek stations, have a combined potential value of more than \$15 million. In other Harris news, the transmitter manufacturer has designed and built an HDTV display for the Smithsonian Institution's National Museum of American History in Washington. The double-screen display allows viewers to compare HDTV pictures with NTSC pictures.

**Lifetime Studios**, New York, has made a round of improvements to its production facilities, including a \$250,000 upgrade to its million-dollar DeSisti lighting grid in Studio One; a new Electronic Theater Controls Expression 2X lighting console in Studio Two; a new Sony MXP-744 audio console in Studio Two,

and three Ikegami HL-59 digital studio cameras. Lifetime has also announced that *Oddville*, MTV, MTV's new talk/variety show starring Frank Hope [former BROADCASTING & CABLE cable editor Rich Brown], is shooting its first 65 half-hour episodes there.



**Bill Liento, president of DeSisti Lighting USA, and Mitchell Brill, Lifetime Studios director of studio operations, flank the DeSisti lighting grid in Lifetime's Studio One.**

**Mitsubishi Consumer Electronics** plans to introduce its high-definition television sets in fourth quarter 1998 with prices between \$8,000 and \$11,000. The company will roll out three or four HD-1080 Series (named for its 1,080-line HDTV resolution) CRT-based, rear-projection units, with mid- to large-screen sizes. The sets will use decoder chips developed by Mitsubishi Electric and Lucent Technologies.

Canadian DBS provider **ExpressVu** says it will buy 17 of the 32 transponders on Telesat Canada's new DBS satellite, scheduled for launch in September 1998. The company plans to launch a 100-channel medium-power DTH service off the existing Anik E2 bird this summer. The service will be received by 24-inch dishes. ExpressVu says the move to the high-

power DBS bird in 1998 will allow it to add 80 channels and broadcast to 18-inch dishes; existing 24-inch-dish customers will receive an equipment upgrade.

**WavePhore** says its data broadcasting software is bundled into the new PC Theatre developed by Compaq and Thomson Consumer Electronics, allowing the hybrid TV/computer product to receive multimedia content sent through the vertical blanking interval of broadcast signals. WavePhore's VBI client software will receive the TV programming updates for the RCA/Compaq-designed interactive program guide, which is based on StarSight Telecast technology.

ABC has purchased several **Quantel** systems to improve its on-air graphics. The Quantel equipment, located at ABC's New York headquarters, includes a Henry V8 video effects editing system; two Hal systems with 7.5 minutes of storage each, which will be used for bumpers and trailers, and a Picturebank Express still store system for still image handling and storage.

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**Sales Manager/GM combo opportunity** in Northern Michigan. Traverse City, Charlevoix, Gaylord. Must lead by example in the street. Group operator with over 20 years of successful track record in northwest Michigan. Reply to Box 01104 EOE.

**General Sales Manager.** Barnstable Broadcasting's WGSM WMJC-FM, Long Island is seeking an experienced GSM ready for the challenge of building the sales team of the future. There are great rewards for reaching our goals. Send resume to: Ron Gold, General Manager, WGSM/WMJC-FM, 900 Walt Whitman, Melville, NY 11747. EOE.

**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.

### HELP WANTED SALES

**Do you understand how to sell country radio?** We have a #1 ranked country station and we rank #6 in billing. Do you have a *proven track record selling country*? If you do, you could become the GSM of a top country station with one of Radio's Top 5 companies. Send resume to Box 01147 EOE. All replies held in strict confidence.

**Dame Media**, owner of 21 stations in PA and NY, has immediate openings in our small and medium market stations for Sales Managers. Candidates should have sales management experience and an ability to focus on local direct sales. Send resume c/o COO, Dame Media, PO Box 6477, Hbg., PA 17112. EOE.

**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, WMTR-WDHA WRAT, 55 Horsehill Road, Cedar Knolls, NJ 07927. Fax (201)538-3060. No phone calls please.

## HELP WANTED MISCELLANEOUS

# DIGITAL RADIO FOR THE 21ST CENTURY

## WORLDSPACE MARKETING GROUP EMPLOYMENT OPPORTUNITIES

Founded in 1990, WorldSpace is a privately owned radio company, based in Washington, D.C. The company is developing a revolutionary digital radio system to provide a global audience with new choices of entertainment, education and information with crystal clear reception, personal mobility and no geographic boundaries. This new radio system will initially service the emerging markets, collectively referred to as the WorldSpace coverage area (the Middle East, Africa, the Mediterranean Basin, Asia, Caribbean and Latin America), who are significantly under-served by new communication technology.

The company is experiencing the kind of unprecedented sales and marketing growth that requires expansion within the WorldSpace Marketing Group. The five (5) new director positions will report to WorldSpace's Vice President - Marketing.

### ● BRAND DEVELOPMENT DIRECTOR - BDI

Responsible for the development of long term marketing strategies, budgetary and brand management, business-to-business trade marketing, management of overseas subsidiary marketing teams as well as satisfaction of local overseas markets. Requires 5-7 years of international brand management, preferably with a leading package goods company. Excellent interpersonal, creative and visionary skills, with working knowledge of international marketing and delivery systems is required. Must possess an undergraduate degree in marketing, MBA preferred, and proficient computer skills.

### ● RESEARCH AND MARKETING DEVELOPMENT DIRECTOR - RMDI

Responsible for the management of market research and technical support, design of research and technology panels, streamlining of communications in each WorldSpace subsidiary territory, marketing project management, management of subsidiary market research and development, support of global marketing effort, providing solutions to service local market conditions and budgetary management. Requires 5-7 years of radio broadcast technology analysis, marketing research and revenue performance analysis, excellent interpersonal skills and a working knowledge of radio broadcast and satellite technology industries and markets. Must possess an undergraduate degree in Marketing with significant engineering knowledge and a proficiency with computer applications such as ACT and Microsoft Office.

### ● ADVERTISING DIRECTOR - ADI

Responsible for the managing of full service relationships with global advertising agencies, design of worldwide advertising and execution plans, development of long term promotional strategies, managing budgetary concerns, and efficient interaction with subsidiaries. Requires 5-7 years of advertising development and management experience, excellent interpersonal, creative and visionary skills, and a working knowledge of international marketing and delivery systems. Must possess an undergraduate degree in Marketing, Advertising or Business Communications, MBA preferred, and proficient computer skills (ACT database and Microsoft Office).

### ● PROMOTION DIRECTOR - PDI

Responsible for the development of all sales promotions and exhibitions activity for the company. Key areas include support of international sales and marketing, managing of relationships with global promotion agencies, long and short term strategic solutions, subsidiary coordination, project and promotions management. Requires 5-7 years promotion, merchandising, event development and management experience, good interpersonal, creative and visionary skills. Must possess undergraduate degree in Marketing, Advertising or Business Communications and have competent computer knowledge.

### ● CREATIVE SERVICES DIRECTOR - CSI

Responsible for managing all art, design, copy of internal and external packaging of creative needs, assist in the creative design and planning of advertising efforts, utilization of the latest in graphic design technology, management and organization of creative team in compliance with outside vendor resources. Requires 5-7 years of art design, production and management experience with a full service, independent art department; excellent interpersonal, creative and visionary skills, and solid communications experience. Must possess an undergraduate degree in commercial art design and proficiency with computer design products and ACT database.



WORLDSPACE  
MANAGEMENT CORPORATION

Location/Applicant Submissions: Washington, D.C., with possible international relocation opportunities. WorldSpace offers a competitive salary commensurate with experience, qualifications and a comprehensive benefits program. We are proud to have a diverse workforce. For confidential consideration, please forward your resume and salary history to:

RLR • WorldSpace Management Corporation • Human Resources  
11 Dupont Circle, NW • Ninth Floor • Washington, D.C. 20036  
Fax: (202) 884-7900 • <http://www.worldspace.com>



**HELP WANTED TECHNICAL**

**WAJI-WLDE** has current opening for Chief Engineer. Must have minimum 2 year EE degree and broadcasting experience. Send resume to: C.A. Wendling, WAJI-WLDE, 347 West Berry Street, Suite 600, Fort Wayne, IN 46802. EOE. M/F.

**Engineer:** Flexible hours, competitive wage for F/T person who can maintain radio broadcast equipment and computers. Must have electronics, electrical, and RF knowledge, along with minor building maintenance skills. Radio experience and advantage. Call Signal Media at 501-664-9410 or fax 501-664-5871. EOE.

**Dick Broadcasting Company Inc.** seeks a motivated, positive and experienced individual to fill the position of a multi-station studio engineer in Knoxville, TN. Duties to include: servicing cart machines, consoles, and all other studio-related equipment. Providing technical support for on-site remotes and overseeing our PC based computer network system. Enco experience a plus. Will be responsible for FCC compliance and to serve as backup transmitter engineer. Management skills are necessary. Must be a team player with a great attitude. By May 26 interested parties should send resume with salary requirements to: Cleve Hayes, Chief Engineer, PO Box 11167, Knoxville, TN 37939. EOE. M/F.

**Chief Engineer.** Chicago. Need a versatile studio technician with high power AM/RF experience. Fax resume and cover letter to Dale Fedorchik. DOE (312)440-9377. EOE. No phone calls please.

**HELP WANTED NEWS**

**US-101. WUSY FM.** Chattanooga, seeks News Reporter/Anchor with a passion for excellence. Experience is not as important as a desire to be the best. Send tape and resume to Ed Buice, News Director, US 101 FM, 5746 Marlin Road, Suite 505, Chattanooga, TN 37411. WUSY is an Equal Opportunity Employer.

**KDCR News Director** at the Dordt College 100,000-watt FM radio station. Responsibilities include news department supervision, on-air announcing, and possible teaching assignments. Master's degree in mass communication and on-air experience preferred. Qualified persons committed to a Reformed, Biblical perspective and educational philosophy are invited to send letter of application, resume, audition tape, and samples of writing by June 15. Dr. Rockne McCarthy, Dordt College, 498 4th Avenue, NE, Sioux Center, IA 51250-1697. Fax 712-722-4496. E-mail: vpaa@dordt.edu

**HELP WANTED PRODUCTION**

**Sports Producer:** Learfield Sports is looking for an energetic and creative producer to coordinate programming elements of gam-day and other shows for its 10 college radio broadcasts. Radio production and sports knowledge are key. Cover letter and resume to: Roger Gardner, Learfield Communications, Inc., 505 Hobbs Road, Jefferson City, MO 65109. Learfield is an Equal Opportunity Employer.

**HELP WANTED ANNOUNCER**

**Mature announcer interested in small market.** Congenial working conditions, low stress, live full service operation. Send resume and tape to WTTFF, 185 South Washington St., Tiffin, OH 44883. EOE.

**KPBS in San Diego** seeks F/T Announcer to share local host/producer responsibilities during National Public Radio's Morning Edition: paired with newscast producer to present local content within program. Requires 2 years minimum f/t announcing experience, prefer public radio experience in top 50 market; familiarity with public radio news programming and excellent board skills essential; conversational, intelligent, friendly style; ability to perform flawlessly in fast paced, audience-focused, professional environment. \$24,053 - \$29,000 depending on qualifications/experience; excellent benefits. To apply or for more info, call SDSU Foundation Personnel 619-594-5703 (specify job #F97-134) or see Web (www.foundation.sdsu.edu/hrpage/postings). Application is required materials must be received on/before 6/16/97. EEO/AA/Title IX Employer.

**SITUATIONS WANTED MANAGEMENT**

**EXCLUSIVE  
#1 RATED FORMAT**

**This is what I bring to the table as a manager or consultant for your group or station.**

**E-mail: radioman@gte.net  
Write: P.O. Box 272659  
Tampa, FL 33688-2659**

**Knowledgeable, likeable young lady with vast experience** seeks small - medium market radio general management position. Willing to relocate within southeast for right offer. Great references. Specialize in small market AM. Looking for long term career, not just a job. 706-235-8959.

**Problems with ASCAP, BMI, SESAC? Fees too high, annual financial reports, audit claims?** Call Bob Warner today! 609-395-7110. Fax 609-395-7112.

**SITUATIONS WANTED SALES**

**Salesman.** Former manager/sales manager. Forty years experience. General telephone license. Prefer country or MOR. Prefer Sunbelt. Other areas also considered. Available now. Call or write: Ken Niles, 4125 W. Mineral King #309, Visalia, CA 93277. Telephone: 209-635-7400.

**SITUATIONS WANTED NEWS**

**Play-By-Play.** Enthusiastic, knowledgeable Radio/TV veteran would like to broadcast college football/basketball on your station or network. 10 years experience. Call Craig 415-917-1915.

**TELEVISION**

**HELP WANTED MANAGEMENT**

**Station Manager.** WB 62, WASV-TV, Asheville, Greenville, Spartanburg, Anderson, DMA 35. We are looking for our first manager to sign-on this station in one of the country's fastest growing markets. This LMA of WSPA-TV, Spartan Communications, Inc., will launch this fall with a new state-of-the-art technical facility and an extremely competitive program schedule. The applicant will oversee broadcast operations as well as national sales efforts. Individual must have independent and national sales experience. Send resume to: VP/GM, WSPA/WASV, PO Box 1717, Spartanburg, SC 29304. WSPA/WASV-TV is a drug free workplace. Offer of employment is contingent upon applicant passing a substance abuse test. EEO-M-F/D/V.

**HELP WANTED SALES**

**Regional Sales Agent - Immediate opening,** broadcasting's oldest promotion company. TV/Radio sales management experience necessary. Travel is required. Draw against generous commission. Six figure potential. Independent contractor, no relocation required. Resume and recent picture to: Office Manager, CCA, PO Box 151, Westport, CT 06881.

