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Ergen's Local TV Gamble

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CBS getting serious about multicasting

King World, Warner Bros. square off over Squares



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The background of the entire page is a photograph of the Hollywood Sign at night. The sign is illuminated with bright yellow lights, and the surrounding hills are dark against a deep blue night sky with a few stars and a faint meteor streak.

HOLLYWOOD SQUARE

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Fast Track

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Broadcasting & Cable

October 13, 1997

TOP OF THE WEEK / 6

Multicasting in the CBS mix For nearly two decades, CBS has been broadcasting's most vigorous advocate of high-definition television. But network executives told affiliates that the network is also seriously exploring subscription-supported multicasting. / **6**

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HOLLYWOOD SQUARES

NO NEW GAME HAS HIT IN THE 90'S!	SQUARES DIDN'T WIN IN ACCESS 11 LAST REPLY!	PICTORY & DATING REWYLED! (FAR NG!)
S-SQUARES DIDN'T WORK IN LAST REPLY!	GAMES ARE OLD KEYING!	RE-MADE PRICE 5 RIGHT YOU LET YOUR LIFE BAILED!
SQUARES WERE BEATEN BY WHEEL 700 PARDY ET'S DPN.H!	CELEBRITY WALT!	80% O GAMES FAIL IN FIRST YEAR OR LESS!

NOT WORTH THE RISK!



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Ergen's Local TV Gamble BROADCASTING & CABLE visits with Charlie Ergen at the site of EchoStar's third satellite launch to talk about his expensive gamble on delivering local stations via DBS. / **22**

Cover photo by Karl Ronstrom

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Granite Broadcasting plans to buy San Francisco's KOFY-TV for nearly \$175 million and seek permission from the FCC to keep its San Jose ABC affiliate, KNTV(TV). / **30**

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Marcus Cable plans to sell nonstrategic systems encompassing 200,000 subscribers in an effort to pay down its \$1.5 billion debt load and focus on its key clusters. / **44**

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Top of the Week

Multicasting's in the CBS mix

But network says it's still committed to HDTV, that it's not either/or proposition

By Steve McClellan

For nearly two decades, CBS has been high-definition television's most vigorous advocate among broadcasters. But network executives last week acknowledged it is also seriously exploring advertising- and subscription-supported multicasting.

At a meeting with affiliates in New York on Monday, according to some in attendance, network officials said that CBS's digital future would likely be a mix of HDTV in some dayparts and multicasting in others.

The network pitched the idea of forming a joint network-affiliate committee to consider the pros and cons of HDTV and multicasting and to try to develop business plans for them.

Like most other broadcasters, CBS and its affiliates are trying to decide what to do with the second channel each

TV station is to receive from the government to implement some kind of digital broadcasting service.

The basic choices are (a) HDTV—a single channel of high-resolution television—or (b) multicasting—several channels of lower quality, or standard-definition, TV (SDTV).

Since the early 1980s, CBS has championed HDTV as the best way of ensuring broadcasting's future as the most-watched TV medium. That the network is now looking at multicasting as a complement to HDTV is seen as a sign of radio and TV station chief Mel Karmazin's growing influence. "He doesn't see any value in doing just high definition," one executive said.

According to a source, Michael Jor-



Karmazin is pushing multicasting option.

dan, chairman of CBS parent Westinghouse Electric, essentially acknowledged at the meeting that the network is locked in an internal debate over the relative merits of HDTV and multicasting. However, others said, the network stressed repeatedly that the issue is not an either/or proposition—that both services could and probably would co-exist.

Indeed, much of the meeting was given to a discussion of HDTV. In particular, CBS officials promised a limited network schedule of HDTV programming and pledged to work to accelerate the rollout of HDTV receivers, sources said.

Summarizing the network's thinking on multicasting, the sources said CBS strategist Tom Gentile explained that

Cotton candy, corn dogs and HDTV



The line forms for WFAA-TV's HDTV exhibit at the Texas State Fair. More than 150,000 people are expected to view the exhibit by the time the fair closes on Oct. 19.

In 1939, audiences at the World's Fair in New York were wowed by a new technology—television. Fast forward to today, and audiences at the Texas State Fair are being wowed by a new technology—HDTV.

Belo Broadcasting's WFAA-TV Dallas has been "overwhelmed" by attendance at its HDTV exhibit (on display Sept. 26–Oct. 19) at what is billed as the world's biggest state fair.

Belo is putting its money where its mouth is. Representing the NAB at HDTV hearings last month, Belo Chairman Robert Decherd called HDTV a competitive necessity. "Broadcasters have made a compact with Congress to do HDTV; we will make good on that promise," he said.

According to Dave Muscari, creative services director for WFAA-TV, at any given time a line of fairgoers three times the capacity of the station's 50-seat theater is waiting up to 45 minutes to see the exhibit. The demonstration includes scenes from the Super Bowl and concert footage of Peter Gabriel and the Gypsy Kings on a 16-by-9-foot screen.

The reaction? Muscari says the three main questions have been: When will it be on the air? How much will a set cost? Where can I buy one? "They don't seem to be balking at the expense," says Muscari. "If Sony and Zenith had been here, they would have sold hundreds of sets."

The fair is expected to draw more than 3 million people; Muscari expects to pull in about 150,000 of them for the demonstration. Some local congressmen are expected to stop by for a special showing, as is the Belo board of directors.

—John Eggerton



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PENSACOLA

WINGS OF GOLD

the SDTV channels could be filled with advertising supported programming—news, weather, movies or time-shifted network programming. Or, he said, they could be used for pay-per-view movies, classified ads or narrowcasting services for businesses and schools.

Gentile also reviewed a pay multicasting plan espoused earlier this summer by Sinclair Broadcasting Chairman David Smith. Under the plan, stations in a market would cooperate, pooling their SDTV channels to create a package of 30-40 channels of cable programming that could be sold to subscribers equipped with set-top converters.

The plan would provide competition to cable and create a new revenue stream through subscriptions, Gentile said. But to implement it, he said, competitive broadcasters would have to

learn to work together. Other obstacles include signal quality, consumer interest and possible retributions from cable.

Joe Flaherty, CBS's senior technologist, demonstrated HDTV alongside various SDTV signals. Given today's compression technology, he said, stations can broadcast only four SDTV programs and maintain acceptable picture quality.

The CBS officials said it will cost \$56 million over five years to equip its 14 stations to broadcast any kind of digital signals; gearing up to pass through HDTV signals would cost another \$400,000. The extra cost of handling multicasting signals: \$14 million.

Despite all the private multicasting talk, CBS and its affiliates were sticking to a strong HDTV line in public, perhaps because of Washington's neg-

ative reaction to Sinclair's and ABC's public musings on multicasting last August. Several key lawmakers accused the two broadcasters of renegeing on promises to provide HDTV.

Howard Kennedy, general manager of KMTV(TV) Omaha and chairman of the CBS affiliates advisory board, said CBS remains "very committed" to HDTV. "Whether multiplexing becomes a large part of future plans, at least at this juncture, I think remains to be seen. The consumer is going to kind of lead us down that path."

Peter Schruth, CBS senior vice president, affiliate relations, stressed that none of those multicasting models will become a primary business strategy. "As a primary focus for CBS, particularly in major parts of the day, we are into high definition." ■

Nets on learning curve with kids

ABC claims nine of top 20 with educational fare as kids rules reshape Saturday mornings

By Lynette Rice

ABC appears to be offering the best education so far in children's programming: It has found a way to entertain and inform kids at the same time.

For the first three and a half weeks of the new kids season (Sept. 13-Oct. 5), nine of the top 20 Saturday shows in the key 2-11 demo were educational shows from ABC. But Fox Kids Network still held the top three spots among kids 2-11 with entertainment shows *Ultimate Goosebumps* (5.2/20), *Eerie, Indiana* (4.6/18) and *Sam & Max* (4.5/19).

On weekdays, the Fox Kids Network has the most successful educational show so far in *C-Bear and Jamal* (1.5/13). But it ranks number seven behind non-FCC-friendly hits like *Ninja Turtles* (3.9/22), *Power Rangers Turbo* (3.0/20) and *Goosebumps* (2.8/16)—all from Fox Kids as well. Other shows in the weekday top 20 that are deemed educational include *Bobby's World* on Fox (1.3/11) and *Captain Planet* on The WB (0.7/6).

ABC's success this year has translat-



Among the networks' educational offerings are (clockwise from top left) NBC's 'Saved by the Bell,' ABC's 'Recess,' CBS's 'Beakman's World' and (next page) Fox's 'C-Bear and Jamal.'

ed into significant gains in the 2-11 demo: an overall average of 3.4/15 this year, up from last year's 2.7/12. Fox, in comparison, is down in the demo, from 4.9/21 last year to 3.8/17 this year, as is CBS, which went from 1.5/7 to 0.7/4.

"I am deeply skeptical about the educational part of children's television, that you can actually educate in this

way," says Dean Valentine, UPN's new CEO. "But the government says you can, so we, as a result, tried to be incredibly sensitive in putting together shows that had the right balance of the educational component and were also entertaining." As the recent head of Walt Disney Animation, Valentine oversaw the development of most of ABC's lineup.

FCC rules that went into effect Sept. 1 require that every TV station air three hours of educational children's programming each week or face trouble at license renewal time. The networks have responded with shows for their affiliates that they say meet the obligation and which they hope will attract kids and satisfy advertisers.

Whether the increase in educational

shows has boosted overall viewership for the six networks remains to be seen. While the six-network average remains flat in kids 2-11 (2.4/11), there is a slight increase in households (1.9/7 versus last year's 1.8/7).

"I think there's some good stuff this year," says Peggy Charren, a children's television advocate and key backer of the Children's Television Act of 1990. "The real question is, will parents and teachers get involved enough to guarantee that next season there's going to be more good stuff and more of the stuff that is still missing: news shows and local programming [for kids]."

Disney's One Saturday Morning block on ABC—made up of three animated shows and interstitials that air at 8:30-10:30—ranks as the network's most successful educational offering to date. The second half-hour of the block, which includes a portion of the educational show *Recess*, is ranked number four for the season in kids 2-11 (4.4/18); the third half-hour, featuring *Recess* and the educational *Pepper Ann*, is ranked fifth (4.4/17). The educational interstitials that air throughout the two-hour block include *Genie's Great Minds Think for Themselves*, which features voiceovers by Robin Williams, and the popular *Schoolhouse Rock* series.

The number-seven-ranked *Life with*



Louie (4.2/18) is Fox Kids' best educational offering on Saturday, while the fourth half-hour of One Saturday Morning (which features the rest of *Pepper Ann*) is ranked eighth (4.0/15). Disney's *Science Court* (2.6/13), *101 Dalmatians* (2.5/16) and *Jungle Cubs* (2.4/11)—all deemed educational by ABC—also fill the top 20 in the key 2-11 demo.

CBS, in comparison, is struggling to find an audience on Saturday, despite a creative lineup of FCC-friendly shows that include the Emmy-winning *Beakman's World*. The live-action science show has averaged only a 0.3/6 in 2-11 and a 0.8/4 in households. The new *Sports Illustrated for Kids*, which Charren touts for its valuable lessons on sportsmanship, has averaged a 0.6/2,

while the educational *Ghostwriter Mysteries* has generated only a 0.7/6.

NBC is hanging on with its double run of the educational *Hang Time*, one half-hour of which remains the network's highest-rated half-hour on Saturdays in teens 12-17, with a 3.4/20. The show, hasn't fared as well in households (2.9/9), ranking number two behind *Ultimate Goosebumps* on Fox with a 2.8/10. The network's double-run of *Saved by the Bell* (deemed educational) also has held up in households.

Still, Charren says: "NBC has the laziest approach to educational shows on the major networks, and I think it's sad. If they think they can put on five teenage sitcoms and one NBA program and [say] it will educate kids, they should have their head examined."

The WB could still become a player in the educational game on Saturday. It has yet to roll out *Umptee-TV* from Norman Lear. In the meantime, the emerging network has relied on Steven Spielberg's *Animaniacs* (1.3/8, 2-11) to temporarily fulfill its FCC requirements on Saturday.

As UPN expands, a spokesperson says, it will begin to program series that qualify under the FCC requirements. The network has only one hour of animated shows targeted for kids and another two hours for teens. ■

Saturday TV: Where the kids are

The Fox Kids Network is managing to hold on to its lead in the key 2-11 demographic so far this season, but not without some stiff competition from ABC and The WB.

Weekdays are proving more competitive for Fox, thanks to The WB's expansion to 19 hours this season. But the stakes are higher this fall on Saturdays, where competitive programming from ABC and The WB has started to take a bite out of Fox's action hero lineup.

In the first three and a half weeks of the kids season (Sept. 13–Oct. 5), most of Saturday's top 10 shows—both in households and in the key 2-11 demo—air on Fox. The network is averaging a 2.4 Nielsen rating/8 share in households (HH) and a 3.8/17 in the demo. But while overall numbers are down for FKN, averages are up for ABC and The WB. An FCC-friendly lineup has helped ABC achieve spots in the top 10, at the same time boosting its household average from last year's 1.9/7 to this year's 2.1/8. ABC also has seen improvements in the demo, from 2.7/12 to 3.4/15.

The WB, home to *Batman* and *Superman*, has seen its 2-11 numbers jump from 1.6/7 to 2.2/10 on Saturdays.

During the week, Fox continues to reign with an average 1.5/5 HH and a 2.1/16 in 2-11. The WB has seen a slight improvement in households (0.8/4 last year to this

year's 0.9/3) and a slight drop in the demo (1.1/9 versus 1.0/7) but has a new competitor in its rival netlet: UPN's block of teen programming is averaging a 0.9/3 in households.

