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Coming Up Fast for Fall

Feltheimer of Columbia TriStar TV

Prime Time Pictorial

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charts the six-network
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Fast Track

Must Reading from

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May 26, 1997

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Columbia TriStar tops producers With eight new prime time programs—five comedies and three dramas—Columbia TriStar Television enters the 1997-98 season as the leading production company. BROADCASTING & CABLE talks with Columbia TriStar TV Group President John Feltheimer about the development season and the rest of the television division. / 20 Cover photo by Joe Viles



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TCI rebuilds franchising department Tele-Communications Inc. has re-established its franchising department after several years, as the company attempts to negotiate franchise brushfires before they become full-fledged conflagrations. / 37

Nostalgia president decries cable 'payola' Nostalgia Television President Squire Rushnell blames the decline of his network on the practice of upfront payments from cable networks to MSOs. / 40

Judge rejects News Corp. claim A federal judge threw out News Corp.'s fraud claims against Time Warner in News Corp.'s battle to get Fox News Channel on the nation's largest cable system. / 43

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Baseball plans Web strategy Major League Baseball executives plan to present guidelines for Webcasting at next month's team meetings. Teams could still put games on their sites or the sites of their flagship radio stations. / 35



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All eyes on Mel

Karmazin takes over TV stations in CBS reorganization; Lund bows out

by Steve McClellan

NEW YORK

What does Mel Karmazin want? That question was on the minds of many industry managers inside and outside CBS last week, after the stunning news that Peter Lund was stepping down as president and chief executive officer of CBS Inc.

In a memo distributed to CBS employees last week, Westinghouse Chairman Michael Jordan said Lund's decision to leave was "influenced" by two factors: "my impending assumption of the full-time role of CEO of the new CBS corporation following the split of Westinghouse in the fall, and my decision to consolidate all CBS radio and television stations into a single organization led by Mel Karmazin."

Last week's events followed weeks of rumors that Karmazin, a major Westinghouse shareholder, was not content to run just radio anymore—that he wanted Lund's job, and possibly even the CEO post that Jordan will assume in the fall. Neither Karmazin nor Jordan was available for interviews last week.

Wall Street was pleased with the developments, boosting Westinghouse stock 1 3/4 points, to \$18 3/4, at the close of trading Friday. Analysts attributed the spike to Karmazin's expanded management role. "One down and one to go," quipped one analyst, referring to Lund's departure and the possibility that Karmazin might replace Jordan at some point.

Sources within CBS downplay the notion that Karmazin wants either of those jobs, at least right away. As far as



One year ago, Jordan and Karmazin shook hands when Westinghouse bought Infinity's 41 radio stations for \$5 billion. Karmazin, the single largest individual shareholder in Westinghouse, now takes control of both TV and radio stations for the company. The division heads who reported to Lund will now report to Jordan. Lund, 56, will receive a full payout of his contract—\$8.4 million in salary and bonuses for 1997-99, plus pension benefits and stock options. He earned a salary of \$1.7 million in 1996, plus a \$1 million bonus.



Karmazin is concerned, Jordan is still the boss, sources close to the radio executive say. As for Lund's job, sources say that is not Karmazin's immediate goal either. But as a practical matter, sources say, Karmazin, 53, has to be considered a strong candidate to succeed Jordan, 60, when Jordan retires.

Karmazin's growing power base at CBS should not be underestimated. Financially, the radio operations are the shining star of the CBS media group. Pro forma operating profits at the radio group were up 38% for 1996, to \$161 million, while the TV network lost money and profits declined at the owned TV stations. Karmazin, the single largest individual Westinghouse shareholder,

will own 1.3% of its stock after the acquisition of the Gaylord cable networks is completed. After the company splits in two this fall, he will own 1.3% of CBS Corp. and of Welco (the spin-off industrial company)—with the opportunity to consolidate those holdings within CBS.

It was Karmazin who questioned some of the operating procedures at the owned TV stations and concluded that new strategies would be essential to improve the lagging TV station group. Eventually, Karmazin concluded that new strategies wouldn't be implemented without a reorganization. It didn't take him long to persuade Jordan to give him control of the TV group.

Sources say Karmazin began to raise serious questions about the way the TV group was being run

after visiting owned TV and radio stations in several markets the week that Westinghouse held its annual meeting. (Ironically, Lund was elected at that meeting to the Westinghouse board.) Karmazin found it extraordinary that the CBS-owned radio stations in those markets had nearly twice as many salespeople on the street as the TV stations. These observations led to conversations with Lund and Jordan, resulting in Jordan's decision to reorganize.

Meanwhile, Jordan effectively replaces Lund, and all the division heads who reported to Lund will now report to Jordan—except for Jonathan Klein, president of the CBS Television

station group, who now reports to Karmazin. Karmazin's new title is chairman and CEO, CBS Station Group.

People familiar with the situation say Klein will continue in his day-to-day role as head of the TV stations. Bill Korn, the executive vice president to whom Klein had reported, takes on the new role of head of strategic planning, business development and technology operations.

Affiliates were shocked by last week's developments, which came on the eve of this week's affiliate meeting and on the day (May 22), CBS presented its new fall lineup to advertisers in New York.

"It's an unbelievable shocker," said Howard Kennedy, general manager of KMTV(TV) Omaha and chairman of the CBS television affiliates board of governors. Kennedy said Lund was chiefly responsible for the "positive relationship between the network and the affiliates," after a decade of antagonism when Laurence Tisch owned and ran the company.

As for the future, Kennedy said: "I don't see the relationship deteriorating because of the great team Peter put in place. He was a lead-by-example kind of guy."

Reached late last week, Lund said he simply didn't agree with Jordan's decision to give Karmazin the TV stations. "To wrestle decisions with another person and then take them up to Mike—I just wasn't prepared to do that."

"This really puts all of the profit of the company in somebody else's hands," he said. "There's no animosity. I'm helping with the transition, and going along like it's business as usual." ■

—with reporting by Donna Petrozzello

The success story that is Karmazin

NEW YORK—While radio industry onlookers and insiders agree that Mel Karmazin faces quite a challenge in turning around CBS's owned TV stations, many also predict he will succeed.

"Mel will be as successful in this as he has been in any other venture he's ever touched," says WFAN(AM) New York GM Joel Hollander, whose station is owned by Infinity Broadcasting (now part of the CBS Radio Group).

Emmis Broadcasting Chairman Jeff Smulyan, owner of 12 major-market stations with total revenue of \$140 million, described Karmazin's additional role at CBS as "a tough job, but a good opportunity. Mel is a great operator and is clearly a strong manager. While there are tough problems at the CBS TV stations, I think Mel has a great shot at turning them around."

Karmazin, 53, is widely credited with guiding Infinity Broadcasting into the radio industry's most watched group and one of its most fiscally successful. From the time Karmazin took Infinity public in 1992, share values rose an average 58% each year through mid-1996, when he sold the 41-station group to CBS for \$4.9 billion.

Investment analyst James Marsh of Prudential Securities expects Wall Street to welcome Karmazin's influence at CBS TV. Given Karmazin's success with Infinity and his reputation for driving salespeople to deliver bottom-line results, Marsh says: "Mel is very popular with investors. People are so comfortable with what Mel did at Infinity, I think they are glad to see him take on additional responsibilities at CBS. He seems to balance selling with tight costs, and that's a combination investors like."

A radio industry trend-setter and business guru to many, Karmazin came from humble beginnings as the child of hard-working Eastern European immigrants who settled in Long Island City, N.Y. After earning a degree from Pace College, Karmazin worked briefly at an ad agency until he was hired by WCBS(AM) New York as a local sales manager. When he outsold his manager's expectations and was told he made too much money, Karmazin quit, moving across town to Westinghouse's WNEW(AM) in 1970 to be local sales manager. By 1976, he was general manager.

In 1977 he added the general managership of WNEW-FM to his job description. He toiled on the station side until 1981, when he was chosen as president of Infinity Broadcasting's radio division, which then consisted of fewer than 12 stations. By June 1996 Infinity stock was trading at about \$30 per share and had a portfolio of 41 stations, including the nation's top-billing station, WFAN.

An unrelenting champion of radio, Karmazin says he got into radio because he couldn't get a job in TV. "I owe a debt of gratitude to the television executives who didn't hire me." —DP

Disney in a Family way?

The Walt Disney Co. has entered the chase for International Family Entertainment Inc., seeking to outbid News Corp. for the company.

Sources familiar with the negotiations say that Disney's entry has pushed the proposed price of the sale past the \$28 per share News Corp. was offering two weeks ago. One source puts the Disney bid "in the low \$30s." IFE's stock price has recently ticked up from \$20 as it has become clear that the News Corp. talks are serious. The stock traded at \$24.88 last Friday morning.

Disney jumped in after IFE Chairman Pat Robertson



yielded on two issues that had scuttled earlier negotiations with CBS and NBC. The Family Channel suddenly proved flexible on the time slot for the Robertson-hosted *700 Club*, a low-rated religious talk show that was guaranteed a 10 p.m. EST prime time slot when nonprofit Christian Broadcasting Network sold the channel to IFE in 1990.

More important, Robertson and his son, IFE President Tim Robertson, agreed to give up control. The Robertsons also dropped a demand to receive about \$45 for the supervoting Class A shares they control, while leaving outside shareholders about \$25 per share. IFE and Disney would not comment. —JMH

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TCI looks to shed systems worth \$7 billion

Explores management deals with other MSOs to reduce debt

By John M. Higgins

NEW YORK

Hoping to ease its management and debt problems in one swoop, Tele-Communications Inc. is negotiating to hand off systems serving up to 4 million subscribers to at least six other MSOs. Included are such major clusters as St. Louis and Westchester County, N.Y.

TCI is not selling the systems outright for cash, but instead is looking to pool them with other MSOs' properties. The other MSOs would run the combined operations and TCI would take a minority stake. Industry executives familiar with the negotiations say the plan will allow TCI to tap the partners' management skills and to unload \$4.5 billion in debt onto the joint ventures. The deals could ultimately put more than 25% of TCI's holdings under other operators' management.

Some of the deals would involve properties that don't figure prominently in TCI's growth plans, such as the small-town Oregon, Washington and northern California systems serving 300,000 subscribers that would be combined with Falcon Cable TV's nearby properties. Or the 200,000-subscriber rural Texas and Louisiana systems that would be pooled into a ven-

ture with TCA Cable TV Inc.

But sources say that TCI also is willing to divest itself of prime suburban clusters. The company is talking to Comcast about folding much of its 650,000-subscriber northern New Jersey cluster—a lucrative, high-income concentration—in with the Philadelphia-based MSO's hometown operations.

The company is even willing to hand off clusters primed for advance services, such as one covering Westchester County and other parts of metropolitan New York—an even more demographically-attractive area—to Cablevision Systems Corp. Those systems are scheduled to launch digital cable services as early as June, with high-speed Internet services soon to follow.

Other major systems have been problem properties, such as Buffalo, N.Y. (which TCI is considering merging into Adelphia Communications Corp.'s nearby operations) and St. Louis, which the MSO is seeking to



The Urge To Merge
A sampling of the systems TCI is negotiating to hand off to other operators to run

.Buffalo, N.Y.	Adelphia
.Northern N.J.	Comcast
.Westchester Cty., N.Y.	Cablevision
.St. Louis	Charter
.Non-urban Texas, La.	TCA Cable
.Non-urban Oregon, Wash.	Falcon

If [TCI President Leo Hindery] can complete all the deals he's targeted, Hindery can slice the MSO's leverage to less than 5 times its cash flow, paring TCI's debt while retaining a minority stake in the assets.

combine with Charter Communications Inc.'s adjacent properties.

Sources would detail only six deals under discussion, but they say that similar talks with Time Warner Inc., Cox Communications Inc. and the Robert M. Bass Group are under way as well. Executives say that some deals could get signed in June; others are months away.

Robert Thomson, TCI senior vice president, said that talks were underway, but would discuss none of the details. The companies involved either wouldn't comment or didn't respond to inquiries.

The joint-venture plan is an important element of TCI President Leo Hindery's plan to turn the company around. First, he hopes to find management that can increase value faster than TCI can on its own, without giving up ownership. TCI also can benefit from the economies of local clustering with the other operator.

"They've got to downsize," says a senior executive at one MSO that hopes to cut a deal. "They can't manage this unwieldy octopus. Put the systems into the hands of people who can manage them best."

Hindery plans to leverage the systems at about 6-6.5 times cash flow—roughly a point higher than TCI's existing debt load of 5.2 times. If he can complete all the deals he's targeted, Hindery can slice the MSO's leverage to less than 5 times its cash flow, paring TCI's debt while retaining a minority stake in the assets.

"Remember, TCI will have a 49 per-

Microsoft, Netscape push with new content

The shoving match between Microsoft Corp. and Netscape Communications over their respective push technologies took a substantive turn last week as both companies announced content partners.

Microsoft unveiled an extensive list of business information providers for the Active Channels component of its Internet Explorer 4.0 browser, which will enable users to subscribe to content they want to receive via PC automatically. Sources for Active Channel will include Dow Jones Channel, Dun & Bradstreet Online, Forbes.com, MSNBC, Point-Cast, *The Wall Street Journal's* Interactive Edition and Reed Elsevier, offering Elsevier Science, Lexis Nexis, airlines guides and *Variety*. (Reed Elsevier owns Cahners Publishing, which publishes BROADCASTING & CABLE.)

Netscape's content partners for its imminent release of Netscape Netcaster, a component of the Netscape Communicator browser, will include CitySearch, Excite, Knight-Ridder, Wire Networks, *Sesame Street* and N2K, which maintains three major music entertainment/marketing sites. —RT

cent stake in a much larger operation, so they're not really giving up much," says a senior executive with another MSO negotiating a TCI deal.

How much TCI would actually gain is questionable, however. Wall Street executives note that while taking only a minority stake pulls the venture's debt off its books, it would pull up to \$760

million in cash flow as well. "None of this creates value, it's just moving deck chairs," says one media analyst.

Why would other operators sign up? They would get the same economies of large clusters, plus some management fees. But more important, the TCI-related ventures would get bulk discounts on programming, increasing the cash flow

from both sets of systems. "Both sides win," one executive says.

Hindery may not actually hit his 4 million-subscriber-handoff target, but cable executives were optimistic that many of the deals will close: "They're coming at this very focused and reasonable, as opposed to TCI's historical negotiating posture," says one. ■

Primestar/News Corp. deal could be announced this week

Time Warner agrees to drop opposition to DBS merger

By Price Colman and
John M. Higgins

DENVER, NEW YORK

Time Warner, after marathon negotiations, has dropped its objections to a Primestar Partners/News Corp. merger and the parties have reached an agreement in principle for a deal.

While terms are not yet final and the deal could still fall apart, that possibility has diminished and attorneys for the principals are drafting documents that spell out specific terms.

"It's finished if it wants to be," says a source familiar with the talks. Primestar Partners—TCI Satellite Entertainment (TSAT), Time Warner, Comcast, Cox, MediaOne (formerly Continental Cablevision) and GE American Communications—unanimously consented to a deal with News Corp.'s ASkyB, the source says.

Time Warner and News Corp. declined to comment. TSAT spokeswoman LaRae Marsik would say only, "We do not have a signed agreement. Negotiations continue."

In general, the deal calls for News Corp. to contribute its ASkyB interests—including 28 high-power transponder licenses at the 110 degrees west orbital slot and its satellite uplink facility in Gilbert, Ariz.—to a post-partnership rollup Primestar.

In return, News Corp. would get a minority stake in the new Primestar and become a player in the U.S. DBS game. It's unclear whether News Corp. will have a voting interest in the new Primestar. Earlier speculation indicated that it would be a nonvoting interest.

Although it's possible that an announcement of the Primestar/News

Corp. deal could come this week, Primestar Partners first needs to consolidate various partnership interests in a single company—TSAT. The partners had hoped to complete that rollup last week but the Primestar-News Corp. negotiations interfered. With an agreement in principle on that deal, the partnership rollup can proceed and an announcement is likely this week.

News Corp. has focused on getting into the U.S. DBS business; first with EchoStar Communications Corp., then with Primestar after the News Corp./EchoStar deal blew up and EchoStar filed a \$5 billion breach-of-contract lawsuit against News Corp. While the other Primestar partners, particularly TCI Satellite Entertainment, welcomed Murdoch's overtures, Time Warner steadfastly resisted—in part because of lingering bad blood between Murdoch and Time Warner Vice chairman Ted Turner.

It's unclear why Time Warner was

willing to drop its objections to teaming with News Corp. or what concessions Time Warner exacted for relenting. One possible concession: News Corp.'s Fox Sports division agreeing to drop its objection to WTBS(TV) Atlanta carrying Atlanta Braves baseball if WTBS converts from a superstation to a basic cable channel. Fox and ESPN own cable rights to Major League Baseball and thus far have blocked such a move by WTBS.

As late as Thursday of last week, Time Warner's official stance was that it saw no need for an additional partner in the Primestar venture. Sources said EchoStar CEO Charlie Ergen and Turner talked last week—even as the Primestar/News Corp. talks intensified—about possibly combining efforts in the satellite business.

Analysts suggested that even without concessions from News Corp., Time Warner executives likely weighed the benefits of partnering with EchoStar versus Primestar and opted for Primestar.

"I don't see Time Warner agreeing with the EchoStar strategy of let's launch a bunch of satellites, get a bunch of local programming on them and offer what satellite hasn't yet been able to offer—local subs," said Ted Henderson of Janco Partners. ■

EchoStar struggles to regain footing

With Primestar Partners and News Corp. reaching an agreement in principle to merge their DBS operations, EchoStar Communications Corp.'s Charlie Ergen looks increasingly like the odd man out.

Ergen held talks with investment bankers, including Donaldson Lufkin & Jenrette and Lehman Bros., in New York last week to obtain interim financing until he can attract a partner. Sources also said there were talks between Ergen and Time Warner Vice Chairman Ted Turner that went nowhere.

Even with the breathing room that interim financing would bring, Ergen still faces an uphill battle filled with nothing but tough choices. First, any potential partners are going to take a hard look at EchoStar's \$1.2 billion debt. Second, the best fits for EchoStar are other DBS companies, namely DIRECTV, USSB and Primestar, and none is likely to give Ergen the level of control he desires.

If the Primestar/News Corp. deal does go through, "EchoStar is going to have to do a deal with Primestar or they're going to get buried," says Chuck Kersch of Neidiger Tucker Bruner, a Denver financial services firm. —PC

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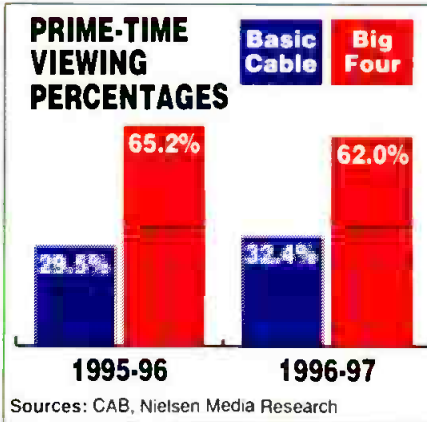
Big 4 wrap up season with fewer viewers

Prime time audience dips to 62%; cable, UPN, WB all factors

By Joe Schlosser
NEW YORK

Another TV season down, another gain for the cable industry. The Big Four broadcast networks' share of the television viewing audience fell by another 6% this year, as cable gained more ground on its over-the-air network rivals.

"Odysseus should be more worried about the shoals of cable than about the god Poseidon," says Tim Brooks, USA Networks head researcher, referring to NBC's *Odyssey* miniseries.



	1995-96	1996-97
ABC	10.6/18	9.2/15
CBS	9.6/16	9.6/16
NBC	11.7/19	10.5/18
FOX	7.3/12	7.7/13

Source: Nielsen Media Research

Nielsen's end-of-season numbers revealed that ABC, CBS, Fox and NBC's prime time viewing percentage dropped to 62%, down from 65.2% a year earlier. Basic cable networks grew to 32.4% from last season's 29.5%.

NBC makes it 10 in row

CBS is second, ABC third for May sweeps



'The Odyssey' helped NBC capture the May sweeps.

NEW YORK—NBC won its 10th consecutive sweeps in May, finishing the month with a 10.6 Nielsen rating in households and a 6.5/19 in adults 18-49.

Boosted by strong performances from *The Odyssey* and *Robin Cook's Invasion*, NBC ultimately took the month with 80 hours of regular programming, accounting for 91% of its schedule. CBS and ABC each used 76 hours of regular programming for the month, representing 86% of their schedules, while Fox relied on 52 hours of regular programming, accounting for 87% of its schedule.

"We have to respect our competitors," says NBC Entertainment President Warren Littlefield. "They didn't take this lying down. It was more work for us to rise from the pack."

CBS followed in the number-two spot for May with a 10.2/17 in households, a 6% improvement over last year's May sweeps performance (NBC was down 11%). ABC came in third with a 9.0/15, down from last year's 9.3/16, while Fox came in fourth with a 7.3/12, up slightly from last year's 7.2/12.

"A year ago, we lost to NBC by 2.3 ratings points. For us, this is quite a significant change," says CBS Entertainment President Leslie Moonves. "We've done what we set out to do—stop the bleeding and add stability to the network."

ABC came in second among viewers 18-49, with a 5.6/13, followed by Fox with a 5.3/15. In head-to-head competition, Fox edged out ABC with its 5.3/15 versus the latter's 5.2/15. CBS came in fourth in the demo with a 4.4/12.

—LR

Cable officials estimate the Big Four networks have 1.7 million fewer homes watching than in the previous year.

"It is a remarkable year for cable," says Jonathan Sims, vice president of research at the Cabletelevision Advertising Bureau. "It really points to a different way Americans are going to the TV set."

Officials from the Big Four were pointing fingers and looking for ways to stop the bleeding. "There's a glut of all types of shows," says Leslie Moonves, CBS Entertainment President. "Great shows are still great, but the average shows are not as good as they used to be."

"We all have to remember there are now two other baby networks—not to mention

cable—that are taking viewers away. We at the networks have to do a better job promoting our programming and getting back to showing that network TV is great."

NBC Entertainment President Warren Littlefield says the losses to cable are not to be taken lightly: "The declines are something we need to look at really closely. Quite frankly, we have strategically set out to further distance ourselves from the other guys. Hopefully, with the new [1997-98] schedule, we can get back in every way to be a strong category."

ABC proved the biggest loser of the Big Four. The meltdown of its sitcom lineup reduced its average prime time rating from a 10.6 Nielsen rating/18 share in 1995-96 to a 9.2/15 this past season. NBC stayed on top for another year, with a 10.5/18, but the Peacock network lost a full point, dropping from its 11.7/19 a season earlier.

CBS stayed dead even in second place with a 9.6/16. Fox was the only one of the Big Four to post a gain, climbing from 7.3/12 to 7.7/13. The netlets both showed slight gains in incomplete Nielsen data. UPN bumped its audience up from 3.1/5 to 3.2/5. The WB posted a slim improvement, rising from 2.4/4 to 2.6/4.

In the key adults 18-49 and 18-34 demographics, NBC reigned once again, while Fox gained ground. NBC grabbed the 18-49 demo with a 6.7/18 and the 18-34 category with a 6.2/19. Fox followed NBC closely in 18-34 with a 6.0/18 and claimed third in 18-49 with a 5.4/15.

White House nominating Furchtgott-Roth, Kennard

McCain won't proceed until Powell's name also is sent up; Everett floated for Hundt seat in '98

By Heather Fleming and Chris McConnell

WASHINGTON

The White House Friday nominated Harold Furchtgott-Roth and Bill Kennard to the FCC.

Furchtgott-Roth, who will fill the Republican vacancy left by Andrew Barrett's departure last year, currently serves as economist to the House Commerce Committee. FCC General Counsel Kennard will replace longtime Democratic Commissioner Jim Quello.

Michael Powell—chief of staff of the Justice Department's antitrust division—still is expected to be nominated to replace sitting Republican Commissioner Rachele Chong as soon as his background check is completed. Her term is up in June.

Senate Commerce Committee Chairman John McCain (R-Ariz.), Powell's chief backer, will not move forward with the Furchtgott-Roth and Kennard nominations until Powell's name is sent up, a McCain aide said.

News of the nominations came as speculation about a replacement for FCC Chairman Reed Hundt heated up. Hundt says he intends to serve out his term, which ends in June 1998. But the growing consensus in Washington is that he will step aside this summer.

The latest candidate in the chairmanship sweepstakes is Ralph Everett, former Senate Commerce Committee chief counsel and staff director under Senator Ernest Hollings (D-S.C.).

A key congressional source says Everett would be a "slam dunk" on Capitol Hill to replace Hundt. Everett is a partner in the Washington law firm of Paul, Hastings, Janofsky & Walker, which counts Bell telephone companies among its clients.

"The FCC desperately needs a consensus builder," says a congressional source. "The FCC has some of the worst relations on the Hill that they've ever had. [Everett] would restore the collegiality of the commission."

Hollings, Everett's boss for a decade, "thinks [Everett] would be good for the administration and a good move for the commission," an aide said.

"The White House blunder of allowing Republican lawmakers to announce that deal [on FCC nominations] offended many Democrats," explained one Democratic Senate aide. "Everyone else got their guy, why can't we?"

The emergence of Everett spells trouble for Kathy Wallman, a White House telecommunications adviser with hopes of succeeding Hundt. Some senators see her as a Hundt protégé, who would have serious trouble getting confirmed.

Everett could also upset the ambitions of Kennard and sitting Democratic Commissioner Susan Ness. Like Wallman, they have their sights set on the chairmanship.

An Everett chairmanship could also resolve a problem with rural lawmakers upset over the lack of representation from a rural state on the commission. Everett is a native of Orangeburg, S.C.

Senators Bob Kerrey (D-Neb.) and Byron Dorgan (D-N.D.)—who are pushing the rural issue—continue to promote Chris McLean, former longtime aide to Senator James Exon (D-N.D.), for the Democratic slot. They may make trouble for all the nominees.

FCC watchers have been privately critical of the White House for its lax handling of FCC nominations. The White House last year nominated Regina Keeney to fill a Republican vacancy without first consulting the GOP leadership, resulting in problems with Majority Leader Trent Lott. Keeney eventually withdrew her name.

Recent FCC defections have fueled speculation that Hundt is on his way out this summer. Julius Genachowski, Hundt's chief counsel, has said he is leaving. Public Affairs Director Susan Lewis Sallet left earlier this month.

Late last year, Hundt issued an essay detailing his agenda for 1997. Key elements—notably digital TV rules and telephone "universal service" regulations—have since been voted on by commissioners.

But Hundt maintains that he still has big telecommunications policy plans for this summer. He points to remaining work on a series of telephone industry rules, including applications by local phone companies to provide long distance service. ■



William Kennard
FCC's general counsel plans move to eighth floor after winning high marks improving FCC's win-loss record in courts. Still faces fight for chairmanship.



Harold Furchtgott-Roth
TV-eschewing economist gets administration's nod. Economic equations likely to please broadcast/cable lobbyists and frighten rural senators.



Michael Powell
General's son in holding pattern while administration wraps up background check and works out deal with Hill. Could win five-year term.



Kathleen Wallman
White House economic adviser and former Common Carrier Bureau chief still a contender for Hundt's seat, but rural senators want their own pick.



Ralph Everett
Former Senate Commerce counsel and Sen. Ernest Hollings aide would appease rural senators, but is interested only in chairmanship.

Closed Circuit

WASHINGTON

Charging ahead

The FCC is preparing to issue rulings on political advertising disputes. A series of "lowest unit charge" disputes have piled up at the FCC, and commissioners hope to resolve them now that they have wrapped up their telephone universal service and access charge proceedings.

DENVER

Rocky Mountain high

When the *Rocky Mountain News* reported that TCI chief John Malone, BET Chairman/CEO Bob Johnson and film star-BET investor Denzel Washington dined together recently, it prompted lively speculation about what they might be planning. Turns out it was just a friendly, informal celebration—featuring a very expensive bottle of wine—before the BET board meeting in Denver. The trio have plenty to celebrate: BET recently won a Nevada gaming license and is building a casino with Hilton, and BET Movies is showing solid growth since launching several months ago. Last but not least, Malone and Johnson are both substantially richer thanks to Malone's early backing of BET. As for the bottle of wine, reportedly priced at \$1,500, Malone told colleagues the price was exaggerated.

HOLLYWOOD

Court decision

America Online and Microsoft Network are vying for tie-in rights with the online component of the revival of *The People's Court*. The site connected with the court show will be accessible through any Internet service provider on the World Wide Web, but Warner Bros. Online also plans to develop exclusive features for its online network partner. As with television, the decision may come down to distribution strength: AOL has the larger subscriber base, about 8.2 million; Microsoft has 2.3 million worldwide.

NEW YORK

'Nothing' but 'Net

Fans of *Seinfeld*'s Kramer may soon get a chance to explore his world. The online extensions that NBC launched for *Homicide* and *The Pretender* are the leading edge of things to come. Sitcoms are the next candidates for extensions, with several shows under consideration, according to Edmund Sanctis, NBC senior vice president/GM of digital productions. Not surprisingly, *Seinfeld*, billed as the show about nothing, is said to head that list.

WASHINGTON

Country campaign

Starting June 1, Washington suburban cable system Media General Cable of Northern Virginia will replace Country Music Television with The Box. General Media's 200,000-plus subs will shortly be subjected to an all-out campaign by CMT officials encouraging viewers to demand, "Give me back my CMT."

NEW YORK

Run for their money

CBS is paying \$75,000 for the U.S. rights to this weekend's "World's Fastest Man" competition in Toronto's Skydome. The network is also giving six 30-second spots to the event's promoters. The competition's featured race is between Olympic champions Donovan Bailey and Michael Johnson, for \$1 million.

Jacor's syndicated expansion

With its recent purchase of NSN Network Services Ltd., Jacor Communications is expected to expand its capacity to distribute syndicated radio programs. NSN says it will streamline Jacor's station-based, satellite uplink systems to allow some Jacor stations to transmit programming not only within the station group but also to stations across the U.S.

Senators try to take heat off auction revenue

By Heather Fleming

WASHINGTON

Senate Commerce Committee Chairman John McCain (R-Ariz.) and ranking member Ernest Hollings (D-S.C.) last week suggested that Congress should resolve to cut spending if spectrum auction revenue falls short of budget estimates.

The resolution, which lacks the effect of law even if approved, says it is the "sense of the Senate" that if spectrum auction revenue falls short of projections in the budget resolution, "Congress shall take such steps as necessary to reconcile the difference between actual revenue raised and estimates made and shall reduce spending accordingly...." (The budget blueprint Congress signed off on late last Friday estimates raising \$26.3 billion from spectrum auctions by 2002.)

The resolution also points out that spectrum auction estimates have in the past proved unreliable. On the whole, "it is not possible to reliably estimate the value of a given segment of spectrum." Yet a separate McCain bill that would require broadcasters to hand back their analog TV spectrum by 2006 says the digital TV spectrum is "valued at \$70 billion" but has been given to broadcasters "at no charge."