**Account Executive.** WVIT, Connecticut's NBC Station is seeking a candidate with emphasis on agency and new business development. Needs to be self-motivated, aggressive, resourceful and have strong organizational skills. Minimum two years sales experience and college degree. Great growth potential. Resumes to Ron Pulera, GSM, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

**General Sales Manager:** NBC affiliate in Charleston-Huntington, West Virginia seeks an experienced leader to manage inventory, motivate, teach. Local and National experience in TV sales and management required. Lee Enterprise Station. Send resume to: Human Resources Manager, WSAZ Television, P.O. Box 2114, Huntington, WV

**General Sales Manager.** Outstanding opportunity for a proven, aggressive sales leader at a FOX affiliate in a large southeast market. Successful candidate must have strong motivational skills, negotiating skills, computer knowledge, and strong leadership ability. Inventory management skills a must. Send resume to Box 01144 EOE.

**Director of National Sales.** The HomeMed Channel, a new satellite only - pharmaceutically oriented infomercial company seeks experienced professional to fill a senior position. Relocation is not a necessity. Your major responsibilities will include selling air time, coordinating special event sales, and development of partnership marketing. The qualified candidate should have a knowledge of the pharmaceutical, as well as, the health and beauty industry; this includes a proven track record with major agency/client negotiations and new business development. For consideration, please send resume to: HomeMed Channel, Personnel Dept., PO Box 50398, Indianapolis, Indiana 46250-0398.

**Immediate opening for GSM** in fastest growing market in U.S. Must have strong independent national and local background, incredible energy level and high sense of urgency. Highly organized with strong inventory and pricing controls critical. Ability to train and develop people as well as create compelling revenue generating ideas a must. Complete knowledge of Columbine, TV Scan, Mediawatch and computers. Please fax or mail resume, references and salary history to: Personnel, KUPN-TV, 920 South Commerce, Las Vegas, NV 89106. Fax: 702-382-1351. EOE. Women and minorities are encouraged to apply.

**GSM Position** Accepting resumes for General Sales Manager position. Requires a minimum of 5 years television sales management experience. Prefer local and national sales management experience combination. Leadership skills. Innovative, Spanish speaking a plus. Fax resume to (972) 485-2350. Closing Date 5/30/97.

**Local Sales Manager.** WVIT, Connecticut's NBC Station has an immediate opening for a mature professional with at least three years experience to lead a high performance sales staff. Strong organizational skills, ability to teach and motivate, creativity in selling techniques, aggressiveness and a passion to win are essential. Knowledge of the Hartford-New Haven market preferred. College degree. Great growth potential. Resumes to Ron Pulera, GSM, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

HELP WANTED NEWS

**KSTP TV St. Paul/Minneapolis has three great opportunities for high energy individuals:**

**GENERAL ASSIGNMENT REPORTER Job #58-97**

Applicant should have a minimum of 3 years prior TV news experience. Person should be prepared to handle a variety of news reporting assignments, including but not limited to, live appearances on the news set and at remote locations. Good writing skills and knowledge of production values a must.

**EXECUTIVE PRODUCER Job #87-97**

This person will work with producers, associate producers, assignment editors, reporters, graphic artists and others to create the best newscasts possible. Three to six years of TV news experience, primarily in the area of TV news show production. Outstanding writing, editing and graphic skills a must. Candidate should be able to manage a major market newsroom. Must delegate responsibility, encourage creativity in others, have strong news judgment, and function well under pressure and deadline situations.

**ASSIGNMENT DESK EDITOR Job #94-97**

This person assigns reporters and photographers, handles logistics in covering daily news and special events. Researches and sets up stories. Assignment desk experience is preferred. Minimum of two to four years experience in television news. Excellent interpersonal skills is a must. Must be able to supervise reporters, photographers and technicians. Ability to act quickly, calmly and rationally in a crisis situation. Knowledge of satellite and electronic news gathering techniques is helpful.

**KSTP TV**  
**Human Resources**  
**3415 University Avenue**  
**St. Paul, MN 55114**  
**Please include Job #**  
*No telephone calls please.*  
**AN EQUAL OPPORTUNITY EMPLOYER**



**NEWSCAST PRODUCER**

Do you have what it takes to make your newscast stand out in a crowded market? Can you work well at odd hours? ABC7 is looking for a morning Newscast Producer. Qualified candidate should have at least 3-5 years' newscast producing experience. Previous morning show credentials a plus

Please mail your resume along with a non-returnable videotape to: **Marty Van Housen, Assistant News Director, Dept. BC/NP/519, ABC7, 4151 Prospect Ave., Los Angeles, CA 90027.** EOE. No phone calls please



**Producer.** We're adding a new weeknight newscast to our line-up and need a creative, innovative journalist to make it sizzle. Tapes and resumes to Don Decker, News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. EOE.

**WPMT FOX 43,** a Tribune Broadcasting Station, has two news positions available: *Reporter.* Solid journalist to produce strong people oriented stories, well organized in the field and quickly turn live shots. *Photographer.* Solid street savvy photojournalist who can capture the emotion of the story in the FOX style. Live truck experience helpful. Non-returnable tape and resume to Jim DePury, News Director, WPMT FOX 43, 2005 South Queen Street, York, PA 17403. EOE. Drug test. No calls

**Television News Positions:** *Photojournalist.* Shoot on new beta equipment and work with a top notch staff of video professionals. We have 2 full-time openings (one days, one nights). 2+ years of experience as a shooter preferred. *News Editor.* Edit on our new nonlinear editor, the new Beta SX format and Betacam. In this creative position you will work with reporters and on your own to create award-winning stories for the 70th market. Send resume, tape, and cover letter specifying which position(s) you're interested in to: Personnel, WGBA, P.O. Box 19099, Green Bay, WI 54307-9099. EOE.

**TV News Evening Anchor.** Camera charisma isn't enough. You also need solid producing and writing skills. Will produce and anchor our primary newscasts at 6 and 11PM weeknights. 3 years professional on-air work required including experience in producing and anchoring half-hour newscasts. No beginners, no phone calls, no faxes. Send letter, resume and non-returnable videotape to: News Director, WVIR-TV, 503 East Market Street, Charlottesville, VA 22902. EOE.

**Traffic Coordinator.** Leading TV Cable News Channel seeks a qualified, ambitious individual for a busy, challenging position. Reporting to the Traffic Supervisor, the successful candidate will prepare daily commercial logs for air, enter sales orders into VCI traffic system and handle reconciliation of "as-run" logs on a daily basis. Additionally, you will ensure accurate rotation of all copy materials and perform other traffic related and administrative duties as needed. Requirements are 2 years experience in a traffic or other work-related field. A BA/BS from an accredited 4-year college or university is desirable. You must be computer-literate and able to handle many tasks simultaneously, meeting all deadlines. Send resumes to: Box BK-BC, 71 5th Avenue, 5th Floor, New York, NY 10003. Equal Opportunity Employer.

**TV Health Reporter.** Wanted: Health Reporter. WISN-TV, an ABC affiliate, is looking for a strong enterprising reporter with a great attitude and great on-air presence to do health news every day. Minimum two years reporting experience. EOE. No phone calls. Send tape and resume to Ron Petrovich, News Director, P.O. Box 402, Milwaukee, WI 53201.

**Staff Meteorologist.** Immediate opening in state-of-the-art operation including WSI, Earthstation and Earthwatch. Join our "weather only" team! Experience preferred but entry level applicants with potential will be considered. Meteorology degree required. EOE. Rush tape and resume to Paul Hagar, Chief Meteorologist, KMEG-TV, 700 Floyd Boulevard, Sioux City, IA 51105.

**Medical News Reporter/Producer.** The Orbis Broadcast Group, the largest most comprehensive production company in the Midwest, and the nation's leading producer of broadcast and corporate medical programming, is seeking a full-time reporter/producer with at least 3 years experience in medical news reporting. Excellent writing and production skills a must. Send resume and reel on vhs to: Ketan Shah, The Orbis Broadcast Group, 100 S. Sangamon, Chicago, IL 60607.

**Responsible for developing stories and reporting on news events in one of our 3 bureaus with a camera person.** Must be a self-starter with strong communication skills, thorough knowledge or reporting techniques and a team player. Experience as a reporter a must with a college degree. Send resume and VHS tape to: Doug Spero, News Director, WCTI-TV, PO Box 12325, New Bern, NC 28561. No phone calls please. EOE.

**Reporter:** We are searching for a digger who knows how to work a beat, develop sources and produce focused, unique stories that are relevant to the viewer. BA and two years experience. Send tapes resumes to: Human Resources Manager, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV, a division of Pulitzer Broadcasting Company, is an Equal Opportunity Employer.

**Reporter.** KCRA-TV in Sacramento is looking for an experienced news reporter who knows how to tell a good story. Excellent writing skills, creativity, and an innovative approach are needed for this job. Strong live reporting skills and a proven ability to break stories are essential. Two years on-air reporting experience needed for consideration. Resume, references, and non-returnable 3/4" tape to: Kelly Broadcasting Co., Attn: Ed Chapuis, News Director, 3 Television Circle, Sacramento, CA 95814. No calls please. Pre-employment drug screening required. EOE/M/F/ADA.



**Reporter - WAVY News 10** is looking for an aggressive weekend and week night reporter who loves live shots. The ideal candidate will be a journalist who can enterprise a story yet jump directly into spot news when duty calls. You must be a self-starter with at least 3 years reporting experience. No beginners! Send non-returnable VHS tape and resume to David T. Strickland, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. Nophone calls please! WAVY News 10 is an Equal Opportunity Employer.

**Photojournalist.** WHBQ-TV FOX O&O in Memphis, TN, seeks a creative photojournalist to join a very picture intensive staff. The qualified candidate must have 2-3 years Beta Cam and editing experience and must be live truck savvy. EOE. If qualified, send non-returnable tape and resume to Human Resources, WHBQ-TV, 485 South Highland, Memphis, TN 38111. No phone calls.

**Photographers.** ABC affiliate in 52nd market creating two new positions for experienced photojournalists. Tapes and resumes to Bob Edwards, Chief Photographer, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. EOE.

**News Producer:** WFSB, a Post-Newsweek Station, is looking for a high energy, creative Producer with solid news judgement, terrific writing skills and the ability to communicate well with our talented staff. Minimum 2-3 years producing experience required. Send tape and resume to: Tom Lowell, Executive Producer, 3 Constitution Plaza, Hartford, CT 06103-1821. EOE.

**News Producer.** We have the top-rated late news of all CBS affiliates. If you can produce a fast-paced newscast and write conversationally, send tapes and resumes to: Dave Busiek, KCCI-TV, 888 Ninth Street, Des Moines, IA 50309. A Pulitzer Broadcasting Company station. EOE.

**News Expansion!** WVIT-TV, the dominant NBC station in the Hartford/New Haven Connecticut DMA is adding newscasts. We're a live, local, late-breaking news operation and want people who are aggressive, tenacious, and creative. We have the following positions available: *Producers:* We need someone to create our new 5pm newscast. This is your opportunity to make a name for yourself in a major market. We also need an AM producer to continue our rapid growth in the morning. Please send your latest show and how you can contribute to our team to Cindy Liburd, Executive Producer. *anchors/Reporters:* If you're a great storyteller and are comfortable in *live* situations, send us your best stuff! We're also looking for great communicators in the studio. Send your tape to Micah Johnson, News Director. *Videographers:* Great pictures are the backbone of our product. We need shooters who can produce compelling stories with their camera. Send your tape to David Saphirstein, News Operations Manager. *Sports Director:* We're still looking for someone to lead our sports department. Please don't apply if you're confined by scores and highlights. Tapes to Michah Johnson, News Director. Please send your materials to the individuals above at: WVIT-TV, 1422 New Britain Avenue, West Hartford, CT 06110. No phone calls! EOE.

**Morning and Noon Anchor.** Wanted: Morning and Noon Anchor. WISN-TV, an ABC affiliate, is looking for a morning and noon anchor with great on-air presence, warmth, high energy level and positive attitude. Minimum two years anchoring experience. EOE. No phone calls. Send tape and resume to Ron Petrovich, News Director, P.O. Box 402, Milwaukee, WI 53201.

**News Director.** NBC 13, the NBC O&O in Birmingham is looking for dynamic and creative leader to take the News Department to the next level. This is one of the most active markets in the country. In the past year, we've had an affiliation switch, a start-up station, two stations became O&O's, and within a year, we'll jump from market #51 to #38. We need someone who isn't afraid to get their hands dirty working with the product, who knows the value and importance of promotion, and who can build and motivate a winning team. Experience in News management at the director, assistant director or executive producer level is required. Producing experience, and familiarity with budgets is a plus. Please forward resume, non-returnable tape and one page news philosophy to General Manager, NBC 13, 1732 Valley View Drive, Birmingham, AL 35209. No phone calls please. EOE.

**News Anchor.** This calls for someone who does more than just read the Teleprompter. If you love to write, think like a producer and thrive on "live" breaking news coverage, then send me your tape. I need a morning and noon anchor to complement our male meteorologist. 3-5 years on-air experience required. We are an aggressive news operation in the sixth largest television market. Send tape and resume to Karen Brown, News Director, 100 South Commercial Street, Manchester, NH 03105.

**Meteorologist** with personality. Non-traditional format. If you want to work in a sunny coastal city for an excellent company, rush tape and resume to Box 01143 EOE.

**KMID-TV,** a West Texas ABC, is currently accepting applications for a co-anchor for our main newscasts 6/10 PM weekdays. All applicants must be able to anchor as well as be a good story teller. You must have experience as a reporter with demonstrated writing and editing skills. Send resume and VHS tape to: Tony Venti, News/Operations Manager, KMID-TV, Box 60230, Midland, Texas 79711. EOE.

**General Assignment Reporters.** WFTX-TV in the Fort Myers/Naples market seeks reporters for fastest growing FOX newscast in the country. College degree and two years experience preferred. Send non-returnable tape and resume to FOX WFTX-TV, Attn: Mark Pierce, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an Equal Opportunity Employer.

**Executive Producer - Producer - Videographer.** We are looking for motivated and creative people to join our team at WSBT. *Executive Producer:* 3 to 5 years experience preferred. Good people and management skills a must to serve as #2 in the newsroom. *Producer:* 2 years experience including multiple live shots, pre-production and graphics preferred. *Videographer:* Minimum of one year experience including lives. NPPA membership and knowledge preferred. Send resume, beta/VHS tape and cover letter to Human Resources, WSBT-TV, 300 West Jefferson Boulevard, South Bend, IN 46601. EOE.