On Sundays, UPN has registered gains in the key demo, from last year's 1.6/8 to this year's 1.9/9.

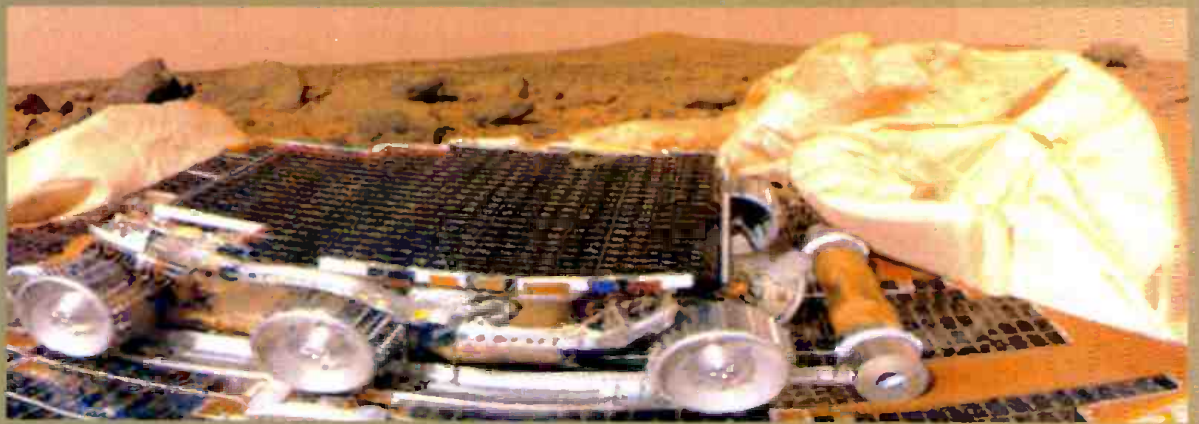
"It seems there is solidification for our constant assertion that programs can bring kids back to the set," says Audrey Steele of Zenith Media. "It's not a foregone conclusion that ratings drop precipitously as kids run to use their computers. ABC is up significantly. The Disney alliance is working for them very well and The WB is up significantly." Children are heavy samplers in the first month, Steele says, but she expects the current trend to continue. "I really believe Disney is bringing back the viewers to ABC."

"I love this kind of stuff," Steele says. "I believe in the power of network television, and it does my heart well when the networks aren't screaming at Nielsen's inability to measure kids."

Not all can claim success so far this season. CBS—whose Saturday children's lineup is broken up with a two-hour news block—is averaging a 0.7/4 in the key demo, down from last year's 1.5/7. The network also has registered losses in households.

—Lynette Rice


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KW, WB square off over 'Squares'

Warner Bros. mailing that targets new game show has Roger King seeing red

By Joe Schlosser

King World's Roger King is none too happy with Warner Bros.' Dick Robertson. In fact, King was fuming last week over a Warner Bros. mailing to stations.

The controversial mailing, a 32-page "research packet," argues in great statistical detail why stations should reject the updated version of *Hollywood Squares*. King World is set to distribute the game show in the fall of 1998 and already has cleared it in more than 40% of the country.

The final page of the Warner Bros. packet, reproduced at right, plays off the *Hollywood Squares* format to make its points in no uncertain terms.

"I think this is one of the lowest, most ridiculous things I have ever seen in my life. Obviously they are scared, and they obviously should be," says King, the company's chairman. "Somebody ought to teach them how to write a presentation, because a lot of it is incorrect."

Sources say Warner Bros. is hoping to persuade stations to leave room in access next season for a remake of another game show, *Love Connection*. That show and an original show, *Change of Heart*, are in development, Warner Bros. officials say, although they would not confirm a fall 1998 launch.

King challenged Robertson, president of Warner Bros. Domestic Television Distribution, and Scott Carlin, the company's executive vice president, to turn toward producing competitive shows.

"They should concentrate on their own company rather than mine. Dick and Scott should figure something else

HOLLYWOOD SQUARES

NO NEW GAME HAS HIT IN THE 90'S!	SQUARES DIDN'T WORK IN ACCESS IN LAST REVIVAL!	PICTIONARY & DATING/ NEWLYWED FAILING!
SQUARES DIDN'T WORK IN EARLY FRINGE IN LAST REVIVAL!	GAMES ARE OLD-SKEWING!	RE-MADE PRICE IS RIGHT & YOU BET YOUR LIFE FAILED!
SQUARES SOUNDLY BEATEN BY: WHEEL, JEOPARDY, ET & OPRAH!	CELEBRITY GLUT!	80% OF GAMES FAIL IN FIRST YEAR OR LESS!

NOT WORTH THE RISK!

to do while [they] get paid all that money out there by Warner Brothers. There must be something else you ****ing guys can come up with. You have nothing. You have zero. Nothing."

"I am sorry Roger feels that way," countered Robertson. "I have nothing but the highest respect for his abilities as a salesperson and a marketer, as well as those of his entire organization. Our presentation is factual and stands on its own. We have been doing business a long time, and we will let our reputation stand for itself."

Robertson says Warner Bros. sent the packet to stations in a "normal business manner." It is commonplace, he points out, for syndicators to highlight what they consider the strengths and weaknesses of rival shows.

"Basically the timing is such that there is no reason [stations] have to make a decision right now, when the timing of other shows and upgrades for current shows are still unfolding,"

Robertson says. "The presentation accurately puts forward the historical performance of *Hollywood Squares* in syndication and speaks for itself."

A number of station programmers who received the presentation packet said they were surprised at its tone.

"Usually the guys at Warner Brothers are a class act, and usually their research team is very clever in its presentations," one programmer says. "But this was just, 'Your baby is ugly; your baby is always going to be ugly.'"

King says his company has never used a "smear" campaign to help launch a program. "We had a meeting...and I said, 'ignore them, and if anybody says anything negative about those other shows, you are fired,'" King says. "[Warner Bros.] ought to take a chapter out of my book."

As for *Hollywood Squares*, King says \$20 million will be put into its premiere season. The show will be cleared in over 50% of the country by the end of next week, he added. ■

Media executives prepare for battle

There's a media war coming. The fight will be for viewers/subscribers.

That was made clear at an International Radio & Television Society luncheon in New York last week as the participants touted the firepower of their respective media.

"The franchise strength that cable and broadcast have will carry forward into the digital future," said Tom Rogers, president of NBC Cable and executive vice president of business development.

In terms of the traditional media landscape, Rogers predicted that as long as the ratings gap between broadcast and cable remains, the broadcast networks will continue to maintain "a particular strength" in advertising. And Rogers extolled America Online's fast start in the media sweepstakes; he estimated that AOL garners the TV equivalent of a 3 rating by drawing 250,000-300,000 users in weeknight prime time.

Ted Leonsis, president of AOL Studios, acknowledged the nod from Rogers but claimed that AOL gets a million users during some prime time hours. But noting that AOL is working with NBC and other networks on content development, Leonsis attempted to defuse the apparent media confrontation between

the TV and PC realms. "The war that people try to create between emerging and existing media isn't really true," he said.

The biggest battle of the coming media is the one brewing between broadcasting, cable and the telcos. "There are no video visionaries in the telco industry," said Rogers. "The telcos are not going to be the ones to figure out the future of content."

Rogers was chiding Steve Weiswasser, president of Americast, the multi-RBOC cable TV venture, who explained that his company does have a coherent video strategy. "We are the victims of over-hype in the business and perhaps [our own] high expectations," Weiswasser said.

But Weiswasser insisted that Americast will be a player in the video business, putting it in the context of other telephony services. "You have to imagine TV and video services as part of a panoply of services," he said.

Weiswasser, a former ABC executive, said digital TV could be a powerful weapon for broadcasters. "But if [the industry] allows this to become an argument between HDTV and multicasting, it will miss both boats."
—Richard Tedesco

Radio abuzz with Jacor sale rumor

Group of 160 stations said to be on block; Hicks Muse, ABC, Emmis possible buyers

By Donna Petrozzello

Speculation was running high last week that leading radio groups are talking with Jacor Communications owner Sam Zell about buying his 160 stations for \$3 billion or more.

Radio executives and industry analysts both peg private investment firm Hicks, Muse, Tate & Furst as the leading candidate. But Clear Channel Communications, ABC Radio and even Emmis Broadcasting also should be considered contenders for a purchase—or a merger in the case of Emmis—some analysts say, predicting a sale could occur within the next several weeks.

Rumors that Zell would search for a buyer started almost immediately after Westinghouse Electric Corp./CBS Radio announced its \$2.6 billion purchase of American Radio Systems at last month's NAB annual Radio Show in New Orleans.

Jacor apparently bid aggressively for



Some think Randy Michaels' Jacor is for sale, others think it may be buying.

the ARS portfolio, and Jacor Chairman Randy Michaels reportedly was disappointed that the group failed to strike a deal. Several radio analysts and brokers say that deal triggered Zell to seriously consider selling his group.

However, several brokers dispute widespread claims that Zell is courting a buyer and instead insist that Michaels has talked about adding stations to

Jacor's mix in the wake of the missed opportunity to buy ARS. Others say that Zell is more likely a seller, but they are not convinced that he wants to sell quickly.

One broker says that Jacor executives are "stirring the pot" by generating rumors that a sale is imminent. "There is not as much of a buying frenzy for the group as Jacor wants people to believe, although Jacor is absolutely having discussions about selling," one broker says.

Some brokers think Jacor is fueling rumors about a sale to divert attention

from the announcement by Nationwide Communications late last week that its 17-station group is for sale. That announcement sparked rumors that Hicks Muse, ABC and even Jacor might be interested. Nationwide's portfolio includes KDMX(FM)/KEGL(FM) Dallas, KHMN(FM)/KTBZ(FM) Houston and stations in San Diego, Minneapolis and Phoenix. Some analysts estimate that the group could sell for up to \$500 million. Tom Hicks of Hicks Muse said earlier this year that the firm "wants [its] Chancellor Media to get much stronger in the Texas markets."

Perhaps the only rumor that most analysts and brokers are quick to dismiss is that the Walt Disney Co. is likely to sell its owned-and-operated ABC Radio stations and ABC Radio Network. Many cite the significant capital gains taxes Disney will face if it sells the premier large-market stations. Others point out that the stations not only provide solid revenue for the company but offer a venue to extend the Disney brand name to other Disney-related properties, including ESPN Radio and the newly launched children's radio format Radio Disney. ■

Helms drops Kennard objection

Clears way for Senate vote on FCC commissioner nominee after Columbus Day recess

By Paige Albiniak

All that is preventing Bill Kennard from becoming the next FCC chairman is the formality of a full Senate vote.

Kennard eliminated the final obstacle to his confirmation last Wednesday, when he smoothed out relations with Senator Jesse Helms (R-N.C.). Helms congratulated Kennard on his new post after the meeting, Senate sources say.

Helms had threatened to hold up Kennard's confirmation over the case of constituent Zebulon Lee. In 1995 the FCC denied Lee a broadcast construction permit after Lee already had built an Asheville, N.C., radio station.

The Senate will not vote on the FCC nominations until after the Columbus Day recess. The senators return on Oct. 20.

The full vote got pushed back when Senate Majority Leader Trent Lott (R-Miss.) on Wednesday said he would refuse to allow any confirmation votes until the Democrats agreed to drop campaign finance reform. The Democrats refused to drop it, but Lott changed his tactic and allowed three non-FCC confirmations Thursday night before the Senate adjourned.

The Senate Commerce Committee last week overwhelmingly approved Kennard's nomination as well as those of Harold Furchtgott-Roth, Michael Powell and Gloria Tristani.

The only two dissents were Senator Ted Stevens (R-Alaska), who withheld his vote on all four nominations, and Senator Kay Bailey Hutchison (R-Tex.). Hutchison voted against Tristani, saying she didn't think Tristani was concerned enough about state and local issues.

Stevens said he would not allow the Senate to vote on the FCC nominations until he was assured that the new FCC would review the laws governing the universal service fund. Stevens received those assurances last week and will allow the vote to go through, says a Senate Commerce committee staffer.

Senate Commerce Committee Chairman John McCain (R-Ariz.) never voiced concerns about Kennard's nomination but wanted to know after the confirmation hearing what Kennard would have done differently had he



Now that Jesse Helms has removed his opposition to Bill Kennard, the Senate will be able to vote on the FCC chairman nomination after it returns on Oct. 20.

been FCC chairman.

Kennard responded that he would have auctioned licenses for unserved cellular areas and the Multipoint Distribution Service instead of issuing them by lottery, which was outgoing FCC Chairman Reed Hundt's original position.

"I do not think that there were any compelling reasons for the commission to avoid the use of auctions in those cases," Kennard wrote. "Congress, in the Balanced Budget Act of 1997, has wisely terminated the commission's lottery authority." ■

An FCC farewell

Hundt, Quello and Chong prepare to leave

By Chris McConnell

FCC commissioners weren't waiting for a Senate vote on their replacements before holding a going-away ceremony last week.

At their last open meeting as commissioners, the four regulators traded warm words for each other and the FCC staff. The admiration exchange was the only true item on the meeting's agenda, as the regulators, before assembling, already had voted on the lone item of business—a series of public safety communications proposals.

"It's been a good ride," said Commissioner James Quello, who is leaving the FCC after 23 years. Quello plans to return to Michigan. Fund-raising for an endowed chair at Michigan State University for the longtime commissioner will begin once Quello makes his final exit from the FCC.