"It's [McCain and Hollings's] way of saying the budget deal is a fraud," says one communications industry lobbyist. Another industry source says the resolution could be good news for broadcasters, who are concerned that a shortfall in the auction revenue could lead to a digital TV spectrum fee to make up the difference.

In a Senate floor speech, McCain said he was also concerned about the "penalty fee" the budget resolution places on broadcasting for non-HDTV uses. "This \$2 billion represents about a 7 per cent hit on the \$30 billion television broadcast industry. I am not one to protect the broadcast industry, but I am concerned about this fee," said McCain. ■



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Ratings fail to score in Peoria

Valenti concedes many programs are misrated

By Heather Fleming
WASHINGTON

An off-site congressional hearing on how the new TV ratings system plays in the heartland turned into a TV programing bashing session.

The House Telecommunications Subcommittee traveled last week to Peoria, Ill., to see how the four-month-old TV ratings system works for American families. Three hundred randomly selected families were asked to watch a wide variety of TV programing the week before the hearing and to report their findings.

Even with the deck stacked in favor of the industry—National Association of Broadcasters President Eddie Fritts, National Cable Television Association President Decker Anstrom and Motion Picture Association of America President Jack Valenti were the only guests invited to testify at the hearing—the Peoria families gave the subcommittee an earful about what they see as the overall poor quality of TV programing.

"I am horrified at what I watched last week on television," said one mother to a round of applause from the audience. "I could not believe some of the things I saw on television and the ratings they were given."

"Why have you let TV go so far?" another mother asked industry representatives.

One father complained that his "goal is to raise my children with the most positive and moral influences that I can find. When TV programs don't help me to do that, then I have to turn [the set] off. So your ratings system is totally inadequate."

A handful of parents praised the new TV ratings system as a positive first step, but only a few thought the system should stay as is. The most frequent complaint was that most shows receive a TV-PG rating, while the content suggests a different rating.

Suggestions to improve the system includes: stricter application of ratings categories; keeping the rating icon on the screen longer, and adopting content descriptors "S" for sex, "L" for language and "V" for violence.

Valenti sympathized with many of the parent's complaints: "I am utterly flab-

bergasted, as you are, about some of the programs that I see. But we are not censors. We're trying only to rate what is on that screen so you have advance information." Valenti also said that many TV shows are misrated.

The TV ratings oversight board, composed of industry representatives, is responsible for reviewing programs whose ratings are thought to be misapplied. The group had its first organizational meeting the week of May 12.

House Telecommunications Subcommittee

Chairman Billy Tauzin (R-La.) said in an interview that the message the Peoria families sent is that "generally they don't like a lot of what they see on TV and they want some help. They appreciate the ratings system, [but] would like it to be a little more user-friendly."

"It reinforced a view that there is concern and criticism among parents



"[W]e are not censors. We're trying only to rate what is on that screen so you have advance information."

MPAA President Jack Valenti

on the current ratings system," said NCTA's Anstrom in an interview. "A number of parents said the guidelines were helpful, but clearly the people were searching for some more detail and some more uniform application of the ratings."

Representative Edward Markey (D-Mass.), who wants a content-based system, said the age-based system "makes Peoria apoplectic." Supporters of the four-month-old system are "so hard to find that they may qualify for protection under the Endangered Species Act."

Where does the industry go from here? "The first thing that has to happen is that the industry has to thoroughly think about what they heard and discuss it," said Tauzin. "My prediction is that they're going to make some changes. The strong impression they got...is [that] American families want to see a more uniform and stronger application of the ratings." ■

Electronics vendors want set-top standards

FCC asked to encourage technical benchmarks

By Chris McConnell
WASHINGTON

Consumer electronics sellers are asking the FCC to help them start stocking cable set-top boxes.

Responding to the commission's proposal to prompt consumer availability of TV "navigation devices," retailers say the FCC should require cable operators and others to support a series of set-top box technical standards.

"The key challenge is to achieve national portability of navigation devices," said the Consumer Electronics

Retailers Coalition, a group that includes Best Buy and Circuit City stores. "In the absence of such national portability, there will be little incentive for manufacturers to make, retailers to stock, or consumers to buy devices designed to offer access to [video programing distribution] systems," Circuit City Stores added in separate comments.

But manufacturers and others want the FCC to stay out of the technical standards-setting business. "Government standards and mandates will only stifle the market and end up being anti-consumer," said set-top maker Scien-

tific-Atlanta. General Instrument urged the FCC to adopt rules that would allow cable systems and others several options for satisfying the "commercial availability" requirement.

That requirement was mandated by the 1996 Telecommunications Act. The law instructs the FCC to adopt rules that ensure the commercial availability of equipment used to access programming. The law also says that the commission should not set rules that place signal security at risk.

Cable companies stressed security in their comments on the commission's effort to implement the provision. "If [multichannel video programming distributors] are hampered in their ability to protect the integrity of their networks, and indeed their businesses, competition and consumers will be harmed in the

long run," said Time Warner.

Joining other groups, the company said that any set-top box rules should not cover signal security circuitry. "The commission should facilitate the separation of security and nonsecurity functions," added the National Cable Television Association.

NCTA also said the FCC should limit its rules to digital set-top devices rather than including the analog boxes in use today. "Making analog equipment commercially available creates too great a risk, given the history of theft of analog service," the group said.

Retailers said the FCC should deal with the signal security issue by requiring program distributors to support a common interface for matching the consumer devices to the security elements of individual networks. "This technolo-

gy will enable a competitive market to develop for [customer-premise equipment] with no threat to the security of the network," added the Consumer Electronics Manufacturers Association.

The group also urged the FCC to apply rules to companies outside the cable industry that provide programming to subscribers. DBS operators opposed that idea, maintaining that any new set-top box rules should not apply to them.

"Given the still-nascent stage of development of the DBS marketplace, the commission should resist using blunt regulatory instruments to address problems that do not exist," said DIRECTV. United States Satellite Broadcasting, however, said the FCC should require interoperability among receivers marketed by DBS operators sending signals from the same orbital slot. ■

NAB alerts FCC over alert system rules

The National Association of Broadcasters is worried about the FCC's new Emergency Alert System rules. In a letter last week to the FCC, NAB Executive Vice President/General Counsel Jeff Baumann said the regulations concerning cable delivery of emergency messages could result in the interruption of local broadcast coverage of emergencies. He cited rules requiring cable operators to interrupt all channels on their systems when delivering EAS alerts. "Local stations' programming will be subject to cable TV 'overrides' at virtually any time—including those occasions where the stations are providing in-depth, timely and superior coverage of the emergency event," Baumann said. "It is broadcasters' normal news, weather and other programming efforts that are the conduits of most emergency-related information." Baumann urged the FCC to amend the rules to provide for a "selective override" of certain channels on a cable system.

Jackson critical of minority representation in media

Jesse Jackson says the FCC can expect more petitions from the Rainbow-PUSH Coalition concerning minority representation in the media. "The FCC is not enforcing the law," says Jackson, whose group in March asked the FCC to place conditions on Evergreen Media Corp.'s acquisition of four Washington-area radio stations from Viacom. Rainbow-PUSH charged that Viacom had not followed through on a promise to seek a minority buyer for two of the stations and had held the stations for more than a year past the expiration of an 18-month waiver the FCC granted Viacom to divest the stations. The group asked the FCC to either deny Viacom's bid to sell the stations to Evergreen or require Viacom to seek minority buyers for two of the stations. Viacom responded that it had requested a waiver extension that the FCC has never

acted on. Last week, Jackson praised a decision by Evergreen to sell two Washington AM stations to minority-controlled Douglass Broadcasting. But he said it "still remains for Viacom, or Evergreen, to free up a Washington, D.C., station for minority ownership." Jackson also said his group is researching minority representation in



Washington Watch

Edited by Chris McConnell **Must-carry cleanup**

The Supreme Court's decision to uphold the must-carry law has left the FCC's Cable Services Bureau with some catch-up work. The bureau rules regularly on disputes between broadcasters and cable operators concerning the definition of local markets for must-carry purposes. Although the bureau is required to rule on such petitions within 120 days, there is no time limit for resolving requests to reconsider the bureau's initial decisions. One FCC official estimates that the bureau will have to review at least 50 petitions for reconsideration now that justices have upheld the law.

Continental Cablevision ordered to carry Lorilei

The FCC's Cable Services Bureau has ordered Continental Cablevision systems in New Hampshire, Massachusetts and Michigan to provide leased-access channel capacity to Lorilei Communications Inc. Lorilei had sought to purchase cable capacity for programs for auto and recreational-vehicle dealers. The cable company said advertising agencies are not entitled to leased-access capacity, but the FCC said Lorilei qualifies as a "diverse source of video programming."



JON FELTHEIMER

Leading Television's Prolific Producer

The highlights of Columbia TriStar's 1996-97 season read like a wish list: production and/or distribution of 31 prime time, daytime, cable or syndicated programs; producer of *The Nanny*, the first comedy to win the Wednesday 8 p.m. time period for CBS in 25 years; producer of *Early Edition*, the highest-rated new drama of the season in households; renewals through 2002 for *Jeopardy!* and *Wheel of Fortune*, the most successful programs in syndication; a three-year co-production deal with Procter & Gamble, and producer of *The Young and the Restless* and *Days of Our Lives*, the top two daytime dramas.

Still, one significant achievement had eluded the company—the mantle of top producer of new prime time network programs. Last season, Columbia TriStar ranked behind Warner Bros. That changed last week.

Under the supervision of Jon Feltheimer, president of Columbia TriStar TV Group and executive vice president, Sony Pictures Entertainment, eight new series have been picked up for fall, the most of any studio. In an interview with BROADCASTING & CABLE's Lynette Rice, Feltheimer—who just two weeks ago was hoping for six pickups for fall—talks about the overall development season and the rest of the television division.

Obviously, it was a banner year in terms of pickups for Columbia TriStar, but quite a few comedies and dramas were developed by the networks in-house. Any concerns that this trend could hurt Columbia TriStar's chances down the road of having a significant number of shows picked up?

Ultimately, the networks are smart enough to realize that their job is to put the best product in front of the audience. They know they are going to continue to get excellent product from us. The biggest risk is to start turning us away, and they are not all going to do it at once. If one network starts to want to do all of its stuff in-house, I believe it will suffer dramatically. You can feel a little bit of that right now. It would be a big mistake in terms of their business to become too narrowcast, too self-sufficient.

And politically it would be a big mistake. This is a fluid process in Washington, and I think ultimately [politicians] can take another look at all of the decisions that have been made. If they feel that the good of the people isn't being served, that's a risk to the network. When people spend \$10 billion to buy a network and they try to supply it with their own programming and their ratings go down 20 percent, what's that network worth?

When is a co-production deal with a network—something NBC has been pursuing—a good deal for Columbia TriStar?

We don't have a problem sharing. We made a deal this year with Procter and Gamble to co-produce a large portion of our [production] schedule. And we don't have a problem sharing the risks in a business where the risks are so tremendous. We do have a problem when someone, and I'm not saying just NBC, dictates to us that they will be our partner or when somebody uses the leverage that was ultimately given to them by a public body and uses it in an inappropriate way. As long as there is a good and honest dialogue about the risks and rewards of the revenue sharing, I don't have a problem with it.

Do you feel your deal with Procter and Gamble will allow you to stay competitive, especially with the rise of in-house production?

I always felt we could be competitive. One of the things we can do is to keep looking forward, to stand out with creative, distinguished programming and to make sure it gets as much leverage in the marketplace as [possible]. Frankly, we look at a lot of things like that. We think there are a lot of ways we bring leverage to the marketplace. We've realized more and more this year that we are, in and of ourselves, tremendous advertisers. Not just Sony Corporation, but Sony Pictures Entertainment. I think we have to start thinking more effectively about our own advertising in the marketplace. We come to the market every year with one of the largest feature slates in the business. I think again, we have to look at all of the resources we bring to the networks and use them effectively for ourselves, just as the networks do for themselves.

Almost every year we've had some show return—*Mad About You*, *The Nanny*, *Party of Five*, *Early Edition*. We've let the networks know we are going to be a very solid provider. So, putting all that together, I don't have any

concern about remaining powerful in supplying programming.

Will Columbia TriStar ever consider its own distribution system?

I read a lot about what people think we should be worried about: We don't have any domestic distribution; we don't have a network. Yet we continue to get as much distribution as we want. This year we did 20 pilots just for the pilot season, and we'll probably do four to six more for the rest of the year. So we have got 25, 26 pilots for every network out there. We produce for every daypart. We have two of the highest-rated soap operas and two of the high-rated shows in syndication, *Jeopardy* and *Wheel of Fortune*. It seems to me we get as much distribution as we need. For the record, we don't intend to go out and buy, for a big premium, a rather mature distribution system. It just doesn't make sense for the future. When you come from a company like Sony and know what happens to the technology world, [you see] more and more new kinds of distribution pop up. We don't think there's going to be a big problem, ultimately, with the delivery of product. We'd rather concentrate on making sure we have a strong brand in those product lines in terms of game shows, in terms of soap operas, in terms of sitcoms, in terms of animation.

What about cable?

We own the Game Show Network. For us, having ownership of



Joe Viles

The Columbia TriStar Television Group team (l-r): Barry Thurston, president, Columbia TriStar Television Distribution; Michael Grindor, president, Columbia TriStar International Television; Michael Fleming, president, Game Show Network; Jon Feltheimer, president, Columbia TriStar Television Group and executive VP, Sony Pictures Entertainment; Eric Tannenbaum, president, Columbia TriStar Television, and Andy Kaplan, executive VP, Columbia TriStar Television Group.

Top producer of new

Columbia TriStar has eight new shows slotted for fall on six networks

By Lynette Rice

With five comedies and three dramas, Columbia TriStar Television enters the 1997-98 season as the leading production company with eight new prime time programs. All six of the networks looked to the company for product that ranges from a new drama starring David Caruso (for CBS) to a comedy about a Miami dating service (for UPN).

Twentieth Century Fox is second with three comedies and two dramas (not including Steven Bochco dramas) for the new sea-



'The Gregory Hines Show,' CBS

son, while ABC/Disney is third with four new comedies.

"We actually feel that this year we developed the right comedies for the right networks," says Eric Tannebaum, president of Columbia TriStar's television division. "*Sleepwalkers* and *The Tony Danza Show* for NBC, Gregory



'Michael Hayes,' CBS

Hines and David Caruso for CBS, are perfect fits. And *Over the Top* fits nicely with Tim Allen on ABC, while *Between Brothers* is situated where it can be a breakout hit for Fox. There was no exact formula. It was just good execution at the right time."

While it's the first time the company has topped



'Over the Top,' ABC

the list of new-season producers, Tannebaum says the true challenge is to keep the series on in a year that will boast more than 30 new shows. Columbia TriStar also has at least three comedies in development for midseason (and another two that look promising for pickups), further boosting its lead heading into

the Game Show Network can help create a situation like Discovery with documentaries. If you're thinking about making a game show, call Sony. That's what Michael Fleming [Game Show president] and I are looking to create there. But to go and buy a very expensive distribution system—a general entertainment channel, for example—just because other people seem to feel we need this domestic distribution makes no sense whatsoever unless we have a grander strategy.

How would you change the network development process?

There's no question that there's not enough time from the time we receive pickups to when we need to deliver them. Clearly, we need to figure out ways to speed up the deal-making process and start the orders earlier.

What's your feeling about deals based solely on concepts rather than scripts, like ABC's acquisition earlier this season of *Timecop* from Universal TV?

I don't see anything wrong with it if you have a creative vision and know where you want to schedule it. What's wrong is making orders that are more deal driven than creatively driven.

How many decisions by the networks are based on fear?

Too many. Deals are made because networks are too afraid to let it go to another network. Talent is picked up because they're afraid they'll go somewhere else. People pick up shows because they're friends with the boss.

***Mad About You*, Columbia TriStar's most profitable sitcom,**

will take on a new dimension next year now that the Buchmans have become parents. Any worry that the show will lose its appeal to viewers who tuned in to a hip show about a young married couple?

Before we made the decision to do this, we did an Internet search and read through a couple of thousand responses. Overwhelmingly, people wanted the relationship to continue to grow. I think it's on pretty solid ground. We've really had fun with Helen Hunt this year. We have a couple who America loves, and now they'll face one more obstacle. It's added to the mix to give it a whole new dimension. I'm not at all worried that their having a baby [means] we won't be able to maintain that fun, young relationship.

Do you think *Married...With Children* was pulled too soon from Fox, even after 11 seasons?

I hate to put down a show when I think the show is still good. I think we still had more stuff to do and talk about. Eventually it will be time to sell the second run in syndication, and I think the stations will think they've had enough. We need to be sensitive to that. The one thing we didn't—and don't—want to do is limp out. This year we came close because of the two time slot changes. And this was not particularly the way we wanted to go out [the comedy was canceled before a proper finale could be produced]. We have some ideas we're working on, a couple of more episodes, so we can go out with a little more of a bang. It's our asset, it's not really a Fox asset, so we do look at it and say, "Gee, just because the network says it's over, what else is there?"

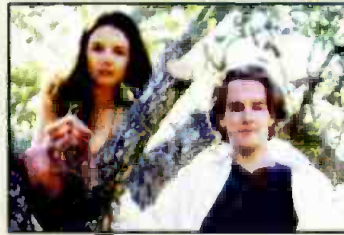
fall shows



'The Tony Danza Show,' NBC



'Sleepwalkers,' NBC



'Dawson's Creek,' The WB



'Head Over Heels,' UPN

September.

"We did do a lot of pilots. It was a fabulous year," Tannebaum says. "But number one doesn't mean a whole lot if you don't bring them back. The scary part is the development and doing all of the work. It is exciting, but it means a lot more hard work in the next year."

Columbia TriStar's shows in development for fall are *The Gregory Hines*

Show (comedy) and *Michael Hayes* (drama), both for CBS; *Over the Top* (comedy) for ABC; *The Tony Danza Show* (comedy) and *Sleepwalkers* (drama), both for NBC; *Between Brothers* (comedy) for Fox; *Dawson's Creek* (drama) for The WB; and *Head Over Heels* (comedy) for UPN. Midseason orders have been made for *Ask Harriet* (com-

edy) for Fox; *The Kellys* (comedy) for The WB, and *Ruby* (comedy) for UPN, while the production company's *House Rules* (comedy) and *Local Zeroes* (comedy) remain strong candidates for later mid-season pickup by NBC and CBS, respectively.

In some cases next fall, Columbia TriStar will go head to head against its own shows; on Saturdays, for instance, the new *Sleepwalkers* on NBC will face sophomore drama *Early Edition* on CBS. *The Nanny*, also a Columbia TriStar comedy on CBS,



'Between Brothers,' Fox

will now compete with the production company's family comedy *The Tony Danza Show* on NBC.

"We try to use as much influence as we can [to prevent such head-to-head timeslots]," Tannebaum says. "But they have control of the real estate." ■

Let's talk about your international division. Sony has certainly been more aggressive overseas in terms of channel acquisition.

We've invested in probably seven or eight new-channel opportunities this year, creating a culture of channel management that's pretty new for this company. Michael Grindon [president of the international division] and I have seen growth both in our licensing business and in the advertising markets we're looking at. In terms of our channel business in India, in about a year and a half our Sony entertainment TV channel there has grown to 10 million subscribers. Look at Asia particularly. You're looking at a place where we know there will be tremendous growth in terms of license possibilities and a growing ad market that will support a big number of channel opportunities.

A lot of places in Europe are clearly more mature, and we have emphasized more licensing opportunities, particularly in Germany and France. I don't think we want to start putting channels in places where there is tremendous competition. But I do think that in Europe you start looking at the new digital platform as a great opportunity. And we are looking at production opportunities internationally. Where we had market growth, we'll also be able to support much more extensive and expensive production. We're in production right now in about five countries: Germany, Great Britain, France and India, where we did 1,500 hours, and China, where we did over 300 hours in a joint venture.

What types of shows are you producing for the international networks?

Our business is indigenous, in-language production. We're cre-

ating their production culture. We've actually spent a lot of time bringing people over here from those countries and training them, then sending people over there to stay in the country, but only long enough to get them up to speed in terms of using newer production techniques.

Sometimes we bring a lot of formats. We brought to Great Britain *Who's the Boss?*, *Married...With Children* and *Mad About You*. In India, we are producing *Wheel of Fortune* for our channel. The reason we use formats is that we already have 150 scripts. You don't have to fully develop your writing staff. You start with 150 pretty good stories and adapt them to the local culture, and that's really a good start. But our goal, ultimately, is to have full, freestanding development and production operations in each of these countries.

Would you have moved ahead with *Vibe* knowing you would ultimately face competition from the likes of the Keenen Ivory Wayans and Magic Johnson?

It's hard for me to get worried about those shows. There haven't been pilots for either of them, so I don't know what is being bought right now except a lot of hype. When we went out with ours, we showed them exactly what the show was going to be. We've got tremendous creative auspices; we've got a promotional and marketing product in the magazine; we've got great time slots; we've got a great sales force selling the show. I think that if I had all of those elements going in and still knew about the competition, I wouldn't think twice about it. And competition is generally a good thing. When you come up with a good idea for a sitcom, it's not like you all of a sudden have a great show. It's a lot about execution. It's a lot about supporting your product. Barry

Thurston [president Columbia TriStar TV distribution] and his group have been very successful in being able to get programs on and keep them on the air. We haven't had too many failures in the first-run business.

King World and Columbia TriStar are involved in a dispute over King World's right to produce a competing game show to *Wheel of Fortune* and *Jeopardy!* given the noncompete clause in the contract. Can this be resolved out of court?

Lawsuits seem to be the way of the world right now, though I don't know whether it is necessarily positive. We should be able to straighten out more of our messes in a room looking each other in the eye. I have no idea how that particular issue will get settled. But I always hope that it can be settled.

What's the progress of 3 Arts, the co-production deal among Columbia TriStar, CBS and the talent agency?

It has been a little disappointing. We don't have any pilots this year. But the first year of almost anything is slow. They've developed a lot of stuff, but I think we're getting our signals straight in terms of our ventures. We have three partners, all with strong opinions about the things we do. It takes a little time to figure out exactly what you're doing. I can't say that it was a hugely successful first year. Like everything else, I'm in it for the long haul. We don't jump in and out of ventures.

What type of synergy will we see between the animation division and Sony Pictures?

We have tremendous properties coming down the pike. Clearly, we've positioned ourselves to create Disney- or Warner Brothers-type animation. We felt we could do it even though we didn't have as much infrastructure. Andy Kaplan [executive VP, who runs the TV group with Feltheimer] is the supervisor there, and Sander Schwartz [senior VP of children's programming] really runs it. They've done a good job defining who we are. We're not going to do lower-end animation. We were going to do a certain kind of product and do it for a lot of different buyers. We have a lot of sources for the programming. For example, next year Sony will release a big movie, *Godzilla*. That's going to be a fantastic animation property. To have the ability to exploit the so-called food chain is great.

What takes up most of your time?

It's divided up over all our businesses. I've got Eric Tanenbaum [president of Columbia TriStar TV] and Helene Michaels [executive VP of television] doing a tremendous job in network television business, and I've been able to spend less time there. My job really is to make sure all the divisions of the TV group work well and complement each other—that's probably what I spend the most time doing. And there's been a lot of new-channel activity. We've invested in probably seven or eight channel opportunities this last year, creating a culture of channel management that's pretty new for this company. Clearly Sony, one of the great brand names in the world, has a marketing culture. Now, I think Bob Levin [president of

marketing for the Columbia TriStar motion picture group] is going to come in here and help us look at marketing across all the company lines.

It's certainly a crowded marketplace in daytime dramas. Is there still room to grow?

We're already in discussion with CBS and NBC about doing new soaps. That's been on the table and doesn't necessarily include Procter and Gamble. I do believe there is still room on the networks for more daytime dramas. Ultimately, I think, Fox will look at it. Those are very solid businesses. It's not considered a sexy form of programming anymore, but I believe strongly in the form.

Why do you think a soap opera channel could work?

We feel about it the same way we feel about game shows. All soap operas have been seen only one time. We believe there is a residual value for those episodes, and we believe it's a very loyal following and an advertiser-friendly following. So we absolutely intend to do a soap channel. The question is when, and can any of them be shown day-and-date, given the controversy right now with the networks and their affiliates over exclusivity. That's a tough issue. I do believe you could have a day-and-date soap channel. Yet for us and the networks, you're talking about a piece of product that's not getting back-end use like the sitcoms and dramas.

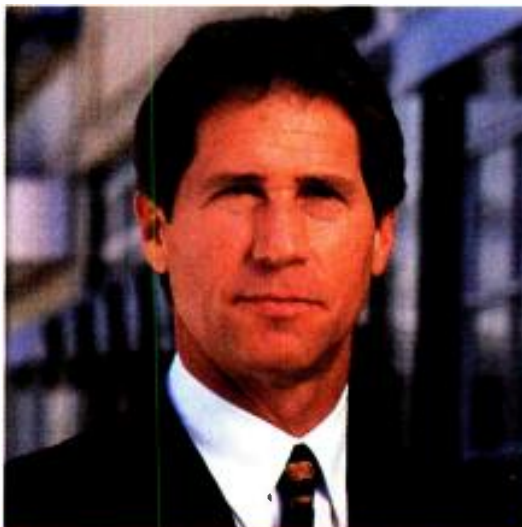
Do you see the recent deal in which the *Seinfeld* co-stars renegotiated a higher salary setting a precedent?

I'd like to think this is a unique circumstance. It is so unique you could ultimately see each of those actors in their own series. To be perfectly frank, if I were NBC, I'd be trying to figure out how to spinoff each and every one of those characters. Those actors have earned themselves a pretty significant position. In terms of precedents, I come from the fairness school. I think that we all use leverage in our business, but sooner or later you have to look in the mirror and say, "Am I trying to construct a deal that's fair?"

Do you worry about network erosion to cable?

There are a lot more networks right now. To go back and compare the Big Three to the Big Three way back when, when there weren't three other networks, is kind of a useless exercise. There's still a great opportunity to deliver to the widest audience and make the biggest impact. I'm not as worried about it as some people are.

The biggest thing the networks had better look out for is the vertical integration they so badly wanted. You have the possibility of turning broadcasting into narrowcasting. Ultimately, that would be a big mistake, because then they would be turning themselves into cable companies. I would say that's the biggest risk. They need to keep making sure they are putting the best programs on, regardless of who produces them, and that they keep doing what their broadcast licenses really call for them to do—to reach out to a large segment of the population and supply something for everybody. ■



The biggest thing the networks had better look out for is the vertical integration they so badly wanted. You have the possibility of turning broadcasting into narrowcasting.

Broadcasting

May 26, 1997

Syndication's freshman class picture

Some new strips show signs of renewed life; most new weeklies are expected to return

By Cynthia Littleton

In a turnaround from the past two seasons, syndication's freshman class of 1996-97 produced a number of promising underclassmen.

By the end of its premiere week last June, *The Rosie O'Donnell Show* had restored a lot of faith in the future of first-run syndication. A few months later, *Judge Judy* and *Real TV* were posting slow but steady growth.

In late night, *Strange Universe* is showing signs of life after a thorough revamp earlier this year that included a switch to a single-anchor format. "It's a much better show," says Dick Kurlander, vice president, director of programming, for Pety Television. "But in almost all cases, new strips had a better time of it this season because there were fewer of them" compared with previous years.

While it's too early to declare a firm go for season two, *Strange Universe* will have new episodes airing in July, says Ira Bernstein, president of domestic TV distribution for Rysher Entertainment, which distributes the paranormal news magazine for producer Chris Craft Television.

Strange Universe has been dogged by low national household and demographic ratings, but its new lease on life came about in part because the show performs respectably in late night on Chris Craft's WWOR-TV New York and KCOP(TV) Los Angeles.

Broadcasters generally have more patience with an underperforming strip when the parent company has a direct investment in the program. NBC and Fox have an estimated \$40 million invested in their new entertainment magazine, *Access Hollywood*. After a rocky start for the costly show, *Access* is moving forward for a second year, mostly because the



'Strange Universe' may be back on the strength of its top-market performance, while the Dan Aykroyd-hosted weekly 'Psi-Factor' is expected to return.

partners made a two-year commitment at the outset.

The underdog of the season turned out to be one of the fall's most anticipated syndication entries: the return of the daytime relationship game show with the revival of *The Dating Game* and *The Newlywed Game*. The shows didn't perform up to expectations, but station sources say it's too soon to count them out for fall. As of last week, there were encouraging signs that both shows would be back.

Tribune Entertainment's *Bzzz!* is another relationship game show that failed to catch fire nationally after a promising test run in Los Angeles. Even with guaranteed clearances on the Tribune Broadcasting stations, the show is not likely to return for a second year.

Maureen O'Boyle isn't expected to return to work this summer on her low-rated talk show from Telepictures, but she's not expected to stray far from the camera. Rumors have been rampant

since before the show debuted that O'Boyle disliked hosting a talk show and longed to return to her roots as an anchor.

Other strips that didn't make it through the February book were *Court TV: Inside America's Courts*, *The Bradshaw Difference*, *Pat Bullard* and *Scoop with Sam & Dorothy*. Programmers also did some housecleaning,



bringing an end to the four-year run of *Rolonda* and three seasons of *Gordon Elliott*.

At the same time, another third-year strip, MGM Domestic Television's *LAPD: Life on the Beat*, has been renewed by 121 stations covering 83% of country. The show will be switching stations in New York and Los Angeles this fall from WWOR-TV New York to WPIX(TV) and from KCOP Los Angeles to an access time slot on KCAL(TV).

On the weekly side, most of the season's new action hours are expected to return, thanks in large part to advance foreign sales of the series. *The Adventures of Sinbad*, *Psi Factor: Chronicles of the Paranormal* and *Viper* were among the standouts of the season. Two big-budget weekly dramas—MTM's *The Cape* and Twentieth Television's *Two*—have already fallen by the wayside this year. ■

Roseanne, a Shore thing in daytime

Sitcom star will get stock in King World as part of deal to do Dinah Shore-like show

By Steve McClellan

King World Productions and Roseanne confirmed plans last week to co-produce a new hour daily talk/variety show for fall 1998.

KWP President Michael King said the concept was more like a Merv Griffin- or Dinah Shore-style show than most of the current crop of talkers.

KWP Chairman Roger King said the show would be sold to stations for daytime time periods and would not be sold in time periods where it would compete with *Oprah*, which airs in early fringe (primarily 4 p.m.). *Oprah* will decide in September whether she will do another year of her talk show (beyond the 1997-98 season).

The Roseanne talk show agreement is linked to a larger development deal for network prime time and other projects, possibly including a new version of *Hollywood Squares*, depending on the outcome of litigation over that show between KWP and Sony. Roger King said the show would be offered for cash and 3.5 minutes of barter time.