**Come live at the beach!** WMDT-TV is now accepting applications for Assignment Editor/Producer. This individual is responsible for the daily coverage and content for Delmarva 47 News at 6pm. At least one year previous television journalism and/or producing and assignment desk experience is required. Organizational skills a must. No phone calls, please. Send resume and tape of last night's newscast to: Scott A. Michlin, News Director, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. WMDT is an Equal Opportunity Employer.

**Executive Producer** needed to help manage a fast-paced and growing news department. We need a hands-on manager to oversee day-to-day news operations and help us get the best possible newscasts on the air. If you're creative, love news and never say "we've always done it that way," send tape and resume to: Terri Simonich, News Director, WBRE-TV, 62 S. Franklin Street, Wilkes-Barre, PA 18773. No phone calls.

**Cutting-Edge Opportunities.** Neighborhood News 12, the cutting edge in multi-media local news coverage, is leading the way in digital news gathering. This hyper local news product has the following opportunities: Managing Editor, Assignment Desk Editor, Senior Graphic Artist and Video Maintenance Engineers. We also need community News Reporters that will enterprise, shoot and edit their own work on new digital video camcorders and laptop field editors. If you are interested in leading the way while working with new technology, this may be the right opportunity for you. Please send your resume and non-returnable tape, indicating position of interest, to: P.O. Box 999-PC, Woodbury, NY 11797. An Equal Opportunity Employer.

**Assignment Manager.** WESH-TV, a Pulitzer Broadcasting station, located in Orlando, Florida, is looking for a leader...a news leader...a leader who can manage a large shop of highly skilled professionals. You will be in charge of an organization covering news that matters...that has impact...that affects our viewers. Our news philosophy is *not* if it bleeds it leads. We cover important and relevant spot news and issues important to our viewers. The assignment manager will be involved in day to day operations and long term planning. Credentials: Six years TV news experience, two years managing experience required. Must have excellent people skills, be a quick thinker, clear communicator and exceptional organizer. College degree preferred. Send resume to Kent Morton, Managing Editor, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls! An Equal Opportunity Employer.

**Assignment Editor.** KCRA-TV in Sacramento is looking for an organized and aggressive assignment editor who knows news and how to cover it. Experience with satellite and microwave news gathering a must. You need an ability to enterprise stories, cultivate contacts, and develop interesting and exclusive material for this job. This is more than listening to scanners and reading newspapers. Two years desk experience required. Resume and references to: Kelly Broadcasting Co., Attn: Ed Chapuis, News Director, 3 Television Circle, Sacramento, CA 95814. No calls please. Pre-employment drug screening required. EOE/M/F/ADA.

**Assignment Editor:** WICS-TV, the NBC affiliate in Springfield, IL, is looking for someone who knows how to dig up news. You'll manage and organize daily news coverage and plan for the next day. Good news judgement and people skills are a must. At least one year experience in either radio or television newsroom. Send resume and letter outlining your abilities to: Sue Stephens, News 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.

**Anchor/Reporter.** WFSB, a Post-Newsweek Station, is seeking candidates with excellent writing, communications and on-air presentation skills. Minimum 2 years TV news anchor/reporter experience. Send resume and tape to Steve Sabato, News Director, 3 Constitution Plaza, Hartford, CT 06103-1821. EOE.

**HELP WANTED TECHNICAL**

**Assignment Desk Editor.** WFSB, a Post-Newsweek Station, is looking for a take charge individual to develop story ideas, assign news reporters and videographers. Must have good news judgement and organizational skills. Send resume to Peter Spiller, Assignment Desk Manager, 3 Constitution Plaza, Hartford, CT 06103-1821. EOE.

**A.H. Belo owned WVEC-TV** in Norfolk, Virginia has an immediate opening for a morning and noon Meteorologist. If you're a great forecaster who loves the challenge that comes with hurricane season, this is the place to be. We have all the tools to do the job right including one of the only Kavouras Nexrad generation radars operating in North America. Our gang just won another award for severe storm coverage. We're looking for a talented, degreed Meteorologist to join the team. Three years broadcast experience, AMS and knowledge of Kavouras weather system desired. Please send resume and non-returnable VHS tape to Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, Virginia 23510. EOE.

**HELP WANTED HOST**

**"It's Showtime!"**

ValueVision International, Inc., the country's third largest television home shopping network, is seeking talented:

**SHOW HOSTS/  
PRODUCERS**

If you love shopping and it shows... can deliver a TV show that wins viewer loyalty...and have the experience as a broadcast/sales professional and/or producer to prove you'd be nothing less than brilliant at describing and demonstrating products for purchase by our TV audience - send us a tape and resume quick!

We are at the brink of an era of unprecedented potential for growth as a company generating the technology of the future in our industry. A salary fully commensurate with your experience accompanied by a benefits package and the enviable lifestyle of the Minneapolis/St. Paul area with its excellent economy, vibrant retail community, and outstanding cultural and recreational opportunities.

We'll set up auditions after reviewing responses. Please forward your material to:

**VALUEVISION**  
C/O ANDREA MEEK  
VICE PRESIDENT OF  
SALES  
6740 Shady Oak Rd.  
Eden Prairie, MN 55344  
EOE



# Avid

tools for storytellers

Using the most advanced family of digital media creation tools on the planet, today's storytellers — independent producers, film and television editors, effects artists, news broadcasters and corporate communicators — are telling stories like never before and reaching new heights in creativity with each technological advancement.

Avid's broad range of unparalleled solutions provide media creators with innovative, disk-based content creation tools that allow them to work faster, more efficiently and with absolute creative freedom. And, in many cases, do things that simply were not possible before.

The following opportunities are now available in our Tewksbury, Massachusetts facility:

## Broadcast Product Design Specialist

You will translate the needs of the broadcast marketplace into detailed technical specification documents (PRDs) and work as a direct liaison between Product Marketing and Engineering on the development of Avid's broadcast editing and playback products. This involves supporting the efforts of Product Marketing in creating the right products, assembling the tools necessary to sell them and supporting the efforts of Avid's field organizations and distributors. In addition, you will provide input on user interface design and operational procedures, and assist in producing detailed specifications for new features and/or products during development work with engineers to ensure specs are being met. Meeting at regular intervals during development with the product marketing manager and broadcast field engineers to ensure any changes in plan are fully agreed upon, as well as answering technical questions from sales reps and field engineers, and establishing tests and benchmarks will also be among your duties. To qualify, you must have experience in broadcast news editing; an engineering education; demonstrative organizational, communication and written skills, and broadcast manufacturing/training experience. Knowledge of Avid editing systems (i.e. NewsCutter) a plus. Job Code: D

## Broadcast Beta Support Engineer

You will ensure that Avid's broadcast products meet the customer's expectations for use, serviceability, and reliability early in the product development cycle. This involves developing beta test plans and reports, installing beta test equipment and functioning as an advocate for other areas of support such as education, course development, technical support and technical publications. In addition, you will review technical and product information prior to release, verify and track reported bugs and work with other groups to ensure that customer needs are being met. To qualify, you must have a BA/BS in Communications/Computer Science/Computer Systems Engineering or equivalent; 5+ years' experience in a post-production, broadcast or video environment with extensive customer support experience; and demonstrated organizational, communication and project management skills. Knowledge of Avid's products and their use in the video industry is highly desired. Job Code: C

To find out more about Avid and additional opportunities available, visit our Web site:

[www.avid.com](http://www.avid.com)

Avid Technology offers competitive salaries and outstanding benefits. Please forward your resume, indicating Job Code, to: Avid Technology, Attn: Staffing, Metropolitan Technology Park, One Park West, Tewksbury, MA 01876. Fax: (508) 640-1552; or e-mail: [jobs@avid.com](mailto:jobs@avid.com) An Equal Opportunity Employer.



**CHIEF ENGINEER**

ABC6, WINE-TV, seeks a team-oriented, hands-on engineer to lead and manage the day-to-day operation of maintenance and outside broadcast areas.

Excellent technical and leadership skills, plus a thorough knowledge of broadcast equipment including RF transmission systems, required. FCC license and college or technical degree or equivalent needed. At least 10 years broadcast experience preferred. If you enjoy leading by example while working toward a common goal, send resume and cover letter to:



**ABC6**  
**Att: Human Resources**  
**10 Orms Street**  
**Providence, RI 02904**  
**FAX: 401-453-8088**

**UHF Broadcast Engineer** for Telemundo station in San Jose, CA. With a new transmitter scheduled for installation in 1998, we need a team player with experience in the maintenance and repair of UHF TV transmitters, microwave links and other TV broadcast station and RF equipment. Candidates should require minimal supervision, be knowledgeable of FCC rules and regulations and possess strong organizational and people skills. FCC General Class/SBE TV Certification preferred. Submit resume and salary requirements to: Human Resources, KSTS-TV, 2349 Bering Drive, San Jose, CA 95131. Fax 408-433-5921. Telemundo is an Equal Opportunity Employer.

**Television Broadcast Maintenance Engineer.** KUST-TV is seeking an experienced engineer to maintain and repair television broadcast equipment. Must be knowledgeable of computer operation and repair. Minimum four years hands-on maintenance experience plus two years technical school or military electronic training required. Send resume to (no phone calls, please): KUSI-TV, Personnel Dept., Attn: Maintenance Engineer, PO Box 719051, San Diego, CA 92171. EOE.

**TV Maintenance Engineer/Remotes.** WPBT2 has opening for individual to repair and maintain equipment relating to our remote production unit, and to assist with other duties as needed. Minimum 3 to 5 years experience in TV equipment maintenance and 2 years experience in TV remote activity required. Must be flexible regarding days and hours worked. Send resume with salary requirements to: Human Resources, WPBT, P.O. Box 2, Miami, FL 33261-0002. An Equal Opportunity Employer.

**Regional Director of Engineering, East Quantel.** Quantel, a world leader in digital imaging equipment, seeks a Regional Director of Engineering based in their Darien, CT office. Responsibilities include but are not limited to engineering representation of the Company and its products to potential clients and industry associations. Applicants should have significant television engineering experience. Technical skills are also required. Fax resume in confidence to Human Resources Administrator: 203-656-3459.

**Senior Television Maintenance Engineer.** 5 plus years "hands-on" television equipment maintenance experience with a medium to large market television station, OEM, professional teleproduction company or network. Thorough knowledge of audio/video and control circuit theory in both digital and analog domains. Systems design and installation, and videotape equipment maintenance is a plus. Salary level competitive with national marketplace. Send resume and salary requirements to: Nichols Technical Services, Attn: TV/5-97, 2945 Flowers Road South, Suite 107, Atlanta, GA 30341.

**Assistant Chief Engineer.** The Engineering Department has an immediate opening for an Assistant Chief Engineer. A highly motivated person to help launch us into the new era of DTV. Primary duties: assist the Engineering Manager in special projects, budgets, schedules, and day to day operations of the station. Candidate should have 3-5 years experience in television electronics, TV transmitters, ENG equipment, STL Links, and experience of the total news operation of the station. Resumes/fax to: Michael P. Hort, Engineering Manager, WPHL-TV, 5001 Wynnefield Avenue, Philadelphia, PA 19131. Fax 215-878-3737. No phone calls please.

**Manager of Technical Services, Media Technologies and Resources, Indiana State University.** Responsible for technical aspects of campus television, radio, distance education, media presentation equipment repair, and associated administrative duties. Qualifications: Bachelor's degree in electronic technology, electrical engineering, or related field required, Master's degree preferred. Strong communication skills required. Minimum of five years experience in video, audio, cable TV, and RF circuitry. Three years supervision experience required. FCC license or SBE certification a plus. Salary: Competitive salary, excellent benefits. Additional information at <http://fcr.indstate.edu/mtr/jobad.html> Send letter, resume, names of 3 references to: Nancy Franklin, Continuing Education, Indiana State University, Terre Haute, IN 47809. Preferred Deadline: June 1, 1997. AA/EOE.

**Maintenance Engineer.** Minimum two years broadcast experience with 3/4" VCR tape. Betacam equipment and studio maintenance. Must be able to troubleshoot to component level. Experience in computer maintenance and operations required. Experience with Novell network, Windows for Workgroups and MS Office preferred. Needs to be self motivated, organized, with good interpersonal and communication skills. UHF transmitter experience. SBE certification and FCC license a plus. Send resume to Bob Hardie, UPN62, 10 East Cambridge Circle Drive, Suite 300, KC, KS 66103.

**Group Operator with Home Office in Southeast** seeking Corporate Chief. Must have experience in radio - television - cable engineering. Must have wide variety of experience with transmitters and towers. Must have a desire and knowledge to keep a group operation in first class technical shape. Must have knowledge of digital. Attractive pay. Some travel required. Equal Opportunity Employer. Reply to Box 01145.

**ENG Editor/Shooter.** A major foreign network requires an editor with some shooting experience for its Washington DC bureau. Minimum one year experience in television news. Shift work including weekends. You will edit news stories and record feeds. Off-line editing experience an asset. Local candidates send resume to CTV News, 2030 M Street, NW, Suite 602, Washington, DC 20036. Attn: Catherine Loper, or e-mail to [cloper@ctv.ca](mailto:cloper@ctv.ca) No phone calls. EOE.

**Engineering Supervisor.** WHBQ-TV Memphis FOX News, O&O, is seeking an Engineering Supervisor to supervise maintenance personnel and achieve timely repairs and maintenance of equipment. Perform daily checks of equipment to insure proper operation. Assist in the installation and repair of all equipment. 3 years of supervisory experience. 5 years experience maintaining all types of TV broadcast equipment; have a good working knowledge of television systems and latest technologies. EOE. If qualified, send resume to Human Resources, WHBQ-TV, 485 South Highland, Memphis, TN 38111.