Quello, a frequent adversary of FCC Chairman Reed Hundt on broadcasting issues, applauded the chairman for "developing my talent for litigation."

Hundt responded by praising attributes of each of his three colleagues: Quello (for his refusal to change his mind on broadcast indecency enforcement), Commissioner Rachelle Chong (for her legal abilities and membership in the California bar) and Commissioner Susan Ness (for her support in help-

ing the chairman push his agenda).

"We've been very collegial at the commission when everyone's agreed with me," joked Hundt, who has said only that he plans to work on a book on communications once he leaves the FCC.

Ness, the lone commissioner remaining at the FCC, downplayed past disputes among the regulators: "We agreed far more than we disagreed," she said, wishing the outgoing regulators well.

"I hope our paths will cross again," Chong added in a tearful farewell. Chong, who will be returning to San Francisco for a few months off, also applauded Quello as "still full of piss and vinegar."

And with that, the commissioners essentially called it quits. Officials expect the FCC to take little, if any, action on pending rules before the new commissioners arrive. With Chong departing on a vacation, staff in her office already had begun packing last week. Officials in Quello's office plan to break out the moving boxes this week.

One official said the current commission might yet take action on a proposal for new cable-inside-wiring rules, but others at the FCC predicted a week of long lunches and early exits before the senators return to Washington on Oct. 20. ■

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'Vibe' injects a little humor

Adds comedy consultant and sketch comedy troupe to help boost ratings

By Joe Schlosser

In an attempt to stir up the action and improve the ratings of its two-month-old late-night project, *Vibe*, Columbia TriStar officials have hired a comedy consultant and assembled a comedy troupe that it has dubbed the "Vibe Tribe."

Michael Wilson, formerly of *Saturday Night Live* and Columbia TriStar's short-lived sketch comedy show *The News*, will oversee the comedy elements. He will oversee the day-to-day skits, working in tandem with the comedy group and *Vibe*'s host, Christopher Spencer.

"Some things work and others don't. What we have found is that the comedy elements work and we want more of them."

The Vibe Tribe is a collection of seven comedians who will do sketch-type comedy on a recurring basis, sometimes in individual skits and at other times as a group. The seven members are Alex Thomas, Suli McCullough, Bill Chott, Valerie Miller, Lamont Johnson, Kim Tavares and Bruce Fine.

"Every show when it goes on the air for the first time is a work in progress," says Russ Krasnoff, executive vice president of programming at Columbia TriStar Domestic Television. "Some things work, and others don't. What we have found is that the comedy elements work, and we want more of them."

Since its debut in August, *Vibe* has garnered a 1.6 rating/4 share in national households, according to Nielsen Media Research. Columbia TriStar officials say they are committed to the show and concede they are looking for ways to boost the numbers.

"Do we wish the numbers were better? Of course we do," Krasnoff says. "But we are working hard to improve the show."

Closed Circuit

DENVER

TCI close to deal with Microsoft?

Are cable's magic-box dreams about to come true with Microsoft joining in? Tele-Communications Inc. President Leo Hindery teased money managers last week with the statement that "by the first snowfall" the MSO will announce a "strategic venture" that will lift the prices of all cable stocks. Hindery—speaking at Goldman Sachs' annual Communicopia investment conference in New York—didn't offer details, but a source said he was referring to an agreement to buy digital cable converters from Microsoft and a consortium of Silicon Valley companies. Lots of techies, including Intel and Oracle, have been itching to get into the cable box, offering a converter, cable modem, and Internet surfer in one box for less than \$300 each and have offered \$1 billion-plus in financing. That would slash operators' costs dramatically from \$350 for a NextLevel or Scientific-Atlanta converter and prompt wider rollouts of digital cable and Internet access.

NEW YORK

CBS to cover DTV flanks

While CBS plans to air upconverted NTSC pictures for the majority of its digital broadcast day, that doesn't necessarily mean widescreen sets will be left with empty space. Instead, CBS creative staff will look at ways to fill the black space flanking the 4:3 pictures. "I'm hoping we don't have to have blank side panels," says Robert Ross, VP of engineering and operations for CBS Television Stations. "We may put something up there, like a non-distracting background or other stuff." Ross also says that CBS will be ready to air HDTV commercials from "day one" of its HDTV broadcasts, possibly by using servers. And what will viewers think when they switch from a high-definition prime time program to a local station break with an upconverted

4:3 picture? Ross admits, "I don't have an answer for that."

ST. LOUIS

Growing with Acme

Acme Television's FCC application to purchase KPLR-TV St. Louis for \$146 million shows all the voting stock of the company held by chairman Jamie Kellner (40%), president Doug Gealy and CFO Tom Allen (30% each). But the three executives together own just 10% of the equity in the group, with the opportunity to boost their holdings to 50% when the company's investors make back about five times their initial investment, sources say. At that point, management's stake in the five-station group will be worth about \$60 million. But the value of the group could grow exponentially if it grows and goes public as planned. The KPLR-TV filing culminates two years of work by CEA to help Kellner form Acme. CEA brokered all five station deals, advised Acme on its bond offering and placed the company's revolving credit facility and \$55 million in common equity.

NEW YORK

Classic documentaries

Classic Sports Network plans to debut in January a \$1 million, four-part original documentary series called *Classic Sports in America*. The first installment, a history of the NFL on television, is scheduled to air during football playoff season. It will be produced by NFL Sports. Network sources put production costs for each installment in the \$200,000-\$300,000 range.

CNNI seeks first sale to CNN in U.S.

In a move to diversify output, CNN International is producing music show *Worldbeat*. The network is pitching the program to CNN's domestic operations in the U.S. Should the domestic parent purchase the show, it will be the first time a CNN International-produced show has been sold to CNN in the U.S.

'V' is for voluntary?

NAB, NCTA, MPAA react to threats to mandate ratings

By Paige Albiniak

Industry associations reminded the FCC last week that network participation in the revised TV ratings system is voluntary under the Telecommunications Act and said that the commission should not be looking at imposing alternative systems.

Meanwhile, some advocacy groups asked the FCC for even more specific content ratings in comments filed last week.

The three principal architects of the television ratings system—the National Association of Broadcasters, the National Cable Television Association and the Motion Picture Association of America—told the commission to focus on whether the industry-developed ratings system is acceptable rather than consider alternative systems.

In the light of recent political threats to legislate mandatory participation in the revised ratings system—prompted by the decision of NBC and Black Entertainment Television not to participate—the associations emphasized that network participation is voluntary. The ratings system need only work with the V-chip, and

networks are not required to adopt any one system.

The act requires that the FCC approve any ratings system developed by the industry and develop technical specifications to make sure it works with the V-chip.

The associations cited Representative Edward Markey's (D-Mass.) comments from the Telecom Act's conference report: "[N]o government agency is empowered to sanction any broadcaster for refusing to rate a show."

Still, Senate Commerce Committee John McCain (R-Ariz.) has threatened to tie license renewals to whether stations are using the revised ratings system, or to move legislation to the floor that would restrict violent programming to late hours.

The system the industry submitted to the commission for review adds S for sex, V for violence, D for suggestive dialogue, L for foul language and FV for fantasy violence to the age-based system developed by the MPAA. The age-based system met with disapproval from policymakers and advocacy groups. The system will be used to block programming once television sets include the V-chip.

Getting V-chips into television sets

may not be as easy as Congress thinks. The Consumer Electronics Manufacturers of America (CEMA) endorsed the revised system but complained that its members would not be able to develop and implement technical specifications by the commission's July 1, 1998, deadline. CEMA wants the deadline extended at least 18 months after the adoption of a final technical standard.

The only advocacy groups that opposed the revised industry system, the American Psychiatric Association and the American Academy of Child and Adolescent Psychiatry, told the FCC that the industry needs to apply specific criteria to define how content is rated.

The APA, which refused to sign on to the new ratings system last summer, wants the commission to assure it that other groups are free to try to develop ratings systems more to the APA's liking. The association also urged the commission to continue pushing for complete industry acceptance of the revised system.

It also said that the planned ratings oversight monitoring board, which will have 19 industry members and five advocacy group members, is unfairly stacked against the groups.

"The monitoring board, in order to respond to congressional concerns, must be viewed as credible, trustworthy and reliable; the composition and structure of this board cannot meet these requirements," APA wrote. ■

FCC ready to award digital satellite radio licenses

The FCC last week said it is ready to dole out digital satellite radio licenses once it receives all the money companies bid earlier this year for two licenses. In March, CD Radio bid \$83.4 million for one license, and American Mobile Radio Corp. bid \$89.9 million for the other. Last Monday, the FCC said the two companies have until Oct. 16 to pay the balance on the bids. On Tuesday, CD Radio said it has paid the \$66.7 million remaining on its tab. The commission said AMRC still owes \$71.9 million for its license.

in investing in DIRECTV. "Our primary goal is to do video over a full-service network, which we will have to build out," Smith said last week, speaking at the American Enterprise Institute in Washington.



Edited by Chris McConnell and Paige Albiniak

CSPI objects to alcohol-related promotion

The Center for Science in the Public Interest (CSPI) is asking Fox and ABC to reject promotions connected with an advertising campaign of Canandaigua Brands' Cook's champagne. The group objects to the "Cook's Triple Challenge" campaign, which is donating money to cancer research


Bell Atlantic says no interest in DIRECTV

Bell Atlantic CEO Ray Smith says that although his company has not ruled out the use of satellites to get into the video distribution business, the telco has no interest

for every triple jump that iceskater Todd Eldredge lands this skating season. "Linking an alcohol promotion to a cancer-fighting charity is, in itself, misleading," says CSPI's George Hacker.



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ERGENOMICS

It's local or bust

Charlie Ergen is placing a \$500 million bet on local broadcast signals. Since launching his DBS business last year, the EchoStar chief has signed up more than 820,000 subscribers to his two-satellite service. Ergen says it's not enough, and now he is spending millions to park two more DBS satellites over the eastern and western United States. One satellite, launched last week, will beam local signals to viewers in the East, while the other—scheduled for a spring launch—will serve viewers in the West as well as in Alaska and Hawaii.

Together, the satellites will be able to deliver local signals to about 43% of TV households. The plan won't allow everyone to watch local TV news through DBS, but Ergen hopes it will provide enough local coverage to give his company a critical edge over cable as well as DBS competitors DIRECTV, Primestar and USSB.

Ergen has tried this before, planning a more extensive local service during his brief "Sky" partnership with News Corp. earlier this year. With the merger's collapse in May, EchoStar has been preparing to carry local TV signals on its own. But first, the company must clear a series of legislative hurdles that hindered Sky. And Ergen must convince stations to sign on to the satellite. In the afterglow of last week's launch from Cape Canaveral, Ergen discussed those upcoming Washington battles with BROADCASTING & CABLE's Chris McConnell.

Why is it so important to add local TV signals to your service?

You've got to be able to offer the customer the ability to disconnect his cable and bring up alternative technology. And as proud as we are of DBS and all the DBS providers, we don't offer a true alternative because we don't offer local channels. We know that two-thirds of [subscribers'] viewing time is spent watching major broadcasts. So here we are, as an industry, charging people \$20 to \$30 a month for channels that they watch only a third of the time. And we know that when the customers come into a store and look at satellite, most are very impressed with satellite television [and] prefer it. But eight out of 10 of those people walk out of the store without purchasing a satellite system when they find out they can't get local channels.

How many local markets will you carry on EchoStar III and IV?

Approximately the top 20 markets in the country, plus Alaska and Hawaii.... We think we can cover about half the coun-

try with local signals with our two satellites; as compression improves, and so forth, we hope we can improve that.

Will you carry all the stations in those markets?

Because satellites have limited capacity, the number of channels we carry in a local market is going to be subject to good business sense. But any channel that has any kind of market share—a Nielsen rating of a 1, for example—we would carry. As satellite broadcasters, we can carry the home shopping channels or some of the religious channels on a national basis, so they're not dependent on the local advertising in their particular markets.

Have any stations signed the retransmission consent agreements needed for EchoStar to carry the signals?

We do not have agreements for retransmission consent.

Are you willing to pay broadcasters for retransmission consent?

I think that, over time, we are willing to pay. The broadcast-



ers probably have some of the most valuable signals and receive only local eyeballs for advertising for those signals, so we are willing to pay. But we think they should take into consideration that we have a \$500 million investment.... What we're saying is we're willing to pay what cable's paying—and today cable's not paying much, if anything. But the next time the consent agreements come up, if the DISH Network is in the equation, then I'm confident that local broadcasters will be able to get paid for their signal.

Will the subscriber pay extra for the local signals?

For all of the broadcast stations that we broadcast today, we charge \$3.99 a month. And that will continue.

What's wrong with just putting up a rooftop antenna to receive local signals?

We know, from our 17 years in the satellite business, that a majority of people either can't get a good signal with an off-air antenna or are unwilling to put one on their rooftops because of the unsightly nature of an off-air antenna. But the option they have today is to pay the cable operator \$10 for that same crummy analog signal that their off-air antenna is giving them. We think that a digital signal with an interactive guide for \$3.99 is a good, competitive, compelling offer to the consumer, and we think we will get enough people in the major markets to pay for part of our \$500 million investment.

What needs to happen before you can deliver the local signals to these 22 markets?

At this point, we're begging Congress and the key Senate and House membership on the committees to look at our situation, and to make a decision if they're for competition or not. We passed this 1996 Telecommunications Act that was for competition, and what happened? The cable guys decided not to get into the phone business, and the phone guys decided not to get into the cable business. There was detente. And they decided it was cheaper not to compete.