Roseanne manager Jeff Wald said the comedian would become a KWP stockholder as a result of the deal. Michael King explained that Roseanne will be awarded a "block of options" (to be spelled out soon in a filing with the SEC) that can be exercised at market price.

At a press conference last week in New York, Roseanne said she's want-

ed to be a talk show host "all of my life. This is a dream come true." Asked what unique qualities she brings to the talk show party, she quipped, "I'm just so damn good looking."

Queried about her interview skills, she stammered a moment or two before Michael King answered for her, saying her skills were demonstrated by a revealing interview she did with convicted sex-offender and boxer Mike Tyson in November for KWP's *Inside Edition*.

With characteristic bravado, Roger King predicted that the show would be a "monster hit" in syndication, given that Roseanne, as Michael King added, "is the biggest star in the history of television." ■

Global Shopping puts back IPO

Company scales down acquisition plans

By Steve McClellan

Global Shopping Network has postponed an initial public offering that the company hoped would raise \$470 million—most of which was earmarked to buy over-the-air TV stations in the top 62 markets.

Company president Barbara Laurence says the company also has scaled back its acquisition plans, at least for now, from 18 to nine stations, which would reach 16 million homes. Originally, the company hoped to acquire stations blanketing 33.5 million homes, and Laurence says 20 million homes is the minimum number the company needs to build a viable home shopping network.

At deadline last week, no new date had been set to proceed with the IPO, which was to issue both common stock and senior subordinated notes due in 2007. The revised IPO will target a smaller pool of funds, probably in the \$360 million range, Laurence says.

Word of Global's scaled-back plans came less than a week after Paxson Communications announced that it had terminated an agreement to sell to the shopping network Paxson's option to

The Global Shopping Network reaches 7 million-8 million homes by a combination of over-the-air, cable and satellite (via GE Americom's Satcom C-4). It employs more than 300 people at its corporate and studio facilities in New York.

acquire WNGM-TV Atlanta because Global failed to make a required \$5 million escrow deposit.

Several brokers say it is highly unusual for a company to enter such an agreement and then default. The default came after several delays were approved by Paxson. Beyond the initial release, issued May 16, Paxson declined to comment. But one prominent station broker says: "It's a serious issue when you enter into a contract

and don't put up the money. That doesn't happen very often and it sends some bad vibrations."

Global has purchased two stations: KCNS-TV San Francisco and WRAY-TV in the Raleigh-Durham, N.C., market. According to Laurence, the company has applications pending at the FCC to acquire KNWS-TV Katy, Tex. (Houston); WNDS-TV Derry, N.H. (Boston); WOAC(TV) Canton, Ohio (Cleveland); WPMC(TV) Jellico, Tenn. (Knoxville); and WBSV-TV Sarasota, Fla. (Tampa).

The company asked for and received an extension to close on WNDS, and Laurence says that deal now will close in June. Principal owner Gerald Q. Nash confirms that he granted the extension, adding that the deal is on track and he has every expectation it will close. The other transactions, Laurence says, will likely close in July.

A source close to the Knoxville deal says it is on track. The other sellers couldn't be reached by deadline.

Laurence says the company's default in Atlanta was in effect the result of trying to expand too far, too quickly. "We're undergoing a reorganization at the corporate level. Things happen when you grow at this pace, and it got a little bit away from me."

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she says. "Everything is back on track right now."

The Global Shopping Network reaches 7 million–8 million homes by a combination of over-the-air, cable and satellite (via GE Americom's Satcom C-4). It employs more than 300 people at its corporate and studio facilities in New York.

Laurence says that the company's plans can proceed despite the delay of the IPO because it has access to bridge loans from company co-founder and chairman Rachamim Anatian. SEC filings show that Anatian has pledged to commit \$100 mil-

lion—\$150 million to Global "on or prior to the closing" of the stock and note offerings. Anatian has been the principal supplier of capital to the home shopping venture.

Anatian is one of the founders of USA Detergents Inc., makers of Xtra laundry detergent, among other products. USA Detergents has had its own share of bad news recently. In late April the company's stock dropped 38% after USA expressed doubts about making a profit in its first quarter. Last week, a class-action suit accused the company of misrepresenting facts about its operations.

USA says it will vigorously defend the lawsuit.

Meanwhile, Laurence is working on two other station agreements she hopes to announce shortly, including one in the Los Angeles market. A deal for a station in the New York market fell through. But she retains hope of resuscitating the Atlanta deal.

"I know I caused him enormous problems," Laurence says of Paxson Communications head Bud Paxson. "I'm hoping he will find it in his heart to forgive me. I intend to go back to him in a couple of weeks, if it is still available." ■

S Y N D I C A T I O N M A R K E T P L A C E

Taylor-made talk

Meshach Taylor, the actor known for his supporting roles on the sitcoms *Designing Women* and *Dave's World*, is said to be close to signing a talk show deal with MGM Television. MGM officials declined comment, but sources say plans are to have Taylor helm a talk/variety show originating from the MGM Grand hotel in Las Vegas.

Now batting for home team

Twentieth Television's *The Home Team with Terry Bradshaw* has a new first-string player: veteran daytime TV producer E.V. Di Massa Jr. Di Massa, whose credits include *The Mike Douglas Show* and *The Regis Philbin Show*, will serve as co-executive producer of the strip, set for fall debut in syndication in more than 85% of the country.

They're alive!

DIC Entertainment's upcoming cartoon strip *Mummies* has become *Mummies Alive!* in an effort to ward off evil spirits and trademark infringement. "Mummies" is too general a concept to copyright, leaving the show vulnerable to unauthorized knockoffs, says DIC President Andy Heyward. Cluster Television has cleared *Mummies Alive!* in all top 80 markets for a fall start.

DiSalvo tops Eyemark East

Eyemark Entertainment has tapped syndication sales veteran Joe DiSalvo to head its East Coast sales opera-

NSS POCKETPIECE
Top ranked syndicated shows for the week ending May 11, as reported by Nielsen Media Research. Numbers show average audience stations/% coverage.

1. Wheel of Fortune	11.0/229/99
2. Jeopardy!	8.8/224/99
3. Home Improvement	8.6/231/99
4. Oprah Winfrey Show	7.1/235/99
5. Seinfeld	7.0/227/97
6. Simpsons	6.2/206/97
7. Xena: Warrior Princess	6.0/225/98
8. Entertainment Tonight	5.5/189/96
9. Star Trek: Deep Space Nine	5.2/235/98
9. Wheel of Fortune-wknd	5.2/185/84
11. Hercules	5.0/234/99
12. Home Improvement	4.8/223/97
13. Rosie O'Donnell Show	4.6/226/99
14. Montel Williams Show	4.4/194/97
14. Sally Jessy Raphael	4.4/178/94

tions. As senior vice president, Eastern sales, DiSalvo will manage Eyemark's New York office in addition to overseeing the company's cable sales unit. DiSalvo spent the past three years as a senior sales executive with New World/Genesis Distribution. The move to Eyemark reunites him with Barry Wallach, who was New World/Genesis's executive vice president before joining Eyemark in the same capacity last year. Before joining New World/Genesis, DiSalvo spent 10 years as a sales executive with Viacom Enterprises.

'South' returns

Due South will rise again—in syndication this fall. PolyGram Television is offering 22 new episodes of the Canadian-produced drama, which aired on CBS from 1994 to 1996. The show follows the adventures of a Canadian

Mountie sent to patrol the mean streets of Chicago. Original-series star Paul Gross has reprised his role as constable Benton Fraser. PolyGram is offering the series from Toronto-based Alliance Communications on a straight barter basis of seven minutes national, seven minutes local.

This bud's for you

Pasadena isn't the only West Coast city famous for its annual display of flower power. Rose lovers head north every summer to Portland, Ore., which puts on the country's second-largest rose-themed parade (next to Pasadena's Tournament of Roses). FutureMarket Entertainment is distributing a two-hour telecast of the Portland Rose Festival Parade, produced by KOIN(TV) Portland. The barter special has been picked up by more than half a dozen stations in the West, including KCAL(TV) Los Angeles, KBHK-TV San Francisco, KOMO-TV Seattle and KXTX-TV Dallas. FutureMarket, a Los Angeles-based start-up, says most stations have committed to carrying the parade live June 7 beginning at 10 a.m. PT.

Captain, our captain

Who'll fill *Captain Kangaroo's* shoes? Saban Entertainment is poised to unveil the star of its upcoming syndicated weekly *The All-New Captain Kangaroo* this week. Meanwhile, Saban has put together an advisory board of child development experts and programmers to guide production of what is designed to be an FCC-friendly series.—CL

HSN taps into Ticketmaster

Is purchasing 48% stake from Paul Allen with plans to boost that to controlling interest

By John M. Higgins

Looking to extend his reach in sales by telephone, HSN Inc. Chairman Barry Diller has cut a deal to buy a 48% stake in Ticketmaster from Microsoft co-founder Paul Allen.

HSN, parent of the Home Shopping Network, agreed to pay Allen \$209 million worth of stock for his stake in the sports and concert ticket sales operation. HSN plans to buy enough stock on the open market to own more than 50% of the company.

Although the two operations will not be fully integrated, Diller says the deal is a natural fit for HSN, which he characterizes as "electronic commerce" rather than simply a mail-order catalogue on television. One source of growth is to offer excess telecommunications and sales capacity to other vendors, Diller says.

Both companies "have built up all sorts of transactional expertise," Diller says. "To offer that to others, we believe, is a truly large business."

Ticketmaster CEO Fred Rosen says the companies' "talents and skills are complementary." Ticketmaster is fairly controversial because of the near-monopoly Rosen has secured in telephone sales of event tickets, triggering protests about high fees.

One possible venture the executives suggested was sales of team merchandise to buyers of the pro sports tickets that Ticketmaster handles.

HSN stock jumped 11%, to \$30 per share, while Ticketmaster rose 14% to \$14.50. However, not all investors are excited about the deal.

Money manager Mario Gabelli blasted Allen and Ticketmaster executives for letting HSN buy a controlling stake while excluding outside shareholders from the deal. "I think this deal stinks," Gabelli said.

Rosen says that HSN's involvement will ultimately benefit the Ticketmaster shareholders: "The truth of the matter here is that everyone is interested in creating value for shareholders."

Ticketmaster generated \$270.9 million in revenue during fiscal year

1997 ended January, and about \$34.1 million in cash flow, fueled by "convenience charges" levied on top of ticket prices charged by event sponsors. Ticket sales



alone are a fairly profitable operation, generating 40% cash-flow margins. But the start-up of a publishing unit, particularly Ticketmaster's *Live!* entertainment magazine, helped keep corporate margins down to 13%.

HSN's revenue totaled \$1 billion in 1996, while cash flow reached \$129 million. The company is in the midst of a turnaround after several years of losses and declining sales. ■



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Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen May 12-18

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

Week 35	abc	CBS	NBC	FOX	U/P/N	WB
	7.3/12	11.0/18	9.5/15	8.1/13	2.7/4	2.5/4
MONDAY	8:00 62. I Survived a Disaster 7.0/12	31. Cosby 10.1/17	36. All-Star TV Censored Bloopers 9.5/16	58. Melrose Place 7.3/12	92. In the House 2.6/4	94. 7th Heaven 2.5/4
		44. Murphy Brown 8.6/14			87. Mal & Eddie 3.0/5	
	9:00 56. ABC Monday Night Movie—20,000 Leagues Under the Sea, Part 2 7.4/12	19. Cybill 11.6/18	36. NBC Monday Night Movie—Survival on the Mountain 9.5/15	40. Video Justice: Criminals Caught on Tape 8.9/14	91. Sparks 2.7/4	94. Buffy/Vampire Slayer 2.5/4
		22. Ink 11.2/17			97. Goode Bhvr 2.2/3	
	10:00	14. Chicago Hope 12.3/21				
TUESDAY	8:00 30. Home Imprvmt 10.2/18	11.2/19	11.0/18	4.8/8	2.4/4	
	8:30 28. Roseanne 10.3/17	12.3/20	26. Mad About You 10.7/19		86. Moesha 3.2/6	
	9:00 9. Home Imprvmt 14.2/22	54. Promised Land 7.8/13	25. Caroline in/City 11.0/18	80. Fox Tuesday Night Movie—Quicksilver Highway 4.8/8	97. Homeboys 2.2/4	
	9:30 28. Spin City 10.3/16	8. CBS Tuesday Movie—Mario Puzo's The Last Don, Part 2 14.5/23	19. Frasier 11.6/18		99. Burning Zone 2.1/3	
	10:00 23. NYPD Blue 11.1/18		13. Caroline in/City 12.4/19			
WEDNESDAY	8:00 39. Coach 9.3/16	10.5/17	7.1/12	8.2/13	3.5/6	3.1/5
	8:30 18. Drew Carey 11.7/19	13.0/21	75. NewsRadio 5.4/10	48. Beverly Hills, 90210 8.2/14	88. The Sentinel 2.9/5	88. Sister, Sist 2.9/5
	9:00 17. Ellen 11.9/18	48. The Nanny 8.2/15	76. The Naked Truth 5.3/9			84. Smart Guy 3.3/6
	9:30 27. PrimeTime Live 10.4/17	44. The Nanny 8.6/14	73. Wings 5.7/9	50. When Stunts Go Bad 8.1/13	83. Star Trek: Voyager 4.0/6	84. Jamie Foxx 3.3/5
	10:00	6. CBS Wednesday Movie—Mario Puzo's The Last Don, Part 3 15.3/24	65. Men Bhvg Badly 6.5/10			88. Wayans Bro 2.9/5
THURSDAY	8:00 74. 3 Stooges' Greatest Hits 5.6/10	7.7/13	19.3/31	7.5/12		
	8:30 41. ABC Thursday Night Movie—Columbo: A Trace of Murder 8.8/14	7.3/12	4. Friends 16.5/29	46. World's Scariest Police Shootings 8.5/15		
	9:00	56. CBS Movie Special—Grumpy Old Men 7.4/12	10. Fired Up 14.0/24	65. New York Undercover 6.5/10		
	9:30	61. 48 Hours 7.1/11	2. Seinfeld 20.7/33			
	10:00		5. Fired Up 16.4/26			
FRIDAY	8:00 72. All-Star T.G.I.F. Magic 5.9/12	8.7/16	7.7/14	5.8/11		
	8:30 53. Sabrina/Witch 7.9/15	10.2/19	68. Unsolved Mysteries 6.2/13	79. Sliders 4.9/10		
	9:00 51. Step by Step 8.0/14	23. Kids Say the Darndest Things 11.1/22	41. Dateline NBC 8.8/16	63. Millennium 6.6/12		
	9:30	35. Miss Universe Pageant 9.8/18	51. Homicide: Life on the Street 8.0/14			
	10:00 16. 20/20 12.2/22					
SATURDAY	8:00 67. Saturday Night at the Movies—Clear and Present Danger 6.4/13	6.4/13	7.0/14	5.5/11		
	8:30	8.7/17	63. All-Star TV Mega Bloopers 6.6/14	81. Cops 4.7/10		
	9:00	55. Dr. Quinn, Medicine Woman 7.5/16	59. The Pretender 7.2/14	76. Cops 5.3/11		
	9:30	41. Early Edition 8.8/17		69. America's Most Wanted: AFB 6.1/12		
	10:00 33. Walker, Texas Ranger 9.9/19					
SUNDAY	7:00 78. Am Fun Hm Vid 5.1/11	6.3/11	13.2/22	9.2/16		2.0/3
	7:30 82. World's Most Daring Rescues 4.6/9	13.2/22	71. Dateline NBC 6.0/12	69. Busted on the Job 6.1/12		101. Brotherly Lv 1.8/4
	8:00	21. 60 Minutes 11.5/23	14. 3rd Rock fr/Sun 12.3/21	47. The Simpsons 8.3/15		102. Nick Freno 1.6/3
	8:30	7. Touched by an Angel 14.8/25		36. The Simpsons 9.5/15		102. Parnt 'Hood 1.6/3
	9:00	11. CBS Sunday Movie—True Women, Part 1 13.2/21	3. NBC Sunday Night Movie—The Odyssey, Part 1 17.3/27	12. The X-Files 12.7/19		99. Steve Harvey 2.1/3
	9:30					92. Unhap Ev Af 2.6/4
	10:00					96. Jamie Foxx 2.3/3
10:30						
WEEK AVG	8.2/14	10.9/19	10.8/18	7.2/12	2.8/5	2.5/4
STD AVG	9.2/15	9.6/16	10.5/18	7.7/13	3.2/5	2.6/4



You simply won't behave.
You can be so rude.
And you display such a warped sense of humor.
Sometimes you scare the hell out of us.
Other times it's just sex, sex, sex.

You don't respect your elders.
Airing the Emmys wasn't enough for you.
Oh, no . . .
You had to get the Super Bowl,
the NHL & Major League Baseball, too.
You couldn't be content with 106 affiliates in 1987.
Of course not.
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Changing Hands

The week's tabulation of station sales

Proposed station trades

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

THIS WEEK:

TVs □ \$0 □ 0

Combos □ \$28,402,000 □ 7

FMs □ \$7,425,000 □ 4

AMs □ \$22,610,000 □ 4

Total □ \$58,437,000 □ 15

SO FAR IN 1997:

TVs □ \$2,217,418,000 □ 49

Combos □ \$4,607,187,737 □ 138

FMs □ \$1,290,246,298 □ 166

AMs □ \$100,919,414 □ 92

Total □ \$8,216,171,449 □ 447

SAME PERIOD IN 1996:

TVs □ \$1,834,280,510 □ 40

Combos □ \$2,642,591,290 □ 147

FMs □ \$890,719,619 □ 157

AMs □ \$76,005,504 □ 71

Total □ \$5,443,597,923 □ 415

Source: BROADCASTING & CABLE

COMBOS

WXJN(FM) Lewes and WYUS(AM)-WAFL(FM) Milford, Del., and WLFX(FM) Ocean Pines and WICO-AM-FM Salisbury, Md.

Price: \$12 million

Buyer: Delmarva Broadcasting Co., Wilmington, Del. (Julian H. Booker, president); owns WDEL(AM)-WSTW(FM) Wilmington and WXY(FM) Havre de Grace, Md.

Seller: Prettyman Broadcasting Co./Steinman Stations Inc., Salisbury, Md. (William E. Prettyman Jr., president); owns WEPM(AM)-WKMZ(FM) Martinsburg, W.Va.

Facilities: WXJN: 105.9 mhz, 6 kw, ant. 341 ft.; WYUS: 930 khz, 500 w day, 100 w night; WAFL: 97.7 mhz, 6 kw, ant. 328 ft.; WLFX: 97.1 mhz, 2.1 kw, ant. 394 ft.; WICO(AM): 1320 khz, 1 kw day, 36 w night; WICO-FM: 94.3 mhz, 3 kw, ant. 299 ft.

Formats: WXJN: country; WYUS: Spanish; WAFL: AC; WLFX: classic rock; WICO(AM): talk; WICO-FM: country

WXTC(AM)-WJZK(FM) Charleston and WBUB(FM) St. George/N. Charleston, S.C.

Price: \$8.5 million

Buyer: Wicks Broadcast Group LP, New York (WBG Management Inc., general partner; Edgar R. Berner, president/41.7% owner); owns WTMZ(AM)-WSSX-FM and WTMA(AM)

Charleston, WMGL(FM) Ravenel and wwwz(FM) Summerville, S.C.; is selling WSUY(FM) Charleston. Wicks owns six TVs, owns/is buying 10 FMs and six AMs.

Seller: Southwind Broadcasting Inc., Mt. Pleasant, S.C. (William G. Dudley III, 50% owner); owns WSSP-FM Goose Creek, S.C. Dudley owns WRFO-FM Mt. Pleasant and WKBF(AM)-WHTS-FM Rock Island, S.C.; is buying WSUY from buyer.

Facilities: wxtc: 1390 khz, 5 kw; WJZK: 96.9 mhz, 100 kw, ant. 1,750 ft.; WBUB: 107.5 mhz, 100 kw, ant. 984 ft.

Formats: wxtc: sports; WJZK-FM: '70s; WBUB: country

WRJN(AM)-WEZY(FM) Racine/Milwaukee, Wis.

Price: \$5 million

Buyer: Bliss Communications Inc., Janesville, Wis. (Sidney H. Bliss, president/owner); owns WCLO(AM)-WJVL(FM) Janesville, WBKV(AM)-WBWI(FM) West Bend and WFHR(AM)-WGLX(FM) Wisconsin Rapids, Wis.; has applied to build FM in Nekoosa, Wis.

Seller: MG Radio LLC (Gregory Marcus, Anthony Gazzana, principals); no other broadcast interests. MG bought stations for \$1.65 million in 1994.

Facilities: AM: 1400 khz, 1 kw; FM: 92.1 mhz, 6 kw, ant. 275 ft.

Formats: AM: AC; FM: beautiful music

Broker: Patrick Communications Corp.

KORN(AM)-KQRN-FM Mitchell, S.D.

Price: \$1.2 million

Buyer: Sorenson Broadcasting Corp., Sioux Falls, S.D. (Dean Sorenson, president); owns KJJQ(AM)-KKQQ-FM Volga/Brookings, KCCR(AM)-KLXS-FM Pierre, KWAT(AM)-KIXX-FM and KDLO-FM Watertown and KYNT(AM)-KKYA-FM Yankton, S.D., and four other radios in two markets

Seller: Art Rew, Mitchell; no other broadcast interests. Note: Mitchell paid \$800,000 for remaining 64% of KORN-KQRN last November.

Facilities: AM: 1490 khz, 1 kw; FM: 107.3 mhz, 100 kw, ant. 450 ft.

Formats: AM: oldies; FM: rock 'n' roll

WICY(AM)-WVNV(FM) Malone, N.Y.

Price: \$761,000

Buyer: Cartier Communications Inc., Chagrin Falls, Ohio (Timothy D. Martz, president/owner); owns WYUL(FM) Chateaugay, N.Y. Martz owns WHRR(FM) Dennysville, Me.; 90% of WBPW(FM) and WOHR(FM) Presque Isle, Me., WIHC(FM) Newberry and WZNL(FM) Norway, Mich., WKNW(FM)

Canaan, Vt., WSRG(FM) Sturgeon Bay, Wis., and company applying to build FM in Iron Mountain, Mich.; 81% of WKNW(AM)-WYSS(FM) Sault Ste. Marie, Mich.

Seller: LCC Media Inc., Malone (James Coughlin, principal); no other broadcast interests

Facilities: AM: 1490 khz, 1 kw; FM: 96.5 mhz, 2.4 kw, ant. 361 ft.

Formats: AM: AC; FM: country

WMIQ(AM)-WIMK(FM) Iron Mountain and WUPK(FM) Marquette, Mich.

Price: \$700,000

Buyer: Zephyr Broadcasting Inc., Chagrin Falls, Ohio (Timothy D. Martz, president/90% owner); owns WZNL(FM) Norway, Mich. Martz owns Cartier Communications Inc., which is buying WICY(AM)-WVNV-FM Malone, N.Y. (see item above).

Seller: Superior Media Group Inc., Iron Mountain (James A. Klungness, president); has applied to build FM in Iron Mountain

Facilities: AM: 1450 khz, 1 kw; FM: 93.1 mhz, 100 kw, ant. 590 ft. WUPK: 94.1 mhz, 4.5 kw, ant. 377 ft.

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

WSFW-AM-FM Seneca Falls, N.Y.

Price: \$241,000

Buyer: Souhan Radio LLC, Romulus, N.Y. (George G. and Susan C. Souhan, co-owners)

Seller: BJR Broadcasting Corp., Seneca Falls (Brian B., Joan C. and Margaret O'B. Rogers, owners); no other broadcast interests

Facilities: AM: 1110 khz, 1 kw day; FM: 99.3 mhz, 3 kw, ant. 303 ft.

Formats: Both AC

RADIO: FM

WDLT(FM) Mobile, Ala.

Price: \$3.4 million

Buyer: April Broadcasting, Middletown, N.J. (Phil Giordano, president); owns WBLX-AM-FM Mobile

Seller: United Broadcasting Co., Mobile (Tom Wilson, president); no other broadcast interests

Facilities: 98.3 mhz, 6 kw, ant. 300 ft.

Format: Adult urban

Broker: Bergner & Co.

WYOO(FM) Panama City, Fla., and WMKS(FM) Macon, Ga.

Price: \$1.995 million (\$770,000 for WYOO; \$1.225 million for WMKS)

Buyer: Styles Broadcasting of Alabama Inc., Panama City, Fla. (Thomas A. and Kim Styles DiBacco, joint owners). DiBaccos own 40% of WRBA(FM) Springfield and WAKT(FM) Panama City; have LMA with WDLF(AM) Pana-

ma City. Thomas DiBacco owns 20% of company that has applied to build FM in Murdock, Fla.

Sellers: ■ wyo0: Tideline Broadcasting Inc., Lynn Haven, Fla. (Randall R. Wahlberg, president). Wahlberg has applied to build FM in LaCrosse, Fla. ■ wmks: Radio Macon Inc., Columbus, Ga. (Joseph W. McClure et al., owners). McClure owns 33.3% of WCHK(AM)-WGST-FM Canton and WRCG(AM)-WGCQ(FM) Columbus; 36% of WKN(FM) Lumpkin, Ga.

Facilities: wyo0: 101.3 mhz, 5.2 kw, ant. 267 ft.; wmks: 92.3 mhz, 3 kw, ant. 328 ft.

Formats: wyo0: news/talk; wmks: hot & new country

KQSY(FM) Collinsville, Okla.

Price: \$1.9 million

Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, president); owns/is buying KXXY-AM-FM, KTST(FM), KTOK(AM)-KJYO (FM) and KEBC(FM) Oklahoma City and KOKI-TV (LMA with option to buy KTFO-TV), KOAS-FM, KAKC(AM)-KMOD-FM, KQLL(AM) and KQLL-FM, all Tulsa, Okla.; has LMAs with WKY(AM) Oklahoma City, KQLL-FM Owasso and KQLL(AM) Tulsa, Okla. Clear Channel owns/is buying 100 FMs, 62 AMs and 11 TVs.

Seller: Friendship Broadcasting LLC, Dover, Del. (Raymond J. Clatworthy, 50% owner). Clatworthy owns 16% of KCFO(AM) Tulsa, Okla.

Facilities: 101.5 mhz, 6 kw, ant. 328 ft.

Formats: Christian

WAXL(FM) (formerly WAZU) Santa Claus, Ind.

Price: \$130,000

Buyer: Dubois County Broadcasting Inc., Jasper, Ind. (Paul E. Knies, president/61% owner); owns WBDC (FM) Huntingburg and WXGO(AM)-WORX(FM) Madison, Ind.

Seller: TC Monte Inc., Covington, Ky. (Robert L. Lawrence, Benjamin L. Homel, principals). Lawrence and Homel are principals of Jacor Communications Inc., which owns/is buying 83 FMs and 48 AMs.

Facilities: 103.3 mhz, 3 kw, ant. 262 ft.

Format: AC

RADIO: AM

WZHF(AM)* (formerly WMZQ) Arlington, Va./Washington and WBZS(AM)* Alexandria, Va./Washington and KDFC(AM) Palo Alto/San Francisco (Chancellor is in process of buying from Viacom International Inc.)

Price: \$18 million

Buyer: Douglas Broadcasting Inc./Par Holdings Inc., Palo Alto, Calif. (N.

John Douglas, chairman; Duane E. Hill and Cleveland A. Christophe, principals); owns KEST(AM) San Francisco. Douglas owns/is buying two FMs and 21 AMs.

Seller: Chancellor Media Corp. (merger of Chancellor Broadcasting Co. and Evergreen Media Corp.), Dallas (Scott K. Ginsburg, president); owns/is acquiring WTOP(AM)-WASH(FM), WGMS(FM), WBIG(FM), WTEM (AM), WMZQ-FM, WEBR(FM) and WWRC (AM) Washington and the following San Francisco-market stations: KIOI (FM), KMEL(FM), KABL(AM), KNEW(AM), KBGG-FM, KSNAN-FM (call letters being sold) and KKSF-FM. A combined Chancellor/Evergreen owns/is buying 69 FMs and 29 AMs.

Facilities: WZHF: 1390 khz, 5 kw; WBZS: 730 khz, 5 kw day, 20 w night; KDFC: 1220 khz, 5 kw day, 147 w night

Formats: WZHF: C&W; WBZS: business news; KDFC: classical

WNFT(AM) Boston

Price: \$4.5 million cash

Buyer: American Radio Systems Corp., Boston (Steven B. Dodge, chairman); owns WRKO(AM)-WBMX (FM), WEEI(AM), WEGQ-FM and WWTM (AM)-WAAF(FM) Boston. ARS owns/is

buying 78 FMs and 29 AMs in 20 markets.

Seller: Greater Media Inc., East Brunswick, N.J. (Peter A. Bordes, chairman/owner); owns WMJX-FM and WROR(FM) Boston; is acquiring WKLB-FM, WBOS(FM) and WOAZ-FM Boston. Greater Media owns/is buying 13 FMs and three AMs in four markets.

Facilities: 1150 khz, 5 kw

Format: Kidstar

Broker: Serafin Bros. Inc.

KEIN(AM) Great Falls, Mont.

Price: \$80,000

Buyer: Munson Radio Inc., Black Eagle, Mont. (Steven D. Dow, president/owner)

Seller: Roan Communications Corp., Black Eagle (Ron Young, principal)

Facilities: 1310 khz, 5 kw day, 1 kw night

Format: Oldies

KREH(AM) Oakdale, La.

Price: \$30,000

Buyer: Jeffrey N. Eustis, Stanford, Calif.

Seller: Carol M. Skaggs, Oakdale; no other broadcast interests

Facilities: 900 khz, 250 w day

Format: Oldies

—Compiled by Elizabeth A. Rathbun

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ABC woos KTRH from CBS

Switch is latest for news network; CBS holds on to WTOP Washington

Radio

By Donna Petrozzello

In the race for radio network news affiliates, chalk up a big win for ABC News Radio.

News/talk KTRH(AM) Houston switched from CBS News Radio to ABC last week, ending a five-year affiliation with CBS in favor of ABC Radio's hourly newscasts, national and international reports, crisis coverage and breaking news reports.

"ABC really made a terrific impression on us," says Laura Morris, KTRH vice president/GM. "ABC's crisis coverage over the past two years has been exemplary, and its enterprising attitude and breaking news commitment mirror the KTRH philosophy."

KTRH is one of four stations to change to ABC in recent months. News/talk WINZ(AM) Miami switched in October, ending a near 20-year affiliation with CBS Radio services. "We felt the services of ABC and its news presentation were more compatible with the local news programming on WINZ," says program director Pete Bolger.

WINZ picked up regularly scheduled network news from ABC Radio as well as the network's *Peter Jennings Journal*, news commentaries by correspondent Paul Harvey and various news special features, Bolger says.