**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.

**Chief Engineer.** WBNS TV, a top 30 affiliate seeks innovative Chief Engineer who is also a state of the art manager. Must have a passion for television news. Will work in concert with our news department to continue our market and industry dominance. Send cover letter and resume to: WBNS-TV, Human Resources #35-200, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

**Chief Engineer** needed for high-volume, multi-faceted post-production company located in northern New Jersey. Facility operates all digital and analog tape formats in PAL and NTSC and provides standards conversion, duplication, telecine, editing and audio services. Opportunity for travel and interaction with worldwide technical network. International technical experience a big plus. Fax resume and salary requirements to: 201-784-2769.

**Chief Engineer:** Midwest ABC affiliate seeks motivated, experienced Chief/Assistant Chief to lead us into the future. Very much a hands on position to handle maintenance and repair for UHF transmitter, studio, microwave and multiple tape formats. Prefer 5 years, experience as assistant or chief. Strong computer knowledge and FCC rules and regs. Great opportunity to join a growing group with an excellent staff. EOE. Fax or send resume to: Bill Snider, V.P. and General Manager, P.O. Box 470, Rockford, IL 61105. Fax: 815-963-0058.

**Chicago network O&O has immediate opening** for full time maintenance engineer. Plant is completing conversion to digital technology centered on GVG4000, Newscutters, Composers, Airplay, Max, satellite, ATM, fiber, ENG, EFP and more. Send resume and salary requirements to Henry Ruh, WSNS TV, 430 Grant Place, Chicago, IL 60614. EOE.

**SNG/Microwave Engineer:** Washington area teleport has an immediate opening for an engineer experienced in mobile SNG and microwave operation. Knowledge of TV production practices and technical standards required. Experience in equipment installation and repair a plus. We offer a competitive salary with paid OT and excellent benefits. Fax resume to Diversified Communications Inc. 202-775-4300. Attn: General Manager.

**HELP WANTED RESEARCH**

**Part-Time Research Assistant, WABC-TV New York:** Work weekday mornings assisting 2 person Research Department. Responsibilities include daily access and distribution of Nielsen ratings, program log reconciliation, weekly trend report updates and assistance on custom research requests. Will use Word, Excel and PowerPoint to create reports, charts, documents and presentations. College graduate with PC skills preferred. Should be detail-oriented and organized. Prior research experience helpful. Please send resume to: Pat Liguori, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an Equal Opportunity Employer.

**HELP WANTED PRODUCTION**

**WRITER/PRODUCER**  
NBC4, Washington, DC owned and operated television station is seeking a Topical Promotion Writer/Producer. The ideal candidate will be needed to produce compelling news promos, news topicals and radio advertising. Proven creative ability in writing news promotion a must. Hands on AVID editing experience a plus. 2-3 years broadcast experience meeting deadlines with creative, effective and well-produced promos. If you are a teamplayer with talent, drive and a great reel, send it with your resume to:



NBC/WRC-TV  
Employee Relations, Dept. WP  
4001 Nebraska Avenue, NW  
Washington, DC 20016  
EEO/AA/ADA

**WWAY TV 3** is looking for a Television Production Manager. Must have strong leadership and personnel skills. Have knowledge of all production functions including 3/4", digital equipment, commercial and live broadcast. Send resume and tape to: Gina Teague, General Manager, P.O. Box 2068, Wilmington, NC 28402. EOE. M/F/V/D.

**Post Production Editor.** Are you a creative and motivated editor who would enjoy living and working in the Great Pacific Northwest for a major market ABC affiliate? If you are this person, and have a minimum of 3 years online editing, send your tape and resume to: KOMO-TV/ABC, Attn: Operations Manager, 100 Fourth Avenue North, Seattle, WA 98109. EOE.

**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.

**Video Photographer/Editor.** This position is responsible for all phases of video production for commercial spots and contracted video projects. This includes meeting clients, writing scripts, coordinating story boards, talent and locations, post production editing, computer graphics and animation. Candidates should have three years hands-on experience in all phases of video production, a good knowledge of photographic composition, practical knowledge of computer graphic and paint systems, digital FX, and both linear and non linear editing systems and excellent communication and customer relations skills. This position provides a full benefit package including medical and employee savings plan. Qualified candidates should send production reel, resume, references, salary history and requirements to: Time Warner Cable, Human Resources (Editor), 3600 N. Sillect Avenue, Bakersfield, CA 93308. EEO M/F/V/D.

**Producer:** 40hrs/wk, 9am-5pm, \$50,000/yr. A Chicago based Chinese/American television production company is seeking a producer. Responsibilities include coordinating filming, directing, writing, and editing of documentaries and motion pictures. Films are produced in Chinese and English and distributed in both the U.S. and China. Requires fluency (written and oral) in Chinese (Mandarin) and English, 6 years of job related experience including documentary writing and editing and experience producing for Chinese audiences. Send resume to Susan B. Larson, President, CTV, 435 N. Michigan Avenue, Suite 2900, Chicago, IL 60611.

**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.

**Audio/Video Tape Operator.** KTVX, the Salt Lake City ABC affiliate is seeking a motivated, reliable, hard working individual to be part of our production team. Must have a minimum of two years experience in audio news as well as master control technical skills. Please send resume and salary requirements to Dennis Shiner, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104. No phone calls please. EOE.

**Audio Operator** for Alaska's #1 News Station. KTUU-TV seeks an experienced audio operator for 3 nightly newscasts. If you can make us sound good, we'll make you look good. Competitive salary and benefits. Send cover letter and resume to Trent McNelly, Operations Manager, 701 East Tudor Road, Suite 220, Anchorage, Alaska 99503-7488. EOE.

**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/Director.** Position open immediately in Jacksonville, Florida for an experienced, hands-on, creative producer/director. Duties include all phases of commercial production: from creative with client to post production. Must be skilled in writing, EFP and editing. If you are able to take a project from an idea to a finished product please send resume and tape to: Production Manager, 1070 East Adams Street, Jacksonville, FL 32202. Equal Opportunity Employer.

**HELP WANTED FINANCIAL & ACCOUNTING**

**Business Manager.** Paramount Stations Group, WKBD-Detroit. Responsibilities for this position include but are not limited to the following: Responsible for managing and directing accounting, office services and maintenance departments. Responsible for implementing corporate policies and procedures on a stationwide basis. Prepares reports which summarize and forecast company business activity and financial position in areas of income, expenses, and earnings based on past, present, and expected operations. Coordinates capital budgeting requirements as well as annual/quarterly/monthly preparation of operating budgets. Bachelors degree and C.P.A. preferred with 5 to 7 years related experience. Qualified applicants may send resumes to: Attn: Personnel, B.M. 597, WKBD UPN-50, P.O. Box 50, Southfield, MI 48037. WKBD is an Equal Opportunity Employer.

**HELP WANTED PROGRAMMING**

**DIRECTOR OF PROGRAMING/ BROADCAST SERVICES**

**WFTV, Cox Broadcasting's #1 station in Orlando and one of America's best ABC affiliates is looking for a creative, hands-on manager to guide and oversee critical station services. If you have a successful track record that includes strong relationships with TV program distributors, exceptional marketing skills, local programing, station projects and events planning at the station level, an ability to work with and direct people to reach new heights and a desire to be part of a first class station management team, this could be the job for you. We're looking for someone with great ideas and enthusiasm to help us grow even stronger. If that's you, send your resume to:**

David B. Lippoff • V.P. & G.M.  
WFTV Channel 9  
490 E. South Street  
Orlando, FL 32801



EEO/M/F/ADA

**Program Director, WLVT-TV.** WLVT-TV, in beautiful Lehigh Valley of Pennsylvania, seeks an outstanding public television professional to lead our program department. This person reports to the President and General Manager and is a member of the executive staff. Duties and responsibilities include: screening, purchasing and scheduling of all programs. Supervision of scheduling/traffic and implementation of new Local Insertion Server (LIS) system. If you can make a program schedule sizzle during pledge, this is the place for you! Send cover letter outlining your program philosophy, resume, salary history and three professional references to: WLVT-TV, Attn: PD, 123 Sesame Street, Bethlehem, PA 18015.



FOX BROADCASTING COMPANY

## PROGRAM COORDINATOR, NETWORK OPERATIONS

Fox Broadcasting Company is seeking an individual to act as a liaison between Commercial Administration, Program Executives and the Associate Producers, coordinating the preparation and delivery of programming. This will include generating a variety of information and completing projects as assigned by Network Operations management, and assisting in the day-to-day operations/administration of the department.

The successful candidate will be detail oriented with strong communication skills and the ability to work well independently, have a minimum of 1-2 years' experience in Master Control or Traffic, an in-depth understanding of the on-air environment, a working knowledge of television program formats, outstanding computer skills including proficiency in Word and Excel, and the ability to prioritize and handle multiple tasks within strict deadlines. Must be available to work overtime, weekends and holidays as needed.

For consideration, please send your resume and salary history to: Fox Broadcasting Company, Personnel Dept. MA-21356, P.O. Box 900, Beverly Hills, CA 90213. No phone calls, please. Equal Opportunity Employer.



**KLTV, Channel 7, ABC affiliate**, Tyler, Texas is seeking a Promotion Manager with a proven creative, innovative track record in news promotion. Applicants should be willing to work on a team committed to maintaining its leadership position in the market. Send resumes to Brad Streit, KLTV, P.O. Box 957, Tyler, TX 75710.

**Creative Services Senior Producer:** Minimum of two years experience producing compelling news promotion and dynamic Station Image spots. We are looking for an aggressive senior writer/producer to make some big waves on-air! Candidate should be a stand out producer who is resourceful and who knows how to creatively "get to the point" with promotion spots. Working knowledge of marketing strategies and demographics is preferred. AVID editing and 3D graphic center on site. Send demo reel with detailed credits and resume to: Scott Brady, Creative Services Director, WDAF-TV FOX 4, 3030 Summit, Kansas City, MO 64108. WDAF is a FOX O&O and EOE.

### HELP WANTED PROMOTION

## A TOP OPPORTUNITY FOR A TOP NOTCH PROMOTION WRITER/PRODUCER



New York's WABC-TV seeks an experienced and dedicated Promotion Writer/Producer. This tough job requires a talented pro with experience in news topical promotion, movie, episodic and station image promotion.

You: a strong writer, an imaginative producer, visually creative with a great graphic sense and excellent post-production skills.

We: offer a competitive benefits package, loads of opportunities and exposure in the #1 market.

Lots of pressure, tight deadlines, a great job! If you have the skills, a positive attitude and are a team player, rush your resume and non-returnable demo reel (beta preferred) to:

**Brigitte McCray**  
WABC-TV  
7 Lincoln Square  
6th floor  
New York, NY 10023-0217

*No phone calls or faxes please  
We are an Equal Opportunity Employer*

**Director of Creative Services.** Responsible for total marketing of TV station, including on-air promotion, graphic artists, outside media, press, and in-house relations. We need a hard worker who combines creative promotional instincts with excellent management skills. Must have minimum of 3 years related experience at a commercial TV station. Send resume (no calls/faxes) to Dave Davis, President and General Manager, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

**Promotion Director:** ABC affiliate in southeast market has opening for full time highly motivated professional. Must be self-starter that can handle quick turnarounds and deadlines. Able to handle news, sales, and community promotions. Some experience with digital equipment required. Send tape and resume to Gina Teague, GM, WWAY-TV, PO Box 2068, Wilmington, NC 28402. EOE. M/F/V/D.

**Local Program Producer.** WPWR, Chicago's UPN affiliate is looking for a strong program producer to join its expanding local programming department. Individual will be responsible for producing a weekly public affairs program and a series of specials. This self motivated individual must be creative, have 3-5 years experience as a producer, strong knowledge of equipment and an eye for details and deadlines. Interested parties should send resume and tape to: Tom Feie, Program Manager, WPWR, 2151 North Elston, Chicago, Illinois 60614. Please no calls. EOE.

To place your classified ad in *Broadcasting & Cable*, call Antoinette Fasulo (212) 337-7073 or Sandra Frey (212) 337-6941

**HELP WANTED MISCELLANEOUS**

**COME JOIN OUR CREATIVE PLAYGROUND!**

Allbritton Jacksonville, Inc., Jacksonville Florida's new ABC affiliate is building a state-of-the-art facility with all the tools you've ever dreamed of working with professionally. We'll provide the creative environment. You provide the energy, dedication, and ideas.

**SR. PROMOTION PRODUCER:** 3+ years TV station promotion experience with emphasis on news promotion. Experience in use of outside media, station event, and sales promotion required.

**PROMOTION PRODUCER:** 2+ years TV station promotion experience with emphasis on news promotion. Must have an open mind and fresh ideas. Experience in well written and produced news promotion required.

**GRAPHIC ARTIST:** 2+ years TV station electronic graphic experience. Knowledge of MAC and print design as well as on-air graphic equipment. Speed, quality, creativity, and out-of-the-box thinking are a must!

**COMMUNITY AFFAIRS COORDINATOR/PRODUCER:** 2+ years experience in PR or related field. Experience in TV station and creative spot production is a big plus. Must be an excellent writer who can build key media and community contacts. Experience and success in event planning, breakthrough press releases and talent appearances. Will work very closely with promotion department on all projects.

**NO PHONE CALLS.** Specify which job you're interested in and please rush VHS tape with resume and references to:

**Marc Robertz  
ABC25, WJXX  
PO Box 551000  
Jacksonville, FL 32255-1000**

Allbritton Jacksonville, Inc. is an Equal Opportunity Employer. No person shall be discriminated against in employment because of race, color, religion, sex, marital status, national origin, age, or any other basis other than individual merit. We invite your assistance on this and future openings.

**TELEVISION CONSULTING**

**Emmy-Award-Winning** production team will critique your resume tape. Be prepared for your next interview. One-on-one advice and coaching. For appointment: Sandhurst Communications 908-793-8061.