Then EchoStar and Sky came out and said, "We are what the Telecommunications Act is all about; we will compete," and Rupert Murdoch said, "I will compete." And even he was backed down by the cable industry, and he decided that competition was not in his best interests, that continuation of the monopoly dollar was a more prudent business plan. But only one company, and that's EchoStar, has said, "We want to compete, no matter what." We believe in the 1996 Telecommunications Act, and we are a shining example of what that legislation was all about. So we think we'll be successful at legislation that is agreeable and fair.

What, specifically, do you need from Congress?

Specifically, we need clarification that there's no copyright fee for broadcasting local [signals] into local [markets] and

BROADCASTERS RECEPTIVE TO ECHOSTAR PLAN

But stations seek must carry

Local broadcasters may like the idea of EchoStar Communications Corp.'s DISH Network delivering their signals in home markets, but they're even more eager to read the fine print on what Charlie Ergen is proposing.

Now that the EchoStar chairman has a bird in space designed to deliver those local signals, he can focus on hammering out those details. Chances are he'll find a receptive audience.

"We'd like to talk to him about it," says Herman Ramsey, vice president/general manager of WGNX-TV, the CBS affiliate in Atlanta. "I think local stations delivered by satellite would be an appropriate move into the future. Why wouldn't we want to talk?"

A key reason for Ramsey's interest: Contractual arrangements with EchoStar or other DBS providers would reduce his hassles with DBS companies—including EchoStar—about illegal delivery of out-of-market broadcast network signals.

"I would be quite willing to avoid that kind of grief," says Ramsey. "If you were to tell me we could avoid that by having our signal delivered by satellite to viewers in my service area, you would make me very happy."

Harry Pappas, president of station-group owner Pappas Telecasting, which owns KPWB-TV Sacramento, Calif., also likes the idea. But he wants what broadcasters have with cable: either retransmission consent or must carry.

Ergen has said he intends to target 10 key markets east of the Mississippi for delivery of local signals via EchoStar III. With next year's planned launch of EchoStar IV, he'll be able to hit 20 of the nation's top television markets. At some point, though, he'll run into the problem cable's long been familiar with: capacity.

The likelihood that some stations would be left off worries Dianne Smith, special project manager/counsel for Local TV on Satellite, a venture seeking to create a Ka-band satellite system to carry all the nation's local broadcasters.

"We very much agree with Charlie [Ergen] that local stations can help DBS," says Smith. "But we think it's important that we not have a survival-of-the-fittest situation.... All broadcasters should be concerned about that."

—Price Colman and Chris McConnell



Kari Ronstrom

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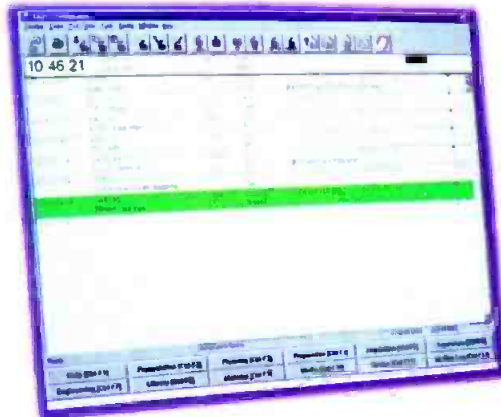


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that we are treated the same as wireless cable operators, who have the right to broadcast local channels into local markets and don't come under must carry. And we think that the DBS operators should be treated the same as wireless.

How fast do you need this legislation?

We're technically ready—with the successful launch of our satellite—to start broadcasting in 30 days. So we start bleeding in 30 days. And if the Congress and the FCC want us to bleed to death, they'll take no action. But if they're truly for competition, there's no reason this legislation can't [happen] this session. We have the ability to do this in November, and that's what we're pushing for. Every day that goes by, of course—every study, every committee, every stall tactic that our competition will use—will just cause us to bleed more and more.

Will EchoStar eventually bleed to death without this legislation?

Yes. We will positively bleed to death if we can't get a return on our \$500 million investment to go out and promote competition, which we were encouraged to do by the FCC.

So what can you deliver in the meantime?

What we do have today is the current law, which allows us to carry local broadcasting as long as the customer doesn't get a Grade B [local television] signal. And we know that there are quite a few people in major cities who don't get a Grade B signal. We broadcast networks today. We intend to broadcast more networks and follow the current law, which [will not] support a \$500 million [investment] but at least will allow us to go out and start.

What did you think of the Copyright Office report on satellite carriage of broadcast signals?

It universally supports EchoStar's position, which says, "Look, we should be able to broadcast local into local. There shouldn't be a copyright fee for local into local. And we should be able to broadcast a distant signal to a local market for a copyright fee of 27 cents [per subscriber per month]."...They've come out with recommendations and I think that would be a great starting point for legislation.

Ergen videotapes his rocket last week in Cape Canaveral.



Won't cable operators argue that DBS operators should be required to carry all the local broadcasters?

That's a Trojan Horse argument for the cable guys. They want to stop any legislation to allow us to compete with them, so they figure that the best argument is to stall it and hide the ball on must carry; second, there are technical limitations to the satellite that you don't have with cable. And third, we're going to carry most of the channels anyway.

What about broadcasters who insist that all local TV stations should be carried on satellite before any local stations are offered?

What we'd say is, "Let us bring the local signal into your local market, and we positively will not bring in a distant signal. So we guarantee your eyeballs, we guarantee your eyeballs in digital, studio-quality, CD surround sound. So you're going to get more eyeballs because people will watch the signal because it's better." That's part of the solution.

Second, while we can't do 100 percent of the markets as we [planned] with News Corp., at least we get the technology started. When we have proved the concept, then new technologies and...business plans in the future can work. If nobody starts today, they'll never see those plans three or four years from

now. So we think that, long term, the broadcasters are exactly right. Sure, we should be able to do 100 percent [of the stations]. Technically, satellites can do that. But EchoStar's attempt to do almost half the country in the next three months is a heck of a first step.

Why should a broadcaster put its digital signal on a DBS satellite?

No local broadcaster in its right mind wants to be beholden to the local cable operator [for] distribution to 70 percent of its customers, because when it comes down for retransmission consent negotiations next time, they will have no leverage at all.

It's interesting that cable subscribers, on average, pay about \$10 for local channels through lifeline cable, and the broadcaster receives almost none of that. You may pay a dollar a month wholesale for a popular cable channel that gets a 1 share on its best night: *ABC Monday Night Football* would get you a 15 share, and the cable operator pays nothing for it. So there's a little economic shift here that doesn't seem to make a lot of sense to a lot of local broadcasters. The DISH Network is part of the solution, because once they have effective forms of distribution beyond cable...then they've got some kind of leverage to get their proper economic return.

Are you hoping the rest of the satellite industry will help



Karl Ronsstrom

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you in Washington?

The problem is that we have four members in the direct broadcast camp: EchoStar, DIRECTV, USSB and Primestar. Primestar always votes no on local into local issues because they, in fact, are the cable companies. Second, DIRECTV doesn't support it because it would give us an advantage, and USSB doesn't support it because it would give us an advantage. They don't have the transponder capacity to do what we're doing. Three years ago we made the decision to do local into local: We started building a satellite; we went to auction and bought the spectrum at 148 [degrees west] to do this. And without that prior planning, they're now in the position of not being able to do it.

Your service still requires subscribers to mount a second satellite receiving dish. Why is that better than just mounting a rooftop antenna?

It does make the sell a little harder, there's no question. Obviously the Sky business plan with one dish to receive both local and national is the answer. That was compelling, [and] that was obviously termed Death Star. I don't believe the cable industry is going to feel that what we do is the Death Star, because it is a more complicated sell.

On the other hand, people are so frustrated with cable—rising rates [and] poor service—that there are enough cus-

tomers out there who are willing to do something as simple as [install] two dishes to solve their problem. But only time will tell. There's no question our company is taking a big risk here.

How many subscribers do you need?

Our economic model is a little different in terms of where we break even. One, it depends a lot on when you get your subscribers. The faster you get them, the faster you break even. Our goal at the beginning of the year was to get a million subscribers this year. We're certainly tracking to do that. And we're proud of that. But it doesn't get us out of the woods, and I think we've probably got to double that number to get our head above water.

Your partnership with News Corp. ended in litigation. Are you going to settle your lawsuit with News Corp.?

We believe strongly that we had a binding contract. We don't believe it's a coincidence that News Corp. breached our contract and—on the same day—purchased The Family Channel, then got Fox News on Time-Warner's channel. And we think that story needs to be told to a jury, and the jury can come back and decide whether we had a contract, and, if so, whether we were damaged. That's an important story to tell. ■

ERGEN'S HIGH-STAKES STRATEGY

Anybody who has ever played poker with Charlie Ergen knows he's a gambler to the bone. And if nothing else, his brinkmanship move in launching EchoStar III demonstrates that Ergen is betting on the come.

Along the way to boosting EchoStar Communications Corp. into the DBS big leagues, Ergen has loaded up on debt. It now stands at roughly \$1.9 billion, and Ergen, EchoStar's chairman, must start paying the piper next year. But he's betting that by hitting the 1 million-subscriber mark by year end, he will achieve the number necessary for positive cash flow to start paying that debt.

EchoStar appears to be well on its way toward that mark. In September it added about 105,000 subs, raising its customer base to 820,000. The downside is that for every subscriber the company has added since June 1, it is paying about \$300. Since June 2, in other words, when its subscriber count stood at roughly 550,000, the company has spent some \$81 million to get to its current total. It also means that if EchoStar reaches 1 million subs by the end of the year, it will have paid about \$135 million in subsidies since June to get there.

The launch of EchoStar III is where Ergen's gambling instinct comes to the front, however: If he can get copyright laws changed to his benefit and if he can obtain retransmission consent from broadcasters in the eastern markets he's targeting with EchoStar III, he just may be able to add enough subscribers to ease the financial strain.

For the first six months of 1997, EchoStar reported net income of roughly \$171.5 million, a net operating loss of \$86.8 million, a net loss of \$126.4 million and

negative operating cash flow of \$126.7 million. On a more upbeat note, the company improved its earnings before interest, taxes, depreciation and amortization (EBITDA) to a negative \$243,000 from a negative \$16.8 million during the same period in 1996. Credit the company's aggressive subscriber growth for that. But as EchoStar's recent prospectus—for the offering of \$200 million in preferred stock—notes, the company will have to obtain additional financing sooner than anticipated if subscriber growth exceeds internal projections.

So far, timing and luck have been on Ergen's side. Both times that he's been pushed to the wall financially—after the meltdown of the EchoStar-News Corp. merger and more recently with the launch of EchoStar III—the high-yield debt markets have been particularly hot. But once again, there's a flip side: EchoStar's \$375 million bond issue in June, while a temporary saving grace, carries the requirement that the company begin semiannual interest payments of \$23.4 million next year. However, the company has some breathing room because it has escrowed enough from the bond issue to make the first five interest payments. Meanwhile, the launch of EchoStar III pushed the company's monthly debt service up to \$1.6 million. That will rise to \$1.9 million a month when EchoStar IV is launched.

"You're going to know by January how it's going," says Curt Alexander, DBS analyst for Media Group Research. "They'll have all the holiday subscribers signed up. But they're pushing that break even further and further out by laying in additional debt." —Price Colman

Broadcasting

October 13, 1997

JENNY'S STILL #1!

REALITY BASED SINGLE ISSUE TALK SHOWS

NATIONAL RATING '96/'97

WOMEN 18-34

JENNY	3.1
RICKI	2.9
MONTEL	2.8
SALLY	2.4
MAURY	2.1
JERRY	2.0
GERALDO	0.9
GORDON	0.8
MAUREEN	0.7
ROLANDA	0.6
PAT BULLARD	0.4
BRADSHAW	0.2

WOMEN 18-49

JENNY	2.7
MONTEL	2.7
RICKI	2.5
SALLY	2.4
MAURY	2.1
JERRY	1.8
GERALDO	1.0
GORDON	0.8
MAUREEN	0.8
ROLANDA	0.7
PAT BULLARD	0.4
BRADSHAW	0.2

Source: NSS 52-week season (GAA where available)



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Venardos replaced at CBS News

In fallout from Diana coverage complaints, Marcy McGinnis to head news coverage

By Steve McClellan

In a move that CBS News President Andrew Heyward essentially confirmed was fallout from the network's slow start on the Princess Diana story, Lane Venardos has been replaced by Marcy McGinnis as head of news coverage.

McGinnis will relocate to New York from London, where she has been overseeing coverage of Europe, Africa and the Middle East. Venardos will report to her as executive producer and director, special events.

Separately, Steve Jacobs was named executive producer of new media. He will work closely with Dean Daniels, vice president of new media, to launch CBS Now, the major network-affiliate Website project set

to debut in 1998.

"There's no question that the Diana coverage focused my thinking," Heyward says. "I was determined to come out of this stronger than we were going in, and these changes help us do that."

Heyward says he's wanted to bring McGinnis to New York to a key management post for some time. "She's somebody with a big future," he says. "She'll bring a fresh perspective to the management team with her international perspective and her experience in dealing with affiliates



McGinnis had been overseeing coverage of Europe, Africa, and the Middle East

at CBS Newspath."

McGinnis has been vice president, Europe, and London bureau chief since July 1995. Before that she was deputy bureau chief and director of CBS Newspath Europe for three years, after serving as executive producer, Newspath, New York.