According to ABC Radio Networks, news/talk KLBJ(AM) Austin, Tex., moved from CBS to ABC in January 1996, and WIBV(AM) St. Louis switched from Mutual News—distributed by Westwood One Inc.—to ABC earlier this month.

On Aug. 11 KTRH will begin airing ABC's top-of-the-hour newscasts and incorporating ABC News into its local reports. While KTRH boasts a 35-person news staff and six sports reporters to cover local and regional news, Morris says the station relies to a large extent on network-delivered national and international news.

"ABC News hourly reports are contemporary, they are fast-paced, they have a good number of stories and a



KTRH(AM) Houston and ABC News mark the station's new affiliation. On hand are (l-r) KTRH's Bill VanRysdam, operations manager; Joe Izbrand, news director; Laura Morris, VP/GM, and ABC's Peter Jennings, whose 'Peter Jennings' Journal' is a feature of ABC News Radio.

good use of natural sound," says Morris. "On a day-to-day basis, these are critical factors for us.

KTRH also will turn to ABC for crisis and breaking news coverage. Morris says she considers ABC's coverage of crises—including the bombing of the Federal Building in Oklahoma City, the bombing in Atlanta's Olympic park last summer and the crash of TWA Flight 800—superior to that of CBS News.

"Oklahoma City coverage was not one of CBS Radio News's high points," says Morris. "[Their] coverage did not live up to our expectations."

"We are thrilled that after years with another network, KTRH will become an information network affiliate of ABC radio," says Bernard Gershon, ABC News Radio vice president. "We're also thrilled that their decision was based almost entirely on the ABC News product."

But Morris admits that the break with CBS may not be permanent. She says her original plan was "to switch from CBS to ABC completely," but in recent weeks she has talked with CBS about striking a "dual affiliation." She wants to keep CBS's *Charles Osgood File* news feature as well as *CBS World News Tonight* and *World News Roundup*.

Morris attributes what she described as dissatisfying crisis news coverage from CBS to "growing pains" in the wake of CBS's purchase of Infinity Broadcasting last year and its expansion

of the radio division.

"The CBS transition has been difficult for all of CBS's non-owned network news affiliates," Morris says. "I think CBS has been in a holding pattern for two years while its competitors have been marching forward deploying resources and staff."

Elsewhere, CBS scored a renewed affiliation—news/talk WTOP(AM) Washington. Program director Jim Farley says that after weighing the decision for months, the station "is staying with CBS" and has extended its contract.

Just one year ago, Farley says, WTOP gave its 90-day cancellation notice to CBS.

However, the station did not follow through on its notice, retaining CBS without a contract through last fall and winter.

Farley says CBS has made several "improvements" to keep WTOP satisfied, such as delivering more feeds by CBS News correspondents for WTOP newscasts, delivering more live audio and contributing news from CBS Television's Washington bureau for the station.

"CBS responded to our needs and went above and beyond," Farley says. ■

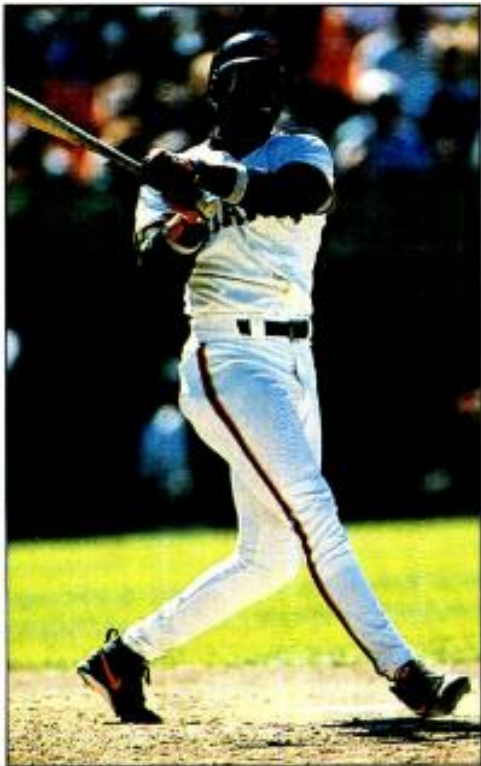
Radio stock up over year ago

Schroder Wertheim Media Group's "Industry Watch" reports an average 28.9% increase in the equity market value of radio stocks since April 1996. Radio stock performance outpaced stock values of a variety of other broadcast media, publishing and information service providers during the same period, says Schroder. Stock values increased for 10 of 13 radio groups surveyed by Schroder. Heftel Broadcasting was the biggest gainer, jumping from an average share price of \$20 last year to \$45 last month. Most other groups reported April 1997 stock values up about 30% compared with last year. —DP

Broadcasting & Cable's **Telemedia**

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

Webcasting



Baseball teams wait for the sign

TV may provide the model for local, national Webcast rights

By Richard Tedesco

The dust may soon settle in the tussle over Internet rights to audio coverage of Major League Baseball games, with teams getting the go-ahead to carry games on their respective Websites.

Major League Baseball asked teams to interrupt audiocasts until official guidelines were in place. But some teams, including the Baltimore Orioles and Houston Astros, ignored the request. AudioNet has also continued to Webcast some games.

MLB executives hope their Webcasting guidelines will become the big-league

online playbook at next month's team meetings. Under the proposal, teams could put audio coverage of games on their sites or the sites of their flagship radio stations. Teams also would be able to present some video content on their sites. Meanwhile, Major League Baseball would strike a deal with a third-party provider to carry audiocasts, along with some video content and statistics.

That's the summary of the proposed pact provided by Leslie Sullivan, MLB vice president of broadcasting and new media. Sullivan says baseball wants a broad deal with a major Webcaster this season. "We will certainly be negotiating with a third-party provider," Sullivan says.

The leading candidates are AudioNet, CBS SportsLine and ESPN SportsZone. AudioNet has been carrying several games of several teams, including the Orioles. The Baltimore team has been putting audiocasts on its WBAL(AM) flagship station. AudioNet had been originating game carriage for the Giants—with a link to flagship KNBR(AM)—before the team suspended the audiocasts last week.

AudioNet continued carrying games despite MLB's wishes. "We have relationships with teams and radio stations. Where we have relationships with our customers, we do what our customers ask," says Mark Cuban, AudioNet president, who claims that his company put a "lucrative" offer for audiocast rights on MLB's table.

CBS SportsLine has confirmed its involvement in talks for the MLB rights (B&C, April 21). A spokesperson for ESPN SportsZone, which carries audio

Ticketmaster, Sidewalk fight continues

The battle between Ticketmaster and Microsoft has gone from the Web to court, and now back to the Web.

Microsoft has added a step or two to the process of linking its Sidewalk local leisure-information sites with Ticketmaster's site. Ticketmaster had objected to Microsoft's "deep linking"—bringing the user directly from the Sidewalk site to the Ticketmaster page selling a particular event—saying the process bypassed its home page and its own presentation sequence.

Sidewalk now takes the user to a search engine, with a brief explanation from Microsoft that any inconvenience in linking is not Sidewalk's wish, but Ticketmaster's.

As of late last week, there were reports of technical problems linking the sites from the engines. The problems have been attributed to the engines linking to Ticketmaster's active, continually changing pages—highlighting the company's wish that all links begin with its static home page.

"I think they blinked," says Alan Citron, Ticketmaster senior vice president, referring to what he considers Microsoft's capitulation over links. Ticketmaster still objects and plans to litigate in federal court over Sidewalk's Ticketmaster info page, however. "They still post information about us without sharing ad revenue. This is not about links; this is about advertising."

Many Internet users and user groups fear that the conflict could change forever the easy links between pages on the World Wide Web.

Microsoft, which is contesting the lawsuit, says its new approach to Ticketmaster links is intended to try to maintain user convenience while briefly explaining the conflict and "underscoring how ludicrous their position is."—DT

coverage of National Basketball Association games, declined to comment on discussions for Internet baseball rights.

Some teams are focused almost solely on retaining rights to do what they want with game content on the unregulated Internet. "The clubs have some rights to market themselves. Because there are no rules doesn't make it wrong," says Jamie Hildreth, Houston Astros director of broadcasting and promotions. "At least," he added, "give our fans the right to hear what they want to hear."

Hildreth is concerned that a unilateral MLB deal will favor big-market clubs with greater online exposure. "Major League Baseball is probably going to control it. If they do what they normally do, we'll be hearing the big-city teams," he says.

Randy Adamack, Seattle Mariners vice president of communications, expects evenhanded treatment in any MLB Internet deal. The first team to put game audio on the Internet, in September '95, the Mariners stopped audiocasts of games on

their flagship KIRO(AM) site at the request of MLB. But the team maintains that a strong 'Net presence is essential. "It's important from a marketing perspective to be active," says Adamack. "It helps the perception of the industry and the club itself."

Seattle sees strong possibilities for developing an international audience online, and considers audiocasts good customer service. The Los Angeles Dodgers—touting a disinctively international lineup—agree. "At the end of the day, it's a service to the fans," says Barry Stockhamer, Dodgers vice president of marketing.

The Dodgers are interested in exploring video streaming. They used Xing StreamWorks to Webcast Brett Butler's announcement of a hiatus for cancer treatment last season. And the team has gotten good fan reaction to posting photos with game summaries at its site, according to Stockhamer.

With a gigabyte of data online, the Dodgers firmly believe in a "dramatic"

online presentation, Stockhamer says, as well as in the potential for beefing up the bottom line. "There is some revenue potential," he says. "I think everyone's trying to sort out the realities from any other alternative."

Reality has been particularly kind this season to the San Francisco Giants, who drew 500,000 fans to their site last month. The Giants envision streaming game summaries online—similar to the game capsules SportsChannel has tested in the Bay Area—according to Pat Gallagher, Giants senior vice president of business operations. Gallagher says the team wants to be as "aggressive as we can be with radio and, potentially, with video."

The Giants would be satisfied to have audio from their games carried as part of a comprehensive MLB package, Gallagher says, as long as audio of all games is online somewhere. "We've embraced communicating on the Internet," he says. "We've found it to be potentially the most powerful marketing tool we've come across in a long time." **TM**

Data Broadcasting

Microsoft-DIRECTV venture facing delay

Satellite company said to be looking at other partners

By Richard Tedesco

The direct-to-PC service planned by Microsoft Corp. and DIRECTV faces serious delay, and DIRECTV is reportedly preparing to work with another software partner on the project.

DIRECTV isn't trying to ditch the Redmond, Wash., giant, but it is intent on launching the satellite/PC service sometime this year. Microsoft's Memphis operating system—the code name for Windows 98—goes into beta testing this quarter and may not be in final form until well into next year.

This leaves DIRECTV disappointed with Microsoft's progress, according to a source close to the project, and targeting a small software firm to

Microsoft

help get the project flying in 1997. Gina Scilese, a DIRECTV spokeswoman, declined to confirm that DIRECTV was working with another software company, but said, "We are looking at our options in developing contingency plans."

Microsoft made a great fanfare with its announcement of the project at NATPE in January, naming NBC and USA Network as content partners, with IBM Corp., Gateway 2000 and Sony Corp. on the technology side. Microsoft's software will permit broadcasters to send content via satellite to be stored on personal computers. The content could then be accessed via electronic program guides



on either PCs or TV monitors. Starsight Telecast is also a partner in the project.

The complex project has slowed with the gestation period required for Microsoft's new Memphis operating system. At NAB, Microsoft quietly announced it would incorporate the satellite-to-PC software in Memphis rather than put it into Windows 95. But Memphis probably won't be ready for prime time for six to 12 months from beta release, according to Alec Saunders, product manager in Microsoft's

desktop systems division.

"We're doing everything we can," said Saunders. "The amount of effort required to deliver a solution like this is substantial."

So substantial that Saunders doubts that DIRECTV will be able to link up easily with a software pinch hitter. "If it was easy to do, we would have done it already," he said.

The source who reported DIRECTV's plan B said it does present the prospect for serious glitches: "When you're working on a project of this size, it's a little scary."

The three companies providing PC tuner boards for signal reception—Adaptec, ComStream and Hughes Network Systems—are proceeding apace with IBM and Gateway to incorporate the technology into their PCs. Existing 18-inch DSS dishes would pick up the data broadcast signals.

Meanwhile, EchoStar is mounting its own effort to launch a data broadcast service, but Scilese said that's not a consideration in DIRECTV's drive to get its venture off the ground. **TM**

A staggering 62 comedies, 40 dramas and 10 news magazines will fill the just-announced 1997-98 prime time network television season. More cops, more angels, more twenty-somethings and more families will highlight a schedule that sees 43 new shows over six networks and still makes room for movies, made-fors and reality specials.

And did we mention stars?

Yesterday's Ted Dansons, Mary Steenburgens and Rhea Perlman are today's Danny Aiello, Kirstie Alley and Tom Arnold as each network boasts its own version of the Hollywood Walk of Fame next fall.

Stars shine behind the scenes, too, as prolific producers and writers like David E. Kelley, Steven Bochco, Lowell Ganz and

be too narrow," Tarses said. "We recognized the need to appeal to as diverse an audience as possible, and the traditional definition of family seemed limiting. But it wasn't a label that was the problem—it was the definition of the label.

"So we decided to expand our definition," Tarses said. "A couple watching *Drew Carey*; kids watching *Home Improvement*, guys at a neighborhood bar watching *Monday Night Football*—these are all different examples of families ABC wants to reach."

Over at Fox, three new dramas, two new comedies and a weekly series of outtakes specials will join nine returning series as part of the network's arsenal for fall. Three new comedies and two veteran programs—*Living Single* and *New York Undercover*—will

1997/98 TV SCHEDULE FALL'S IN PLACE

Babaloo Mandel weigh in with new offerings.

CBS will roll out three new dramas and three new comedies for fall, not to mention a program featuring one of the network's newest hires—Bryant Gumbel.

Family fare can still be found in *Touched by an Angel* and *Promised Land*, but CBS will attempt to skew younger with a new kid-friendly block on Fridays. "To take advantage of our ratings momentum and position the network for further growth, we need to expand our audience base," said Leslie Moonves, CBS's entertainment president. "We are introducing some exciting new programs and acquiring two already successful series that will attract a younger and more urban audience, yet still appeal to our loyal CBS viewers."

ABC Entertainment President Jamie Tarses unveiled her first fall schedule last week in New York. It boasted five new comedies, five new dramas and the return of *The Wonderful World of Disney* to its Sunday night home.

Is ABC's new schedule another attempt to attract families? Yes, but not necessarily the blood-relative types, Tarses said.

"Over the years, many have tried to define us as a family network, and we resisted. Not because that's necessarily a bad thing, but because as broadcasters we felt this definition could

BY LYNETTE RICE

also be waiting in the wings for a midseason launch.

"Our strategy for the fall is clear," says Fox Entertainment President Peter Roth. "The distinctiveness of our scheduling is stability. We will give our strong returning programs the care and attention that will make them even stronger, and we will build on those incumbent strengths with new and distinctive series."

No fewer than 18 comedies will pack NBC's schedule next year, including six freshmen shows with stars like Alley, Tony Danza and Jenny McCarthy. Two new dramas also are being added to the number-one network, including *Sleepwalkers* for the fledgling Thrillology franchise on Saturdays.

UPN, which will introduce four new comedies to its urban package for fall, will fill its new night—Thursday—with a science-fiction film, starting in first quarter 1998.

The WB will launch its fourth night of programming—Tuesday—in December or January, while two new comedies and two dramas will be added to the netlet's schedule for fall. That schedule is being promoted as generally family- and kid-friendly, with Time Warner Chairman Gerald Levin crediting the network with the "zippiest and youngest demos."

A night-by-night look at new and returning shows follows. □

1997/98 Television Schedule

MONDAY

Time Slot	ABC	CBS	NBC	FOX	U/PIN	WB
8:00—8:30	 Timecop Universal	 Cosby Carsey-Werner	 Suddenly Susan Warner Bros.	 Melrose Place Spelling	 In the House Winifred Hervey	 7th Heaven Spelling
8:30—9:00		 Everybody Loves Raymond Worldwide Pants	 Fired Up Paramount		 Malcolm & Eddie Columbia TriStar	
9:00—9:30	 Monday Night Football ABC Sports	 Cybill Carsey-Werner	 Caroline in the City CBS	 Ally McBeal 20th	 Good News MTM	 Buffy the Vampire Slayer 20th
9:30—10:00		 George & Leo Paramount	 The Naked Truth Brillstein-Grey		 Sparks MTM	
10:00—10:30		 Brooklyn South Bohco	 Dateline NBC NBC News			
10:30—11:00						

Red picture frame indicates new show. Purple picture frame indicates new time.

NBC will scrap its traditional *Monday Night at the Movies* to attempt a bold strategy of "Must She TV." Dubbed the "women who work" block, freshman and sophomore sitcoms that once benefited from the safe haven of Thursday will now counterprogram ABC's *Monday Night Football*. CBS will keep its comedy lineup with a stronger home for *Everybody Loves Raymond*. The network hopes to build on its audience with a new sitcom starring TV veteran Bob Newhart at 9:30 p.m. CBS's 10 p.m. drama, *Brooklyn South*, will go up against NBC's latest *Dateline NBC* outing. Fox will keep the same address for *Melrose Place*, while hoping for new, young viewers with *Ally McBeal*. As for the netlets, it's all laughs for UPN, which will roll out one new sitcom to lift the night. Finally, The WB hopes to counterprogram with the family-friendly *7th Heaven* and take a bite out of the competition with *Buffy the Vampire Slayer*.

1997/98 Television Schedule

T U E S D A Y

Time	abc	CBS	NBC	FOX	U/P/N	WB
8:00—8:30	 Soul Man Touchstone	 Jag Paramount	 Mad About You Columbia TriStar	 Fox Tuesday Night Movie	 Clueless Paramount	 Dawson's Creek Columbia TriStar
8:30—9:00	 Over the Top Columbia TriStar	 Jag Paramount	 NewsRadio Brillstein-Grey		 Moesha Big Ticket	 Dawson's Creek Columbia TriStar
9:00—9:30	 Home Improvement Disney	 Michael Hayes Columbia TriStar	 Frasier Paramount		 Hitz Paramount	 Three Paramount/MTV
9:30—10:00	 Hitler and Diller Disney	 Michael Hayes Columbia TriStar	 Just Shoot Me Brillstein-Grey		 Head Over Heels Columbia TriStar	 Three Paramount/MTV
10:00—10:30	 NYPD Blue Bochco/20th	 Dellaventura Rysher	 Dateline NBC NBC News			
10:30—11:00						

Red picture frame indicates new show. Purple picture frame indicates new time.

ABC will counterattack NBC's hold on the night by rolling out two new comedies and a new time slot for the midseason hit *Soul Man*. NBC's *NewsRadio*—so far a bigger hit with critics than with viewers—gets a new lease on life behind *Mad About You* at 8 p.m., while the freshman comedy *Just Shoot Me* will take its best shot behind *Frasier* at 9 p.m. CBS is looking to attract young viewers—male and female—at 8 p.m. with *JAG*, but *Michael Hayes*, the new drama starring David Caruso at 9 p.m., a has a tough task against the likes of ABC's *Home Improvement* and NBC's *Frasier*. The competition could get interesting at 10 p.m. with the rollout of CBS's new Danny Aiello drama, *Dellaventura*. *NYPD Blue* remains the show to beat at 10 p.m. Fox will keep the faith with its traditional movie, while UPN will unveil three new sitcoms for the netlet. The WB counters with the younger-skewing drama *Dawson's Creek*, followed by the new *Three*.

1997/98 Television Schedule








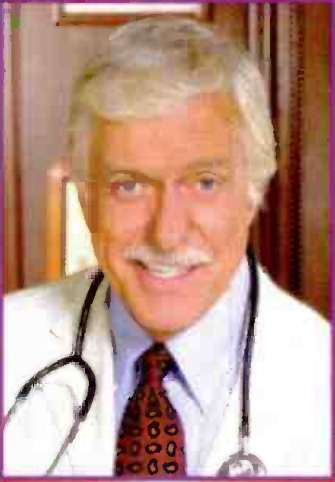




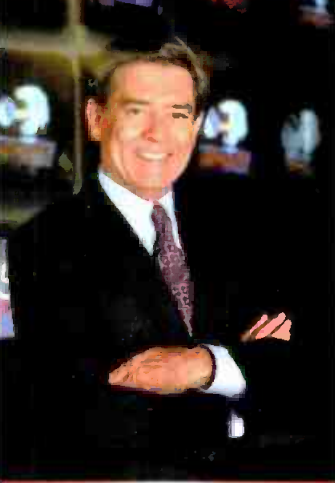

W E D N E S D A Y

Time	abc	CBS	NBC	FOX	UPIN	WB
8:00—8:30	 Spin City Dreamworks	 The Nanny Columbia TriStar	 The Tony Danza Show Columbia TriStar/NBC			 Sister, Sister Paramount
8:30—9:00	 Dharma & Greg 20th	 Murphy Brown Warner Bros.	 Built to Last Warner Bros.	 Beverly Hills, 90210 Spelling		 Smart Guy Disney
9:00—9:30	 Drew Carey Show Warner Bros.		 3rd Rock from the Sun Carsey-Werner			 The Jamie Foxx Show Warner Bros.
9:30—10:00	 Ellen Disney	 Bryant Gumbel CBS News	 Working NBC			 The Wayans Bros. Warner Bros.
10:00—10:30	 PrimeTime Live ABC News	 Chicago Hope Fox	 Law & Order Wolf/Universal			
10:30—11:00						

Red picture frame indicates new show. Purple picture frame indicates new time.

ABC's night of comedy scored big in 1996-97, with the ongoing success of *The Drew Carey Show* and the coming-out episode of *Ellen*. Looking to build on that dominance, the network has given a new day and time to *Spin City* and added comedy *Dharma & Greg*. Still, the new time slot for NBC's powerhouse *Third Rock from the Sun* at 9 p.m. could give *Drew Carey* a run for its money. CBS is weighing in with *Bryant Gumbel's* news magazine. Whether the eye network's *Chicago Hope* finds more breathing room at 10 p.m. Wednesday remains to be seen, especially in the light of competition from the *PrimeTime Live* powerhouse and NBC's *Law & Order*. Fox has left well enough alone with its youth-friendly *Beverly Hills, 90210* and *Party of Five* lineup, while UPN is sticking with drama with its franchise player *Star Trek: Voyager* and *The Sentinel*. The WB is weighing in with a two-hour block of comedy.

THURSDAY

Time Slot	ABC	CBS	NBC	FOX
8:00—8:30	 Nothing Sacred 20th	 Promised Land CBS Entertainment	 Friends Warner Bros.	 Rewind Warner Bros.
8:30—9:00			 Union Square NBC Studios	 Between Brothers Columbia TriStar
9:00—9:30	 Cracker Kushner-Locke	 Diagnosis Murder Viacom	 Seinfeld Castle Rock	 413 Hope St. 20th
9:30—10:00			 Veronica's Closet Warner Bros.	
10:00—10:30	 20/20 ABC News	 48 Hours CBS News	 ER Warner Bros./Amblin	
10:30—11:00				

Red picture frame indicates new show. Purple picture frame indicates new time.

Another year, another attempt to compete with NBC's Must-See juggernaut. Thursday will once again serve as a launching pad for two new NBC comedies—*Union Square* and *Veronica's Closet*. ABC and CBS are counting on dramas—*Promised Land* on CBS and *Nothing Sacred* on ABC among them—and news magazines to break NBC's stride. Fox may find it a tough night to launch two new comedies, not to mention a new drama—*413 Hope St.* from executive producer Damon Wayans. By the first quarter of 1998, UPN will get into the act by launching a fourth night of programming, featuring the *UPN Thursday Night Sci-Fi Movie*.

1997/98 Television Schedule












FRIDAY

	abc	CBS	NBC	FOX
8:00—8:30	 Sabrina the Teenage Witch Viacom	 Family Matters Warner Bros.	 Players Wolf/NBC/Universal	 The Visitor 20th
8:30—9:00	 Boy Meets World Disney	 Meego Warner Bros.		
9:00—9:30	 The Genie Show Disney	 The Gregory Hines Show Columbia TriStar/CBS	 Dateline NBC NBC News	 Millennium 20th
9:30—10:00	 Teen Angel Disney	 Step By Step Warner Bros.		
10:00—10:30	 20/20 ABC News	 Nash Bridges Universal	 Homicide: Life on the Streets NBC Studios	
10:30—11:00				

Red picture frame indicates new show.
Purple picture frame indicates new time.

CBS becomes a player next season in the battle for younger viewers with its TGIF-inspired lineup, which includes ABC transplants *Family Matters* and *Step by Step*. ABC won't take the competition lying down, with new offerings from Disney—including *Genie* and *Teen Angel*—likely to skew even younger than CBS's lineup. NBC will fill the night with tough dramas and a news magazine, while Fox hopes to boost the lead-in to its sophomore hit *Millennium* with the debut of *The Visitor*.

SATURDAY

	abc	CBS	NBC	FOX
8:00—8:30				
	C-16: FBI Erillstein-Grey	Dr. Quinn, Medicine Woman CBS Entertainment	The Pretender MTM	Cops Barbour-Langley
8:30—9:00				
9:00—9:30				
	Total Security Bochco	Early Edition Columbia TriStar/CBS	Sleepwalkers Columbia TriStar/NBC	America's Most Wanted STF Productions
9:30—10:00				
10:00—10:30				
	The Practice 20th	Walker, Texas Ranger Amadea	Profiler NBC Studios	
10:30—11:00				

Red picture frame indicates new show.
Purple picture frame indicates new time.

More new dramas will highlight a night that has been dominated by CBS's family-friendly *Dr. Quinn*, *Early Edition* and *Walker, Texas Ranger*. NBC once again will attempt to sell its Thrilllogy franchise with the addition of *Sleepwalkers* at 9 p.m., while *The Pretender* finds a new timeslot at 8. ABC will tackle the competition with hour-longs of its own—*C16:FBI*, the Steven Bochco drama *Total Security* and finishing out the night with the midseason drama *The Practice* at 10 where the freshman *Relativity* failed to lure viewers this year. Fox stays conservative with its franchises *Cops* and *America's Most Wanted*.

1997/98 Television Schedule

SUNDAY

Time	ABC	CBS	NBC	FOX	WB
7:00-7:30					
7:30-8:00					
	Wonderful World of Disney Disney	60 Minutes CBS News	Dateline NBC NBC News	World's Funniest... Brad Lachman Prod.	Nick Freno: Licensed Teacher Warner
8:00-8:30					
8:30-9:00					
	Touched By An Angel CBS Productions	Men Behaving Badly Carsey-Werner	Jenny Paramount/MTV	The Simpsons Gracie/Fox	The Parent' Hood Warner Bros.
9:00-9:30					
9:30-10:00					
	ABC Movie	CBS Movie	NBC Movie	King of the Hill 20th	The Steve Harvey Show Brillstein-Grey
10:00-10:30					
10:30-11:00					
				The X-Files 20th TV	Unhappily Ever After Touchstone
					
					The Tom Show Universal
					
					Ocean Drive Brillstein-Grey

Red picture frame indicates new show.
Purple picture frame indicates new time.

CBS's *60 Minutes* (7-8) and *Touched By An Angel* have proven to be formidable targets for the other networks to aim at, but NBC is banking on 8:30 as an appropriate timeslot for its new comedy starring MTV maven Jenny McCarthy. ABC's *The Wonderful World of Disney*'s return to a familiar Sunday night timeslot could pull in its share of families, but there's no denying the power of Fox's animated block—*The Simpsons* and *King of the Hill*. The WB was considering breaking up its unified comedy front with a drama, but decided to keep it funny at 7-10, with shows that include stars Tom Arnold and comedienne Carol Leifer. Fox's *The X-Files* continues at 9, with the Big Three weighing in with two-hour movies.

TCI looks to rebuild the franchise

Restarts franchising department to address trouble spots

By Price Colman

Tele-Communications Inc., marking a new phase in its transformation, has quietly re-established a franchising department it just as quietly disbanded half a decade ago.

The move comes as TCI faces a number of troubling franchise brushfires that threaten to break out into full-fledged conflagrations. In several instances, renewal talks have deteriorated into time-consuming and potentially expensive court battles.

Under new president Leo Hindery, TCI appears to be moving away from a hard-line approach to local regulators toward a more diplomatic strategy. Hindery publicly served notice at the NCTA Show in March that TCI officials who couldn't find common ground with local regulators faced firing.

The shift is a subtle but potentially profound one for TCI, which has franchises in 4,800 communities, the most of any cable operator. On the heels of an acquisition binge that added more than 2 million subscribers over the past two years, TCI faces renewals in communities where it is the new operator in town. In attempting to establish "partnerships" with those franchising authorities, TCI will have to overcome the contentious reputation that often precedes it.

"There are hundreds of franchises we renew every year that I never know about, where the partnership model is at work," says Madie Gustafson, senior counsel in charge of franchising and co-head of the re-established franchising department. "The ones [I hear about] tend to be the problem children."

Among the "problem children" that Gustafson and co-department head Dick Treich are dealing with:

■ *Monterey, Calif.* Early this year, Monterey city officials rejected what they characterized as an incomplete



Celina, Ohio, is part of the Telecommunications Commission of Northwest Ohio, which earlier this year said TCI was in default on its franchises on several issues.

proposal from TCI, which recently purchased the system from Western Communications. TCI protested and Monterey went to the California Superior Court for a ruling on whether it could thus end the "formal" renewal process. TCI has since removed the case to federal court, filing for a motion to dismiss, and Monterey has responded with a request for summary judgment. Motions are set for hearing June 2, but despite the legal wrangling there has been some movement in the dispute. The two sides were scheduled to restart informal talks last Thursday.

Fred Cohn, deputy to the city manager, noted that TCI has supplemented its original renewal proposal with plans for a "digital compression" upgrade to 102 channels. But city officials and residents want a more robust, two-way system capable of providing such advanced services as high-speed data and cable telephony.

"Now Mr. Malone and Mr. Hindery are suggesting they want to go fiber-to-

the-node in much of their systems by 2000," Cohn says. "If those promises turn into commitments, we may not be that far apart."

■ *Tucson, Ariz.* Early this year, TCI sued the city to obtain an extension of the franchise that expired Dec. 6, 1996. City officials contend that TCI has defaulted on a number of provisions in the franchise. A nasty public spat erupted in January, when the city conducted a press conference criticizing TC's channel lineup changes. The legal dispute cooled after Tucson stipulated that TCI's franchise remains in effect, although the city has not yet granted an extension, and the two sides have resumed informal negotiations. City concerns include the condition of the 85,000-subscriber system, which TCI purchased from InterMedia in late 1995, upgrade plans and advanced service offerings.

Bob Hunnicut, telecommunications administrator for Tucson, declined to comment on the nature of the negotia-

tions but did say, "We're both making efforts to move toward closure on the main issues." City officials are concerned that TCI apparently wants to conduct a digital upgrade in the near future and a system rebuild with fiber thereafter. "I think most communities are going to want to get a sense of what the future is going to look like without going through another major rebuild," says Hunnicut.