**SITUATIONS WANTED NEWS**

**Victim of cutbacks.** Black female looking again. All offers considered. 815-877-9384. Deborah Allen.

**Legal Reporter.** Spent 15 years as an award-winning sportscaster before going to law school. An outstanding communicator, I can convey the essence of complex legal issues to your viewers. Legal reporters are becoming standard on newscasts. so call Dan Faber at 505-842-5924.

**SITUATIONS WANTED PROGRAMMING**

**Program Creator/Producer** seeks to improve your ratings and profitability. Over 10 years developing and producing award winning programs, documentaries and commercials internationally. Strong strategic management background. Collaborative team leader with proven track record in broadcast and advertising agency environment understands creative, media and ad sales opportunities. Robert (203)972-7020 or email: Kildalton@aol.com

**Summer Help - Available Immediately.** Extremely bright college student with extensive reporting experience wants to fill your summer needs. Will move immediately. Call for resume or chat. Josh Kleinbaum 914-666-8057.

**TV SALES TRAINING**

**LEARN TO SELL TV TIME**

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TRAINING CENTER  
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Over 25 years in the TV industry**

**PROGRAMMING SERVICES**

**ENIGMA THEATER**

"Enigma Theater" 52 cool films via satellite. A hosted series of mystery, sci-fi, horror and suspense films via barter and distributed weekly via satellite in spring of '97.

**Call for details  
1-800-353-9177.**

**BUSINESS OPPORTUNITIES**

**TV Production Facility 28,000sq ft.**

Seeking Contract and Co Production Work  
Two studios Live and Ultimatte/Virtual  
Six Digital Beta Component  
AVID and Inter-format Edit Suites  
in Atlanta, GA  
**Atlanta Video Production Center  
Joe Gora (404) 355-3398**

**WSYX-TV**

**PRODUCER/DIRECTOR: Job #7411**

WSYX-TV seeks an individual whose creativity will add to our promotional capabilities. You should have a minimum of 3 years experience creating promos with emphasis on image, series and daily news topicals. In addition to creating spots, you'll be supervising other producers and daily promotion production. Experience with non-linear editing is a plus.

**PHOTOGRAPHER: Job #7417**

WSYX-TV is looking for a News Photographer. Candidate should be experienced in shooting ENG tape, editing news tape, and fact gathering. Live remote broadcasts, using ENG microwave trucks, portable microwave equipment. Must have valid driver's license. Please include tape with resume.

**BROADCAST MAINTENANCE TECHNICIAN: Job #7519**

WSYX-TV has an opening for a Broadcast Maintenance Technician position. Technician will perform maintenance on all types of electronic broadcast equipment. Individual must be a team player who has a strong work ethic. RF experience desirable, digital experience a must. Qualified applicants should send resume and cover letter to WSYX-TV, P.O. Box 718, Columbus, Ohio 43216. Attn: Human Resources. Please state referral source and job number on resume. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing.  
*EOE, M/F/D.*

**TV RESUME TAPES**

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FAX 212-206-8327  
OR  
SANDRA FREY  
PHONE 212-337-6941  
FAX 212-337-6957**



**HELP WANTED MISCELLANEOUS**

# BAY NEWS 9

BAY NEWS 9, the Tampa Bay area's first, exclusive 24-hour local news channel is preparing to launch. This is your chance to become part of a dynamic team as we create this state of the art news gathering operation. We are looking for team-oriented individuals who are highly motivated and searching for a challenging and rewarding opportunity.

## CURRENT OPENINGS

- |                       |                               |
|-----------------------|-------------------------------|
| Producers             | Graphic Artists               |
| Associate Producers   | Directors/Technical Directors |
| Executive Producers   | Maintenance Engineer          |
| Managing Editor       | Audio Operators               |
| Assignment Editors    | Master Control Operators      |
| Videojournalists      | Traffic Coordinator           |
| (Reporter/Shooters)   | Traffic Assistant             |
| News & Sports Anchors | Field Operations              |
| Promotions Writer     | Tape Librarian                |
| Production Assistants |                               |

As part of Time Warner Communications, BAY NEWS 9 offers a competitive salary and benefits package. Applicants MUST mail resumes and demo tapes to the following address to be considered for these openings. Walk-ins and telephone calls cannot be accommodated.



Mr. Elliott Wiser  
General Manager, Bay News 9  
11500 - 9th Street North  
St. Petersburg, FL 33716

Equal Opportunity Employer

### CABLE

**HELP WANTED RESEARCH**

# RESEARCH ANALYST

Lifetime Television, the dynamic cable network, seeks a Research Analyst to provide research support & analyses of various research materials. This will include interpreting data from Nielsen, MRI, CMR, Nexis, and other research sources and using this data to develop ad sales presentations for the account executives. Other duties include: competitive analysis, estimates/projections and various monthly/quarterly tracking.

Position requires 3 years in TV/Cable advertising research, and prior experience working with Windows-based systems and Nielsen-based software.

Lifetime offers a competitive salary and an excellent benefits package. Please submit resume with salary requirements to:

**Lifetime**<sup>TM</sup>  
*Television for Women*

Human Resources Department  
**LIFETIME TELEVISION**  
309 West 49th St., NY 10019 EOE M/F

COMEDY CENTRAL, the only all comedy network, is a 24 hour basic cable station with an eclectic mix of original programming such as stand-up comedy, sketch comedy, classic television shows and movies. We have an immediate opening for a Programming Research Manager. The Manager will be responsible for managing both qualitative and quantitative research projects which will include research relevant to program scheduling, program development, consumer and trade marketing, new business development and emerging technologies. Successful candidates should have a B.A. or B.S., 3 to 5 years of related experience preferably in television research and excellent analytical, verbal and written communication skills. Prior experience with television ratings (analysis/systems) is a strong plus.

Please forward a cover letter and resume to:



Comedy Central  
1775 Broadway, 10th Floor  
New York, NY 10019  
Attn: Human Resources Department  
No phone calls please  
An equal opportunity employer.

### MEDIA/MARKETING RESEARCH SPECIALIST

MEDIA/MARKETING RESEARCH SPECIALIST: A South Florida International cable channel is searching for a highly motivated individual in the Media & Marketing Research field. Candidate must have superb analytical skills, knowledge of ratings and consumer product databases and excellent writing & communications skills, bilingual in Spanish & English a plus.

REQUIREMENTS: Chosen candidate would have ability to prioritize work load and handle multiple tasks, computer knowledge of Microsoft Word, Excel, Harvard Graphics, PowerPoint & Simmons Choices. Salary commensurate with experience. Please submit resume to: GEMS Television, c/o Sorbi Martinez, 10360 U.S.A. Today Way, Miramar, FL 33025. Fax: 954-430-8400. E-mail: smartinez@gemstv.com



Call  
Sandra Frey  
at  
(212) 337-6941



**CABLE ADVERTISERS!**

**SPECIAL RATES!!**

**HELP WANTED TECHNICAL**

**OPERATIONS ENGINEER**



Cox Communications is seeking an Operations Engineer for its CableRep Advertising Division. Extensive PC software and hardware skills and significant experience with network operating systems is desired. In addition, experience with ad insertion systems and video equipment, knowledge of ad industry traffic and billing systems, and a college degree are preferred. The position requires frequent travel. Successful candidates will have a blend of the above skills, the ability to interact with all levels of management, and a proven record of success. Resumes should be directed to: CableRep Engineering, 1400 Lake Hearn Drive, Atlanta, GA 30319 or faxed to (404) 843-5992. No phone calls please. Cox Communications is an Equal Opportunity Employer.

**HOME & GARDEN TELEVISION NETWORK** is seeking to fill a full-time position in the following technical area:

**NETWORK OPERATOR**

Must have cart machine, switcher, Beta SP, 1" tape, audio cart and Chevron experience. Must be familiar with satellite transmission principles and their application in a network environment.

We offer a comprehensive salary & benefits package. Qualified candidates should send a confidential resume with salary requirements to:

Human Resources  
HGTV  
PO Box 50970  
Knoxville, TN 37950



Equal Opportunity Employer

**Time Warner Cable. CATV Designer.** Time Warner Cable has an immediate opening for a CATV Designer. We are looking for an energetic self-starter with proven technical and design level experience to join the engineering department. We are currently designing with CAD in a focus environment. CAD experience will be helpful but we are willing to train the right candidate. Must have a high school diploma or equivalent with a minimum of 4 years technical experience in the cable field. Strong background in construction and maintenance of cable tv plant. Must have the ability to pass a drug test and excellent driving record. If you are interested, please send your resume to: Human Resources (CATV). Time Warner Cable, 3600 N. Sillect, Bakersfield, CA 93308. EEO M/F/V/D.

**ALLIED FIELDS**

**HELP WANTED INSTRUCTION**

**Mass Communication: Tenure-track, assistant professor.** Position available August 15, 1997. to teach audio production, film study, media writing and broadcast station management/programming courses. Requires Ph.D. or ABD in Broadcasting or equivalent. Radio experience required. Send letter of application addressing the position, current resume, names, addresses, and telephone numbers for three references, current transcript (copy acceptable), and three letters of reference to: Dr. John Jasinski, Chair, Department of Mass Communication, Wells Hall 238, Northwest Missouri State University, Maryville, MO 64468. Application deadline: June 1 or until filled. AA/EOE. Northwest encourages women and minorities to apply.

**Director of Telecommunications.** Applications and nomination are invited for the position of Director of the Telecommunications Center at Ohio University. Position Description: The successful candidate will assume leadership of a unit that serves the instructional mission of Ohio University through academic program support and extends the service mission of the institution through its public broadcasting facilities and programming. The director should be committed to building a Telecommunications Center at Ohio University that will serve as a model in higher education, integrating existing and emerging technologies to serve the university community and the southeast Ohio region. The director reports to the associate provost for information and instructional technology and is a key member of the university-wide team responsible for planning and developing the technology infrastructure of the university. Qualifications: Candidates will be expected to demonstrate a track record of successful management in broadcasting and/or electronic media services. Applicants must also have successful personnel management experience and thorough knowledge of and commitment to the role of universities in American society. Advanced degree preferred; teaching experience or demonstration of a strong commitment to professional development is desirable. Experience working with diverse groups and a strong record of leadership in a multicultural setting are preferred. Application Process: Each applicant must submit a comprehensive resume, names and contact information for three references, and a cover letter discussing qualifications for the position as described in this announcement. Review of applications will begin May 26 and will continue until the position is filled. Send all materials to: Dean Kathy A. Krendl, Chair, Telecommunications Director Search Committee, Ohio University, 310 Cutler Hall, Athens, OH 45701. E-mail: krendl@oak.cats.ohiou.edu Ohio University is an Equal Opportunity/Affirmative Action Employer.

**EMPLOYMENT SERVICES**

**RTNDA (900) 40-RTNDA  
RTNDA Job Line**

Updated daily. 85 cents per minute. To place a free listing call: (202) 659-6510; fax: (202) 223-4007, e-mail: rtnda@rtnda.org, mail to: RTNDA, 1000 Connecticut Ave., NW, Suite 615, Washington, DC 20036-5302.

**PROFESSIONAL JOBS**

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Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.).

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**Entertainment Employment Journal™**

Two Weeks Free. We offer the hottest entry level TV news leads. Try us for two weeks at no charge. MCS 760-788-1082.

**TV Reporters, Anchors and Producers!!!** You deserve the best chance to achieve your career goals. Call Tony Windsor at **NEWSDirections** (423)843-0547 or leave toll-free voice mail at (800)639-7347.

**Just For Starters:** Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

**FINANCIAL SERVICES**

**Loans By Phone:** Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800-699-FLEX.

**EDUCATIONAL SERVICES**

**On-camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

**WANTED TO BUY EQUIPMENT**

**Used videotape:** Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

**FOR SALE EQUIPMENT**

**CLEARLY PRUDENT.**

For video duplication, demos, audition reels, work tapes, our recycler tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

**(800)238-4300 CARPEL VIDEO**

**SWR 24 bay TV Antenna Model #SWFPS 24/45.** Channel 45-60 KW input with cardioid pattern. 2 years old. With Radomes. H.C. Jeffries 512-847-2449. \$15,000.



**Microwave radios by M/A COM.** Refurbished, tuned, tested and warranted. Massachusetts Microwave. Call James Palermo at (617)484-3740.

**Lowest prices on videotape!** Since 1979 we have been beating the high cost of videotape. Call Cappel for a catalog. 800-238-4300.

**Acrodyne Tru/30 KV TV Transmitter.** 2 years old currently at channel 45 complete with factory power supply and heat exchange system. Transfer switch, electrical disconnects and other associated equipment included. H.C. Jeffries 512-847-2449. \$180,000.

**AM and FM transmitters, used.** excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454. 215-884-0888, Fax 215-884-0738.

**520' 6 1/8" 75 OHM Rigid Transmission Line.** 2 years old with spring hangers. 19.75" long each. SWR k-line. Like new condition. H.C. Jeffries 512-847-2449. \$29,000.

**2-Rohn SSV series self supporting towers.** Sections 11-N thru 3 WN 180' tall each. \$7,500 each. H.C. Jeffries 512-847-2449.

**1100' 6 1/8" Andrew Ridgid Transmission Line.** 20" sections 75 OHM new watch bands and tellons. \$800.00 per stick. H.C. Jeffries 512-847-2449.

**FOR SALE STATIONS**

**OWNER/OPERATORS**

*It's Time to Make That Move!  
Choose either the Mountains or the Coast.*

*Good Cash Flowing FM  
Foothills of Blue Ridge Mountains  
Weekly Shopper Included. Very Little Competition  
Terms - \$750,000*

*Extraordinary Coastal Living  
C-3 Strategically Positioned  
To take advantage of Booming Market  
Great Livability on Ocean  
Or in one of Several Beautiful Cities  
\$650,000*



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919-355-0327 FAX: 919-355-8386

**TENNESSEE - FLORIDA**

2x AM & 2x FM group & cash flow Class C Nashville Market \$10M  
FM & 2 AM's with real estate, cash flow near Nash. Market \$800K  
FM & 2 AM's great upside in resort market near Knoxville \$1.9M  
FM C2 50KW South Florida Resort Market with real estate \$1.3M  
2x AM's near Tampa with terms, cash flow and real estate .... \$725

**HADDEN & ASSOC.**

PH 407-365-7832 FAX 407-366-8801

**Johnstown PA. Class A. Must sell - 500K with terms.** Broker: Mike Bergner 561-338-5220.

**Delmarva Area - B1 FM, resort area.** includes real estate, interest available. Telephone: 703-536-2238

**Boston Area AM, Good metro coverage.** Price reduced to 500K. Broker: Mike Bergner 561-338-5220.

**WANTED TO BUY STATION**

**Dallas/Houston NCE Sought.** Highly reputable not-for-profit charitable organization seeks purchase of non-commercial FM in Dallas or Houston markets. Principals only. Reply to Box 01146 EOE.