Venardos is a 25-year CBS News veteran. The network says he will be a "key part of McGinnis's team." As

special events head, Venardos will oversee coverage of midterm elections next year. ■

Granite buying KOFY-TV

Is paying Gabbert \$175 million for San Francisco U

By Steve McClellan

Granite Broadcasting has struck a deal to buy KOFY-TV San Francisco (ch. 20) nearly \$175 million. It intends to seek FCC permission to keep ABC affiliate KNTV(TV) San Jose, Calif., creating a de facto duopoly in the market. The two station's signals have a Grade A overlap, for which the commission rarely grants waivers. In addition, Granite told analysts last week that it would likely issue more common stock next year to help defray the cost of acquisitions.

Granite is buying the station from Jim Gabbert, who bought it in 1980 for \$9.85 million.

Granite Chairman Don Cornwell says he expects to close the KOFY-TV deal by July 1998. It will be the company's second acquisition of a WB affiliate in as many years. In January it bought WXON(TV) Detroit, also for



Granite's Don Cornwell

\$175 million.

Cornwell says the company will launch a news operation at KOFY-TV with a newscast that likely will air at 10 p.m., after The WB's prime time. The company hopes to use many of its KNTV news resources to launch the KOFY-TV news effort. "We won't attempt to become a full-market news operation at KOFY-TV; we'll probably still have more of a South Bay focus for our news, but that's still about half the population in the market."

As for the waiver, Granite will argue that both stations serve "slightly different markets, even though the signals overlap," Cornwell says. He also says they are both small stations going up against "behemoths" in the industry. "By putting the two together, we will help strengthen an important station [in] a fledging network [The WB] and bring a new news voice to the market," he says. Cornwell also says a waiver

would foster the commission's policy of expanding minority ownership of TV stations.

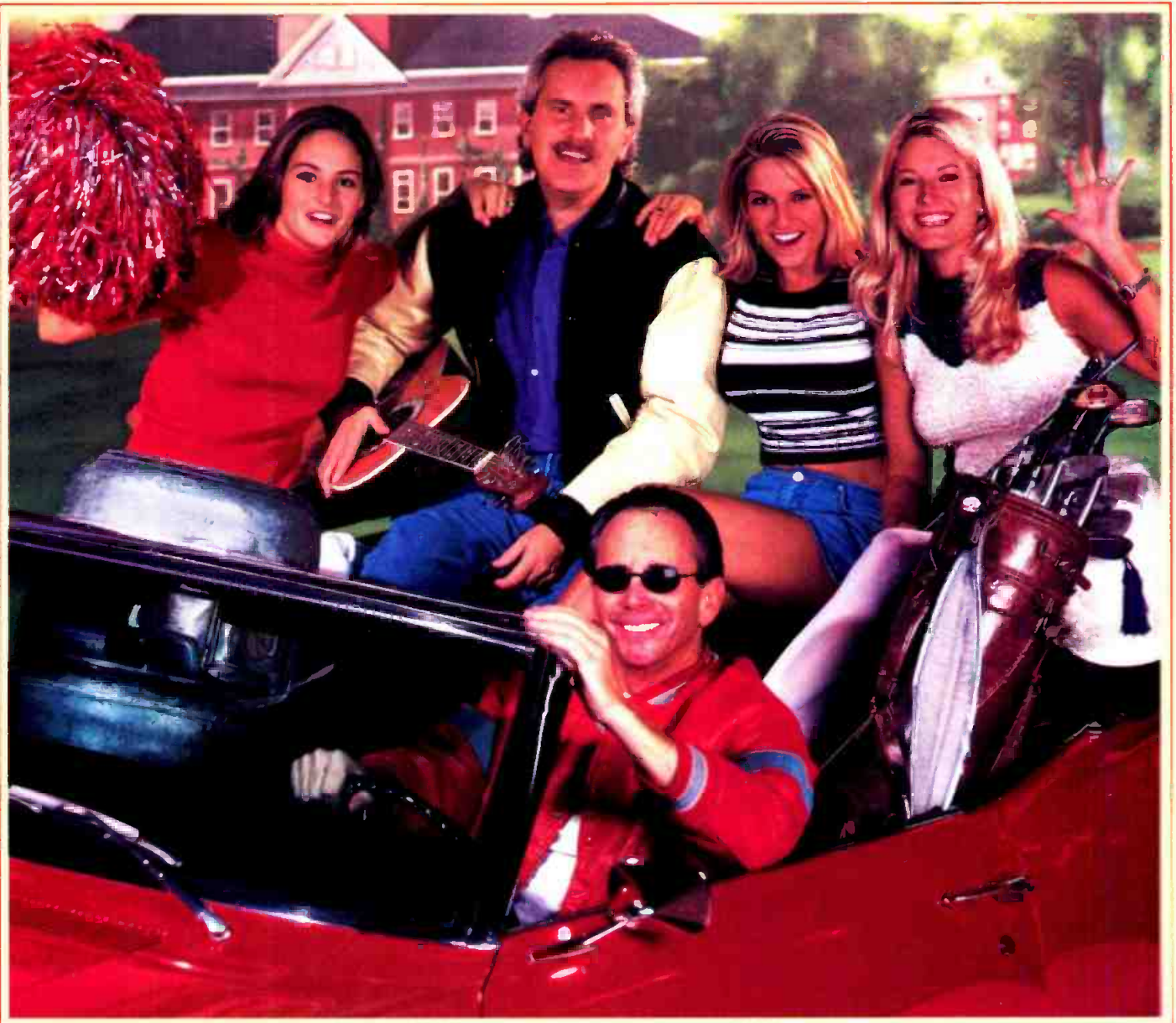
Even without a waiver, the deal is still compelling, Cornwell says. "If we were forced to sell KNTV, we could split the assets up in such a fashion that we could still do close to everything that we said we want to do here."

Granite told analysts that the company believes it can cut costs at KOFY-TV by some \$6 million and boost cash flow to \$12 million-\$13 million in about two years. Current cash flow is estimated at \$2 million.

Cornwell says Granite has the "flex-

Halperin replaces Bruno at ABC

Hal Bruno, longtime ABC News political director has been replaced by Mark Halperin. Bruno had the post since 1978 and will stay on as a consultant, the network says. Halperin has been with ABC since 1988, most recently as a producer in the special events unit. The network also named Dorrance Smith executive producer, political program development. Smith will continue as executive producer of *This Week*.



MID-LIFE CRISIS OR NEW NETWORK EXECUTIVES ON CAMPUS?

Well it's probably a combination of both, but Jason Elkin and Joe Gersh are headed back to campus as the Chairman and Vice-Chairman of College Television Network. Along with a powerful team of leaders in business and broadcasting, they're running the premier entertainment and information source for college students



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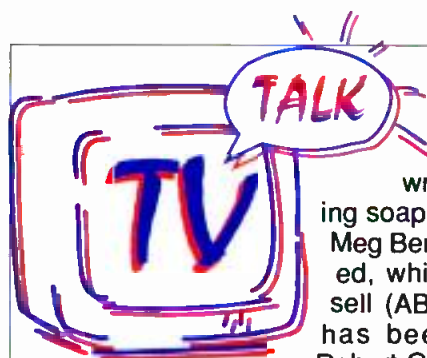
ibility" to finance the KOFY-TV purchase with bank debt or the high-yield bond market. "But we've also said it would be advisable to increase our equity capital base even before this deal came along." He acknowledges that debt financing the purchase would take the company's debt level to a height "bordering on where we wouldn't want to be." That's why it's

"more likely we would consider equity financing," he says.

Granite has about 8 million shares available for public trading and another 9 million in convertible preferred stock, which will become available to the public in December 1998.

Cornwell says the company probably will take some time digesting its KOFY-TV purchase before buying more

stations. WXON has about a 6% share of TV revenue in Detroit, while KOFY-TV has about a 3% share of the San Francisco market. "We're in a terrific position to grow our business," he says. Cornwell thinks he can get 10% of the Detroit market but declines to speculate how far he can take KOFY-TV. "All I can tell you is there's a lot of upside." ■



Beach heads

NBC Studios has found two new head writers for its slow-growing soap *Sunset Beach*. Staffer Meg Bennett has been promoted, while Christopher Whitesell (ABC's *One Life to Live*) has been hired to replace Robert Guza, who has returned

to his old job as head writer on ABC's *General Hospital*. The producer of the freshman daytime drama also is expected to announce the addition of a veteran writing consultant.

Loot time for Tool Time

Star Tim Allen may have agreed to stay with *Home Improvement* for \$1 million-plus per episode, but the lawsuit filed by the show's producer, Wind Dancer, against Walt Disney Television continues to wend its way through court. Principals involved in the case aren't expecting a speedy resolution. Dean Valentine, now the chairman of UPN, knows his days as Disney TV's former head of network programming are not quite over; he's expected to testify in the case. Wind Dancer alleges that the studio did not negotiate in its best interests when renegotiating *Home Improvement's* license fees with the Disney-owned ABC. In the meantime, Allen has agreed to stick around for an eighth season on *Home Improvement*, for a per-episode salary that rivals that of Jerry Seinfeld.

Look bankward, angel

Della Reese, the Emmy-nominated co-star of CBS's top-rated *Touched by an Angel*, wants the press and public to help renegotiate her contract. Reese called a press conference last week to complain about the salary increase offered by CBS—an offer she contends is less than what co-star Roma Downey received this season. CBS, in a statement, said it was "puzzled" by Reese's actions, and that it has "responded to her demands to renegotiate with an offer to raise her salary by a significant percentage." A source said Reese's new offer equates to \$50,000 an episode, up from \$40,000, and that additional concessions were made so that she could leave the set early on Fridays. Reese wouldn't reveal her salary at the press conference. *Touched by an Angel*, CBS' highest-rated drama, is produced by the network's in-house unit, CBS Productions.

Model host for 'Later'

Guest hosts continue to temporarily fill the bill on NBC's *Later*, with model Cindy Crawford serving as the latest replacement on the late-night talk show. Crawford's six-week gig in the role of host, however, marks the longest deal made since the show began using the guest format a year ago. Crawford guest-hosted a week of shows last May. "Cindy Crawford did a terrific job hosting *Later* last spring. She brought a unique energy to the show, and we are thrilled to have her back to host more telecasts," says Gary Considine, executive producer. Crawford hosted MTV's *House of Style* for six years and has filled in for Kathie Lee Gifford on *Live With Regis and Kathie Lee*. Crawford's shows will be taped beginning in late October and will air throughout the November sweeps and into December. *Later* airs at 1:35-2:05 a.m. weekdays.

Fox picks up 'McBeal'

Fox has picked up its Monday drama *Ally McBeal* for a full season. The drama, from David E. Kelley Productions in association with 20th Century Fox Television, has improved its 9 p.m. time period by 72% in adults 18-49 (5.0/12 versus last year's 2.9/7). The show finished the second week of the new season with a 6.5/10 HH. "*Ally McBeal* possesses exactly the kind of distinctive voice and consummate execution that we believe best represents the Fox brand," says entertainment president Peter Roth.

NBC tops week two

Week two of the new season belonged to NBC (10.1/17 HH, 6.3, 18-49) but Fox was the only network to post growth over the same time last year in households and key demographics. Fox is up 13% in ratings and 18% in shares in 18-49 (4.5/13 versus last year's 4.0/11). Overall, CBS (9.1/15) and ABC (9.1/16) tied for second in households for the week of Sept. 29-Oct. 5, while Fox came in fourth with a 7.1/12. In 18-49, ABC (5.4) was second, followed by Fox and CBS (4.0). And in the first week of tracking its new Baby Boomer demo (35-54), CBS came in third with a 5.4, behind NBC's 6.6 and ABC's 6.4. The WB also enjoyed one of its best weeks ever with a 3.1/5, thanks to winning performances by *Seventh Heaven*, *Smart Guy* and *The Steve Harvey Show*. UPN finished the week with a 3.4/5 with *Star Trek: Voyager* (5.0/8) remaining its highest-rated show.

—Lynette Rice

Netlets build Latino audience

Breakthrough show has yet to be developed, say executives

By David Tobenkin

The upstart WB and UPN networks, vying for an audience long underserved by the major networks, have turned their attentions to the burgeoning Latino audience.

However, executives of both networks say that creating a breakthrough show focused on a Latino family or milieu is no easy task.

"I think that the conscious strategy is that our core audience is found largely in urban markets, and for that reason I think we want our programming to reflect the diversity they are used to seeing in everyday life," says UPN Vice President of Programming Ron Taylor. "We want our programming to be as diverse and inclusive as possible. We're definitely looking for Latino characters as well as vehicles that portray Latinos or some aspect of Latino life."

With recurring Latino characters on five of his network's 10 prime time series this fall season, Taylor has walked his talk.

The WB, while featuring fewer shows with Latino roles, briefly aired in the 1995-96 season one of the few shows featuring a Latina, *First Time Out*, starring comedian Jack e Guerra.

The network's fall schedule also includes four Latinos in three prime time shows.

The hunt for a breakou Hispanic-themed show continues. Last season, UPN aired two Latino-centric pilots that failed to make the schedule. The first, *An American Family*, was a comedy about a Latino family's move from the working-class and largely Latino east side of Los Angeles to the wealthy, suburban and largely white west side of the city.

Taylor says that while the pilot was good, there were some casting prob-

lems and the show was simply too tame as a lead-out for one of the network's sitcoms.

The other pilot, *Hollywood Confidential*, featuring "Stand and Deliver" feature film star Edward James Olmos as the head of a detective agency serving the entertainment industry, was not considered compatible with the rest of the network's fantasy and suspense action-hour lineups.

"We thought [*Hollywood Confidential*] was a smart show but not an energetic show," says Taylor of the Olmos project. "We made a tactical decision



WB Executive VP Susanne Daniels

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to have a show centered on contemporary issues. *The Burning Zone*, that taps into *The X-Files* and *Chicago Hope* themes and to our comedy lead-ins.”