TCI's Gustafson is generally encouraged by negotiations progress in Tucson. "We're working very cooperatively with the city," she says.

■ *Tacoma, Wash.* TCI faces a competitive overbuild in Tacoma from the city's electrical utility, Tacoma City Light. Meanwhile, TCI continues to operate on extensions of a franchise that expired four years ago. The latest extension runs until the end of June. Hindery has sought to cool tensions between TCI and Tacoma, indicating that TCI took its eye off the ball in renewal talks. Hindery has also indicated that TCI would be willing to partner with the municipal system, but so far the two sides haven't gotten together.

TCI has three key concerns in Tacoma, says Gustafson: the burden of a 5% franchise fee that the city wants to impose on top of an existing 8.32% business and occupation tax; the question of whether the city will impose the same franchise criteria that TCI must meet on TCI competitors and the problem of protecting its proprietary information if the city that's regulating TCI becomes its competitor.

■ *Troy, Mich.* TCI's franchise with the Intercounty Cable Communications Authority (ICCA), an 11-city consortium in the Detroit area, expires in



TCI appears to be moving away from a hard-line approach to local regulators toward a more diplomatic strategy.

October. TCI is doing battle with Troy, one of the ICCA cities, over Troy's efforts to impose an additional franchise fee for fiber installation. Troy contends that TCI plans to use the fiber for telephone service. TCI asked the FCC for help, arguing that the city has overstepped its bounds. Further complicating the situation, local and state contingents of the FCC's Local and State Government Advisory Committee disagree on the issue—local members back Troy and state members essentially support TCI. With less than six months before the franchise expires, TCI has neither submitted a proposal nor asked for an extension, and consortium members are growing concerned.

■ *Celina, Ohio.* Celina, part of the Telecommunications Commission of Northwest Ohio (TCNO) 16-community franchising consortium, is proceeding with plans to overbuild TCI with a

municipal cable system. Two other TCNO members are also looking at municipal overbuilds. TCNO, which earlier this year held TCI in default on its franchises on a number of issues, has fined TCI roughly \$300,000 for those violations. TCI in January notified TCNO that it wants to pursue the "formal" three-year renewal process for the 16 TCNO franchises that expire in October 1999. Since then, however, TCI has indicated that it might be willing to conduct the more streamlined "informal" renewal but would be unwilling to do both formal and informal renewals at the same time.

TCNO official Gary Bidlack said default issues—including channel lineup changes, rate increases and customer service issues—are likely to figure prominently in the renewal process.

■ *Boulder, Colo.* Boulder voters last November defeated a proposal that would have awarded TCI a seven-year franchise with extensions of up to 19 years if TCI met certain criteria, including upgrading the system for two-way capability. The current franchise expires in October. Although the Boulder City Council supported the renewal proposal, it fell to overwhelming defeat at the hands of Boulder voters critical of TCI performance. Since then there's been little movement, and the city has put plans to study the feasibility of a municipal cable system on hold until the current franchise issue is resolved.

TCI is just beginning franchise renewals in a number of other communities, including the key markets of Miami-Metro Dade County, Fla.; the city of Chicago and a number of Chicago suburbs; Washington; St. Louis, and Des Moines, Iowa. ■

@Home IPO deal surprisingly limited

Public offering is 8 million shares at \$5-\$7 apiece

By John M. Higgins

@ Home Inc.'s initial plans to go public are less ambitious than Wall Street executives expected, with both the stock price and the amount of money invested surprisingly low.

In a Securities and Exchange Commission filing, @Home—parent of the @Home high-speed Internet service—said it planned to sell 8 million shares

at \$5-\$7 each, or just \$56 million at the high end of the range. That would represent 7.4% of @Home's 108.6 million total shares, valuing the entire company at \$760.4 million.

That may sound like a big number for a virtually revenue-free company, but it's far lower than many Wall Street analysts have been valuing @Home. They have generally pegged the company's value at around \$1 billion. "I'm



at \$1.1 billion," said one analyst.

Controlled by MSO Tele-Communications Inc., @Home said it plans to use the IPO money for general working capital. It will expand its Internet services delivered by cable systems at far higher speeds than Net surfers can readily get from their PCs.

Were the analysts' expectations sim-



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FOR THE VIETNAM WAR.
NOW SHE'S A COLLEGE GRADUATE.**



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ply overinflated?

In mid-April @Home sold 4.5% of the company for \$48 million to companies including Sun Microsystems, Motorola and Bay Networks. Under the IPO pricing, those companies are taking a 30% hit on their investments in the first month.

A \$56 million stock sale is also not a large influx of cash for @Home, which has run up \$38.2 million in losses since starting up two years ago, according to the SEC filing. Although this is not a huge loss compared with some other Internet start-ups, the company's losses are expected to accelerate as rollouts in

such markets as San Francisco and Baltimore proceed.

One Wall Street executive contends that @Home is trying to fuel demand with a relatively small, low-priced issue that will set the stage for a much larger and more expensive secondary offering within a few months.

"They probably won't even stay at this price [\$5-\$7 a share] after the road show," the executive said.

The company has subsisted primarily by selling preferred stock to companies including TCI, Comcast Corp., Rogers Communications Inc. and Cox Communications Inc., plus venture

capital firm Kleiner Perkins Caufield & Beyers. As of April, TCI held super-voting stock representing 42.8% of @Home's equity and 75% of the shareholder votes.

Insiders' immediate payoff would be big. Last year, @Home Chairman Thomas Jermoluk paid \$150,000 for 3 million shares, just 5 cents per share. His stake would be worth \$21 million in the IPO. William R. Hearst III, former @Home CEO, paid \$20,000 for 400,000 shares that would now be worth \$2.8 million. TCI, Kleiner Perkins and other early investors bought their stakes for 50 cents per common share. ■

Rushnell decries cable 'payola'

Says pay for play is wrong and that his refusal to play has cost Nostalgia 2 million subs

By Joe Schlosser

While many new cable networks have taken off in the past year, Squire Rushnell has been forced to watch his 10-year-old network take a nosedive. In fact Nostalgia Television, where Rushnell is president, has lost 2 million subs during the past 12 months.

Rushnell says there is one reason for his network's rapid decline—"payola."

That is what he is dubbing the new trend in the industry for cable networks to pay MSOs upfront money in return for carriage. With cable operators strapped for cash and analog space at a premium, cable networks are being forced to pay for play.

Rushnell says Nostalgia has dropped from a high of 9.5 million subscribers to its current base of 7.5 million simply because the channel can't afford to play. Rushnell, a longtime ABC executive and now cable veteran, says such a setup is nothing new.

"I think we are at a point in this industry where it is time to stand up and say, 'Wait a minute, this is wrong,'" he says. "Back in the early 1960s it was called payola when you paid to get your record played on the radio. The same was said when the California movie studios owned the ability to both produce and distribute the product. Now it is happening in our industry, and it is wrong."

Some operators say upfront fees are not all they are made out to be. They say the dollars that News Corp.'s

"I think we are at a point in this industry where it is time to stand up and say, 'Wait a minute, this is wrong.'"

**Squire Rushnell
president, Nostalgia Television**

Rupert Murdoch and other programmers throw on the table are nothing more than temporary cash-flow remedies.

"As soon as I take the \$5 or the \$2, I then turn around and begin paying the Murdochs of the world licensing fees," one operator says. "For every \$2 I receive, I pay back 20 cents per month for many years."

Lloyd Werner, senior vice president of Group W Satellite Communications, and other programmers say the upfront money helps the cash flow of analog-jammed MSOs, but it also blurs their vision.

"What the fees do is cloud the issue of the quality of the programming," Werner says. "The deal becomes more important than the programming, and that really is backward."

Whether right or wrong, payment for carriage is the reality. Murdoch started the ball rolling two years ago, and now almost everyone else is joining in.

Murdoch opened the bidding with offers of up to \$14 per subscriber for

carriage of Fox News Channel. New cable networks such as Home & Garden Television and Animal Planet have quickly added millions of households, in part because of their \$5-per-sub offers.

"I'll tell you, there are a number of major MSOs who have said to me, 'I don't care about the programming, I only want to know about the deal,'" says Werner "I think that is too bad."

But Werner, who just launched CBS Eye on People for Group W, is playing the game too: Eye on People is offering "a dollar or so" per head in exchange for carriage, he says. And a source says Werner has offered the nation's largest cable operator, Tele-Communications Inc., \$6 per head in exchange for carriage on its systems. CBS denies the figure.

But operators say there is more to it than money.

"Money is a big part of it," says one operator who spoke on condition of anonymity, "but that is not the end of it. If someone comes to me with a bad programming model and they offer a bunch of money, I'm not going to take their money. If someone comes to me with a good model and the same amount of money, we'll listen to them."

Other new networks that are following that route include TV Land (\$3), ESPNEWS (\$2), Outdoor Life (\$2), Speedvision (\$2) and the Game Show Network (\$2). The networks that are paying the upfront dollars all come from one of two rich neighborhoods:

either they have MSO ownership or they are the product of a major media conglomerate such as Time Warner or Disney.

"People don't let you on their system out of the goodness of their hearts; you don't see that happening very often," says Jeff Flathers, an analyst with Paul Kagan Associates. "It's a business from the MSOs' perspective. The only way for them to keep their head above water is to treat it like a business, and that implies that he who has the most bucks gets on."

For the few independent networks, like Nostalgia and Classic Sports Network, that do not offer money up front, programming and other deal sweeteners have to be factored in. Rushnell says he's been forced to offer Nostalgia free to the MSOs for the first five years. Nostalgia will collect no licensing fees for those five years and only a small amount from then on. Classic Sports Network CEO Brian Bedol says the programming his network offers is the key but that he, too, must offer more. Bedol says

PRICE OF CARRIAGE (per subscriber)



Classic Sports goes into large markets and puts on events with sports celebrities and prizes in an effort to attract attention for local cable operators.

"We have had meetings where our

affiliate people have been told, 'Don't bother showing up unless you can put 50 grand on the table,'" Rushnell says. "With that kind of game, we are forced to offer various other deals like we do." ■

Major criticism for India laws

India's new broadcast bill, introduced into parliament May 13, has drawn instant criticism from U.S. Ambassador to India Frank Wisner. Wisner has expressed concern to the Indian government about its proposed 49% foreign equity cap on satellite channels in the country. U.S. channels are also up in arms about the bill's stipulation that they must uplink their services from India. The government hopes to pass the bill into law by the end of 1997.

Cisneros buys cable programmer

Venezuelan media conglomerate Grupo Cisneros has signed to buy Argentinean cable programmer Imagen Satelital for \$109 million, including \$9 million in debt. Cisneros will assume control of Imagen's six channels, including Pan-Latin movie channels Space and I-Sat, and Imagen's 40,000-title library and distribution business. Cisneros owns animation channel Locomotion with Hearst Corp. and two Playboy-branded channels, and is a partner in the Hughes-led Galaxy Latin America digital DTH platform venture.

Optus to launch DTH July 1

Australian cable operator Optus Vision's planned DTH service is on track to launch on July 1, when the country's pay-TV sector is deregulated. Optus has a satellite joint venture with satellite and MMDS operator Australis Media, including deals to share common decoder and transmission facilities. That will mean that con-



sumers can take Optus and Australis programming through the same decoder, even in areas where Australis channels are available on rival Foxtel cable systems owned by telco Telstra and News Corp.

NBC launch for Mexico

Interactive news channel MSNBC has launched on the digital DTH platform Sky Latin America in Mexico. NBC's business channel, CNBC, will join the package June 1. Sky said it has revised its estimated start-up costs to \$1 billion from \$650 million, partly because of higher marketing costs.

JSkyB partners confirmed

News Corp. and Softbank, the founders of planned Japanese digital DTH platform JSkyB, have announced that Japanese broadcast network Fuji TV and electronics giant Sony will become equal partners in the platform. News Corp. and Softbank also announced that Hajime Unoki, chair of electronics firm Aiwa, will be executive chair of JSkyB, replacing Rupert Murdoch, who will serve as board director. JSkyB said that the final stakes haven't been decided yet and that details of the joint management structure are still being worked out. It's thought that each of the four partners will take 20%. The remainder will be split among four local firms: ad agency Dentsu, trading house Marubeni, finance firm Orix Corp. and phone retailer Hikari Tsushin.

—Nicole McCormick

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PEOPLE'S CHOICE
Top Cable Shows

Following are the top 50 basic cable programs for the week of May 12-18, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time (ET)	Hhs. (000)	Rating		Cable Share
				Cable	U.S.	
1. NBA/Atlanta @ Chicago	TNT	Tue 9:36p	4,405	6.2	4.5	10.6
2. NBA/Houston @ Seattle	TNT	Thu 8:58p	3,321	4.7	3.4	7.6
3. NBA/New York @ Miami	TNT	Wed 7:58p	3,213	4.5	3.3	7.4
3. NBA/Miami @ New York	TNT	Fri 7:58p	3,164	4.5	3.3	8.4
5. NBA/L.A. Lakers @ Utah	TNT	Mon 10:38p	2,930	4.1	3.0	9.8
5. Movie: "Pretty Woman"	TBS	Sun 9:00p	2,902	4.1	3.0	6.5
7. NBA/Miami @ New York	TNT	Mon 7:58p	2,833	4.0	2.9	6.4
8. NBA/Seattle @ Houston	TNT	Tue 6:58p	2,454	3.5	2.5	6.1
8. Hey Arnold	NICK	Mon 8:00p	2,435	3.5	2.5	5.6
10. Rugrats	NICK	Sat 8:30a	2,374	3.4	2.4	12.7
10. Rugrats	NICK	Sun 10:00a	2,367	3.4	2.4	11.2
12. Rugrats	NICK	Mon 7:30p	2,264	3.2	2.3	5.7
12. Tiny Toon Adventures	NICK	Sat 9:30a	2,248	3.2	2.3	11.7
12. WWF Wrestling	USA	Mon 7:57p	2,245	3.2	2.3	4.8
15. Angry Beavers	NICK	Sun 10:30a	2,193	3.1	2.3	10.6
15. Tiny Toon Adventures	NICK	Sat 9:00a	2,158	3.1	2.2	11.2
15. Rugrats	NICK	Tue 7:30p	2,156	3.1	2.2	5.6
15. NASCAR/Winston Select	TNN	Sat 7:30p	2,153	3.1	2.2	6.2
19. Hey Arnold	NICK	Sun 11:00a	2,118	3.0	2.2	10.3
20. Inside the NBA	TNT	Wed 10:43p	2,064	2.9	2.1	5.0
20. World Championship Wrestling	TNT	Mon 7:00p	2,022	2.9	2.1	5.7
20. Hey Arnold	NICK	Wed 8:00p	1,999	2.9	2.1	4.8
20. Movie: "Pretty Woman"	WGN	Fri 8:00p	1,107	2.9	1.1	5.4
24. Inside the NBA	TNT	Fri 10:31p	2,018	2.8	2.0	5.1
24. Secret World of Alex Mack	NICK	Tue 8:00p	1,957	2.8	2.0	4.6
24. Rugrats	NICK	Fri 7:30p	1,926	2.8	2.0	5.8
27. Rugrats	NICK	Thu 7:30p	1,924	2.7	2.0	5.0
27. Rugrats	NICK	Wed 7:30p	1,892	2.7	1.9	5.0
27. Kenan & Kel	NICK	Sat 8:00p	1,866	2.7	1.9	5.5
27. Movie: "No Way Out"	LIFE	Mon 9:00p	1,819	2.7	1.9	4.3
31. All That	NICK	Sat 8:30p	1,840	2.6	1.9	5.2
31. Rugrats	NICK	Sat 7:30p	1,834	2.6	1.9	5.9
31. Doug	NICK	Tue 7:00p	1,830	2.6	1.9	5.0
31. Are You Afraid of the Dark?	NICK	Tue 5:00p	1,800	2.6	1.9	6.7
31. Are You Afraid of the Dark?	NICK	Wed 5:00p	1,788	2.6	1.8	6.8
36. MLB/St. Louis @ Atlanta	ESPN	Sun 8:00p	1,785	2.5	1.8	4.0
36. My Brother and Me	NICK	Sun 7:30p	1,764	2.5	1.8	4.7
36. Looney Tunes	NICK	Sun 9:00a	1,764	2.5	1.8	8.9
36. Doug	NICK	Mon 7:00p	1,763	2.5	1.8	4.8
36. Jim Henson's Muppet Babies	NICK	Sat 10:00a	1,749	2.5	1.8	8.9
36. Happy Days	NICK	Mon 8:30p	1,743	2.5	1.8	3.8
36. Rocko's Modern Life	NICK	Wed 5:30p	1,731	2.5	1.8	6.0
36. Secret World of Alex Mack	NICK	Thu 8:00p	1,721	2.5	1.8	4.1
44. Movie: "Quigley Down Under"	TBS	Sun 3:05p	1,741	2.4	1.8	6.6
44. Rocko's Modern Life	NICK	Tue 5:30p	1,709	2.4	1.8	5.8
44. Are You Afraid of the Dark?	NICK	Mon 5:00p	1,660	2.4	1.7	6.2
44. Tiny Toon Adventures	NICK	Sun 8:30a	1,646	2.4	1.7	9.4
48. Doug	NICK	Fri 7:00p	1,643	2.3	1.7	5.3
48. AAAHH!!! Real Monsters	NICK	Sun 11:30a	1,641	2.3	1.7	7.9
48. Movie: "The Sister-in-Law"	USA	Sat 4:00p	1,634	2.3	1.7	6.3
48. Inside the NBA	TNT	Thu 11:45p	1,622	2.3	1.7	5.3
48. Doug	NICK	Sat 8:00a	1,616	2.3	1.7	9.9

Tee-Comm in
receivership

*Board of directors resigns
as creditors circle*

By Price Colman

Tee-Comm Electronics, parent of the AlphaStar DBS service, failed in a last-minute bid to obtain rescue financing and last Thursday was forced into receivership by its senior lender, the Bank of Montreal.

Tee-Comm also said that its board of directors had resigned.

The bank-appointed receivers now will have to determine how to pay off creditors, including the Bank of Montreal, and junior debtholders Hyundai Electronics and Samsung Electronics.

"You could make a good argument that says this company is worth more in liquidation sooner rather than later," said Curt Alexander of Media Group Research. "Every subscriber they sign up costs them money. The sooner they kill it, the better for all concerned."

It was unclear at press time whether AlphaStar, which has about 52,000 subscribers, primarily in Canada, would remain operational.

Tee-Comm made an 11th-hour bid to stay afloat last week, approaching "vulture" capitalists for emergency financing. That move came as the Bank of Montreal said it was "reviewing the status of [Tee-Comm's] demand credit facility," an indication that it would not allow Tee-Comm to draw any more from the credit line.

The absence of replacement financing meant that Tee-Comm was unlikely to make the Saturday (May 24) deadline for an approximately \$3.5 million (U.S.) interest payment to bondholders. Key bondholders include Hyundai and Samsung, which hold about half of the roughly \$75 million (U.S.) in convertible subordinated debentures. Tee-Comm's failure to make that payment means that it will go into default and Hyundai, Samsung and other bondholders can call for immediate payment of the bonds and accrued interest.

There had been speculation that Hyundai and Samsung agreed to swap their debt for equity, which would

negate the interest payment and buy Tee-Comm time to come up with additional financing. But that possibility was slim at best. By swapping debt for

equity, bondholders would get millions of shares of an almost worthless stock. In a bankruptcy, bondholders would be second in line to the senior lender, the

Bank of Montreal, but sale of company assets—estimated at \$40 million–\$50 million (U.S.) would be worth more than the stock. ■

Time Warner 1, News Corp. 0

Judge rejects fraud claims in court fight over TW's decision to carry MSNBC rather than Fox News Channel in New York

By Joe Schlosser

News Corp. is down to its final strike against Time Warner and its New York City cable system.

A federal judge threw out News Corp.'s fraud claims against Time Warner in News Corp.'s battle to get Fox News Channel on the nation's largest cable system.

U.S. District Judge Jack Weinstein rejected News Corp.'s argument that it had relied on allegedly false assurances by Time Warner that the company would carry the channel. News Corp.'s claim stems from Time Warner's decision a year ago to carry MSNBC rather than Fox News Channel on its 1.1 million-subscriber New York City system.

News Corp. officials said Time Warner failed to put Fox News Channel on the system because Time Warner was attempting to protect CNN, which it had just acquired as part of its purchase of Turner Broadcasting System Inc. Judge Weinstein said oral assurances of carriage were not grounds for a contract and that "all the gritty details had not been agreed upon."

"The cajolery, as well as the blandishments, honeyed phrases and assurances that are to be expected in major

negotiations between parties of this sort in this media-entertainment field did not constitute fraud or promissory estoppel under the circumstances," the judge wrote.

Still pending is News Corp.'s anti-trust suit against Time Warner.

"The antitrust suit is the big one," says a source in the News Corp. organization. "That's the one you want to line up ringside seats for. And it

TIME WARNER

might not even get that far; I wouldn't be surprised if both sides reach a settlement before the verdict comes down."

News Corp. said in a statement: "We disagree with the court's decision on our fraud and estoppel claims. The court recognized that there is substantial ground for difference of opinion on these claims and suggested an immediate appeal, which we intend to pursue."

"It is a victory for Time Warner, no doubt about that," says Time Warner attorney Robert D. Joffe. "The Fox people have been saying for months that they had a contract. They dropped that claim and then they said they had



been defrauded, and the court said, 'No, they haven't.'"

Judge Weinstein also granted Time Warner's request to have News

Corp.'s antitrust claims moved to Manhattan from a federal court in Brooklyn. The move, he said, will cut down on expenses and inconvenience for attorneys for both sides.

Last month, Time Warner received the green light to proceed with its claims that News Corp. conspired with New York City public officials to make Time Warner carry Fox News Channel. Both cases will now be housed in the same Manhattan venue.

Joffe says it will be at least four to five months before News Corp.'s antitrust suit comes before the court. It was originally slated for November, but a new judge will have to set a new trial date, he says. ■

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System swaps

Adelphia Communications Corp. is trading systems serving 117,300 subscribers for properties owned by Time Warner in a deal worth about \$220 million. Adelphia said it will exchange systems serving 67,600 subscribers mainly in the Mansfield, Ohio, area for Time Warner cable systems serving 72,400 customers in Virginia, New England and New York. Adelphia will trade affiliates serving another 49,700 subscribers in Syracuse, N.Y., and Henderson, N.C., for Time Warner cable systems serving 57,900 subscribers in western Pennsylvania and Virginia. Adelphia will also pay an unspecified amount of cash in the deal. Waller Capital Corp. represented Time Warner.

TSAT teams with DMX

TCI Satellite Entertainment and DMX Inc. have teamed to target business customers with Primestar video programming and DMX music offerings. The plan is to combine DMX/Primestar commercial service in TSAT's Primestar coverage areas throughout the U.S. TSAT owns a 20.9% interest in Primestar Partners' satellite service and has more than 700,000 of Primestar Partners' 1.8 million customers. The joint marketing agreement would combine DMX's 90 channels of digital music with Primestar's 160 channels of video programming in a service that will be delivered through a single dish to such businesses as hotels, bars and restaurants, and to multiple dwelling units. TCI in February announced plans to merge its newly created TCI Music subsidiary with DMX.

Cable goes public

Among seven proposals getting a share of \$3.9 million in grant money from the Public Broadcasting Service's Future Fund is a proposal to create a public cable channel. Non-commercial WCET(TV) Cincinnati will get \$100,000 to study the creation of a "pledge-free" public TV channel. The cable channel would be funded through subscriptions rather than on-air solicitations.

Cellularvision revenue up

Wireless cable and data company Cellularvision increased its revenue to

\$852,000 for first quarter 1997 from \$494,000 for first quarter 1996. Operating expenses increased to \$4.459 million (\$2.949 million last year). Net loss was \$3.542 million, compared with a net loss of \$2.776 million in first quarter 1996. Subscribers totaled 14,000 as of May 12, more than triple the number for the same period last year. Cellularvision's stock closed Monday at \$7.25, down 25 cents.

S&P says Century seems stable

Standard & Poor's has assigned number-10 MSO Century Communications' mixed debt securities a preliminary BB-/B+ rating. Century has a BB rating on corporate credit from S&P and BB- on its senior unsecured debt. The company calls Century's outlook stable, and says its margins are above the norm at 54% in the nine-month period ended Feb. 28. S&P has concerns about Century's cellular telephone business and its deepening losses with Australian satellite and pay-TV investments. Century's share price closed Monday at \$4.50, down 6.25 cents.

Hindery named to board

Tele-Communications Inc. has named president Leo Hindery to the board of directors and given management the go-ahead to include an expanded Telephony Group tracking stock offering in its annual meeting proxy. During a late April lender-investor conference, TCI disclosed that it intended to expand the Telephony Group tracking stock offering, already approved by the Securities and Exchange Commission, to include international assets (namely 85% ownership of TCI International) and all domestic non-cable, non-programming assets.

Busman's holiday

Films about movies and movie-makers will be the centerpiece of Turner Classic Movies' revamped weekend prime time lineup starting May 31. By next year, TCM hopes to begin producing original documentaries for the Saturday 8 p.m. slot; for now, it will rely on library product and acquisitions such as the six-hour series *MGM: When the Lion Roars* and a 13-hour series chronicling the

history of silent films.

Harron to stay in cable

Harron Communications Corp. reversed course last week, deciding to hold on to its cable operations. The company has completed a \$250 million bank refinancing to repay existing debt and rebuild its cable systems. Harron plans to offer advanced technology, such as high-speed Internet access, through cable modems. Harron is keeping its Pennsylvania, New York and Michigan cable systems, while selling its 22,000-sub Texas system to Marcus Cable by the end of June. Terms of that deal will not be disclosed, according to Harron.

Cable climbing

The May sweeps are nearing their end and basic cable networks have so far pulled a 19.4 rating/32.4 share, up from a 17.8 rating and 29.5 share during last year's May sweeps, according to the Cabletelevision Advertising Bureau. The four broadcast networks received a 37.1 rating/62.1 share, down from a 39.3 rating/65.2 share for last year's May sweeps.

Roberts leads NBA team

Robin Roberts will assume the play-by-play duties for ESPN's coverage of the new Women's National Basketball Association (WNBA). Roberts has anchored ESPN's *SportsCenter* and hosted ESPN and ESPN2's coverage of NCAA Women's Basketball Championships. University of Connecticut women's basketball head coach Geno Auriemma will work as an analyst with Roberts, and Sandra Neil of Fox Sports and The Sports Network in Toronto will handle on-site reporting. The WNBA debuts on ESPN Monday, June 23, when the Los Angeles Sparks take on the Utah Starzz at 7:30 p.m. ET.

TNT brings Lincoln to screen

TNT Originals is producing *The Day Lincoln Was Shot*, starring Rob Morrow as John Wilkes Booth and Lance Henriksen as Lincoln. The movie is filming this summer for a 1998 premiere and is adapted from the best-seller by Jim Bishop.

FX's 'BackChat' gets face lift

Jane Fergus will take over as host of

H E A D L I N E S

FX's *BackChat*, a half-hour weekly show providing viewers with the latest entertainment news and information. Fergus has hosted news breaks on FX's *Breakfast Time* and co-hosted *The Pet Department*.

Viacom store opens

Discovery Networks owns The Nature Company; Turner's Cartoon Network can promote its characters in Time Warner's Warner Bros. stores. Disney fans pick up Mickey Mouse merchandise at The Disney Store, and ESPN is opening ESPN: The Store. Now Viacom is joining the crowd with the Viacom Entertainment Store, in Chicago's Miracle Mile shopping district.

Douglas sells Southern Systems

Douglas Cablevision IV of Ridgewood, N.J., sold its cable systems to Friendship Cable of Texas Inc., a subsidiary of Buford Television Inc. in Tyler, Tex. Systems serve approximately 11,400 subs in Arkansas and Texas. Douglas Cablevision also sold a 2,100-subscriber system to Rapid Communications Partners. The system serves customers in Texas and Oklahoma.

Premium previews

Showtime will offer free previews of Showtime and The Movie Channel during June. The Showtime preview airs Friday, June 6, through Sunday, June 8. The TMC preview runs Friday, June 13, through Monday, June 16. Nearly 1,100 systems will carry Showtime's free weekend, which should reach 22.2 million basic cable subs. TMC will be carried by more than 650 systems, reaching nearly 15.8 million subs. Showtime will air "Father of the Bride II," "Get Shorty" and "Jumanji," among others, while TMC will show such recent hits as "Leaving Las Vegas," "The American President" and "Fargo."

VH1 rocks with Bill

Carly Simon will host the VH1 special *Bill Clinton: Rock and Roll President* June 3. The hour-long show looks at the music's influence on the President from childhood to the present. Among the musicians to be interviewed: Joe Cocker, Ray Charles, Judy Collins and Peter, Paul and Mary.

A&E talks to First Lady

Hillary Rodham Clinton was interviewed for an upcoming A&E *Biography* episode. The First Lady will appear in a special on Wal-Mart founder Sam Walton. She served on Wal-Mart's board of directors in the late 1980s.

A Hollywood life

E! looks back at Michael Landon's life with *Michael Landon: The E! True Hollywood Story*, on Sunday, June 29, at 8 p.m. ET.

Fourth of July with Jefferson

The History Channel will celebrate Independence Day with a showing of *Thomas Jefferson, a View from the Mountain*, July 4 at 11 a.m. and 4 p.m. ET. The documentary was produced, written and hosted by Martin Doblmeier of Journey Films with actors Edward Herrmann, Sissy Spacek, Danny Glover and Robert Prosky lending their voices to characters.

Cinemax spotlights drug trade

Cinemax takes a close look at the drug trade with the documentary *Drug Run*, airing Monday, June 2, at 9:30 p.m. ET as part of Cinemax's *Reel Life* series. The movie follows the heroin trade from Colombian poppy fields through the transformation into heroin and distribution by carriers who transport the drug. Colombian Marc De Beaufort produced and directed the program.

Larrython

For those who can't get enough of *The Larry Sanders Show*, HBO will present a "Larrython" June 2-6. Two shows will air each night June 2 through June 5 starting at 11 p.m. ET. HBO will also air 13 episodes of the Emmy and Peabody award-winning show back-to-back starting Friday, June 6, at 12:30 a.m.

HGTV'S Q&A session

Home & Garden Television presents a live, original telecast, *HGTV Live & Online: Summer Ideas for Your Home & Garden*, Saturday, May 31, 11 a.m.-1 p.m. ET. The program, which will be repeated at 2 p.m. ET.,

offers do-it-yourself advice from experts Ron Hazleton of *The House Doctor* and Beverly DeJulio of *HomeWise*. Erica Glasener, host of *A Gardener's Diary*, and Paul James, from *Gardening by the Year*, will offer suggestions on lawn and garden care. Viewers can submit questions either by phone or via the Web at <http://www.hgtv.com>.