**BUSINESS OPPORTUNITIES**

**Station Owners/Managers - Get free help and get paid for it!** Allow a broadcasting student to come to your station and observe once a week for 18 weeks for \$2,000.00. 15 year accredited program. We can provide up to 10 students. Call Jim at Radio Connection 1-800-800-9581.

**SEEKING STUDIO**

News Organization seeks studios with cameras, post production, master control, etc. for 24 hour news satellite network. Will lease, buy or share. Fax: 404-872-1140.

**COLLECTION AGENCY**

**MEDIA COLLECTION  
DREAM TEAM**

**CCR**

Attorney (former broadcast/cable ad sales manager NBC-TV, Katz, Petry, Lifetime) and staff handle the USA's top media firm's collection accounts offering:

1. Unequaled knowledge of media business.
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3. Customized reporting.
4. Competitive contingent fee schedule.
5. References available.

**Call/Write:**

**CCR**  
George Stella  
1025 Old Country Road  
Suite 303S  
Westbury, NY 11590  
Tel: (516) 997-2000/(212) 766-0851  
Fax: (516) 997-2071  
E-Mail: CCRCollect@AOL.com

**INVESTOR WANTED**

Investor Wanted. Seeking investor to fund a Radio Station for childrens operation and advertisement. Please call Robert Pinsky at 718-815-7880 or 917-812-5777 (pager). Brokers Invited!

**VOICE RECORDING SERVICES**

**Cockerham Communications 800-727-7781.** Professional Voice Recording Services. www.cconnect.com/cockerham.

**BROADCASTING & CABLE'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Fasulo at (212) 337-7073 or Sandra Frey at (212)337-6941.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS. CHANGES. AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields: Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.10 per word, \$42 weekly minimum. Situations Wanted: 1.15¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.45 per word, Screened Background: \$2.60. Expanded Type: \$3.20 Bold, Screened, Expanded Type: \$3.65 per word. All other classifications. \$2.10 per word, \$42 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$187 per inch. Situations Wanted: \$93.50 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$30 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

# For the Record

<http://www.broadcastingcable.com>

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz.—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz.—megahertz; mi.—miles; TL—transmitter location; TOC—transfer of control; w—watts. One meter equals 3.28 feet.

## OWNERSHIP CHANGES

### Dismissed

**Eagle, Idaho** (BALH-970418HY)—Eagle Broadcasting Inc. for KXLT-FM: voluntary AOL to Contemporary Media Corp. *May 6*

### Granted

**Mobile, Ala.** (BAL-970421GI)—Albert L. Crain for WLTV(AM): involuntary AOL to estate of Albert L. Crain (Joy Crain Johns, executor). *May 5*

**Byhalia, Miss.** (BAPH-970421GJ)—Albert L. Crain for WYLT(FM): involuntary AOL to estate of Albert L. Crain (Joy Crain Johns, executor). *May 5*

**Astoria and Florence, Ore.** (BTC-970414EA, BTCH-970414GK)—Lower Columbia Broadcasting Co. Inc. for KVAS(AM) and KCST-FM: involuntary TOC from Charles A. Farmer, deceased, to Elizabeth Farmer, personal representative. *May 5*

**Longbeach, Wash.** (BTCH-970414EB)—Lower Columbia Broadcasting Co. Inc. for KKEE(FM): involuntary TOC from Charles A. Farmer, deceased, to Elizabeth Farmer, personal representative. *May 5*

## NEW STATIONS

### Dismissed

**Los Molinos, Calif.** (BPH-940210MG)—

Broad Spectrum Communications Inc. for FM at 101.7 mhz. *May 6*

### Returned

**Julian, Calif.** (BMPH-960715IG)—Mountain Communities Radio for AM at 890 khz. *May 6*

**Nacogdoches, Tex.** (BPED-961021MA)—American Family Association for FM at 88.1. *May 7*

### Filed

**Bessemer, Ala.** (BPED-970424MA)—Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 N. LaSalle Blvd., Chicago, Ill. 60610) for FM at 88.1 mhz, 25.1 kw, ant. 150 m., 6.6 km E of Prudes Creek Church. *April 24*

**Weaverville, Calif.** (BPED-970508MA)—Redding Institute of Religion for Shasta, Tehama, Trinity counties (Floyd D. Glissmeyer, chairman, 11598 Old Oregon Trail, Redding, Calif. 96001) for FM at 101.1 mhz, 1 kw, ant. 206.2 ft., 1.9 km S of Granite Peak. *May 8*

**Columbus, Ind.** (BPED-970501MB)—Good Samaritan Educational Radio Inc. (Keith Reising, director, 1680 Hwy 62 NE, Corydon, Ind. 47112) for FM at 90.3 mhz, 1.5 kw, ant. 42 m., CR 600 W, N of pumping station, W of Columbus. Good Samaritan has applied to build FM in Jasper, Ind. Reising owns WJCP(FM) Austin and CP for FM in Veedersburg; 56% of WTRE(AM)-WRZQ(FM) Greensburg, Ind. *May 1*

**New Haven, Ind., and Mount Pleasant, Iowa** (BPED-970501MF, D)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, Miss. 38801) for FMs at 91.3 mhz, .425 kw, ant. 50 m., 11725 Hwy 14 E; and 89.9 mhz, 26 kw, ant. 124 m., 1130 Hwy 16, Houghton, Iowa (Mount Pleasant). **Association owns** WALN(FM) Carrollton, WAQG(FM) Ozark and WAKD(FM) Sheffield, Ala.; KVVA-FM Apache Junction, Ariz.; KAOW(FM) Fort Smith and KANX(FM) Pine Bluff, Ark.; WATI(FM) (formerly WAQO) Vincennes, Ind.; KBUZ(FM) Topeka and KCFN(FM) Wichita Kan.; WAPD(FM)

Campbellsville, Ky.; KAPM(FM) Alexandria and KAPI(FM) Ruston, La.; WDFX(FM) Cleveland, WQST-AM-FM Forest, WAQL(FM) McComb, WAQY(FM) Saicoer and WAFR(FM) Tupelo, all Miss.; KAKU(FM) Springfield, Mo., and WAMP(FM) Jackson, Tenn.; is buying CP for FM at Ottawa, Kan.; is selling FM in Mount Morris, Ill.; **has CP to build FMs** in Selma and Ozark, Ala., and Lake City, Tenn.; El Dorado, Ark.; St. Martinville, La.; Hattiesburg and Natchez, Miss.; Hubbard, Neb.; Clovis, N.M.; Poteau, Okla.; Reedsport, Ore.; Huntsville, Tex., and Culpeper, Va.; **has applied to build FMs** in Troy, Ala.; Bentonville, Blytheville, Des Arc, Fayetteville, Forrest City, Nashville and Springdale, all Ark.; Panama City, Fla.; Americus, Cairo, Dublin, Peachtree City, Savannah and Waycross, all Ga.; Flora, Kankakee, Kewanee, Pana and Peoria, all Ill.; Frankfort and Nashville, Ind.; Fairfield, Marion, Ottumwa and Waverly, all Iowa; Arkansas City, Independence, Manhattan, Salina and Winfield, all Kan.; Mount Sterling, Ky.; Bastrop, Jonesboro, Kinder, Many, Natchitoches and Westdale, all La.; Hesperia and Muskegon, Mich.; Corinth, Duck Hill, Indianola, Laurel and Port Gibson, all Miss.; Benton, Hannibal, High Point, Kennett, Kirksville and St. Joseph, all Mo.; Ahoskie, Fayetteville and Mount Airy, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Chickasha, Durant, El Reno, Seminole and Stillwater, all Okla.; Franklin, Pa.; Dillon, S.C.; Rapid City, S.D.; Clarksville, Hohenwald and Shelbyville, all Tenn.; Athens, Crockett, Del Rio, Fannett, Gatesville, Kerrville, Lamesa, Mart, Odessa, Pampa, Plainview and Victoria, all Tex.; Charles City and Danville, Va.; Cuba City, Wis., and Cheyenne and Gillette, Wyo. *May 2*

**Anamosa, Iowa** (BPED-970508MC)—University of Northern Iowa (Robert Koob, president, 324 Communication Arts Center, Cedar Falls, Iowa 50614) for FM at 89.1 mhz, 2.3 kw, ant. 129 m., 3686 Jordan's Grove Rd., Whittier, Iowa. University owns KUNI(FM) and KHKE(FM) Cedar Falls and KRNI(AM)-KUNY(FM) Mason City, Iowa; has applied to build FMs in Bettendorf, Dubuque, Fairfield and Ottumwa, all Iowa. *May 8*

**Galena, Kan.** (BPH-970425MD)—William B. Neal (PO Box 2625, Joplin, Mo. 64803) for FM at 104.3 mhz, 6 kw, ant. 100 m., 1.3 km W of Lowell, Kan. *April 25*

**Galena, Kan.** (BPH-970429MA)—William B. Wachter (1612 Woodland Terr., Pittsburg, Kan. 66762) for FM at 104.3 mhz, 6 kw, ant. 100 m., 1.5 km W of Baxter Springs, N of Rte. 166. Wachter owns 53% of KWXD(FM) Asbury, Mo.; has applied to build FM in Dearing, Kan. *April 29*

**Galena, Kan.** (BPH-970429MB)—GMA Broadcasting Corp. (Richard H. Heibel, president/owner, 12 Glenmoor Pl., Hilton Head, S.C. 29926) for FM at 104.3 mhz, 6 kw, ant. 100 m., 8436 SE 71st St., Baxter, Kan. GMA/Heibel have applied to build FMs in Fairbury, Ill., and Hicksville, Ohio, and TVs in Midland, Tex., and Wittenberg, Wis. *April 29*

—Compiled by Elizabeth A. Rathbun

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,813
Commercial FM	5,458
Educational FM	1,871
<b>Total Radio</b>	<b>12,142</b>
VHF LPTV	543
UHF LPTV	1,402
<b>Total LPTV</b>	<b>1,945</b>
FM translators & boosters	2,769
VHF translators	2,283
UHF translators	2,697
<b>Total Translators</b>	<b>7,749</b>

Service	Total
Commercial VHF TV	557
Commercial UHF TV	633
Educational VHF TV	124
Educational UHF TV	241
<b>Total TV</b>	<b>1,555</b>

### 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



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# Datebook

## THIS WEEK

**May 20**—*International Radio & Television Society Foundation* awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**May 21**—"Radio Meets New Media," *International Radio & Television Society Foundation* breakfast seminar. Time-Life Bldg., New York City. Contact: John Kienker, (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

**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: Bobbi Smith, (202) 662-7168.

**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 6-10**—*National Public Radio* public radio conference. Hyatt Regency Hotel, Chicago. Contact: Alma E. Long, (202) 414-2000.

**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 9-13**—*Society of Broadcast Engineers* engineering management seminar. Courtyard by Marriott, Indianapolis. Contact: John Poray, (317)

253-1640.

**June 10**—Fred Friendly First Amendment Award, presented by *Quinnipiac College* to Ted Koppel. Metropolitan Club, New York City. Contact: (203) 281-8655.

**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 11-13**—1997 *International Conference on Consumer Electronics*. Westin Hotel, Rosemont, Ill. Contact: Diane Williams, (716) 392-3862

**June 11-14**—46th annual *American Women in Radio & Television* national convention. Adolphus Hotel, Dallas. Contact: Mary McBride, (703) 506-3290.

**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**—*Hollywood Radio & Television Society/IBA* newsmaker luncheon, featuring Ted Turner. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

**June 13**—*The Museum of Broadcast Communications* 10th Anniversary Salute to Television Gala. Chicago Cultural Center, Chicago. Contact: (312) 629-6023.

**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 13-15**—"Audio on the Internet," *Audio Engineering Society* 14th International Conference. Bell Harbor International Conference Center, Seattle. Contact: Jennifer Friedman, (213) 857-9100.

**June 13-15**—62nd annual convention of the *Georgia Association of Broadcasters*. Sea Palms Golf & Tennis Resort, St. Simons Island, Georgia. Contact: (770) 395-7200.

**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 19**—*Federal Communications Bar Association* luncheon featuring FCC Commissioner Rachelle Chong. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**June 19-20**—Marketing and Revenue Management Conference for Television Stations, co-sponsored by the *National Association of Broadcasters* and *Maxagrid International*. Omni Dallas Hotel Park West, Dallas. Contact: (800) 738-7231.

**June 19-21**—Talk Radio '97, educational conference, convention and exhibition presented by *The National Association of Radio Talk Show Hosts*. Century Plaza Hotel & Towers, Los Angeles. Contact: (617) 437-9757.

**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 21-24**—*Public Broadcasting Service* annual meeting. Windham Anatole Hotel, Dallas. Contact: (703) 739-5001.

**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 28-July 1**—*Cabletelevision Advertising Bureau* local cable sales management conference. Hyatt Regency Chicago. Contact: Nancy Lagos, (212) 508-1229.

**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 1-4**—*Society of Motion Picture and Television Engineers Australia North Section* SMPTE '97 conference and exhibition. Exhibition Centre at Darling Harbour, Sydney, Australia. Contact: +61 2 9977 0888.

**July 9**—*The Caucus for Producers, Writers & Directors* general membership meeting. Jimmy's Restaurant, Beverly Hills, Calif. Contact: David Levy, (818) 843-7572.