At The WB, a top executive says that although Latinos are a key audience segment that is always considered, finding good shows remains the priority.

“What really matters is producing good TV shows, and we wouldn’t set about to produce a Latino-appeal show [that did not target other viewers as well],” says WB Executive Vice President Susanne Daniels. Still, she adds: “We are actively pursuing Latino actors both for guest casting and for leads in comedies and dramas. It’s something we can go after to be distinctive.”

The presence of Latino talent continues to fail to register in much of the entertainment community, most notably with casting directors, Daniels says.

“You do have to make a conscious effort to cast with minorities,” she says. “If you tell a casting director to find a man or woman in their 20s to play an investment banker, nine out of 10 times they will bring you back a white per-

“You do have to make a conscious effort to cast with minorities. If you tell a casting director to find a man or woman in their 20s to play an investment banker, nine out of 10 times they will bring you back a white person. You have to tell them, ‘Please find a Latino.’”

—WB’s Susanne Daniels

son. You have to tell them, ‘Please find a Latino.’ They consider that extra effort.”

Still, why on two networks with a plethora of black-oriented comedies is there not similar Latino-centered fare?

“The Latino talent pool is not as familiar to the Hollywood executive

core as the African-American pool is, given two decades of African-American shows on television,” Taylor says. “I think that explains it more than anything else.”

With UPN receiving its highest ratings in two largely Latino markets—Houston and Miami—Taylor continues his search for a Latino-themed show. The network has two additional Latino-centric shows in development—a comedy about which Taylor will disclose little and a dramatic script with a Latino lead written by *Dr. Quinn, Medicine Woman* creator Beth Sullivan. The latter deals with kids involved in the California youth correctional system and may be made into a pilot, he says.

A half-hour comedy pilot for 1997-98, *Totally Cool*, features Hispanic recording star Katalina.

The WB also is negotiating production deals with two Latinos for future projects, Daniels says. ■

UPN gets ‘Good News’

UPN, now under the watchful eye of CEO Dean Valentine, has made its first full-season pickup for a freshman show.

The emerging network has ordered an additional nine episodes of the comedy *Good News*, bringing the total to 22. *Good News*, which focuses on a young pastor designated the temporary replacement at the Church of Life, finished Sept. 29–Oct. 5 with a 3.4/5 in Nielson households. Next to *Moesha* (3.4/5), *Good News*, from MTM Entertainment, was UPN’s highest-rated sitcom that week.

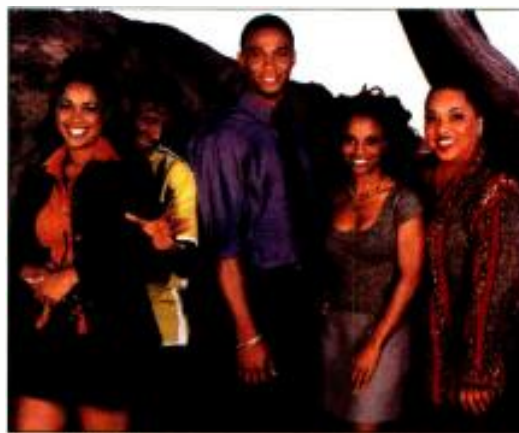
Although *Hitz* (2.4/4) isn’t faring any better in the ratings than the canceled *Head Over Heels* (2.6/4), the show, from Paramount Television, has been picked up for another nine episodes. UPN already has a full-season order for its other new Paramount sitcom, *Clueless* (3.0/5).

In other news, John Levoff has been named executive producer, movies, a position recently created in the light of the network’s planned Thursday night science-fiction movie franchise, premiering in second quarter 1998.

Levoff was previously president of his own company, New Frontier Entertainment, which was formed in 1994. He developed projects with Kevin Costner’s Tig Productions and Mel Gibson’s Icon Productions.

Before that, he was a partner in River City Productions, where he worked on NBC’s *A Family Torn Apart* and HBO’s *The Last of His Tribe*.

—Lynette Rice



‘Good News’ just got renewed after getting 3.4/5 household numbers.

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Oprah gets early call from Gayle

Two-parter displays dual-studio technology

By Joe Schlosser

Gayle King, who began her nationally syndicated talk show for Eyemark Entertainment in September, vowed not to have longtime friend and TV icon Oprah Winfrey on until it "was the right time."

The right time apparently came last week, when King—who has been best friends with Winfrey since they worked together at WIZ-TV Baltimore in the late 1970s—aired a two-part special with Oprah and her longtime boyfriend Stedman Graham.

"I would have rather waited for our one-year anniversary," says King, who also hosts the evening news at WFSB-TV Hartford, Conn. "But things came together."

The half-hour *Gayle King Show* is packaged with *Martha Stewart Living* in most markets nationally and has been averaging a 2.2 rating/9 share in the 38 metered overnight markets, according to Nielsen Media Research. The show's executive producer, Linda Ellman, says



Winfrey, in her 12th season, appeared via satellite.

she fought to have Winfrey on as soon as possible but that her appearance was not indicative of the show's ratings performance one way or the other.

"I had been hawking at Gayle for a long time to do this," says Ellman, the former executive producer of syndicated news magazine *Hard Copy*. "Of course we want to have good ratings, but it was fun and there was a little bit of news. If it brings more eyeballs to the set and exposes more people to what we are doing, more power to us."

The interview with Graham and Winfrey was split into two shows and involved a special satellite hookup. Winfrey, who just began her 12th season, appeared via satellite from her Chicago studio and taped the segment for King's show with her studio audience on hand. Graham, a Chicago businessman and the author of a how-to guide for success, was a guest in King's Hartford studio.

"As far as we know, it was the first time two talk show audiences were ever interchanged like that," King says. "Because

we have such crackerjack technicians here, it got off without a hitch."

King says that because of her longstanding friendship with Winfrey, she was able to bring out a side of her that is not seen in public.

"Stedman is a good talker. Oprah is a good talker and I think I'm a decent talker, and when you get the three of us together we can create quite a conversation," King says. "I think people are fascinated by the two of them and what they are doing." ■

SYNDICATION MARKETPLACE

Stations get the 'Squares'

King World Productions has added 13 more stations for its new version of *Hollywood Squares*. It has now cleared the weekly strip in 40% of the country. New markets include WJLA-TV Washington D.C., KPHO-TV Phoenix, WBAL-TV Baltimore, WLWT(TV) Cincinnati and WISN-TV Milwaukee. King World recently licensed SQUARES to 11 of the CBS owned and operated stations, including all five of the top markets nationally. SQUARES is scheduled to debut in the fall of 1998. Marc Summers, former host of Nickelodeon's *Double Dare*, will be the show's host. King World officials have yet to name any of the celebrities who fill the nine squares.

X-Files marks the spot

Twentieth Television has cleared

NSS POCKETPIECE	
Top ranked syndicated shows for the week ending Sept. 25, as reported by Nielsen Media Research. Numbers represent average audience stations % coverage.	
1. Wheel of Fortune	11.1/231/99
2. Jeopardy!	9.0/223/97
3. Home Improvement	7.7/232/98
4. Oprah Winfrey Show	7.4/237/99
5. NFL TNT '97 Reg. Season	7.1/274
5. Seinfeld	7.1/224/95
7. Entertainment Tonight	5.8/176/94
8. Simpsons (M-F)	5.6/162/86
9. Star Trek: Deep Space Nine	5.2/241/98
10. Xena: Warrior Princess	4.9/224/98
11. Rosie O'Donnell Show	4.8/235/99
12. Frasier	4.7/180/93
12. Hercules, Journeys of	4.7/233/98
14. Wheel of Fortune-wknd	4.3/174/73
15. Extra	4.2/229/99
15. Inside Edition	4.2/147/91

weekend runs of *The X-Files* in 208 markets, representing 99.5% of the country. The show makes its off-network debut in syndication Oct.

18. Cable network FX began airing weeknight episodes of the show last month.

'Night Man' takes off

Tribune Entertainment's new syndicated action-hour *Night Man* debuted last week with a 3.5 rating/7 share in the overnight metered markets, according to Nielsen Media Research. On WPX(TV) New York, *Night Man* scored a 5.2/13. On KTLA(TV) Los Angeles, it recorded a 4.6/7.

MSH ups Stathakis

Jonathan Stathakis has been named president and chief operating officer of MSH Entertainment Corp. Stathakis remains executive producer of MSH's animated series *Van-Pires*.
—Joe Schlosser

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Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Sept. 29-Oct. 5

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 98.0 MILLION HOUSEHOLDS: ONE RATINGS POINT=980,000 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 2	abc	CBS	NBC	FOX	U/P/N	WB
	12.0/20	10.2/16	9.5/15	7.1/11	3.1/5	3.4/5
MONDAY	8:00 78. Timecop 5.7/10	21. Cosby 11.0/18	47. Suddenly Susan 8.2/13	56. Melrose Place 7.6/12	101. In the House 2.8/5	92. 7th Heaven 3.5/5
		23. Ev Loves Raymd 10.8/17	55. Fired Up 7.7/12		97. Mal & Eddie 3.2/5	
	7. NFL Monday Night Football—San Francisco 49ers vs. Carolina Panthers 14.2/24	26. Cybill 10.1/15	28. Caroline in/City 10.0/15	73. Ally McBeal 6.5/10	93. Good News 3.4/5	93. Buffy/Vampire Slayer 3.4/5
		35. George & Leo 9.5/14	42. Naked Truth 8.6/13		98. Sparks 3.1/5	
		30. Brooklyn South 9.8/17	20. Dateline NBC 11.2/19			
TUESDAY	11.9/19	8.5/14	12.5/20	7.5/12	2.8/4	
	8:00 30. Home Imprvmt 9.8/17	35. JAG 9.5/15	19. Mad About You 11.5/19	59. American League Divisional Playoffs—Cleveland Indians vs. New York Yankees 7.4/13	99. Clueless 3.0/5	
	8:30 18. Soul Man 11.6/18		37. NewsRadio 9.4/15		93. Moesha 3.3/5	
	9:00 6. Home Imprvmt 14.3/22	44. Michael Hayes 8.5/13	9. Frasier 13.9/21		107. Hitz 2.3/4	
	9:30 28. Hiller & Diller 10.0/16		13. Just Shoot Me 12.7/20		104. Hd Ov Heels 2.5/4	
10:00 12. NYPD Blue 12.9/22	61. Dellaventura* 7.3/12	10. Dateline NBC 13.7/23				
WEDNESDAY	12.2/20	9.0/15	7.9/13	7.7/13	4.3/7	3.8/6
	8:00 30. Spin City 9.8/17	40. Nanny 9.1/16	51. American League Divisional Playoffs—Baltimore Orioles vs. Seattle Mariners 7.8/13	51. Beverly Hills 90210 7.8/13	91. The Sentinel 3.6/6	96. Sister, Sist 3.3/6
	8:30 25. Dharma & Greg 10.6/17	38. Murphy Brown 9.3/15		57. Party of Five 7.5/12	83. Star Trek: Voyager 5.0/8	88. Smart Guy 4.1/7
	9:00 8. Drew Carey 14.0/22	68. Public Eye—Bryant Gumbel 7.0/11				88. Wayans Bros 4.1/7
	9:30 14. Ellen 12.3/20	23. Chicago Hope 10.8/19				90. Stv Harvey 3.8/6
10:00 11. PrimeTime Live 13.4/23						
THURSDAY	6.0/10	8.7/14	20.0/32	7.4/12		
	8:00 82. Nothing Sacred 5.1/8	38. Promised Land 9.3/15	4. Friends 17.6/30	61. American League Divisional Playoffs—Cleveland Indians vs. New York Yankees 7.3/13		
	8:30		5. Union Square 14.5/23			
	9:00 83. Cracker 5.0/8	30. Diagnosis Murder 9.8/15	2. Seinfeld 21.5/33			
	9:30		3. Veronica's Clst 19.5/30			
10:00 51. 20/20 7.8/13	68. 48 Hours 7.0/11	1. ER 23.3/38				
FRIDAY	9.0/17	6.7/13	7.1/14	6.3/12		
	8:00 51. Sabrina/Witch 7.8/16	75. Family Matters 6.1/12	51. National League Divisional Playoffs—Florida Marlins vs. San Francisco Giants 7.1/14	76. The Visitor 6.0/12		
	8:30 49. Boy Meets Wrld 8.1/15	78. Meego 5.7/11		72. Millennium 6.7/12		
	9:00 70. You Wish 6.9/13	77. Gregory Hines 5.9/11				
	9:30 64. Teen Angel 7.1/13	71. Step by Step 6.8/12				
10:00 16. 20/20 12.0/23	50. Nash Bridges 7.9/15					
SATURDAY	5.4/10	9.3/17	5.8/11	5.9/11		
	8:00 86. C-16 4.4/8	42. Dr. Quinn, Medicine Woman 8.6/17	80. American League Divisional Playoffs—New York Yankees vs. Cleveland Indians 5.6/11	81. Cops 5.4/11		
	8:30			80. Cops 5.6/11		
	9:00 85. Total Security 4.7/9	40. Early Edition 9.1/17		74. America's Most Wanted: AFB 6.4/12		
	9:30					
10:00 64. The Practice 7.1/13	26. Walker, Texas Ranger 10.1/19					
SUNDAY	7.9/13	10.6/17	8.1/13	7.5/13	2.5/4	
	7:00 46. Wonderful World of Disney—Toothless 8.4/14	22. 60 Minutes 10.9/20	(nr) NFL on NBC 9.3/19	47. American League Divisional Playoffs—New York Yankees vs. Cleveland Indians 8.2/14	108. Nick Freno 2.1/4	
	7:30		57. Dateline NBC 7.5/14		105. Parent Hood 2.5/4	
	8:00	14. Touched by an Angel 12.3/19	64. Men Bhvg Badly 7.1/11		101. Jamie Foxx 2.8/5	
	8:30		61. Jenny 7.3/11		101. Unhap Ev Af 2.8/4	
9:00 59. ABC Sunday Night Movie—The Advocate's Devil 7.4/12	34. CBS Sunday Movie—Heart Full of Rain 9.6/15	44. NBC Sunday Night Movie—Five Desperate Hours 8.5/14			105. Tom Show 2.5/4	
10:00				108. Alright Alr 2.1/3		
10:30						
WEEK AVG	9.1/16	9.1/15	10.1/17	7.1/12	3.4/5	3.1/5
STD AVG	9.1/15	9.7/16	10.8/18	6.8/11	3.2/5	3.0/5