ESPN gets soccer finals

ESPN International will air the Union of European Football Association's Champions League final match live from Munich on May 28 at 2:25 p.m. ET to more than 130 countries and territories. The soccer match, between Germany's Borussia Dortmund team and Italy's Juventus FC team, will be transmitted in English, Spanish, Portuguese, Mandarin and Cantonese. The game will air on ESPN2 in the United States.

SNET takes on Connecticut

SNET has launched its SNET americast cable service in Fairfield, Conn., giving 7,200 customers a choice of cable providers. SNET offers 80 cable channels with an additional four channels to be added July 1. StarSight Telecast will provide an interactive program guide. Customers who switch services and decide they aren't happy can switch back for free within 30 days. SNET also offers service to 3,800 customers in Farmington, Conn.

Valuevision Direct Mail business grows

ValueVision's first-quarter net sales doubled to \$51.062 million over \$22.788 million from the year-ago quarter. The increase was attributed to gains from newly acquired direct mail businesses. Profit margins increased to 44.4% from 41.2%. Net operating losses were \$3.124 million compared with operating losses of \$683,000 for first quarter 1996. Net losses were \$1.761 million, or minus 5 cents per share, after posting net income of \$16.453 million in first-quarter 1996. ValueVision subscribers increased to 8.1 million full-time cable subs in first-quarter 1997 from 7.7 million in the first quarter last year.

Technology

May 26, 1997

News Corp. buys Wegener digital gear for cable nets

Fox Sports Net and FX to use MPEG-2 transmission

By Glen Dickson

In a deal worth more than \$11.8 million, News Corp. has purchased Wegener MPEG-2 addressable digital video receivers for its cable services Fox Sports Net, FX and FXM: Movies from Fox. Delivery of the Wegener gear will begin this fall; the digital conversion will occur over two years and will encompass roughly 3,600 headends for Fox Sports Net and 2,300 for FX.

According to Andy Setos, executive vice president of technology for News Corp.'s news technology group, the digital receivers will allow the Fox cable networks to deliver higher-quality pictures and take advantage of the bandwidth saved through digital compression for future expansion.

"The neat thing is, we're discovering under many circumstances that compression makes economic sense versus buying more satellite transponders, even when they're available," says Setos.



Fox Sports Net and FX affiliates will be installing Wegener MPEG-2 digital video receivers.

Setos says the \$11.8 million doesn't include the cost of MPEG-2 encoders, which will be provided by News Corp. subsidiary News Digital Systems.

"You just don't waste money—but if I can get more than one feed on a transponder, it's a good thing economically," he says. "There's a shortage of C-band [capacity], as everyone knows."

Fox Sports Net is distributed via the GE Americom Satcom C-1 satellite, while FX downlinks from the Hughes Galaxy VII bird.

As part of the deal, Wegener is also

supplying its COMPEL Network Control System to support the MPEG-2 receivers. Fox Sports Net already uses Wegener analog receivers and control software to manage distribution and local ad insertion for its regional sports networks, and Fox Broadcasting uses Wegener analog receivers for program distribution.

"The Wegener control system allows us to instantaneously reconfigure our 3,000 cable affiliates and nine regional networks," says FSN's Pyper Davis. ■

Tape House Digital scores

Tape House Digital handled the visual effects for Major League Baseball's 1997 season commercial campaign, from Lowe and Partners/SMS. The three 30-second spots focus on the inner game of Atlanta Braves pitcher John Smoltz, New York Yankee center fielder Bernie Williams and Los Angeles Dodgers catcher Mike Piazza. The spots combine live-action footage with effects created on a combination of Discreet Logic Inferno, Flint RT and Prism CGI software. Since the spots were shot during spring training in Orlando, Fla., in a stadium still under construction, Tape House Digital artists had to replicate whole sections of outfield grass, outfield walls, billboards and spectators. "The greatest challenge was separating the various elements in each scene and then recombining them with the newly designed elements," says Michel Suissa, Tape House Digital director of visual effects. "Most of our time was spent creating photo-realistic environments, including imaginary cityscapes, the outfield walls and scoreboard and a tremendous amount of crowd duplication."

—GD



The Yankees' Bernie Williams smacks a fireball in this Major League Baseball spot, posted by Tape House Digital.

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Closing Date: July 11

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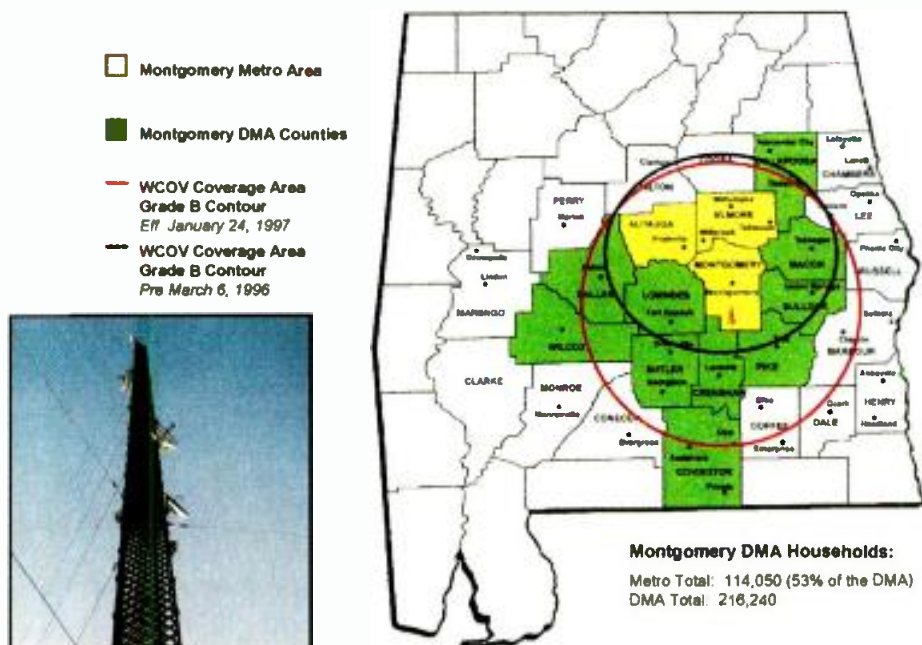
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Technology



wcov-tv is now broadcasting at a height of 1,739 feet from a tower owned by NBC affiliate wsfa. The diagram (above) compares the expanded wcov-tv coverage with the new tower to its signal reach before the tornado disaster.

WCOV-TV survives twister and comes back stronger

Transmission upgrade expands previous coverage area

By Glen Dickson

When a tornado leveled wcov-TV Montgomery, Ala.'s 800-foot tower in March 1996, the Fox affiliate was forced to operate as a low-power station off a 350-foot tower for 11 months (B&C, April 29, 1996). Now the station is back with a new tower and transmitter and sending out stronger signals than ever.

The station has spent more than \$2 million rebuilding its transmission facilities, including leasing space on a tall tower owned by local NBC affiliate wsfa(tv) and purchasing a new Harris 120 kw solid-state transmitter and Dielectric antenna. Now broadcasting from a height of 1,739 feet at an effective radiated power of 2,667,000 w, wcov-TV has expanded its coverage area to 9,046 square miles and 484,000 households, a significant jump from its pre-twister coverage of 4,585 square miles and 358,000 households.

"We jacked up the power dramatically, from 30 kw to 120 kw," says David Woods, wcov-TV owner/president, adding that the station also has picked up another 25,000 cable subscribers because of the upgrade.

Woods admits that he would have preferred to wait for the advent of digital TV before rebuilding his transmission facility. "The timing was not ideal," he says. "Now we'll have a huge expense twice—everything we just purchased we'll [have to] buy again in a few years. But our belief is that we need to offer the best signal to the greatest number of people today...we built this plant as if NTSC would be the standard for decades."

Considering that building its own tower would have cost \$2.5 million, Woods predicts that wcov-TV will collocate on a new tower with other Montgomery stations when DTV broadcasts begin: "All the stations have talked about it. There's certainly a desire to share the cost." ■

WDZL powers up in South Florida

By Glen Dickson

WB affiliate WDZL(TV) Miami has upgraded its transmission power with a new antenna, tower location and transmitter to improve its coverage and signal reception in the Miami/Fort Lauderdale market.

In a \$3 million upgrade, the UHF station (ch. 39) has installed a Dielectric directional antenna at 906 feet on the Group W/CBS Partners antenna in North Dade, an increase of 203 feet from its previous spot on the Dade County School Board FM stick in nearby Pembroke Park.

The Tribune Broadcasting station also has purchased a Comark "dual use" IOX series tube (IOT) 150 kw transmitter to replace an aging RCA unit and add another 1.2 megawatts of ERP. The station now is broadcasting at the FCC's highest allowable power of 5 mw, with another 2.8 mw of vertical component power.

"With the higher power, we're hitting a slightly larger geographical area," says Steve Ellis, WDZL's chief engineer. "But we really wanted to make sure we hit viewers' second and third TVs—those in the kitchen with a little hoop antenna. Those are really important to us—[and] we want to make sure [our signal] is doing well in a building."

Ellis says that the Comark dual-use transmitter also provides the station with a possible upgrade path to DTV broadcasting: "Conceivably, one day it could be converted. Probably at the beginning we'd put a separate cabinet in and go that route—run full-power UHF and for the conversion, a separate cabinet for DTV at less power. Or we could convert this big IOT we have here."

But Ellis says that WDZL's main



WDZL Miami's Comark dual-use IOX series tube transmitter provides a possible upgrade path to DTV.

focus in buying the Comark equipment was NTSC transmission: "The IOT is the perfect technology for UHF now." ■

In control

Advanced Media Solutions, Morgan Hill, Calif., has developed a new interactive controller for Pinnacle Systems' Alladin and Genie



Plus digital video effects systems. The Jewel 2001 System consists of the Magellan 3-D Controller by Logitech and special fourth-generation software from AMS. The compact controller provides a single point of interface for the Alladin and Genie Plus systems, giving an editor the features required to create effects by manipulating the controller, rather than having to move back and forth between the mouse and the keyboard. Price for the complete Jewel 2001 System is \$990. —GD

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Cutting Edge

By Glen Dickson

Scientific-Atlanta plans to introduce Prisma Digital Transport, a SONET (synchronous optical network) multiplexer for delivering broadband services over regional headend-to-hub fiber interconnects and network backbones. The product will include a series of low-speed analog encoder and decoder interfaces for carrying video over long distances in uncompressed form; it will also provide a plug-in upgrade to support two-way SONET transmission for interactive services. Field testing is planned for fourth quarter 1997, with volume production planned for the first quarter 1998.

SJC Video Corp., Los Angeles, has purchased a wealth of Philips BTS digital production gear to outfit a digital widescreen-ready mobile truck. The order includes five LDK 20PS camera systems, four SuperXPander large lens adapters, a Diamond Digital 30 production switcher and a Venus routing switcher.

Cox Communications, San Diego, has converted its 474,000 customers to CBIS's CableMaster 200 customer management and billing system, after signing a contract for the new system last year. The CableMaster system uses a fully integrated, online, real-time relation database, giving all functions and departments the ability to update and access data at all times.



Editmax posted this Arizona Lottery spot on its Quantel Editbox system.

Editmax, Phoenix, is using the Quantel Editbox online nonlinear editor to post spots for the Arizona Lottery, the state's largest advertising account, held by EB Lane & Associates. Editmax receives the base elements on Digital Betacam tape and drops in new shots on the Editbox to update the spots.

Image Design Group, New York, performed the visual effects for "Mega Mountain," the latest live-action/animated spot for Kool-Aid featuring the animated "Big Man" spokes-character. For the Grey Advertising commercial,



Image Design Group, New York, handled the visual effects for this Kool-Aid spot.

Image Design Group used heavy animation to enhance stock footage of three action sports scenes, where Big Man joins several groups of

duction Effects will be able to use the Milo with a modified Mitchell Fries 35mm camera, for live-action filming or shooting at any speed from 1 to 120 frames per second.

Pittard Sullivan, Los Angeles, has selected Scitex's Sphere digital nonlinear editing system as its new internal editing tool. The company has installed a StrataSphere 3-D online finishing system with compositing in its Los Angeles office and a MicroSphere desktop finishing system in its New York location.

Vyvx is making major upgrades at its four teleports, including the installation of a 16-meter standard A antenna (operational by July) at the Steele Valley Teleport in Los Angeles. Steele Valley has also installed new 9-meter C-band and 8-meter Ku-band movable antennas for occasional use, and a new 128 by 128 router directly connected to the Vyvx fiber network. Vyvx's Upsouth Teleport in Atlanta also has installed a 128 by 128 router for fiber connection, along with an 8.1-meter Ku-band dish for international customers, international C-band antennas (operational by July), and a 9.2-meter C-band dish for domestic service. Vyvx's Denver Teleport has added another occasional-use C-band transmit system. Finally, Vyvx National Gateway Teleport in New York has installed one 8.1-meter antenna fixed on the Orion 1 satellite, and is installing an additional 8.1-meter Ku-band dish to uplink to Intelsat-K.

Turner Production Effects has acquired a Milo portable motion control system from Mark Roberts Motion Control of England. The system will allow Turner's film division to create repeatable camera moves and effects. Turner Pro-

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

General/Sales Manager opening for Top 80 Metro small market. Must be sales driven. Great ground floor opportunity. Fax resumes to 919-527-7049.

HELP WANTED SALES

Director, Sales



Highly motivated self-starter with the ability to create and implement a sales plan for the national rollout of Radio Disney, a 24-hour format developed for kids 2-11. Responsibility and accountability for two account executives and multi-million dollar revenue budget. Excellent presentation and problem-solving skills required. Proven track record of developing new business and creating senior-level contacts with advertisers. Knowledge of marketing to children valuable. Prefer MBA, college degree required. Must have minimum of five years relevant experience in media sales and/or marketing. Requires some travel. Reports to Sr. VP, Advertising Sales and Marketing, ABC Radio Networks. EOE.

Send resume and salary requirements to:
Lyn Andrews, Sr. VP, Advertising Sales
825 Seventh Ave., NY, NY 10019

ABC RADIO NETWORKS

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/WCHA/WRAT, 55 Horsehill Road, Cedar Knolls, NJ 07927. Fax (201)538-3060. No phone calls please.

Account Executive



Be an integral part of the national rollout of Radio Disney, a 24-hour radio format programmed for children 2-11. Need a highly motivated self-starter with an outstanding track record in developing new business at the advertiser level. Excellent presentation skills a must. 3-5 years of experience in sales and/or in media marketing. College degree required. Reports to Director, Radio Disney Sales. EOE.

Send resume and salary requirements to:
Lyn Andrews, Sr. VP, Advertising Sales
825 Seventh Ave., NY, NY 10019

ABC RADIO NETWORKS

General Sales Manager. Responsibilities: The General Sales Manager is responsible for generating sales revenue, special promotions and special projects for a multi-radio station corporation. Provides sales direction for the station, including establishing goals and maintaining budgets. Requirements: At least 3 previous years of either General Sales, National Manager's experience, with a well established radio station in a mid size to large market. Must have a full working knowledge of the radio industry, with a record of established increasing market sales. Excellence in written and verbal communications skills, computer skills a plus. A Bachelor's Degree in marketing, business or a related field. Resumes should be submitted to: Human Resources Dept., WROU/WRNB - FM, 211 South Main Street, Suite 1200, Dayton, OH 45402-2411.

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.

HELP WANTED PROGRAMMING

Major market Classical music station in Southeastern U.S. is looking for a personable and knowledgeable Program Host with good production skills. Familiarity with Classical repertoire essential, as is a warm and open personality and on-air sound. If you love Classical music, you could be part of a successful radio team. EOE. Forward resume and demo tape ASAP to Box 01148 EOE.

Associate Operations Director for Programming. WVXU 91.7 FM and the seven-station Xstar Radio Network (the largest privately owned public radio network in the country) seeks an experienced and creative professional as Associate Operations Director of Programming. The successful candidate will be self-motivated, goals-oriented, team player with experience in a Top 50 market. A bachelor's degree in broadcasting, communication arts or a related field and a minimum of five years on-air and radio programming management experience are required. The successful candidate must demonstrate a thorough understanding of Arbitron ratings and a proven track record of producing strong ratings. The person in this position should possess an excellent on-air voice. Preference will be given to candidates with backgrounds in both public and commercial radio. Proficiency in digital production (Roland DM-80, Digidesign Sound Tools, and ENCO DAD System) is preferred. Responsibilities include: monitoring and improving WVXU and the X-Star Radio Network's on-air quality, working a minimum of one air shift; scheduling announcers and board operators; and meeting regularly with the station's executive management committee. The Associate Operations Director for Programming reports to the Director for Network Operations. This position offers an exciting opportunity for growth and advancement within one of public radio's largest and fastest-growing organizations. Located in Cincinnati, Ohio, WVXU 91.7 FM has won nearly every major broadcasting award included the prestigious George Foster Peabody Award. Salary is competitive and commensurate with experience. To apply, submit a cover letter, resume, references and sample on-air and production tapes to: Kathy Riga, Xavier University Office of Personnel Services, 3800 Victory Parkway, Cincinnati, OH 45207-2721. Deadline for application is June 13, 1997.

HELP WANTED FINANCIAL & ACCOUNTING

Director of Finance - Radio. Vienna, Austria based. Metromedia International Telecommunications, Inc., a division of Metromedia International Group's media and communication company, develops and operates broadcast radio stations, wireless cable television systems, paging systems and various forms of telephony systems in Eastern Europe, CIS, Central Asia and the Pacific Rim. Our radio operation is seeking an individual to oversee the company's radio investments overseas. This position will be responsible for the development/implementation of accounting systems and systems of internal control, all financial reporting (international and external), and hiring/training of local accounting staff. Must have 7+ years experience in the radio broadcasting industry which should include several years in a managerial and/or supervisory role. CPA a plus. International experience and Eastern European and/or Russian language a plus. Must be willing to live overseas and travel about 50% of the time. We offer a competitive salary, expatriate and benefits package. Please fax or mail cover letter and resume along with salary requirements to: MITI, Attn: SMT-FD, 333 Ludlow Street, Stamford, CT 06902; Fax 203-316-8471. EOE/AA.

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**

TELEVISION

HELP WANTED MANAGEMENT

**VICE PRESIDENT
SPONSOR
DEVELOPMENT**

PBS is looking for a Vice-President level person to lead our efforts in maximizing corporate sponsor revenue in support of National Program Service and non-broadcast initiatives. This person will also provide assistance and consultation to PBS member stations engaged in securing corporate support at the local and regional level. Knowledge of marketing concepts, strategies and tactics as they relate to positioning PBS opportunities and building relationships with funders and their advertising agencies is required. Familiarity with public television development and corporate support at both the national and local levels is helpful. This person needs outstanding oral and written communication skills and the ability to plan strategically and form coalitions. A Bachelors degree and advanced studies (or the equivalent) in marketing, management, or a related field is desired. Please send a letter of interest and a resume to:



1320 Braddock Place
Alexandria, VA 22314

PBS is an Equal Opportunity Employer.

**WANT TO RESPOND TO A
BROADCASTING & CABLE
BLIND BOX ?**

Send resume/tape to:

Box _____,

245 West 17th St.,

New York, New York 10011

MANAGING DIRECTOR

The Telecommunications Development Fund, authorized by the Telecommunications Act of 1996, is seeking candidates for the position of Managing Director. The TDF seeks individuals with experience in the communications industry as well as seed, early and expansion stage private equity investing, and who are knowledgeable about government resourcing programs.

This individual will be fully responsible for fulfilling the mission of the TDF, including market development; operations and staff development; communications with the federal government and private industry; as well as deal sourcing, execution and monitoring.

Qualified candidates should forward their resume and cover letter to:

**The Telecommunications Development Fund
76 Bedford Street, Suite 14
Lexington, MA 02173**

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.

Station Manager. Television station in emerging growth market seeks self-motivated Station Manager for overseas assignment. Must be experienced with technical and budgetary aspects of operating broadcast and cable facilities. Fax brief letter and resume to 212-758-9896.

General Manager. ABC affiliate, KTUL, in Tulsa, Oklahoma is seeking an experienced, hands-on leader to be its General Manager. Candidates must be highly motivated and possess a strong management background. We are a solid station in an attractive market and owned by an aggressive, growing company. Send resume, cover letter, and salary history to Frederick J. Ryan, Jr., Allbritton Communications Company, 808 17th Street, N.W., Suite 300, Washington, DC 20006. No phone calls, please. EOE. M/F.

Manager, On-Air Fundraising. KERA/KDTN seeks 4+ years experience in TV and radio production, demonstrated fundraising and management ability w/excellent communication and organizational skills. Lotus 123 and computer knowledge. Send resume and salary history to KERA, Attn: HN-MF, 3000 Harry Hines Boulevard, Dallas, TX 75201. EOE.

General Manager. KLKN-TV, an ABC affiliate serving Nebraska's capitol city, is seeking a General Manager. 10 years broadcast experience necessary with 2-3 years sales management experience preferred. Ideal candidate will have good financial management, communication, and leadership skills. Women and minorities encouraged to apply. Send resume to Ray Cole, Citadel Communications, c/o WOI-TV, 300 E. Locust Street, Des Moines, IA 50309. EOE.

General Managers/General Sales Managers: A new broadcast company is looking for managers seeking an excellent position for their future. We are looking for the right managers for small market television stations, and to find the best we are offering an equity position. If you are looking for your first position and you have a solid track record, or if you've managed a station and you're ready for a piece of your future, then we'd like to hear from you. EOE. Send a resume and a list of references to Box 01150.

General Manager. ABC affiliate, KTUL, in Tulsa, Oklahoma is seeking an experienced, hands-on leader to be its General Manager. Candidates must be highly motivated and possess a strong management background. We are a solid station in an attractive market and owned by an aggressive, growing company. Send resume, cover letter, and salary history to Frederick J. Ryan, Jr., Allbritton Communications Company, 808 17th Street, N.W., Suite 300, Washington, DC 20006. No phone calls, please. EOE. M/F.

HELP WANTED SALES

Television Advertising Sales. Outstanding career opportunity in television advertising sales. Great station! Great market! Will consider entry level candidate who will work, learn, and build or a seasoned seller who wants to move up. Join the best. College degree preferred. Non smoking. Workplace. EEO. Send resume to the attention of Mike Summers, WTTE-TV28, PO Box 280, Columbus, Ohio 43216.

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. Are you looking to work in a fast paced, competitive environment? NBC 6, an A.H. Belo subsidiary located in Charlotte, WCNC-TV has an opening for an Account Executive. Charlotte is one of the fastest growing markets in the SE. We are looking for someone to maximize existing accounts and create new revenues for the station as a sales representative. Position requires a minimum of 3 years of experience in broadcasting sales. Must have a thorough understanding of Nielsen ratings. Must be proficient in mid to large agency negotiations, co-op/vendor, inventory management and have a strong, proven track record with new business. Strong negotiation skills and a creative edge for promotional ideas is essential. Candidates also need to be computer literate. Qualified applicants need to send your resume and salary history to: (no phone calls please) NBC 6, Human Resources Department, RE: 97-14, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

National Sales Manager. WTEN-TV, the ABC affiliate in Albany, NY has an opening for a National Sales Manager. We are looking for someone with strong communication skills, a creative thinker and seller and someone with strong interpersonal skills who is able to motivate and lead the national sales team. Applicant should have three years broadcast sales experience with management and/or national experience preferred. 4 year college degree required. Send resume to: Personnel, WTEN-TV, 341 Northern Boulevard, Albany, NY 12204. No phone calls, no faxes. EOE.

National Sales Manager: Strong CBS in growing market. Inventory/pricing skills essential. Strong team/people skills to manage rep relationship. Some travel. Multi-year commitment. Desire to live in Richmond. Serious computer skills and use. Rep and station experience. Needed July 1 for training with present NSM. Send letter explaining reason for applying, resume, salary requirements and references to Michael Gee, General Sales Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. WTVR-TV is an Equal Opportunity Employer. M/F. Pre-employment drug screen required.

Account Executive. WPXI-TV, Pittsburgh has an immediate opening for an individual with a proven track record in media sales. We need a high energy pro-active individual with a strong work ethic, tenacity, creativity and a demonstrable record of business development. A minimum of three years media sales experience is required, and a college degree is preferred. Send resume to: Phil Johnson, Local Sales Manager, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

Account Executive. WHIO-TV, Dayton's dominant television station, is seeking an Account Executive to join our sales team. The candidate must have previous television, radio or cable sales experience. In addition, the candidate must be highly motivated and a self-starter. The candidate must also possess creative skills, assertiveness and an ability to develop new business. Send letter and resume to John Hayes, WHIO-TV, P.O. Box 1206, Dayton, Ohio 45401-1206. CBS affiliate. Cox Owned and Operated. EOE.

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

Account Executive. Top-ranked indy/WB affiliate in St. Louis has openings: One for self-starting polished professional AE who's mastered conceptual selling. 2+ years experience as client-oriented sales consultant. Requires presentation skills using qualitative and quantitative data, a consistent record of developing and retaining new business plus the ability to work agencies top to bottom. Computer skills important, knowledge of TVSCAN and Bias helpful. Second position for rookie looking for growth and the challenge of mastering the art. Reply to KPLR-TV, Dep. 114K, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO Employer.

Television Account Executive. We will be FOX in '98 and are looking for the right person to fill out our sales team. We need a good closer with strong communication skills. College degree preferred. Broadcast or print experience a plus. Send resume to Ken Suddith, Local Sales Manager, WVBT-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls please! WVBT-TV and WAVY-TV have a local marketing agreement whereby WAVY Broadcasting provides programming and sales services for WVBT. WAVY Broadcasting is an Equal Opportunity Employer.

HELP WANTED MARKETING

WDSU-TV, New Orleans, Pulitzer Broadcasting's NBC affiliate, is looking for a Director of Marketing and Promotion. We will assume when you contact us that you know how to put good on-air promotion together because you must have at least 3 years experience in a similar position. What will make the difference for you: The ability to manage people (down, up and sideways!) to get the maximum out of them while still having fun; Demonstrate that you're a team player focused on the mission of the television station and a "strategic" as well as "tactical" thinker; Know how to maximize the use of your budget; And have a "fire-in-the-belly" desire to win. If you've got all that and metered-market experience, we need to talk. Send resumes to Personnel Coordinator, WDSU-TV, 846 Howard Avenue (our new state-of-the-art facility), New Orleans, LA 70113. An Equal Opportunity Employer.

Director of Marketing. KERA/KDTN seeks 5+ years experience fundraising and marketing to executives in a public broadcasting environment, strong closing ability and human relations skills to direct, plan and supervise local and national fundraising. Please send resume and salary history to KERA, Attn: HN-DM, 3000 Harry Hines Blvd., Dallas, TX 75201. EOE.

High growth group of stations in Texas looking for Director of Marketing for its FOX, UPN and Cable News Channel. Potential candidates should have a degree in marketing, demonstrated ability to conceptualize opportunities, develop solutions and execute preferably with hands on experience. You should possess knowledge, and practical application, of all media and its impact of driving viewership to each of our television products. We have all of the tools in order to accomplish our mission of being the area's premiere information and entertainment choice. The successful candidate will work for a company that is truly employee centered. If you are a second in command and ready to take the reins or in a smaller market and ready to move up then call Mark McKay, VP & GM, FOX 51/FOX 30/UPN 22/48 FOX4NEWS, at 903-236-0051 to set up an interview at PROMAX. EOE/M/F/ADA.

HELP WANTED TECHNICAL

TELEVISION

OPERATIONS TRAINERS

Got two months?
Teach TV
Operations.

CBS has immediate, challenging opportunities for experienced technical people to join us on a per diem basis, Monday through Friday, 9AM-5PM, in June and July of 1997.

The selected candidates must have extensive, "hands-on" experience to teach one or more of the following: Audio Mixing, Video Control, PictureBox and ADDA/STILLSTORE, GVG 3000, Sony D2, Sony Beta SP, Sony One Inch, Sony BetaCart and Studio/ENG Camera.

We offer a highly competitive rate and a great atmosphere. Please send your resume in confidence to: **Manager, Training Recruitment, CBS Inc., 524 West 57th Street, New York, NY 10019.**

Equal Opportunity Employer.

**WE PLACE ENGINEERS
USA & WORLDWIDE**

 **KEYSTONE INT'L., INC.**
16 Laffin Road, Suite 900
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Phone (717) 655-7143 • Resume/Fax (717) 654-5765
E-mail: keyjobs@keystone.microserve.com

Fax your classified ad to
PROMAX
Broadcasting & Cable
(212) 206-8327

TELEVISION

Growing Burbank TV station has great opportunities for:

ASST. CHIEF ENGINEER

Engineering dept. needs individual with 4 years supervisory exp. in broadcasting. Requires studio, transmitter and microwave.

RF ENGINEER

Requires 4 years exp. Must have transmitter and microwave exp. Prefer studio.

MAINTENANCE ENGINEER

UHF transmitter and studio exp. Maintain 24-hour on-air station. Assist with camera maintenance, transmitter, microwave, Sony Beta Cam SP/Sony LMS.

Excellent pay and benefits. Send resume to **Chris Buchanan, KRCA, 1813 Victory Place, Burbank, CA 91504 or fax to 818-558-4232.** No phone calls.

Supervisor, Satellite Products and Services. Wold International, Inc., based in Los Angeles, is seeking a creative professional to help develop new products and services, respond to the myriad opportunities presented by our international customer base, and manage our base of vendors and service providers. Five years experience in television production/transmission, demonstrated ability to "think outside the box", analytical skills to match customer service attitude are required. Second language preferred. Send resume (no calls) to Wold International, Inc., 3440 Motor Avenue, #200, Los Angeles, CA 90034, fax: 310-842-6903.

Supervisor, Satellite Booking and Operations Center. Wold International, Inc., based in Los Angeles, is seeking an experienced professional to supervise nine-person Operation Center. Responsibilities include program booking, order entry, signal origination and monitoring, and quality control. Five years experience in television production/transmission, demonstrated leadership skills and service orientation required. Second language preferred. Send resume (no calls) to: Wold International, Inc., 3440 Motor Avenue, #200, Los Angeles, CA 90034, fax 310-842-6903.

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.

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.

Satellite Terminal Operator. The Christian Broadcasting Network, located in Virginia Beach, Virginia, has an immediate opening for a Satellite Terminal Operator. The successful candidate will possess the following qualifications: experience working at a broadcasting earth station; experience with television, radio and satellite communications signals, both digital and analog; and ability to work a variety of shift and weekends. Excellent vision, hearing and manual dexterity a must. FCC Operators license required. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800)888-7894 to request an application. Resumes can be faxed to 757-579-3899.

Major NY Teleproduction Facility looking to staff 2 new Monday through Friday programs, positions needed: Technical Director, Video Engineer, Audio Engineer, A2, Assistant Lighting Director, Prompter Operator, Infnit/Max Operator, Tape Operator, Camera Operator, Utility, Gaffers. Minimum 3 years experience. Send resume to KM, PO Box 847A Second Avenue, New York, NY 10017. We offer competitive salaries and benefits package.