**July 30**—*National Association of Broadcasters* Service to Children's Television Symposium. Park Hyatt Hotel, Washington. Contact: Victoria Cullen, (202) 429-5368.

## SEPTEMBER

**Sept. 17-20**—*National Association of Broadcasters* Radio Show. New Orleans Convention Center, New Orleans. Contact: (202) 429-5419.

**Sept. 17-20**—*Radio Television News Directors Association* international conference and exhibition. New Orleans Convention Center, New Orleans. Contact: Rick Osmani, (202) 467-5200.

**Sept. 23**—*BROADCASTING & CABLE* Interface XI conference. New York Grand Hyatt, New York City. Contact: Circles Special Events, (212) 213-5266.

**Sept. 23-25**—TV LINK '97, official congress and trade show of *ABTA (Brazilian Association of Pay Television)*. International Trade Mart, Sao Paulo, Brazil. Contact: Patrick Robinson, +44 181 910 7913.

**Sept. 25-27**—*Society of Broadcast Engineers* national meeting and 25th annual Central New York *SBE* regional convention. Four Points Hotel and Conference Center, Syracuse, N.Y. Contact: John Poray, (317) 253-1640.

## NOVEMBER

**Nov. 4-7**—*Asia CommuniTech '97*, telecommunications, mobile communications and wireless technology show and conference. Hong Kong Convention & Exhibition Center, Hong Kong. Contact: Virginia Jensen, (210) 652-7070.

**Nov. 10**—*BROADCASTING & CABLE* 1997 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact Circle Special Events, (212) 213-5266.

**Nov. 21-24**—*Society of Motion Picture and Television Engineers* 139th technical conference. Marriott Marquis Hotel, New York City. Contact: (914) 761-1100.

**Major Meeting dates in red**

—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)



## Selling a new network

**S**he hoped the name Perri Stein would one day be synonymous with programming. After all, Stein once thought, what could be better than being the nifty character Faye Dunaway portrayed in the film "Network"?

But it was sales, not prime time sitcoms or drama, that ushered Stein into an 18-year career with broadcast networks. Now head of UPN's first sales division, Stein first realized her potential over a photocopying machine at NBC.

With a degree in public communications from Syracuse University, Stein found a job as a production assistant on *Today*. She used to chat over the copier with a sales planner in the same small office.

"One day there was a job in sports sales and she said, 'you should do this,' Stein recalls. "I wanted to get into entertainment programming. But she said, 'It never hurts to talk to people.' So I called and got the job."

The nature of the job wasn't entirely unfamiliar. Stein, who was active in softball, basketball and field hockey as a student, watched ABC's *Wide World of Sports* as much as she saw *The Courtship of Eddie's Father* and *Mork & Mindy*. "You could cry when they did that introduction—the thrill of victory, the agony of defeat," she recalls. "That was everything I thought life was about."

"It was a great job," Stein says of her position as a planner of sports sales. "Everything is on-the-job training. That's what's so phenomenal about the business of sales. It's basically one of the back-room jobs in charge of everything."

That back-room gig ultimately led to a trip out West, where Stein became a "generalist"—more commonly known as an account executive—for the West Coast region of NBC. She sold the entire West Coast for the network, often making cold calls to the Silicon Valley to drum up some business within the then up-and-coming computer market. Bringing Apple computers to network television was one of her first successes.

By 25, Stein was handling upfront ad sales on the West Coast by herself. Yet that dream of being the Faye Dunaway character—albeit a nicer one—still lingered. "I was having a lot of fun. It was a whole side I hadn't considered, but I was succeeding at it," Stein says. "At one point in Los Angeles I thought perhaps I'd talk to peo-



*"Everything is on-the-job training. That's what's so phenomenal about the business of sales."*

### Perri Stein

**Senior VP, UPN sales, New York; b. July 10, 1957, New York; BS, public communications, Syracuse University, Syracuse, N.Y., 1978; NBC: planner, sports sales, 1979-83; account executive, Western sales, 1983-85; account executive, sports sales, 1985-87; account executive, special program sales, 1987-89; account executive, sports and news sales, 1989-92; account executive, prime time and news, 1992-94; VP, sales director, daytime/late-night and teen sales, 1994-95; senior VP of news sales, 1995-96; current position since September 1996; m. Mario Procida, May 4, 1986; children: Dylan, 8; Peter, 7; Michael, 5; Parker, 3**

ple in programming, but that's when I met my husband."

She ultimately followed her husband, architect Mario Procida, back to New York. There she resumed her career in sports as an account executive. Stein added more responsibility four years later by taking on news sales, but her tenure in sports earned her the most kudos: she signed the first four-year ad deal with Miller Beer for NBC, not to mention long-term contracts with Nike and Nissan. She also penned the initial contract with the *Prudential Sports Update* and their halftime report and sold the MCI Olympic vignette *The Last 24 Hours* for the 1988 and 1992 Olympics.

"I think advertisers are looking for the best way to sell to an audience that could be their consumers," Stein said. "Their main thrust is to move product off the shelves, and networks' main objective is to sell as much inventory as they can."

"Every day is different, and having the ability to bring two parties together—the advertiser and the network—to find a place where [they] can benefit from each other's product is all part of dealmaking," Stein continues. "I think that's the best part of this job."

Now, as UPN senior vice president, network sales, Stein looks to NBC—specifically, her mentor Larry Hoffner, the president of NBC ad sales—as a model for building the netlet's first ad sales division. Beyond assembling a department with offices in New York, Los Angeles, Chicago and Detroit, Stein on Tuesday (May 20) will oversee her first upfront for UPN.

"We have great opportunities this year," Stein says. "I hope the marketplace comes and joins the network. There's an incredible upside to the network. In two years, it's achieved a 6 share and has 94 percent coverage in the country. It's proven that it has been successful."

"I think most people saw this as an incredible opportunity," Stein says. "They wished me a lot of luck. People will always point out the disadvantages. But I was truly optimistic. Every time I met another person from UPN, the thing that stuck out was that this seemed to be the most incredible group of people. They were easygoing, nice and they all had the energy to keep this thing going. Everybody at the network had an upbeat, positive, energetic, and useful attitude toward business."

—LR

# Fates & Fortunes

## BROADCAST TV



**Kaplan**

Appointments at CBS: **Rob Kaplan**, director, programming, United Paramount Network, joins CBS Entertainment, Los Angeles, as director, drama series development and VP, nontraditional programming:

**Ted Savaglio**, VP, recruitment and strategic planning, adds VP, program planning, CBS News, to his responsibilities; **Lyne Bowens**, executive producer, *The Class of 2000*, named executive producer, *CBS Evening News* weekend editions and *CBS Sunday Night News*; **Missie Rennie** will continue as executive producer, *CBS News Sunday Morning*, and take on projects during the week.

**David Madsen**, local account executive, KTNV(TV) Las Vegas, named local sales manager.

**Van Comer**, sales manager, northwest Arkansas, KFSM-TV Fort Smith, Ark., named general sales manager.

**Emily Ryan**, anchor/on-call reporter, WGAL(TV) Lancaster/Harrisburg, Pa., named general assignment reporter.



**Miller**

**Lori Miller**, meteorologist, WTVJ(TV) Miami, joins KSHB-TV Kansas City, Mo., as chief meteorologist.

Appointments at KYMA(TV) Yuma, Ariz.: **Jennifer Brandt**, reporter/anchor, KMVT(TV) Twin Falls, Idaho, joins as co-anchor; **Dan Marries**, anchor/executive producer, KEYC-TV Mankato, Minn., joins as anchor.

**Patricia Lee**, sales manager, United Television Sales, joins KPLR-TV St. Louis as regional sales manager.

**Ron Petrovich**, news director, WXIN(TV) Indianapolis, joins WISN-TV Milwaukee in same capacity.

**Mike Rajewski**, account executive, WBFS-TV Miami, joins WTOG(TV) St. Petersburg, Fla., as national sales manager.

**Neil Goldstein**, news director, WFOR-TV Miami, joins WJBK-TV Detroit in same capacity.

**Larry Giele**, controller, KHOU-TV Houston, joins WJW-TV Cleveland as VP, finance.

Appointments at WREX-TV Rockford, Ill.: **John Chadwick**, general sales manager, named VP/GM; **Jon Skorborg**, director, broadcast operations, named station manager.

**Ken Schreiner**, news operations manager, WDIV(TV) Detroit, joins WOTV(TV) Battle Creek, Mich., as news director.

**Sue McInerney**, news director, KDKA-TV Pittsburgh, joins WFOR-TV Miami in same capacity.

**Gail Brekke**, VP/station manager, WBNE(TV) New Haven, Conn., adds director, new station development, LIN Television, to her responsibilities.

## PROGRAMING



**Sarnoff**

**Bret Sarnoff**, VP, Carsey-Werner, Los Angeles, named senior VP, finance.

**Russell Brown**, director, corporate sales and promotion, Marvel Entertainment Group, joins Hearst Entertainment, New York, as VP, entertainment licensing.



**Steinfeld**

**Lisa Steinfeld**, executive director, operations and finance, Canal Fox and Fox Kids Latin America, Los Angeles, named VP/assistant general manager.

**Jeremy Gold**, manager, prime time casting and creative affairs, ABC Television, New York, joins Panamort Television there as VP, talent and development, East Coast.

**John Tollefson**, VP, operations and engineering, WJLA-TV Washington, joins Public Broadcasting Service, Alexandria, Va., as chief technology officer.

**Jason Haikara**, director, on-air planning, Fox Broadcasting Co., Beverly Hills, Calif., named VP, on-air planning and marketing administration.

**Al Haferkamp**, controller/acting chief financial officer, Promark Entertainment Group, Los Angeles, named VP/CFO.



**Victor**

**Daniel Victor**, VP, legal and business affairs/general counsel, Children's Television Workshop, New York, named executive VP.

Appointments at The Walt Disney Co., Burbank, Calif.: **David Rone**, VP, business affairs, The Walt Disney Motion Pictures Group, named VP, business development, corporate alliances; **Adam Kriger**, director, strategic planning, named VP; **Paul Saleh**, VP/treasurer, Honeywell Inc., Minneapolis, joins as senior VP/treasurer.

**Constance Bruce**, manager, stock footage research, National Geographic Television Inc., Washington, named associate director, acquisitions.

## RADIO



**Scott**

**Dred Scott**, on-air host, KLSX(FM) Los Angeles, joins Westwood One, Culver City, Calif., as producer, Alternative and CHR programming services, and entertainment news correspondent.

**Carl Kasell**, newscaster, *Morning Edition*, National Public Radio, Washington, named host of *Early Morning Edition*, NPR's new early morning news program.

**Laura Hagan**, VP, Katz Hispanic Media, New York, will manage the firm's new office in Miami.

**Belynda Starr**, local sales manager, WTOU(AM)/WKDD(FM) Akron, Ohio, named general sales manager.

**Kevin McCarthy**, VP/GM, KOQL(FM)



Anoka and WBOB-FM Minneapolis, both Minnesota, joins Jacor Communications' four AM stations in San Diego in same capacity.

**Marty Bender**, operations manager, WFBQ(FM) and WNDE(AM) Indianapolis, adds WRZX(FM) there to his responsibilities.

**Lewis Schreck**, director, sports sales, WSB-AM-FM Atlanta, joins WTEM(AM) Bethesda, Md./Washington as VP/GM.

**Sharon Lord**, associate producer, Bay TV, San Francisco, joins KBGG(FM) there as producer, morning drive show.

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## CABLE



Struse

**Andrew Struse**, creative director, Nickelodeon GmbH, Düsseldorf, Germany, joins Comedy Central, New York, as VP, on-air promotions.

**Pat Mitchell**, president, Turner Original Productions,

Atlanta, named president, Time Inc.-Turner Original Productions. Mitchell will be based in Atlanta and have an office in New York.

**Doug Coblens**, corporate counsel, International Channel, Englewood, Colo., named senior corporate counsel.

**Tim Krass**, VP, affiliate relations, Fox Sports West, joins Fox Sports Net, Los Angeles, as senior VP, affiliate relations.

**Peter Blau**, executive director, corporate development, US West Inc., and **Richard Walker**, executive director, corporate development, US West Corporate Development, named VPs, strategy and business development, respectively, Continental Cablevision (domestic cable arm of US West), Boston; **William Sumner**, executive director, business development, US West Multi Media, named VP, business development and operations, telephony group, Continental Cablevision, Boston.

**Pat Baughman**, director, affiliate relations, Lifetime Television, Dallas, named VP, central region.

Appointments at Summit Communications Inc., Bellevue, Wash.: **Roland Pinder**, technical operations manager, Access Long Distance, Seattle, joins as director, network administration; **David**

**McRae**, commercial account executive, TCI Cablevision, joins as manager, new technologies; **Chris Wals**, construction supervisor, TCI, Bremerton, Wash., joins as operations manager, Seattle; **Larry Maley**, project engineering manager, Eclipse Engineering, joins as CAD manager; **William Cruchon Jr.**, construction supervisor, North Puget Sound region, TCI, joins as field services manager; **Angie Tobin**, regional marketing coordinator, TCI Cablevision, joins as marketing manager.

**Michael Ginn**, VP, international advertising sales, West Coast, Turner Broadcasting Sales Inc., Los Angeles, adds Latin America advertising sales to his responsibilities.

Appointments at TCIC, Englewood, Colo.: **Barbara Wood**, executive director, budgets and regulatory affairs, InterMedia Partners Inc., joins as senior VP, budgeting; **Ann Montgomery**, director, customer billing systems, named VP; **Ann Koets**, VP/director, financial reporting, named senior VP, financial reporting and transactions; **Colin Stoner**, VP, taxation, named senior VP.

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## ASSOCIATIONS/LAW FIRMS

Front-office appointments at FCC's Common Carrier Bureau, Washington: **Kathy Franco**, **Paul Gallant** and **Tim Peterson** named legal counsels to bureau chief; **Patrick DeGraba** named chief economist; **Rochelle Cohen** named special assistant to bureau chief.