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 **\$225,750,000** 4
 Combos **\$12,400,000** 3
 FMs **\$9,234,000** 10
 AMs **\$1,025,000** 5
 Total **\$248,409,000** 22

SO FAR IN 1997:

TVs **\$6,308,148,684** 94
 Combos **\$6,842,605,051** 259
 FMs **\$1,797,750,728** 336
 AMs **\$313,492,481** 186
 Total **\$15,245,986,944** 875

SAME PERIOD IN 1996:

TVs **\$8,479,180,845** 82
 Combos **\$11,194,087,229** 278
 FMs **\$2,197,752,623** 329
 AMs **\$169,708,914** 189
 Total **\$22,040,729,611** 878

Source: BROADCASTING & CABLE

TV

KOFY-TV San Francisco

Price: \$203.75 million (\$173.75 million for station plus \$30 million for five-year non-compete agreement)
Buyer: Granite Broadcasting Corp., New York (W. Don Cornwell, chairman); Granite owns/is buying 11 TVs and one FM in nine markets
Seller: Pacific FM Inc., San Francisco (James Gabbert, president); owns KDIA(AM)
Facilities: ch. 20, 3.470 kw visual, 247 kw aural, ant. 1,550 ft.
Affiliation: WB
Broker: H.B. La Rue Media Brokers

KMVT(TV) Twin Falls, Idaho

Price: \$14.5 million
Buyer: Catamount-Idaho License LLC, Norwalk, Conn. (Glerpointe Associates LLC, owner, J. Barton Goodwin, principal/22.375% owner); owns WFXL-TV Albany, Ga.
Seller: Root Communications Ltd., Daytona Beach, Fla. (James L. Devis, president; Susan S. Root Revocable Trust, owner); owns/is buying 18 FMs and 6 AMs
Facilities: ch. 11, 316 kw visual, 31.6 kw aural, ant. 1,190 ft.
Affiliation: CBS
Brokers: York Street Partners, Kalil & Co. and Communications Equity Associates

CP for KAPA-TV Kaneohe/Honolulu, Hawaii

Price: \$5 million
Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns/is buying 53 TVs
Seller: Dove Broadcasting Co., Honolulu (Paul A. Tennyson, president); no other broadcast interests
Facilities: ch. 66, 95.5 kw visual, ant. 2,073 ft.
Affiliation: Dark
Broker: Patrick Communications Corp.

KXLT-TV Rochester, Minn.

Price: \$2.5 million
Buyer: Shockley Communications Corp., Madison, Wis. (Terry K. and Sandra K. Shockley, principals); owns WKOW-TV Madison, WAOW-TV Wausau, WXOW-TV LaCrosse, WOOW-TV Eau Claire, KXTP(AM)-KRBR(FM) and WDSM(AM) Superior and WZTR(FM) Milwaukee, all Wis.; KDAL-AM-FM and KTCO(FM) Duluth, Minn.
Seller: KX Acquisition LP, Elk River, Minn. (Dale W. Lang, owner); Lang owns 50% of KVBM-TV Minneapolis
Facilities: ch. 47, 197.2 kw visual, 10.72 kw aural, ant. 340 ft.
Affiliation: Ind.

Broker: Kepper, Tupper & Co.

COMBOS

WENE(AM)-WMRV-FM Endicott and WMXW-FM Vestal, N.Y.

Price: \$6 million
Buyer: MAJAC of Michigan Inc., Binghamton, N.Y. (Marc Steenbarger, president); is buying WKGB-FM SUSQUEHANNA, PA./Binghamton
Seller: Enterprise Media Partners Inc., New York (Edward G. Rogoff, president); no other broadcast interests
Facilities: WENE: 1430 khz, 5 kw; WMRV-FM: 105.7 mhz, 35 kw, ant. 570 ft.; WMXW-FM: 103.3 mhz, 6 kw, ant. 1,014 ft.
Formats: WENE: talk, sports; WMRV-FM: talk, sports; WMXW-FM: Spectrum AC
Broker: Blackburn & Co.

WDLS-FM Dallas/Wilkes-Barre and WCDL(AM)-WSGD-FM Carbondale/Wilkes-Barre, Pa.

Price: \$6 million
Buyer: Citadel Communications Corp., Bigfork, Mont. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II LP, 37.2% owner); owns/is buying 67

August 1997



HOAK COMMUNICATIONS PARTNERS, L.P.

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has acquired



A leading supplier of broadcasting equipment and programming services to the radio broadcasting industry

The undersigned initiated the transaction and acted as financial advisor to Hoak Communications Partners, L.P.

Hoak Capital Corporation
 One Galleria Tower, Suite 1050
 13355 Noel Road
 Dallas, Texas 75240
 (972) 960-4848

FMs and 28 AMs.

Seller: Swanson Holdings Ltd., Scranton, Pa. (Ronald K. Swanson, president); no other broadcast interests

Facilities: WDLS-FM: 93.67 mhz, 750 w, ant. 679 ft.; WCDL: 1440 khz, 5 kw; WSGD-FM: 94.3 mhz, 1 kw, ant. 770 ft.

Formats: WDLS-FM: oldies; WCDL: MOR, big band; WSGD: oldies

Broker: Satterfield & Perry Inc.

WBRT(AM)-WOKH(FM) Bardstown, Ky.

Price: \$400,000

Buyer: Commonwealth Broadcasting Corp., Glasgow, Ky. (Brereton C. Jones, chairman); owns WTCO(AM)-WCKQ(FM) Campbellsville and WLBN(AM)-WLSK(FM) Lebanon, Ky.

Seller: Nelson County Broadcasting Inc., Bardstown (Thomas L. Isaac, president/owner); no other broadcast interests

Facilities: AM: 1320 khz, 1 kw; FM: 96.7 mhz, 3 kw, ant. 160 ft.

Formats: AM: C&W; FM: AC

RADIO: FM

WOCQ(FM) Berlin, Md.

Price: \$2.775 million

Buyer: Great Scott Broadcasting, Pottstown, Pa. (Faye Scott, presi-

United buying WRBW(TV)

BHC-controlled United Television Inc. has agreed to buy UPN affiliate WRBW(TV) Orlando, Fla. No price was disclosed, but analysts estimate it's \$30 million-\$40 million. United and BHC combined own eight stations, six of which are UPN affiliates, including WWOR-TV New York and KCOP Los Angeles. BHC and Paramount each own 50% of UPN.

According to BIA, WRBW (ch. 65) had revenue of about \$6.2 million in 1996, roughly 3% of the market. —Steve McClellan

dent); owns WSSR(AM)-WZBH(FM) Georgetown and WZSK(FM) Bethany Beach, Del., and WKST-FM Ellwood City, WKST(AM) New Castle and WPAZ(AM) Pottstown, all Pa.

Seller: Musicradio of Maryland Inc., Salisbury, Md. (Darryl Nixon, principal)

Facilities: 103.9 mhz, 3 kw, ant. 328 ft.

Format: Religion

WMXZ(FM) DeFuniak Springs, Fla.

Price: \$2.4 million

Buyer: Root Communications Ltd., Daytona Beach, Fla. (James L. Devis, president; Susan S. Root Revocable Trust, owner); owns/is buying 18 FMs and 6 AMs

Seller: Bay Cities Communications Inc., Destin, Fla. (J. McDavid Flowers, president)

Facilities: 103.1 mhz, 50 kw, ant. 482 ft.

Format: Top 40

WAGH(FM) Fort Mitchell, Ala.

Price: \$1.4 million for stock

Buyer: Cumulus Media LLC, Milwaukee (Richard Weening, chairman; William M. Bungeroth, president); owns/is buying 29 FMs and 11 AMs.

Seller: Arthur C. Jr. and Margaret R. Angell, Columbus, Ga.; no other broadcast interests

Facilities: 93.3 mhz, 6 kw, ant. 328 ft.

Format: Urban adult contemporary

WWAV-FM Santa Rosa Beach/Destin, Fla.

Price: \$950,000

Buyer: Root Communications Ltd., Daytona Beach, Fla. (James L. Devis, president; Susan S. Root Revocable Trust, owner); owns/is buying one TV, 17 FMs and 6 AMs

Seller: Emerald Coast Communications, Coral Springs, Fla. (Thomas C. Birch, chairman); no other broadcast interests

Facilities: 102.1 mhz, 18 kw, ant. 384 ft.

Format: AC

WJXN(FM) Utica, Miss.

Price: \$800,000

Buyer: Flinn Broadcasting Corp., Memphis (George S. Flinn Jr., president/owner); owns WHBQ(AM) and WFBI(TV) Memphis, WOWW(AM)-WJOI(FM) Germantown, Tenn.; KDRE(FM) North Little Rock and KXHT(FM) Marion, Ark., and WCCL(TV) New Orleans

Seller: Willis Broadcasting Corp., Norfolk, Va. (L.E. Willis Sr., president/owner); owns/is buying six FMs and 21 AMs

Facilities: 92.9 mhz, 6 kw, ant. 465 ft.

Format: Gospel

WKGB-FM Susquehanna, Pa./Binghamton, N.Y.

Price: \$675,000

Buyer: MAJAC of Michigan Inc., Binghamton (Marc Steenbarger, president); is buying WENE(AM)-WMRV-FM Endicott and WMXW-FM Vestal, N.Y.

Paxson Communications Corporation

Lowell "Bud" Paxson, Chairman & CEO

has agreed to acquire

WKRP-TV

Charleston, West Virginia

for

\$8,250,000

from

Mountaineer Broadcasting Corporation

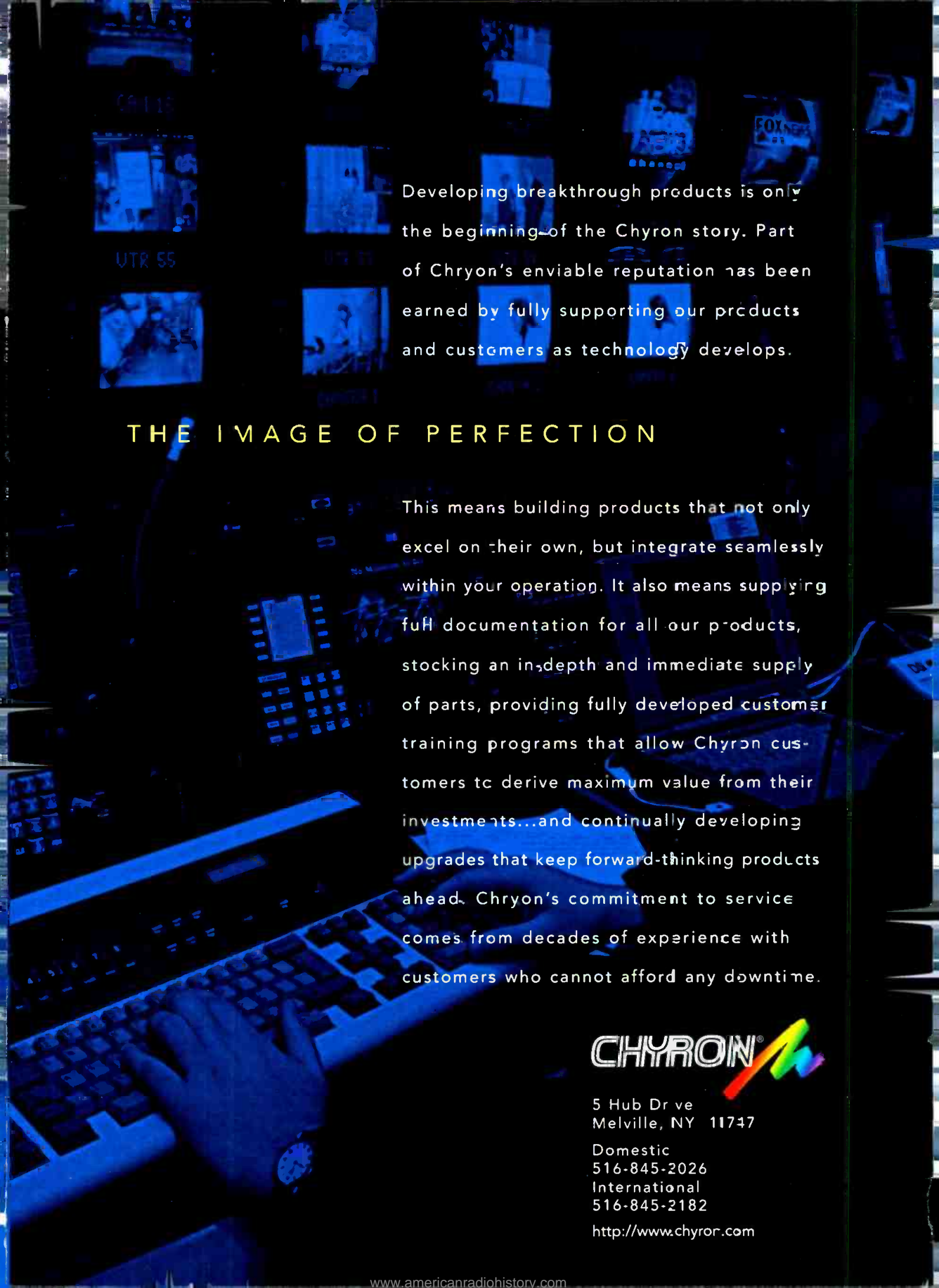
William L. Kepper, President

Patrick Communications was proud to serve
as the broker in this transaction.