Maintenance Technician - WJBK-TV FOX 2 Detroit is looking for two broadcast maintenance technicians. Candidate must have solid background in electronics, experience with analog and digital studio and transmitter equipment. Minimum five years experience in the repair, installation and maintenance of broadcast equipment. Strong computers skills and SBE certification a plus. Send or fax resumes to Gene Wilczak, Manager of Technical Services, PO Box 2000, Southfield, MI 48037. Fax: 810-552-0280. EOE/MF.

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.

Assistant Chief Engineer. Univision 19 KUVS-TV is seeking an Assistant Chief Engineer. KUVS will be constructing and moving into new studio facilities in the next 12 months. We are seeking a qualified ACE to help build and maintain this new state of the art studio. Candidate should possess a FCC GROLO or SBE Senior TV certification and have 5 to 7 years of hands on experience in a UHF TV broadcast environment. Please send resume and cover letter to Univision 19, Attn: Chuck Tiff, 2842 Iowa Avenue, Modesto, CA 95358.

Dir/Engineering: KWGN-TV, a Tribune Broadcasting station, needs a highly motivated individual with a BSEE and/or 5 plus years TV broadcast operations and engineering management experience with a major market TV station. Extensive background in news and sports operations with knowledge of total station automation concepts and strong management, communication and interpersonal skills are also required. Experience in the design and implementation of serial digital component television systems a plus. Send resume to: Human Resources, KWGN-TV, 6160 South Wabash Way, Greenwood, CO 80111. EOE.

Computer Video Broadcast Engineer. News network seeks engineer versed in NT, Sun, Mac OS, video networking, non-linear video editing, Unix language, SSA technology and Fiber Channel. Fax resume (404)872-1140.

Broadcast Maintenance Engineer. Univision 19 KUVS-TV is seeking a UHF Broadcast Maintenance Engineer. Candidate must possess 3 to 5 years of hands on experience in a UHF-TV broadcast environment including maintenance experience on cameras, VCR's, ENG, and EFP equipment. UHF transmitter experience is desirable. Applicant should have a FCC GROLO or SBE Senior TV certification. Please send resume and cover letter to Univision 19, Attn: Chuck Tiff, 2842 Iowa Avenue, Modesto, CA 95358.

Advertising Sales Engineer. Jones Communications of Maryland, Inc. is looking for an Ad Sales Engineer for its Washington/Baltimore Media Services operation. The successful candidate will be well versed in the installation, repair, and maintenance of advertising insertion related gear and platforms, both analog and digital. The position is one of high responsibility and therefore demands a candidate with a proven track record for managing multiple projects simultaneously while maintaining established high standards. Possible related technical platforms include, but are not limited to, Sony U-Matic decks, Channelmatic Adcart insertion gear, SkyConnect MultiPlex insertion gear, Novell Network, Desktop and Laptop PCs, Microsoft Office and Mail, and Perfect Sync's Air/Traffic Controller. The successful candidate must have a valid drivers license and excellent driving record and be able to pass a drug screen and background check prior to employment. Send resume with salary history to 1655 Crofton Blvd., Suite 300, Crofton, MD 21114, Attn: HR - ASE. Equal Opportunity Employer. M/F/H/V

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Box _____,

245 West 17th St.,

New York, New York 10011

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



Weather Anchor/News Reporter. NBC2 in beautiful, historic Charleston, SC is still looking for someone to anchor weekend weathercasts and report general assignments three days a week. Experience anchoring weather a must. Resume, references and non-returnable VHS tape to Weather Search, WCBF-TV, 210 West Coleman Boulevard, Mt. Pleasant, SC 29464. Drug test mandatory. EOE. M/F. Telephone calls will disqualify you.

The fastest growing news service in the West is looking for network level news photographers who can shoot & edit and know how to handle clients from around the world. This is not an entry level position. Travel is a requirement. If you're tired of the local grind and want your video seen around the world, send your resume and non-returnable tape to: CoverEdge, c/o Kevin Ross, 4325 South Industrial Road, #340, Las Vegas, NV 89103.

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.

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.

Sports Director/Anchor for Sunbelt medium market. Requires experience covering major sporting events and local sports. Reply to Box 01122 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: Two positions open now! We are looking for a reporter who knows how to dig and do serious reporting. This is a key position in a very aggressive and dynamic newsroom. We have the resources and the dedication to do it right. If you're experienced and excited about great reporting then we should talk. Fill-in anchor experience helpful, but not essential. The ability to tell a story is. Send tape (less than 1 week old), resume, references and salary requirements to: Al Sandubrae, News Director, KARK-TV, 201 West Third, Little Rock, AR 72201. Equal Opportunity Employer. Males, females, minorities are encouraged to apply.



KDFW DALLAS-FORT WORTH

Sports Reporter

We've got the teams... we're looking for a dynamic sports reporter to cover them. If you have 3 to 5 years television sports reporting/anchoring with extensive sports knowledge, and a college degree, you just may be the ticket. Send tape/resume/letter of interest to Linda Amelunke, Human Resources Manager, 400 N. Griffin Street, Dallas, TX 75202. EOE/M/F/D/V





KDFW DALLAS-FORT WORTH

Producer

FOX 4 NEWS is looking for an aggressive and energetic producer for our prime newscast. Must be a strong writer, have sharp news judgment, excellent technical skills, and love breaking news. Minimum 3-5 years daily news producing in medium to major market, college degree required. Rush tape/resume/letter of interest to Human Resources Dept., 400 N. Griffin St., Dallas TX 75202. EOE/M/F/D/V



Producer/Reporter. Florida Public Television seeks an experienced broadcast journalist to cover the Florida legislature. Must also serve as producer, reporter and writer for public affairs documentaries. Salary \$19,000. Send resume and tape to: Personnel, PO Box 10910, Tallahassee, FL 32302-2910. No calls please. AA/EOE.

Producer/Director: NBC2 in Charleston, SC seeks a weekend director for news. Candidate must have experience directing live news and commercial production. Send resume and non-returnable demo tape to: Human Resources Department, WCBD-TV, P.O. Box 879, Charleston, SC 29402. M/F. EOE. Final applicants drug screened.

Photojournalist needed for a shop that expects you to be an equal partner in the storytelling process from beginning to end. No "shooters" allowed in this medium Southeast market known for its photojournalists who've gone on to major market work. If you know why a tripod's important, like to get the challenging angle on a shot, really understand frame composition and can still run and gun spot news with the best of them. Send your tape and resume to Kim Sadler, WTLV, PO Box TV12, Jacksonville, FL 32231. EOE.

Photographer: Talented, skilled, NPPA-styled team player needed for an immediate opening. At least one year of experience. College degree preferred. 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.

News Reporter. #1 station in top 50 market seeking individual to cover, write, edit and air stories as assigned; maintain general knowledge of local, regional and national news; assist photographers in shooting and editing stories; and investigate and develop stories for consideration. Must have 3 years reporting experience, a B.A. in Journalism or related field, and be a team player. Please send your resume and tape to Lisa Stevens, News Director, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420. No phone calls please. EOE.

Morning Co-Ancor/Reporter. Southeast network affiliate looking for an upbeat, experienced, creative, self-starter to team up with morning co-ancher. 2-4 years television anchoring and reporting experience required. We want someone with solid news judgement, excellent storytelling abilities and a team player. Send tape, resume, references and salary history to Box 01151 EOE.

Medium market CBS affiliate looking for two line producers. Prefer minimum one year experience. We are the aggressive, breaking news station and we have the tools you need to produce a live, late breaking newscast, including the only Live Chopper and Satellite Truck in the market. Believe me, we get our fair share of spot news and major news events. You will learn and grow here. Please rush VHS tape and resume to: Michele Gors, News Director, WOWK-TV, 555 5th Avenue, Huntington, WV 25701. WOWK is an Equal Opportunity Employer.

Main Anchor. Proven communicator, minimum 5 years reporting/anchoring experience. Also *Producer* opening. ABC, 82nd market. Non-returnable tapes and resumes to Lee Williams, News Director, WAND, 904 Southside Drive, Decatur, IL 62521.

KMID-TV, a West Texas ABC, is currently accepting applications for a co-ancher 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.

Group owned, sunbelt NBC affiliate is looking for reporters, photographers, producers, directors and bureau personnel. We're growing fast and need pros who can cover breaking news *live* when and where it happens! If you have at least two years experience in a commercial television news operation, send resume, references, tape and salary expectations to Box 01149 EOE.

General Assignment Reporter. ABC affiliate in Burlington, VT is looking for a driven self starter for a potential General Assignment Reporter opening. Applicants *must* be able to *shoot*, write and edit. Experience preferred, but not essential. Send non-returnable tapes and resumes to: John Cavazos, News Director, WVNY-TV, 100 Market Square, Burlington, VT 05401. WVNY is an Equal Opportunity Employer.

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. #1 station in top 50 market seeking someone to supervise show producers in all aspects of newscast production, following stories from morning meeting to evening shows, communicating any changes along the way. Needs to understand how to produce a story with viewer benefits. Will oversee special projects and direct staff and program development. Must have extensive experience as line producer (fill-in show producer required), be a strong writer, and ability to develop stories from a viewer's point of view. Take-charge person who's able to help win the lead when that late afternoon spot news breaks. Experience in using graphics to illustrate stories, and newsroom computers required. Must be flexible to work all shifts. Attention to detail important. Must have the confidence to work with people and problems head-on. We're looking for a leader who can find "memorable moments" in every newscast. Please send a resume and tape to Rob Allman, VP/News, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420. No phone calls please. EOE.

Assignment Editor, Overnight (10p-7a). 24-hour local cable newsroom looking for a solid, aggressive, no-nonsense assignment editor. The news doesn't stop overnight and neither does our news-gathering operation. We need someone ready to put their good news judgement to work in the Washington, DC market. Minimum 1-2 years newsroom experience. EOE. Send resume/cover letter to HR, Newschannel 8, 7600 D Boston Boulevard, Springfield, VA 22153 or Fax to 703-912-5599. No phone calls.

Assignment Desk Editor: Seeking candidate with at least 2 years experience. Duties to include: dispatching reporters and photographers; assisting in the planning of daily and long-term coverage; setting up news stories; gathering facts and writing stories; and communicate with others in the newsroom. Sound news judgement a must. Send resume to: ADE1-BC, Box 44227, Shreveport, LA 71134-4227. EOE.

HELP WANTED PROMOTION

Promotion Producer. Top 40 affiliate needs experienced Promotion Producer. Duties include news series, image and POP promotion. We need a team player who can crank with creativity and drive viewers with a vengeance. AVID experience a plus. Send your killer reel, cover letter and resume to Judy Triska, Promotion Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls please! WAVY Broadcasting Inc. is an Equal Opportunity Employer.

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.

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.

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

HELP WANTED ADMINISTRATION

Local Sales Assistant to the Account Executives needed to start immediately. Position requires strong telephone skills, excellent organizational and computer skills. Send resumes to WBMG-TV, Human Resources, PO Box 59496, Birmingham, AL 35259, or fax to 205-320-2710. EEO. M/F. Pre-employment drug test required. No phone calls please.

Executive Assistant to the General Sales Manager needed to start immediately. Excellent communication, organizational and computer skills required. Must be proficient in Microsoft Word and Excel. Please send resumes and references to WBMG-TV, Human Resources, P.O. Box 59496, Birmingham, AL 35259, or fax to 205-320-2710. EEO. M/F. Pre-employment drug test required. No phone calls please.

Director of Human Resources. WJBK-TV FOX 2 Detroit. FOX O&O TV station in Detroit, Michigan is searching for an experienced, hands-on HR professional to direct/manage the daily operations of the Human Resources Department. Responsibilities include: recruiting, wage/salary, benefits, policy and procedure administration, conflict resolution, applicant tracking, affirmative action compliance and monitoring. Bachelor's degree or equivalent experience. Minimum 4 years HR management experience. Strong working knowledge of computer applications. Excellent communication and organizational skills required. For immediate consideration, qualified applicants should send resume and salary history to: M. Talley, VP/Human Resources, Attn: WJBK HR, c/o WFLD-FOX 32, 205 N. Michigan Avenue, Chicago, IL 60601. EOE/M/F/D/V. No phone calls, no faxes please.

HELP WANTED LEGAL

Tribune Company, based in Chicago, seeks a broadcast attorney to handle counseling, drafting, and intellectual property work for its growing group of major market television and radio stations. At least 5 years experience in broadcast, communications and intellectual property practice is essential. Send resume to Debra Keating, Tribune Company, 435 North Michigan Avenue, Suite 600, Chicago, IL 60611. EOE.

HELP WANTED FINANCIAL & ACCOUNTING

Credit and Collection Manager. WJBK-TV FOX 2 Detroit. Description of duties: Responsible for collection of television station's accounts receivable, credit checks, clearing credit for new clients, and making collection calls. Track and manage incoming cash. Analysis and reconciliation of Accounts Receivable, month-end journal entries related to sales, cash and commissions. Prepare monthly reports and DSO, and monthly billing and reconciliation. Calculate monthly account executive commission payments. Qualifications: BA in Accounting. Two years credit and collection experience. Must be computer literate, especially in Lotus. Broadcasting experience preferred. Send resumes to: Bernadette Prudente, VP Finance, WJBK-TV, P.O. Box 2000, Southfield, MI 48037-2000. No phone calls or faxes please.

HELP WANTED PRODUCTION

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.

Video Production Specialist

To work with scientific users at the Naval Oceanographic (NAVO) Center in Bay St. Louis, Mississippi. Qualifications needed: Scientific Visualization, video technology, video production/editing, BS Degree 5 years experience.



Send resume to: Wanda L. Pfaller, 303 Twin Dolphin Drive Suite 600, Redwood City, CA 94065

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.

Producer for 5:30pm newscast needed immediately for aggressive #1 news organization. Previous on line producing experience required. Successful candidate must be organized and able to work well under pressure. Send tape and/or resume to: Jim Parisi, WRGB, 1400 Balltown Road, Schenectady, NY 12309. EEO. Absolutely no phone calls.

Graphics Operator. New Mexico's #1 TV station is searching for a talented graphics operator for its top-rated newscasts. Ideal candidate has excellent design and operational skills, the ability to collaborate successfully with producers and the power to thrive under tight deadlines. Working knowledge of Mac, Chyron Infnit/Maxine, Spencer Still Store, Adobe Photoshop and Illustrator programs or equivalent experience preferred. Posit on is full-time and requires a flexible work schedule. Resume and non-returnable work samples: Brandt Magic, PO Box 25982, Albuquerque, NM 87125. Drug free workplace. No phone calls! Equal Opportunity Employer.

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 SANDRA FREY
 PHONE 212-337-6941
 FAX 212-337-6957

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.

Director/Technical Director (2 positions). Description: Applicant must have a minimum of 2 years experience in technical directing of live newscasts. Must also have experience with live direction of specials, program taping and remote direction from the field. Responsibilities include organizing news production aspects, creative input in newscasts and other news related activities. Will be expected at times to serve as both director and technical director when necessary. Applicant will have a working knowledge of current graphics technology and graphics application. Experience with Grass Valley 300 switchers, Kaleidoscope, Quantel Picturebox and Infini! also helpful, but not essential. Ability to handle pressure and get along with people essential. Contact: Ted Gonderman, KOCO-TV, 1300 E. Britton Road, Oklahoma City, OK 73131. KOCO-TV is an Equal Opportunity Employer. Applicants will be considered without regard to race, color, religion, national origin, age, sex, disability, marital status or arrest record.

Director/Night Supervisor needed for large facility near Chicago. Direct top rated prime-time newscasts in a diverse production operation with national exposure. Position requires a minimum of 3 years directing news and other programming. Working knowledge of GVG 300, Chyron Infini!, Kaleidoscope and Basys helpful. Send non-returnable reel and resume to: The WNDU Stations, Attention: Human Resources, Position #00177, P.O. Box 1616, South Bend, IN 46634. EOE.

Director of Production WGN-TV. The Flagship Station of Tribune Broadcasting, has an immediate opening for an experienced Director of Production. Responsibilities of this department head position include hiring and supervision of production personnel and talent, managing multiple productions and budgets, and serving as Executive Producer of all local non-news programming. The individual we seek must be creative, with contemporary production standards and possess strong administrative and communication skills. The position requires a minimum of 5 years experience with live remote and vide tape productions as Director of Production or Production Manager. The position also requires an undergraduate degree in communications. We offer an excellent starting salary and full range of company benefits. Send resume to: Human Resources, WGN Television, 2501 West Bradley Place, Chicago, Illinois 60618. No phone calls please. Equal Opportunity Employer. M/F.

Camera Operator: KXAS-TV is looking for a renaissance production professional. Must have significant experience in studio camera and EFP shooting. Should be equally comfortable working alone and with a crew. Great opportunity to move up to a top ten affiliate. Resume and tape to: Production Manager, KXAS-TV, 3900 Barnett Street, Ft. Worth, TX 76103. No phone calls! EOE.

C-SPAN is seeking a Producer for the *Washington Journal*, a 3-hour daily live public affairs program. Directs production team, identifies and suggests relevant programming, coordinates creation and execution of editorial, visual and field elements. Line produces several shows weekly. Bachelor's degree in related field, minimum five years relevant work experience, including production. Knowledge and interest in C-SPAN, public affairs and policy. Ability to work with and lead a team and to work a flexible schedule, under deadline pressure. Send resume and salary requirements to: C-SPAN/BC, Human Resources, 400 N. Capitol Street, NW, Suite 650 Washington, DC 20001. 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.

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 (Infini!), 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.

HELP WANTED PROGRAMMING

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.

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.

SITUATIONS WANTED NEWS

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.

Investigative Producer. Emmy award winning producer looking to "right the wrongs." Enterprise, research, write, direct and produce. I do it all! Short or long form...I help make your anchors and reporters look great! Chip Wallace 818-981-4476.

Black female packing bags to join station as Reporter-Assignment Editor. Deborah Allen 815-877-9384.

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CABLE

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.

HELP WANTED ANCHOR/PRODUCER



Empire Sports Network, located in Western New York, is expanding and is seeking qualified applicants for the following full-time positions for its nightly live call-in and sportsdeck program for New York regional sports.

SPORTS ANCHOR

Applicant must have a 4 yr. degree in broadcast communications or comparable technical degree. Must have at least 5 yrs. Commercial broadcast experience in live studio format or sportsnews format. Must have working knowledge of editing video tape and support equipment. Must have superior verbal and written communication skills. Must have a keen interest in sports and a working knowledge of NY State regional sports teams. A background in radio talk format is helpful. Should have a resume tape with an impressive body of work available and be able to visually demonstrate past exp. Must possess valid driver's license and good driving record.

PRODUCER

Applicant must have a 4 yr. degree in broadcast communications or comparable technical degree. Must have at least 5 yrs. of commercial broadcast experience in producing live studio productions. Must have superior creative writing and verbal communication skills and have a background in video production. Must have working knowledge in staging, lighting and audio set up for in-studio and on-location events and programs. Must have a keen interest in sports and a working knowledge of NY State regional sports teams. Background in radio talk format is helpful. Should have a resume tape with an impressive body of work available and be able to visually demonstrate past exp. Must possess valid driver's license and good driving record.

Successful applicants must pass a drug/alcohol and/or physical examination, criminal record check and driving record check. Submit resume/application, specifying position, by June 9, 1997, to: **EMPIRE SPORTS NETWORK, Attn: Bob Koshinski, 795 Indian Church Road, W. Seneca, NY 14224.** No phone calls. EOE.

HELP WANTED CREATIVE SERVICES

Senior Broadcast Designers

Lifetime Television for Women, the dynamic cable network, is looking for seasoned designers, who possess strong conceptual and typographical skills and have solid broadcast experience. Ideally, you will be fully versed in both the Macintosh World (Illustrator and Photoshop) and Quantel Paintbox (Adobe Aftereffects a plus — Quantel Hal a plus plus!)

We're looking for that "organic" touch — the original, creative designer who can think outside the computer and can utilize anything from film and video to paintbrushes and crayons to get the job done.

Excellent communication and presentation skills are essential for your work with editors, producers and art directors while seeing projects through from concept to edit.

Lifetime offers a competitive salary and a comprehensive benefits package. Please submit reels and resumes to: Graphics Department

LIFETIME TELEVISION
34-12 36 St., Astoria, NY 11106

EOE MF

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Television for Women

**To place your classified ad in *Broadcasting & Cable*,
call Antoinette Fasulo (212) 337-7073
or Sandra Frey (212) 337-6941**

HELP WANTED RESEARCH

**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



ALLIED FIELDS

HELP WANTED INSTRUCTION

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.ohio.edu Ohio University is an Equal Opportunity/Affirmative Action Employer.

Waynesburg College. Department of Communication. Communication: Instructor or Assistant Professor, tenure-track. Master's required doctorate preferred. Knowledge of radio, audio/video production, print media, broadcasting, and graphic design; will serve as advisor to department co-curricular activity. Teaching and advising in the Department. Must be committed to the mission of Christian higher education. Applications considered until position is filled. Send letter which addresses Christian higher education, current resume, three references and copies of transcripts to: Academic Dean, Waynesburg College, Waynesburg, PA 15370, or rstanisl@waynesburg.edu.

Graduate Assistantships available in RTVF department for M.A. - Communication students. Assignments include two public radio stations: television production: assisting announcing, production, filmmaking labs. etc. Tuition waiver, plus up to \$4400/year. contact Dr. William Rambin, Director, School of Communication, Northeast Louisiana University, Monroe, LA 71209. (318)342-1390. EOE/AA.

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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!

FOR SALE PRODUCTION TRUCK

Complete Remote Multi-Camera Production Truck: 1989 Ford 350 Econoline. 15-ft. high cube box with roll-up rear door and walk-through doorway. Only 16,000 miles. Ready to do multi-camera production with Sony switcher. Ikegami ITC 735 cameras and Canon lenses, Chyron Scribe CG. color monitors, tape decks, audio mixers, DA's, intercom systems, headsets, cellphones, IFB and much more. Write, call or e-mail for complete list. This truck cost well over \$100,000 but due to new satellite live truck, we will let this one go for only \$55,000. Contact M.D. Smith or Tom Stinnett at WAAY TV, 1000 Monte Sano Blvd., Huntsville, Alabama 35801. (205)533-3131 or md@waaytv.com or stinnett@waaytv.com for complete list.

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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.

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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.

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Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

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For the Record

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"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz.—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz.—megahertz; mi.—miles; TL—transmitter location; TOC—transfer of control; w.—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Charlotte (2 stations) and Gastonia, N.C.; Seattle and Tacoma, Wash. (BTC-961224GE, H, F, 1001HF, G)—Shareholders of EZ Communications Inc. for WBAV(AM), WFNZ(AM), WBAV-FM, KRPM(AM), KBKS(FM): voluntary TOC to American Radio Systems Corp. (dismissed as moot). *May 14*

Granted

Florence, Ore. (BTC-970414ED)—Coast Broadcasting Co. for KCST(AM): involuntary transfer of control from Charles A. Farmer, deceased, to Elizabeth Farmer, personal representative. *May 1*

NEW STATIONS

Dismissed

Los Molinos, Calif. (BPED-940210MD, BPH-940210MG)—Tehama County Community Broadcasters and Broad Spectrum Communications Inc. for FM at 101.7 mhz. *May 6*

Tunica, Miss. (BPH-941223MA, D, 28MA, 29MC)—George S. Flinn Jr., Tunica Broadcasting, Bobby Caldwell and Kaye G. Roberson for FM at 96.1 mhz. *May 15*

Syracuse, N.Y. (BPCT-941021KW)—KM Communication Inc. for TV at ch. 56. *April 21*

Syracuse, N.Y. (BPCT-941024KE)—Trivision Group for TV at ch. 56. *April 21*

Returned

Key Largo, Fla. (BPED-961104MB)—Ocean Reef Public Radio Inc. for FM at 89.1 mhz. *May 9*

Filed

Nikiski, Alaska (BPH-970507MC; 08MJ)—Nikiski Communications Inc. (Charles F. Dunham, president, 10914 E. 46th Ave., Spokane, Wash. 99206) for FM at 93.3 mhz, 50 kw, ant. 83.1 m., Mile 3.8, Kenai Spur Rd., 24 km from Nikiski; Peninsula Communications Inc. (David F. Becker, president/50% owner, PO Box 109, 66140 Diamond Ridge Rd., Homer, Ark. 99603) for FM at 93.3 mhz, 50 kw, ant. 74.3 m. *May 20*

Blytheville, Ark. (BPED-970509MA)—New Life Evangelistic Center Inc. (Rev. Lawrence W. Rice, president, 1411 Locust St., St. Louis, Mo. 63103) for noncommercial FM at 88.1 mhz, 20 kw, ant. 49 m., 310 Greenway, Steele, Ark. *May 16*

Fayetteville, Ark. (BPED-970508ME)—Board of Trustees of University of Arkansas (Lewis E. Epley Jr., chairman, 421 Administration Bldg., Fayetteville, Ark. 72701) for FM at 88.3 mhz, .47 kw, ant. 80 m., Humphereys Hall on campus. *May 16*

Bishop, Calif. (BPED-970513ME)—Living Proof Inc. (Daniel McClenaghan, president, PO Box 637, Bishop, Calif. 93515) for FM at 88.5 mhz, .9 kw, ant. 889 m., near intersection of White Mtn. and Coldwater Spring rds., 19 km ENE of Bishop. *May 20*

Soledad, Calif. (970508MF)—Family Station Inc. for FM at 89.9 mhz. *May 16*

Weaverville, Calif. (BPH-970506MA)—George S. Flinn Jr. (188 S. Bellevue, Memphis, Tenn. 38104) for FM at 101.1 mhz, .25 kw, ant. 474 m., Hoadley Peak, 4.8 km ESE of Lewiston, Calif. *May 20*

Weaverville, Calif. (BPH-970508MH)—Brian Edward Power (Box 7134, Nut Tree Ranch, Nut Tree, Calif. 95696) for FM at 101.1 mhz, .64 kw, ant. 297 m., at Oregon Mtn. Telecommunications Site, 4 km SW of Weaverville. *May 16*

Weaverville, Calif. (BPH-970508MI)—Terry L. Dunning (PO Box 4, Fortuna, Calif. 95540) for FM at 101.1 mhz, .049 kw, ant. 1,050 m., 9 km NW of Weaverville. *May 20*

Taylorville, Ill. (960116MF)—Miller Communications Inc. for FM at 97.3 mhz. *May 19*

Tower Hill, Ill. (951208MA)—Virden Broadcasting Corp. for FM at 98.3 mhz., ERP 2.89 kw, ant. 143 m. *May 19*

Cedar Rapids, Iowa; Great Falls, Mont. (BPED-970509MB; 12MA)—American Family Association (Donald E. Wildmon, president, PO Drawer 2440, Tupelo, Miss. 38803) for noncommercial FMs at 89.1 mhz, .25 kw, ant. 93 m., 6101 Blairs Ferry Rd.; 90.7 mhz, .25 kw, ant. 76 m., 1215 36th Ave. NW. *May 20, 16*

Imlay City, Mich. (BPED-970508MG)—Gospel Radio International Inc. (Jon R. Yinger, president, 503 Wood St., Fenton, Mich. 48430) for FM at 88.1 mhz, 5.4 kw, ant. 92 m., 1740 N. Van Dyke, Imlay City, Mich. *May 16*

Belview, Minn. (BPH-970417MO)—Rabbit Enterprises Corp. (Donald L. Rabbit, president/owner, 1077 Meadow Lane, Fond du Lac, Wis. 54935) for FM at 105.9 mhz, 6 kw, ant. 100 m., 2.5 km SE of intersection of CRs 6 and 62. *April 17*

Belview, Minn. (BPH-970417MP)—John R. Linder (PO Box 1420, Mankato, Minn. 56001) for FM at 105.9 mhz, 6 kw, ant. 100 m., 9.3 km S of Renville, Minn. Linder has interest in KARP(FM) Glencoe, KTOE(AM) Mankato, KDOG(FM) N. Mankato, KXAX(FM) St. James, KWOM(AM) Watertown and KITN(FM) Worthington, Minn. *April 17*

Boonville, Mo. (BPH-970423MA)—Big Country of Missouri Inc. (Richard L. and Patricia A. Billings, co-owners, 1600 Radio Hill Rd., Boonville, Mo. 65233) for FM at 93.1 mhz, 3.82 kw, ant. 126 m., on Hwy 98 1 km S of Overton near Clayton Cemetery. Big Country owns KWRT(AM) Boonville. Richard Billings is 50% applicant for FM in Jefferson City, Mo. *April 23*

Boonville, Mo. (BPH-970424MD)—Viands Enterprises Inc. (William L. Viands, president/owner, 19600 W. St. Andrews Dr., Miami, Fla. 33015) for FM at 93.1 mhz, 6 kw, ant. 100 m., N side of CR 440, .43 km SE of intersection with US 40, Moniteau Township, Mo. *April 24*

Jackson, Mo. (BPED-970508MD)—IGWT Community Radio Inc. (Carl John Sims, president, 318 Monroe Ave., Belton, Mo. 64012) for FM at 89.9 mhz, 9.9 kw, ant. 100 m., N of CR 234, 10.5 km NE of Marble Hill, Mo. *May 8*

—Compiled by Elizabeth A. Rathbun

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,813
Commercial FM	5,458
Educational FM	1,871
Total Radio	12,142
VHF LPTV	543
UHF LPTV	1,402
Total LPTV	1,945
FM translators & boosters	2,769
VHF translators	2,283
UHF translators	2,697
Total Translators	7,749

Service	Total
Commercial VHF TV	557
Commercial UHF TV	633
Educational VHF TV	124
Educational UHF TV	241
Total TV	1,555

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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Foreign policy

The following is a letter to Representative Edward Markey:

Dear Representative Markey: It has come to my attention that you are considering introducing a bill that would "clarify" the 1934 Communications Act as it pertains to the foreign ownership of U.S. broadcasting facilities. As I understand it, you intend to introduce a bill that would, in effect, continue to limit foreign ownership to 20%.

The very real question is: why?

With some 12,000 radio stations in the U.S., plus an increasing number of VHF, UHF, LPTV and cable television facilities, what possible reason could there be to restrict the foreign ownership of any of these outlets?

When the Telecommunications Act of 1996 was being debated, the Vice President actually stated that these kinds of restrictions were necessary for "national security."

In the case of radio's 12,000-plus stations, for instance, how could the national security of the country ever be threatened if some of these stations were owned by non-U.S. entities? In the first place, the major-market radio stations are priced at such levels today as to make their acquisition limited at best by a foreign investor. Second, the number of foreign investors who have the wherewithal to make such an acquisition, such as a Bertlesmann or a Virgin, are so few as to make their presence in the U.S. almost negligible. And last, there is no doubt that any investor who might purchase a broadcast facility in this country would do so for the sole reason of being a major, professional competitor, and not to inflict some sort of jingoistic philosophy into the putty-like brains of the American citizen. Mr. Murdoch is a good example.