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## TECHNOLOGY



Bohana

**Patrick Bohana**, VP, sales, TV/COM International, joins NDS, Newport Beach, Calif., as VP, sales and marketing.

**Chris Shaw**, executive VP, Snell & Wilcox Inc., joins Tekniche, Northvale, N.J., as VP, distribution.

**Shawn McClintock**, VP, intellectual property counsel, Sony Corp. of America, joins General Instrument Corp., Hatboro, Pa., as VP, intellectual property, NextLevel Broadband Networks group.

Appointments at DiviCom, Milpitas, Calif.: **Mark Carrington**, business unit executive, IBM, joins as VP, sales and

service; **Andrew McGee**, VP, sales, DigiMedia Vision Ltd., joins as VP, business development; **Tom Lookabaugh**, co-founder, named senior VP/GM.

**John Vaughan**, corporate VP, business unit development and strategy, Ameritech, joins Tellabs Inc., Lisle, Ill., as executive VP, and president, Tellabs International Inc.

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## ALLIED FIELDS

**Jon Wilson**, account executive, Arbitron, Chicago, joins TM Century Inc., Dallas as director, major-market sales.

**Marc Bruderer**, director, brand management, Disney Licensees for Applause, joins 20th Century Fox Licensing and Merchandising, Los Angeles, as executive director, marketing.

**Joseph Duggan**, senior VP, Waller Capital Corp., New York, named partner.

**William Rawls**, assistant editor, PVS\*Speer International, Nashville, named editor.

**Jamie Foehner**, producer/director, Walt Disney World's NewMedia Producers Group, Orlando, Fla., joins Disney i.d.e.a.s. (imagery, design, editorial, art, sound) there as director.

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## TELEMEDIA

Appointments at **Celebrity Sightings**, Venice, Calif.: **Richard Parr**, partner/creative director, The Tuesday Group Inc., joins as production manager; **Robert Bynder**, art director, Ad Dimension, Santa Monica, Calif., joins in same capacity.

**Esther Dyson**, president, EDventure Holdings, joins E-Pub Services Limited, New York, as a board member.

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## DEATH

**H.C. Hernandez**, 65, entertainment executive, died of cancer April 24 at L.A. County USC Medical Center in Los Angeles. For the past 10 years Hernandez had been executive VP, Olympic Entertainment Group Inc., and executive VP, marketing, for Olympic's children's cable network division. Before that he was president of Orsatti Productions Inc. president of Educational Film Systems Inc., and a cofounder of the Motion Picture Development Fund. Hernandez is survived by three children and a granddaughter.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

In an unusual deal aimed at saving the players from heavy tax payments, **Tribune Co. has granted an option to buy wqcd(FM) New York to Emmis Broadcasting Corp.** The option doesn't come due for three years. In the meantime, Emmis will manage the station, along with its WRKS-FM and WQHT-FM New York. Emmis also will spend the time locating another "suitable property" in New York, which it would buy and swap to Tribune in exchange for wqcd, according to a Tribune news release. The deal is valued at \$160 million. If the FCC approves the deal, Emmis would control three of the top 11 stations in the market, according to Arbitron's winter 1997 book. In New York, Tribune is left with wpix(TV). Its only other radios are two AMs and two FMs in Chicago and Denver.

The Corporation for Public Broadcasting's Television Future Fund has recommended that **CPB study the feasibility of creating a second PBS service and a cable channel.** PBS will spend \$241,000 studying launch of a "self-sustaining and clearly differentiated programming service." The service would provide programming to stations that are not full subscribers to PBS's national programming. WCET(TV) Cincinnati will get \$100,000 to study the creation of a "pledge-free" public TV channel on cable.

**TCI is getting a new mouthpiece. Lela Cocoros**, a former public relations VP who left TCI late last year to join NBC, is returning to the company, according to sources. Cocoros will fill half the role played by Robert Thomson,

## It's a crime

A four-month survey of eight television markets over four months found that crime coverage consumed almost 30% of the TV newscasts. The Northwestern University survey also found that such important social topics as education and race relations were "all but ignored." The results mirror those of another study conducted by Rocky Mountain Media Watch (see page 34).

Northwestern said its researchers plan to continue surveying the newscasts in the eight markets: New York; Los Angeles; Chicago; Miami; Syracuse, N.Y.; Indianapolis; Eugene, Ore., and Austin, Tex. "Our study demonstrates that local news is moving away from difficult issues and issues important to our community," says Patricia Dean, associate professor and chair of broadcast journalism at Northwestern's Medill School of Journalism. —SM

senior VP of communications and policy. Currently chief PR man and chief lobbyist primarily on national issues, Thomson will move into an executive VP of policy slot and take on expanded responsibility for local franchising and state issues, one source said. "My understanding is that Bob will continue to play a major role at TCI," said one cable lobbyist. Cocoros agreed to stay on at NBC until after this week's affiliates meeting. Thomson and Cocoros could not be reached for comment.

**The other shoe dropped at WMAQ-TV Chicago last week, with the resignation of anchor Ron Magers**, whose final broadcast will be May 23. Magers, like Carol Marin before him, had expressed reservations about news standards at the station. He earlier indicated that he was considering resigning after the station announced plans to have Jerry Springer do news commentaries. Marin resigned May 1. The station announced the appointments of four new "permanent" anchors last Friday. Warner Sanders will co-anchor 6 p.m. news with Joan

Esposito and 10 p.m. news with Allison Rosati. Mark Supplea will anchor 4:30 p.m. news with Esposito and 5 p.m. news with Rosati.

**Sen. Conrad Burns (R-Mont.) is holding up Joel Klein's nomination to be the Justice Department's assistant attorney general for antitrust.** In a letter to Klein dated last Thursday, Burns says he is concerned that Justice may try to resurrect the requirement that a Bell operating company show "actual and demonstrable competition" in a market before getting into the long-distance business. Congress already has rejected that requirement. But in a March speech, Burns says, Klein said BOCs should be forbidden from the long-distance market until there is "successful full-scale entry" into the local market. This standard "violates congressional intent that the 'checklist' should be the only measure of when local markets are open," Burns says.

**Linda Sullivan**, GM of WJAR(TV) Providence, R.I., has been named to the same position at NBC's

WRC-TV Washington, succeeding **Allan Horlick**, who has been named president/managing director of NBC Europe, where he'll oversee daily operations of the NBC Europe program service and CNBC Europe channel. Horlick replaces **Roger Ogden**, who has been tapped to be president/GM of Gannett Broadcasting's KUSA-TV Denver.

**American Journal anchor Nancy Glass and King World Productions have parted ways.** Glass, who has been with the magazine show since its inception in 1993, will leave the show at the end of the month, but will appear in episodes airing throughout the summer. King World has yet to name a replacement for Glass, who's fielding offers from other distributors.

**Paxson Communications Corp. said last week that it terminated a deal to sell its option to buy WNGM-TV Athens, Ga./Atlanta** to Global Broadcasting Systems. Paxson said Global failed to meet an April deadline to make a \$5 million escrow deposit required by the purchase agreement. Global, a small New York-based home shopping network, filed plans with the Securities and Exchange Commission earlier this year for an initial public offering to raise as much as \$470 million to buy 18 stations in markets reaching 33.5 million homes. The IPO is still pending, according to the research firm Disclosure Inc. Global Broadcasting President Barbara Lawrence could not be reached by deadline.

**Ratings update:** The FCC has rescheduled its June 4 hearing on the industry-adopted TV ratings system



for June 20. Also, the ratings oversight board held its first organizational meeting last week. Meanwhile, the TV ratings executive committee continued to meet with advocacy groups to discuss proposed changes to the system.

**NCTA says the FCC should require commercial availability of digital set-top boxes only.** Responding to a commission proposal to adopt rules promoting the commercial availability of set-top boxes, the cable group also said the FCC must consider signal security issues in developing set-top box rules.

**Ameritech last week asked the FCC to speed up its review of program access complaints.** In its filing, the company said the complaints require, on average, more than a year of FCC review to reach a resolution. "It's a lifetime in this new, highly competitive environment," Ameritech New Media President Deb Lenart said. William Johnson, deputy chief of the commission's Cable Services Bureau, said program access complaints often stall while officials wait for companies to negotiate resolutions to programming disputes.

**ESPN's multiple products and strong brand garnered it an "eight-figure" contract with ad agency GSD&M.** The Houston-based agency's clients include MasterCard International, DoubleTree Hotels Corp., Chili's Grill & Bar, Fannie Mae, Texas Tourism, Wal-Mart, Pennzoil, Jiffy Lube, No

Fear, Lennox Industries and The Steel Alliance. GSD&M will place ads on all ESPN products, including ESPN, ESPN2, ESPN-Radio, ESPNNews and its Sportzone Website.

**USSB's revenue grew 74%**, to \$99.2 million, in third quarter 1997, a 74% increase from \$57 million in third quarter 1996. **Net losses were \$22.5 million**, nearly flat from third quarter 1996 losses of \$21.5 million. Operating expenses jumped 45.5%, to \$57.9 million, from \$39.8 million. Subs grew to 1.378 million from 791,000 last year.

**United Video Satellite Group said its revenue increased \$122,876,000** in first quarter 1997, up 67% from \$73,442,000 million during the same period last year. Earnings before interest, taxes, depreciation and amortization (EBITDA) were \$21.976 million, up from \$14.883 million. Net operating cash flow was \$25.5 million. Operating expenses, excluding depreciation and amortization, were \$100.9 million, a 72% increase from \$58.6 million. The company operates five businesses: Prevue Networks, Superstar home satellite services, UVTV satellite distribution of video services, SpaceCom software development, and systems integration services and satellite transmission services.

**Moody's Investor Service granted struggling EchoStar a brief stay from a full downgrade**, but still dropped the DBS company to a possible

downgrade from a possible upgrade in the light of the failing News Corp. merger. Although Moody's "is concerned about EchoStar's ability to obtain financing since its negotiating position with new partners is weakened by its liquidity crisis, we believe the prospects for obtaining financing are strong enough not to formally downgrade the ratings at this time."

**TCI's San Jose, Calif., system went short-handed last week as 188 field employees from Teamster's local 296 went on strike.** The conflict is over a 401k plan with up to 15% in matching funds contributed for non-union employees. "That's the whole reason. We think it's discrimination against the union environment," says teamster's representative Mike Amaral. TCI spokesman Andrew Johnson says the effect of the strike is "negligible," but the replacements are TCI management and supervisory staff. The parties meet

with a federal mediator on May 27.

**Cosmopolitan magazine may be in for a makeover as a cable channel.** Hearst Entertainment has tapped producer Cynthia Hudson-Fernandez to develop TV programming concepts linked to the monthly woman's magazine.

**Errata:** The programming description and phone number for My Pet Television were incorrect in the May 12 issue's list of new cable networks. Its phone number is (310) 444-3006. The network, scheduled to launch Aug. 4, has an alliance with the Humane Society and will focus on domestic pets and animal-friendly information. Omitted from the listing was The Pet Television Network; Privately owned, it is scheduled to launch January 1998 and will provide information on domestic pets and wildlife. It will feature animal news, game shows and programs about zoos and circuses around the world. Its phone number is (310) 550-7280.



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## Guest preacher

The First Amendment is not being undercut with a slash and a burn, but with a wink and a nod. That is one of the observations of BET founder Bob Johnson, who received this year's First Amendment Leadership Award from the Radio-Television News Directors Foundation. We're not sure it isn't a slash and a burn *and* a wink and a nod. We have reprinted the heart of Johnson's remarkable acceptance speech in this week's issue (see page 22). It is a challenging and provocative look at the Constitution and is recommended reading for anyone with an interest not only in the future of free speech but also in the American dream itself.

## A fan's note

The turnover in top TV executive posts is fairly high. That tenuous hold goes with the territory and is one of the reasons for the big salaries and 24-carat parachutes.

Lucie Salhany's departure from the top spot at UPN (she will not renew her contract, which ends in September) was more complicated than the product of a clash of personalities or a chance to pursue those traditionally grail-like "other interests." The fact that she will still be on the board overseeing the network and will remain close to UPN through a consulting agreement with her new company suggests they still like what they see in Salhany. That's no surprise to this page. She will always have a special place here as our choice for B&C's first-ever editorial cover subject (March 1, 1993).

We chose her because she had the combination of skills, smarts and timing that separate front-runners from the rest of the pack. That assessment still holds. Before assembling the pieces of UPN, she helped turn Fox into a contender

and oversaw Paramount as a supplier of some of the most successful syndicated product anywhere. And all that after a successful career in programing at the station and group level.

This is not meant to be a valedictory on a career that—if past is prologue—has many more successes in store. It is instead an ideal point—a pit stop on the fast track, as it were—at which to give credit where it is due.

## The short and long of it

Editorials we would write at greater length if only we had the time/space:

- **The Big Tease** in Television News. Stations omit the key elements of a story until some distant hour—"Deadly gas leak; details at 11"—and then compound the frustration by leapfrogging the news further and further into the newscast.

- **V for Volunteering.** The Congress asks for a voluntary TV ratings system, a voluntary family hour, a voluntary code of conduct on programing and a voluntary advertising code. And accepts none of the above that differ in any respect from what the Congress wants but thinks it can't mandate.

- **Television is television is television.** Politicians whose comments indicate that they don't know the difference between an affiliated and independent station, or between a cable and broadcast network, or between a network and syndicated show, telling broadcasters what kind of TV they ought to put on, and when (see above).

- **The Big Ripoff.** The widespread promotion of Robin Williams and Billy Crystal appearing on *Friends*—which turned out to be less than a minute of airtime. Ditto former senator Robert Dole on *Suddenly Susan*, for about half a cameo. It may be Must See TV, but if for some reason you must blink, you've missed it.

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The Newsweekly of  
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Founded 1931

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**Amdur on Latin America:** “Cable investors can still exploit the region’s consolidation...debt and equity injections in Argentina, Chile and Brazil will be particularly hot.”

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