I can assure you, Congressman, that the only reason a foreign entity would invest in the U.S. would be to develop an audience, serve that audience and to make a profit. In other words for the very reasons that our own citizens invest in broadcast properties. If the programming was not to local tastes, the station would generate little or no audience, and would ipso facto become even less of a threat...if one existed in the first place.

The fact is, if the U.S. were to

encourage foreign ownership, it would be a powerful tool to force foreign governments to do the same. As a worldwide media broker, I speak and deal with owners and investors throughout the world. While there is some interest in the U.S. market by foreign companies, there is far greater interest in those overseas markets by U.S. investors.

It is my firm belief that by reducing the restrictive U.S. ownership regulations, there would be a negligible amount of overseas investing in this country. By using the prospect of reduced regulations, however, the U.S. could accomplish a great deal on behalf of our own citizens who are looking to become truly global broadcasters.—

Robert E. Richer, International Media Consulting, Farmington, Conn.

Znaimer fan

EDITOR: Thank you. Finally, you put a great broadcaster on your cover: Moses Znaimer (B&C, April 21). He is the only TV programmer who gets it. Every local TV station in the U.S. programs show to show. He has a radio mind and programs the station as a totality. Believe me, no U.S. station has stolen anything from Citytv—because they just don't "get it." Good work.—*Walter Sabo, Sabo Media, New York*

Reception problem

EDITOR: I wonder how much of your May 5 interview with Tom Rogers is as offbase as his comment that "if they're in cable areas and are subscribing to satellite, they're holding on to a broadcast basic tier, so it's not as if consumers are being deprived of broadcast reception. It's not as if we are missing any of our audience."

Either satellite subscribers in Atlanta are remarkably out of step with those in other parts of the country, or this statement is terribly wrong and misleading. As a challenger of thousands of satellite subscribers who are importing the CBS signal by satellite from distant cities, I have reached conclusions based on conversations with those told by satellite companies to ask me for a waiver.

■ These subscribers' animosity toward cable is palpable. They do not have a basic broadcast tier, and many do not ever want to have another conversation with a cable company representative.

■ They do not have adequate, prop-

erly installed rooftop antennas with which to receive local stations' signals optimally. In their minds, they have moved on to better technology in the form of digital satellite reception.

■ They want broadcast network programming. They want CBS by satellite and are convinced that they can't get it from my station by satellite because I am refusing to allow the satellite provider to distribute my signal. They would be thrilled to receive CBS from my station by satellite. Second choice is CBS by satellite from a distant city. Not acceptable is no CBS by satellite when they are watching ABC, NBC and Fox by satellite without challenge.

My firmly held belief is that Mr. Rogers's network, NBC, is not missing any of its *Seinfeld* audience on Thursday night in satellite homes but that those homes are viewing it from a distant, imported-by-satellite signal if they have not been challenged by the local NBC station. Those people with a choice of the same program by satellite or from attic antennas or rabbit ears are not opting for 1950s technology. They are not watching the local station if they have a choice. For Mr. Rogers to suggest to broadcasters that they don't have a problem is to mislead.

His statement suggests that consumers are not being deprived, and he is correct. He also suggests, "It's not as if we are missing any of our audience." Who is "we?" Certainly, he cannot be including local broadcast stations in that "we."

I strongly suggest with overwhelming evidence that a satellite home with network signals imported and unchallenged is viewing network programming by satellite at the expense of the local station. Ultimately, I submit, a weakened affiliate base will change the nature of networks as we know them to no one's satisfaction.

Clearly, as NBC's point man, Mr. Rogers confuses his perceived interest as a "broadcaster" to be the same as the interest of the local station "broadcaster." I believe he does so creating risk to all. Networks as we know them cannot survive by bypassing the local affiliate into the home of the consumer. They (networks) will become something less.—*Herman Ramsey, vice president/GM, WGNX(TV) Atlanta*

Datebook

THIS WEEK

May 26-28—*Brasil Link '97*, Brazilian pay-TV conference and exposition. Rio Centro, Rio de Janeiro. Contact: (281) 342-9826.

May 27—"Television Ratings Revisited: Getting the Big Picture," policy forum presented by the *Cato Institute*, Washington. Contact: Robin Hulse, (202) 789-5293.

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—"The Bandwidth Crisis: Does It Really Exist?," telecommunications forum sponsored by the *Consortium for Research on Telecommunications Policy*. National Press Club, Washington. Contact: Robin Gaster, (202) 986-4781.

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—*Nevada Broadcasters Association* 2nd annual golf tournament and Nevada Broadcasters Hall of Fame gala. Desert Inn, Las Vegas. Contact: Robert Fisher, (702) 891-0177.

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—*Cable & Telecommunications Human Resources Association* interactive training workshop. Discovery Communications Bldg., Bethesda, Md. Contact: Kim Ota, (562) 404-6208.

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. Con-

tact: (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—*Southern California Cable & Telecommunications Association* 6th annual golf classic. Mountaingate Country Club, Los Angeles. Contact: (310) 316-0558.

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 9-13—10th annual *International Teleproduction Society* forum and exhibition. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (212) 629-3266.

July 14-16—"Optimizing the Functionality and Cost of Set-Top Box," conference presented by *Institute for International Research*. Hyatt Regency, San Francisco. Contact: (800) 999-3123.

July 16-17—*Wisconsin Broadcasters Association* 46th annual summer convention. The Abbey Resort, Lake Geneva, Wis. Contact: Michelle Lukens, (608) 255-2600.

July 20-23—*CTAM* 1997 National Marketing Conference. Marriott Orlando World Center, Orlando, Fla. Contact: (703) 549-4200.

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 Osmanski, (202) 467-5200.

Sept. 20—*BROADCASTING & CABLE* Interface XI conference. New York Grand Hyatt, New York City. Contact: Circles Special Events, (212) 213-5266.

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. 10—*BROADCASTING & CABLE* 1997 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Circle Special Events, (212) 213-5266.

DECEMBER

Dec. 9-12—The Western Show, presented by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Moving Fox into the field

Jerry Gepner deserves as much credit as anyone for Fox's successful entry into big-league sports with the NFL in 1994.

Recruited from CBS Sports, the three-time Emmy winner arrived at the upstart network in April 1994 facing a monumental task: to coordinate the entire mobile production of 17 weeks of NFL games.

"I was given 16 weeks from the day I was hired to put the damned thing together," says Gepner. "At that point, the entire field division was me, a telephone and a desk."

So Gepner brought a couple of key personnel over from CBS and got cracking—hiring technical producers in the field, contracting technicians, organizing payrolls, dealing with labor unions, securing production trucks. He also bought the technical equipment that would distinguish Fox's sports production, such as the graphics gear for the FoxBox and the Dolby Surround Sound audio equipment.

By the time of the first NFL broadcast, Fox's field division had coordinated a budget of more than \$15 million, and more than 4,500 personnel.

Since then, Fox's sport presence—and Gepner's workload—has kept growing, with the addition of NHL coverage in 1995 and Major League Baseball in 1996. As with football's FoxBox, Gepner was instrumental in developing such production innovations as the FoxTrax graphics system for hockey and the in-base microphone for MLB coverage.

Gepner's field production experience goes back 20 years, to when he worked as a video engineer trainee with PBS affiliate WRLK-TV Columbia while attending the University of South Carolina. After graduating in 1978, he took a job with Philadelphia-based E.J. Stuart, working as a "combination truck driver and technician" while cutting his teeth on the mobile production of college football and basketball games.

Gepner was fascinated by the operational end of the mobile production business, and benefited from the friendly advice of network technicians he met while working games. "I had a pretty good background in electronics, so the maintenance came naturally. But they taught me the tricks of the trade."

After leaving E.J. Stuart in 1989, Gepner worked for several large mobile vendors, including Scranton, Pa.-based NEP and St. Petersburg, Fla.-based F&F Pro-



"My mission at Fox is to search out new technology and bring it to sports."

Jerry Gepner

Senior VP, field operations and engineering, Fox Sports, New York; b. Sept. 28, 1954, Washington, D.C.; BA, media arts, University of South Carolina, Columbia, 1978; mobile unit engineer, E.J. Stewart, Philadelphia, 1978-80; engineer-in-charge, Continental Colour Recordings, New York, 1980-82; senior technical director, Modern Telecommunications Inc., New York, 1982-85; engineer-in-charge, NEP, Scranton, Pa., 1985; engineer-in-charge, F&F Productions, Fort Lauderdale, Fla., 1985-89; field technical manager, CBS Operations, New York, 1989-93; director of production services, CBS Sports, New York, 1993-94; VP, field operations and engineering, Fox Sports, New York, 1994-95; current position since December 1995; m. Bonnie Eplett, Feb. 18, 1989; children: Elizabeth, 13 (by previous marriage); Daniel, 6; Mitchell, 2

ductions. His big break came in 1989 at F&F, when Gepner served as the engineer-in-charge of a mobile unit producing the CFA college football package for CBS—the first time CBS had gone to an outside vendor for its mobile unit and crew.

"It was an interesting experiment," he says. "None of the networks had ever farmed out the below-the-line portion of any national telecasts. They always had their own trucks and their own people. We had an ongoing weekly series of games, with a network producer, director, production team and announcers, and everything else came from outside sources. While today that's the norm, at the time it was absolutely radical."

Gepner's 1989 CFA gig led to a job at CBS Operations, where he started as field technical manager in 1989. There he oversaw the technical operation of remotes for regular and postseason baseball; college football; NCAA basketball; the NFL; the NBA; Super Bowl XXIV; and alpine skiing at the 1992 and 1994 winter Olympics.

"Those were the boom years for CBS Sports," he says. In 1993, he was named director of production for CBS Sports, putting him in charge of the technology and operations for all sports broadcasts. While in that position, he introduced non-linear laserdisc recorders to CBS's live sports coverage and improved the audio for NCAA basketball and PGA golf.

"That put me on the path I'm on now," says Gepner. "My mission at Fox is to search out new technology and bring it to sports."

But now that Fox Sports has a field organization in place, Gepner plans to spend more and more time focusing on how new technologies, such as HDTV and virtual advertising insertion, will affect sports production in the future.

"In today's world where the rights fees are higher than they've ever been—and there are no signs of them backing off—technology has a different role," he says. "It's actually an active part of what makes a product better or more noticeable. In today's world, a difference of half a rating point means a lot. So while technology used to be just a necessary component of remotes, now it's the differentiating component at times. Fox has recognized that, and I think other broadcasters are beginning to. There didn't use to be intense competition to exploit technology as part of sports production—but that's a lot of what my job has turned into." —GD

BROADCAST TV



Bill Harper, GM, WBBJ-TV Jackson, Tenn., joins Bahakel Communications' WRSP-TV Springfield and WCCU-TV Urbana, both Illinois, in same capacity.

Harper

Karen Thomas, reporter/anchor,

WHTM-TV Harrisburg, Pa., joins WTXF-TV Philadelphia as reporter.

Diana Penna, health reporter, joins KOVR-TV Stockton/Sacramento, Calif., as health reporter, *Daily Checkup* and other news segments and special reports.



Jonathan Barzilay, VP, ABC Television Network Group, New York, named VP/GM, children's programming, ABC Television Network.

Barzilay

Tim Pratt, news producer, KWCH-TV Hutchinson/Wichita, Kan., joins

WOOD-TV Grand Rapids, Mich., in same capacity.

Marty Miller, general sales manager, WBNE-TV New Haven, Conn., joins WJWB-TV Jacksonville, Fla., in same capacity.

Appointments at AMS Productions, Dallas: **Robin Taviner** joins as director, sales; **Dietrich Volkland** joins as director, marketing.

Marc Robertz, president/creative director, Really Cool Creative Inc., Baltimore, joins WJXX-TV Jacksonville, Fla., as director, marketing and on-air product.

Gary Ferrell, senior VP, finance/CFO, KCET-TV Los Angeles, adds senior VP, business development, to his responsibilities.

Cheryl Carson, acting news director, WGHP-TV High Point, N.C., joins WTVT-TV Tampa, Fla., as VP, news.

Kim Dawson, weekend anchor/reporter, WKOW-TV Madison, Wis., joins

KMOV-TV St. Louis as reporter.

Appointments at WFAA-TV Dallas: **Holly Shannon** named executive producer; **Annette Smith** named producer, 10 p.m. newscast; **Carolyn Fessler,** executive producer, named news director, KOTV-TV Tulsa, Okla. (A.H. Belo owns WFAA-TV and KOTV.)

Appointments at WBZ-TV Boston: **Sean Mooney,** anchor, WWOR-TV Secaucus, N.J., joins as co-anchor, *News 4 New England* at 5 p.m.; **John Dougherty** named New England special correspondent; **Kevin Fitzpatrick,** local sales manager, WABU-TV Boston, joins in same capacity; **Ben Newman,** local sales manager, named national sales manager.

Appointments at WTVQ-TV Lexington, Ky.: **Michael Fowler** joins as marketing manager; **Keith Combs,** senior copy writer, marketing, named production manager; **Jim Brady,** director, engineer, Park Communications, joins as operations manager.

Michael Michell, research analyst, WNBC-TV New York, named research manager.

Appointments at Gray Communications Systems Inc., Knoxville, Tenn.: **John Ray,** president/GM, WJHG-TV Panama City, Fla., joins WRDW-TV Augusta, Ga., in same capacity; **Terry Cole,** VP/general sales manager, WRDW-TV, joins WJHG-TV as president/GM.

Caryn Brooks, executive producer, special projects, WJBK-TV Detroit, joins WSYM-TV Lansing, Mich., as news director.

Gary Zenkel, VP/executive assistant to the president, NBC Sports, New York, named senior VP, Olympics marketing and business development.

PROGRAMING

Linda Cardoso, senior VP, entertainment division, Marketplace Media, joins Network Event Theater, Los Angeles, as senior VP, corporate marketing.

Matthew Borten, producer/director, Discovery Channel, Bethesda, Md., leaves to devote his time to Visions Unlimited Productions Inc., Gaithersburg, Md., a production company he formed 10 years ago.

Eileen Potrock, director, creative services, DLT Entertainment Ltd., New

York, joins The itsy bitsy Entertainment Co. there as communications manager.

Bruce Boro, president/GM, Gamma Communications Inc., Miami, joins MediaVentures International there as senior VP, international.

Larry Emsweller, director, station operations, WSMV-TV Nashville, adds director, program development, Meredith Corp. Broadcasting Group, to his responsibilities.

James Hurlock, director, sales and marketing, Czech and Slovak republics, Home Box Office, New York, joins MGM Telecommunications Group, Sydney, Australia, as VP, sales planning and business development, Asia Pacific.

Kim Grabowski, senior press manager, East Coast, NBC, New York, joins Procter & Gamble Productions Inc. there as senior publicist, public relations.

Selby Hall, VP, marketing and research, Walt Disney Television International, London, named senior VP; **Adam Kriger,** director, strategic planning, The Walt Disney Co., Burbank, Calif., named VP.

RADIO



Miraglia

Tony Miraglia, executive VP, CBS Radio Sales, joins Allied Radio Partners, New York, as managing partner.

Lance Primis, president/COO, the New York Times Co., joins American Radio Sys-

tems Corp., Boston, as a member of the board.

Jeff Hedges, VP, sales and station manager, WWDC-FM Washington, joins CBS Radio as VP, sales, for nine CBS stations in Washington and Baltimore.

Appointments at KDKB(FM) Mesa, Ariz.: **J. David Holmes,** on-air host, KKHG(FM) Tucson, Ariz., joins as afternoon drive co-host; **Tracy Lea,** on-air personality, adds music director to her responsibilities.

Pat McMahon, director, operations,

KEZK-FM St. Louis, joins KKRW(FM) Houston as program director.

Earl Baer, general sales manager, KFWB(AM) Los Angeles, joins CBS Radio as director, business development, for eight CBS Los Angeles stations.



Rideout



Powell

Ramona Rideout, VP, affiliate relations, and **Tom Powell**, VP, production, Radio Today, New York, named senior VPs.

Tony Palmisano, senior account executive, WEEI(AM) Boston, joins WBCN(FM) there as local sales manager.

Dave Morton, newscaster, WDAF(AM) Kansas City, Mo., named news director.

CABLE



Reynolds

Appointments at Sci-Fi Channel, New York: **Karen Reynolds**, manager, media relations, named director; **Sharon Levy**, publicist, named senior publicist; **Steve Albani**, media relations coordinator, Madison Square

Garden, joins as junior publicist.

Alex Henry, director, information services, William Morris Agency, joins Disney Channel, Burbank, Calif., as executive director, information services.

Timothy Munoz, managing director, consumer markets, Nynex Corp., joins Comcast Cable Communications, Philadelphia, as VP, relationship marketing.

Kim McQuilken, VP/GM, Cartoon Network Enterprises, adds VP, licensed promotions, Turner Broadcasting Sales Inc., Atlanta, to his responsibilities.

Appointments at Home & Garden Television, Knoxville, Tenn.: **Carol Hicks**, director, public relations, named VP,

communications; **Mariane Whittemore**, manager, events marketing, named director; **Lila Everett**, VP, marketing, named senior VP, marketing and communications.

Brian Diamond, senior VP, MTV Networks, and **Ed Levine**, marketing adviser, join American Sports Classics, Woodbury, N.Y., as consultants.

Bob Kusbit, president, MoPo Productions, joins MTV, New York, as senior VP, production.

Daniel Yankelevits, director, business and legal affairs, New Line Cinema, Los Angeles, joins Home Box Office there as director, business affairs, West Coast.



Willis

Appointments at Television Food Network, New York: **Michael Evans**, controller, K-III Communications Corp., joins as CFO; **Gregory Willis**, senior VP, affiliate sales and marketing, named senior VP, world-

wide distribution affiliate sales and marketing.

Donald Black, marketing director, Christian Coalition, joins INSP-The Inspirational Network, Charlotte, N.C., as VP, sales and development.

Maryann Bryla, assistant VP, finance, Lenfest Communications Inc., Oaks, Pa., named VP.

Skip Desjardin, director, pay per view, U.S. Satellite Broadcasting, St. Paul, joins ESPN, New York, as director, sales and marketing.

ADVERTISING/MARKETING PUBLIC RELATIONS

Appointments at Turner Network Sales: **Susanne Smith**, marketing manager, Turner International Inc., named marketing manager, Central region; **Wilson Milne** joins as regional marketing manager, Southeast; **Meg Valentine** named local advertising sales and promotion manager, Southeast.

Lauri Gross, former director, communications, Discovery Networks, launches free-lance publicity business primarily serving television industry, based in Alexandria, Va.

Simon Pearce, group account director/client services director, D'Arcy Masius

Benton & Bowles, Warsaw, Poland, joins St. Louis office as senior VP/group account director.

MULTIMEDIA

Timothy Sean Kelly, director, research, Banner Radio, joins Katz Millenium Marketing, New York, as director, marketing.

Appointments at Tam Communications, San Jose, Calif.: **Susan O'Connor Fraser** named president/CEO; **Tam Fraser** named chairman of the board in addition to producer/director, entertainment business unit; **Connie Segreto**, director, development, entertainment programming, named VP, entertainment business unit; **Sandra Silva**, art director/director, media development, named VP, creative services; **Julie Easley**, operations manager, named VP, finance and administration; **Timothy George** named director, production services; **Marianne Lucchesi** joins as director, corporate marketing.

ASSOCIATIONS/LAW FIRMS

Appointments at FCC's Common Carrier Bureau, Washington, accounting and audits division: **Mindy Ginsburg** named deputy chief; **Deborah Dupont** named assistant division chief, legal; **Chuck Needy** named assistant division chief, economics; **Jeanine Poltroniere** named chief, universal service; **Andy Multz** named chief, legal; **Ken Ackerman** named chief, audits; **Jose Rodriguez** named chief, accounting systems; **Fatima Franklin** named chief, competitive safeguards; **Gary Siegel** named deputy chief, competitive safeguards; **Tom Power** named chief, legal, competitive pricing division; **Kent Nilsson** named deputy division chief, network services; **Ann Stevens** named associate division chief and **Melissa Newman** named assistant division chief, policy division.

TECHNOLOGY

Efi Arazi, CEO, Imedia Corporation, San Francisco, receives the Edwin Land Medal, a joint award from the Society of Imaging Science and Technology and the Optical Society of America, recognizing his achievements in image motion stabilization equipment and data processing procedures.

—Compiled by Denise Smith
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Tim Helfet has succeeded Keith Samples

as CEO of Rysher Entertainment, the production-distribution company Samples founded in 1991. Samples, who sold the company to Cox Broadcasting in 1993, resigned last week, saying he wanted to concentrate on his work as a writer, director and producer. Samples has recently produced a number of theatricals for Rysher, including "Howard Stern's Private Parts" and "The Evening Star," but Cox insiders discounted speculation that His departure was prompted by the film division's spotty performance. His resignation is not expected to affect the management of Rysher's TV arm, which has successfully expanded during the past two years from syndication into network prime time production. Helfet previously was president of Rysher.

With the Los Angeles Dodgers almost in hand, **Rupert Murdoch report-**

Daytime at nighttime

CBS took home nine statuettes at the 24th Annual Daytime Emmy Awards last week in New York, including seven awards for the *The Young and the Restless* and three for *The Price Is Right*.

Children's TV legend Fred Rogers was honored with a Lifetime Achievement Emmy from the National Academy of Television Arts & Sciences, which produces the awards show in cooperation with the Academy of Television Arts & Sciences. The ceremonies aired live on ABC.

The Oprah Winfrey Show was named outstanding talk show, while Rosie O'Donnell (above) was chosen as outstanding talk show host. ABC's *General Hospital* was selected as the year's outstanding drama series. The WB's *Animaniacs* from Steven Spielberg was dubbed the outstanding children's animated program, while PBS's *Reading Rainbow* earned the award for outstanding children's series.

PBS garnered eight Emmys, while NBC took home six, ABC, five, and Fox, one.—LR



Darleen Rubin

edly is pursuing deals with other sports teams

that could pave the way for Fox Sports to buy a controlling interest in the Los Angeles Kings and the Los Angeles Lakers. The *Los Angeles Times* reported last week that Fox is pursuing a partnership with the Kings hockey team with the goal of gaining access to the Kings' option to buy a

30% stake in the Lakers.

Fox officials declined comment on the report. Meanwhile, sources say News Corp.'s deal to buy the Dodgers for an estimated \$350 million is "all but done" and could be announced early next month.

E.W. Scripps Co. and Paxon Communications Corp. both entered new

TV markets last week.

Scripps is acquiring KENS-AM-TV San Antonio, Tex., as part of a deal with Harte-Hanks Communications. The purchase, which includes six newspapers and 25 non-daily publications, could reach \$775 million, depending on how it is structured. Scripps already publishes daily newspapers in 16 markets and runs TVs in nine markets. Six of those TVs are ABC affiliates; KENS would be Scripps' first CBS affiliate. Meanwhile, Paxon added KTVU-TV Cedar Rapids/Dubuque, Iowa, and WAQF-TV Batavia/Buffalo, N.Y., to its portfolio of 36 TVs that the company owns or is buying or building. Both stations, sold by Anthony J. Fant for an undisclosed price, are dark. They eventually will air Paxon's inTV infomercial network.

Charter Communications Inc. has blown out former Time Warner Inc. adviser Ed Aboodi in the **\$580 million auction of US West Media Group Inc.'s Minneapolis systems**, sources familiar with the deal say. Aboodi's Alpine Capital was leading after the first round of bid-

Albert denies charges, criticizes investigation

NBC and Madison Square Garden Network sportscaster Marv Albert emphatically denied charges that he sexually assaulted a Virginia woman, and criticized police for the investigation leading to his indictment.

Albert, 53, will continue to work the NBA playoffs for NBC while fighting the Arlington, Va., grand jury indictment, in which a 41-year-old Vienna, Va., woman alleges that Albert repeatedly bit her and forced her to perform oral sex on him in an Arlington hotel in February.

Accompanied by his four children at a press conference late last week, Albert said: "No one, neither the police nor prosecutors, ever approached me or my representatives at any time before the allegations were made public on Tuesday. Nor was I heard from by the grand jury that indicted me. Had I spoken to the grand jurors, I would

have told them what I'm telling you now, I'm innocent."

Albert is scheduled to be arraigned in Arlington Circuit Court tomorrow morning (May 27). Albert and his attorney's repeatedly questioned the tactics Arlington Police used in putting their case together.

An Arlington County police spokesperson said an attempt was made to contact Albert a week earlier and that investigators spent more than an adequate amount of time checking the woman's allegations and credibility.

After the indictment was made public, court records revealed that the woman had been arrested last year for making death threats against an ex-boyfriend. The woman also reportedly was accused in an Equal Employment Opportunity Commission complaint of physically harassing a fellow employe at a Washington hotel. —JS

NATPE ponders how to avoid convention defections

Proposals designed to blunt the threat of major distributor defections from next year's NATPE convention will be the focus of the association's two-day board meeting in Los Angeles this week.

Some of syndication's major players have questioned the need for the elaborate annual gathering, given consolidation in the station community. Any decisions made at the May 29-30 meeting will be presented to distributors at a meeting June 3.

One of the biggest challenges is boosting attendance on the last day of the three-day exhibition. NATPE officials are said to be considering asking the Association of Local Television Stations (ALTV) and network affiliate groups to scale back meetings and

events held in the days leading up to the exposition. The rationale, say sources, is that fewer distractions will encourage program buyers to get more business done on the trade show floor.

ALTV officials couldn't be reached for comment last week, but an ALTV representative said the group's 1998 meeting is set for Jan. 18-19, dovetailing with NATPE '98 on Jan. 19-22 in New Orleans. Other proposals expected to come before the NATPE board this week include opening the floor earlier than 10 a.m. and limiting the number of seminars and panel sessions scheduled during exhibition hours. Some distributors say they're also concerned about the sprawl on the convention floor, fueled by the increased participation by nonsyndication companies. —CL

ding in April, but sources said Charter stepped in with a higher—and firmer—offer. Charter is backed by major institutional investor Kelso & Co., but the sources say US West executives were wary about how readily Aboodi could finance a deal.

Justice Antonin Scalia says he has changed his mind about allowing cameras into the Supreme Court. Scalia, a friend of C-SPAN Chairman Brian Lamb, says he originally favored the idea, but has since decided most people would likely watch only glimpses of court action rather than gavel-to-gavel coverage. Addressing communications lawyers last week, Scalia also voiced distaste for the idea of using trial coverage for entertainment.

Kathie Lee Gifford has re-signed with Buena Vista Television for another season as co-host of the popular syndicated morning show *Live with Regis & Kathie Lee*. Her co-host, Regis Philbin, recently

re-upped with Buena Vista through 2000.

The NBC affiliates meeting in Phoenix was largely lovefest, with the exception of continuing talks over network program exclusivity. Talks on about issue took up a lot of time during closed business sessions, with little progress being made, sources say. The affiliates are still pressing for one-year exclusivity and the network is still balking—and looking to create as many loopholes and exceptions as it can for whatever agreement it finally comes to. CBS executives say they plan to present a proposal at their meeting with affiliates this week in Los Angeles that will offer one-year exclusivity for much of the network's programming. Talks on the issue with ABC have been shelved until Preston Pad-den officially signs on as the network's new president, expected this week.

Still unhappy with Sinclair Broadcast Group Inc.'s explanation for why it should own two TV sta-

tions in Indianapolis and have ties to a third, **the FCC has called for an evidentiary hearing.** Despite chances for Sinclair to respond to an FCC query, "the [ownership] applications still appear inconsistent with the commission's cross-interest policy," a May 7 letter says

Rod Calarco, formerly executive VP of Westwood One Radio Networks, was named VP of sales for WorldSpace Management Corp. Washington-based WorldSpace is a satellite

digital radio developer, slated to launch its first bird in mid-1998.

The number of duopoly-owned radio stations jumped by 47% in 1996

over the previous year, according to a survey of radio ownership by BIA Publications. It reports that 2,439 stations were in duopolies at the end of 1996 compared with 1,660 a year earlier. Also, at least 50% of radio stations in 91 markets were duopoly-owned in 1996, a large jump from 28 in 1995.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"The boss told me I'm doing such a good job he named May 'Sweeps Month' in my honor!"

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Incorporating The Fifth Estate TELEVISION Broadcasting

The penultimate coup

The fallout from last week's reorganization of CBS will take a while to settle, but it looks to us as though Mel Karmazin has emerged as the man of the hour. Already the largest individual stockholder, his primacy in the corporation was confirmed by last week's events. As we read it, Karmazin's displeasure with the nonperformance of the owned TV stations triggered the changes. There's no longer any question about who will have his way with that group. As of Friday the stock was up two points, which is hardly a vote of confidence for the old management. One wonders what the market will say when Karmazin goes for broke. Or rich.

Lessons of the fall

If we had any doubts that criticism of TV coming out of Washington often had more to do with knee-jerking and posturing than thoughtful criticism, the comments of Senator Joseph Lieberman (B&C, May 19) erased them.

The senator was upset that NBC had the audacity to program its own new fall schedule, even after the warning from Congress that networks should think twice before scheduling anything in the so-called family hour that didn't feature puppies and happy endings. Pointing to the move of *Men Behaving Badly* to Sunday at 8 p.m. next fall, Lieberman said the network "continues to put profits ahead of what's best for the country." The relative merits of the show aside, what Lieberman is saying is that NBC continues to program to its audience rather than cater to Washington's idea of what it should be watching. Lieberman goes on to decry the scheduling of the show opposite *Touched by an Angel*. The whole point of that scheduling is the assumption that not everyone likes or wants to watch, or should have to watch, the same kind of show.

To their credit, the networks appear not to have been bullied into a de facto family hour. Their new schedules from 8 to 9 are geared to a variety of tastes, including those favoring more "family friendly" fare.

Let's let broadcasters worry about programming to their audience and let Congress worry about balancing the budget. Now, that would be family friendly.

Clear day on Capitol Hill

The news hasn't been all bad from the Hill lately. The Senate last week approved a budget resolution that advises the government to spend less if the auction of returned analog spectrum yields less than anticipated. There are two good things working here. One is that Congress recognizes that such estimates are most likely unreliable. More important is the suggestion that government ought to live within its means rather than penalize broadcasters (through some kind of digital spectrum fee) for the shortcomings of government prognosticators. Unfortunately, the resolution is not binding, but it ought to be.

Toward meritocracy

It is a tribute to the strides that women have made in this industry that the fact that women now run the top three Fox O&Os (B&C, May 19) came with little in-house fanfare.

Maybe it shouldn't have come as any surprise since, according to the FCC's Equal Employment Opportunity Trend Report, women occupy more than a third of all management positions at TV stations (defined as the top four jobs). "The great thing about television," says Carole Black, GM of NBC's Los Angeles O&O, "is the only thing that really matters is how talented you are." It's the only thing that should matter anywhere.

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