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[KEY/PC]


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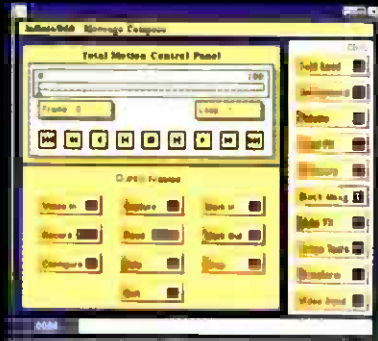
the rigorous demands of on-air as well as post production facilities has taught us how to advance performance and integrate the latest technologies, while simultaneously enhancing the production experience.

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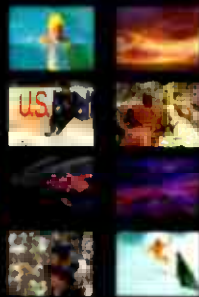
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[LIBERTY O2 SYSTEM]

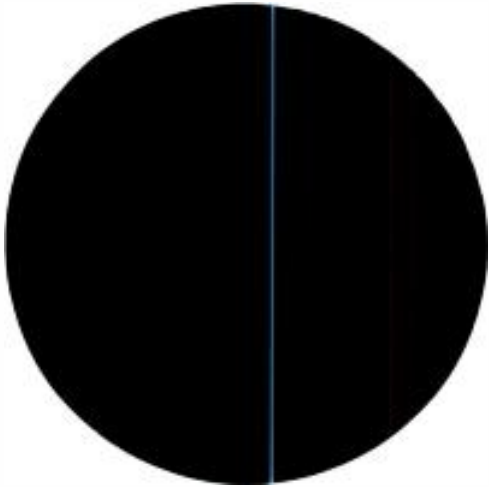
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[SCRIBE SCREEN SHOT]

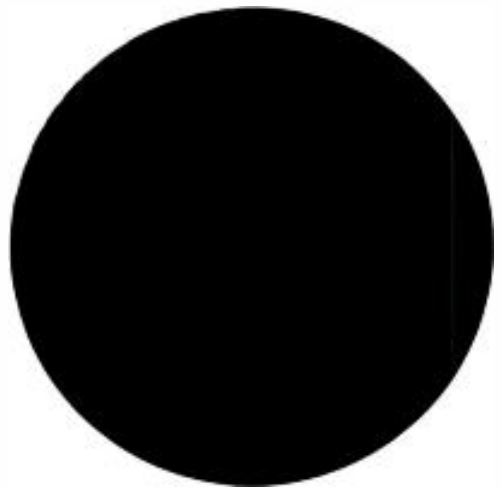
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AT CHYRON, WE DON'T JUST



[THE IMAGE OF PERFECTION]



Seller: K.G. Broadcasting Inc., Birmingham (Ben Smith, president); no other broadcast interests
Facilities: 92.5 mhz, 6 kw, ant. 709 ft.
Format: AOR
Broker: Blackburn & Co.

50% of KVRW(FM) Lawton, Okla.

Price: \$200,000
Buyer: Pat-Tower Inc., Lawton (Arthur R. Patrick and Carol Craig, partners); no other broadcast interests
Seller: Arthur R. Patrick, Lawton; will maintain 50% ownership
Facilities: 107.3 mhz, 50 kw, ant. 492 ft.
Format: Oldies

KAKR(FM) Sterling City, Tex.

Price: \$14,000
Buyer: GBE of Abilene LLC, Odessa, Tex. (Herbert L. Graham, member/75% owner); no other broadcast interests
Seller: Leonel Sanchez and Mark C. Nolte; Nolte owns KYRK-FM Eunice, N.M.
Facilities: 96.5 mhz, 50 kw, ant. 492 ft.
Format: Dark

51% of KHK(FM) (formerly KDUT) Rock Valley, Iowa

Price: \$10,000
Buyer: Sioux County Broadcasting, Spirit Lake, Iowa (Mark P. Hedberg, vice president/45% owner); owns KSOU-AM-FM Sioux Center, Iowa
Seller: Alan R. Quarnstrom, Cloquet, Minn.
Facilities: 106.9 mhz, 3 kw, ant. 328 ft.
Format: Dark

CP for KRWV(FM) (formerly KGZF) Emporia, Kan.

Price: \$10,000
Buyer: C&C Consulting Inc., Emporia (Edward A. Pipson, president/owner); owns KANS-FM Osage City, Kan., is selling KANS(AM)-KQDF(FM) Larned, Kan.
Seller: Michael D. Law, Olathe, Kan.; owns KXBZ(AM) Manhattan, Kan.
Facilities: 99.5 mhz, 3 kw, ant. 328 ft.
Format: Dark

RADIO: AM

KRGQ(AM) West Valley City, Utah

Price: \$500,000
Buyer: KMRI Radio LLC, Salt Lake City (Pat Openshaw, member/100% owner); has applied to build UHF's in Provo, Utah, and Salt Lake City
Seller: Group Communications Inc., Magna, Utah (Sharwin Brotman, principal); no other broadcast inter-

Big Deals

The following station-sale applications, previously reported in BROADCASTING & CABLE, were made public last week by the FCC:

CapStar Broadcasting Partners LP's purchase of SFX Broadcasting Inc. for \$2.1 billion (B&C, Aug. 25). SFX owns/is buying 52 FMs and 17 AMs, bringing CapStar's total ownership to 221 FMs and 93 AMs, and CapStar owner Thomas O. Hicks's station ownership to more than 400 stations.

ests
Facilities: 1550 khz, 10 kw
Format: Spanish

WYEA(AM) Sylacuaga, Ala.

Price: \$300,000
Buyer: Spirit Broadcasting Inc., Sylacuaga (John H. Vogel, president/33.3% owner); no other broadcast interests
Seller: W.O. Powers, Florence, S.C.; no other broadcast interests
Facilities: 1290 khz, 1 kw day, 50 w night
Format: Religion

KZXX(AM) Kenai, Alaska

Price: \$95,000
Buyer: JDDJ Broadcasting Inc., Kenai (James Wenstrom, president/50% owner); no other broadcast interests
Seller: Brent Elkington, Kenai; no other broadcast interests
Facilities: 980 khz, 1 kw
Format: Classic rock

KNEB(AM) Ketchikan, Alaska

Price: \$75,000
Buyer: PolarComm Corp., Evergreen, Colo. (David M. Drucker, principal); no other broadcast interests
Seller: Sitka News Bureau Inc., Sitka, Alaska (Marty and Carrie Baggen, owners)
Facilities: 930 khz, 5 kw day, 1 kw night
Format: MOR

50% of WEKT(AM) Elkton, Ky

Price: \$55,000 for stock
Buyer: M & R Broadcasting Inc., Elkton (C. Nicholas Reed, vice-president/50% owner); no other broadcast interests
Seller: Marshall Sidebottom, Elkton; no other broadcast interests
Facilities: 1070 khz, 500 w
Formats: Country, oldies, religion

—Compiled by Sara A. Brown

NORTH PLATTE TELEVISION

has acquired

KHAS-TV

Hastings, Nebraska

from

NEBRASKA TELEVISION CORPORATION

for

\$4,500,000

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



Kalil & Co., Inc.

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

AC rules in New York, Chicago, L.A.

Summer Arbitron book shows top stations are all variations on a theme

Radio

By Donna Petrozzello

Sizable ratings gains in Arbitron's latest survey pushed light adult contemporary WLTW(FM) New York and urban adult contemporary WGCI-FM Chicago ahead of their competition.

Chicago: WGN dethroned

In Chicago, a ratings surge from 5.6 to 7.0 between Arbitron's spring and summer 1997 surveys for Chancellor Media's WGCI-FM pushed it ahead of the market's long-standing front-runner, full-service WGN(AM), owned by Tribune Broadcasting. WGN's ratings slipped from 5.9 to 5.6. (All ratings are based on listening by adults 12-plus, Monday-Sunday, 6 a.m.—midnight.)

CBS Radio's dance WBBM-FM ranked third at 5.0, up sizably from 4.5 last spring. Urban adult contemporary WVAZ(FM) was fourth with 4.7, up from 4.2. Light adult contemporary WLIT-FM came in fifth with 4.5, down slightly

from 4.8 last spring.

Classic rock WXCD(FM) saw the most significant ratings increase, jumping to 3.3 from 1.5. Likewise, adult contemporary WNUA(FM) pushed ahead from 3.9 to 4.3 and country WUSN(FM) moved from 3.4 to 3.9. On the downside, adult alternative WXRT(FM) slipped from 2.9 to 2.5, classic rock WCKG(FM) dropped from 2.8 to 2.3 and Spanish-language WOJQ(FM) fell from 2.9 to 2.0.

On Chicago's AM band, all-news WBBM dropped from 4.2 to 3.8 while news/talk WMAQ pushed up from 1.8 to 2.2. Sports/talk WSCR went from 1.6 to 1.9, and talk WLS dipped from 4.1 to 3.8.

New York: WLTW back on top

An increase from 6.0 last spring to 6.4 in the summer book was enough to put Chancellor Media's WLTW in first place, a position it last held in 1994. Emmis Broadcasting's hip-hop WQHT(FM) ranked second with 6.2.

Meanwhile, Spanish Broadcasting System's Spanish-language WSKQ-FM posted the largest ratings increase

among leading New York stations, moving up to 5.1 from 4.3. Rhythmic dance WKTU(FM) and oldies WCBS-FM tied for fourth place at 4.7. Urban adult contemporary WRKS-FM moved up from 4.1 to 4.6, contemporary hits WHIZ(FM) jumped from 3.5 to 4.3, and rock WNLW(FM) pulled ahead from 1.6 to 1.8.

Meanwhile, alternative rock WXRK(FM) dropped from 3.8 to 3.5, jazz WQCD(FM) dropped from 3.4 to 3.2, classical WQXR-FM plunged from 2.9 to 2.2, and Spanish adult contemporary WPAT-FM dipped from 3.2 to 2.8.

In New York's talk arena, WOR(AM) lost rating points, slipping from 3.6 to 3.2. WOR's loss meant a gain for its competitor WABC(AM), which added .5 to reach 3.2. Sports talk WFAN(AM) pulled up from 2.5 to 2.9, news talk WCBS(AM) inched up from 3.1 to 3.2, and WINS gained slightly, from 3.5 to 3.6.

L.A.: KLVE stays number one

In Los Angeles, Heftel Broadcasting stations held two of the top three stations. Heftel's Spanish adult contemporary KLVE(FM) maintained its top-ranked hold on the market, although its ratings slipped from 6.6 to 6.0.

Heftel's Spanish KSCA(FM) ranked third with a 4.5, up from 4.4. Emmis Broadcasting's dance KPWR(FM) was second at 4.6, up from 4.3. Talk KF(AM) came in fourth with 4.1, up from 3.7, and Chancellor Media's urban KKBT(FM) was fifth at 4.0, down from 4.5.

Elsewhere in Los Angeles, few stations showed significant ratings gains or losses in the summer survey with the exceptions of KLAC(AM), which pushed up from 2.2 to 2.6, and Spanish-language KTNQ(AM), which slipped from 2.5 to 2.0. ■

Nationwide radios on the block

Nationwide Insurance Enterprise is putting its broadcasting unit, Nationwide Communications Inc., up for sale, and interested buyers are lining up at the door. The company's 17 radio stations in eight of the top 20 markets are expected to bring no less than \$500 million, according to brokers.

Sources say bidders for the group may include radio giants Jacor, Susquehanna, ABC and Cox. Other possible suitors include CBS, which recently agreed to buy American Radio Systems' 98 stations for \$2.6 billion (B&C, Sept. 22), and Thomas O. Hicks, whose CapStar Broadcasting Partners LP is buying SFX Broadcasting Inc. for \$2.1 billion (B&C, Aug. 25).

Nationwide spokesman John Millen says one reason the company is selling is that "we are focused on our core businesses, which are insurance and financial services. Radio is not and has never been a core business for us, and it's the right time to be a seller of a hot radio property."

Broker Gary Stevens of Gary Stevens & Co. says that in today's market, radio assets "are tradable like a board game, like a Monopoly game," with buyers asking, "What can I swap this for?" But Nationwide "wants a clean deal," Stevens says, and prefers not to divide the group among different buyers.

The broadcast group was started in 1946 as People's Broadcasting Corp. by the Ohio Farm Bureau Federation; it was sold to the Federation's former insurance affiliate, Farm Bureau Mutual Automobile Insurance Co. (now Nationwide), in 1949. The group consists of WPOC(FM) Baltimore; WGAR-FM, WMJI(FM) and WMMS(FM) Cleveland and WCOL-FM, WFII(AM) and WNCI(FM) Columbus, Ohio; KDMX(FM) and KEGF(FM) Dallas; KHMN(FM) and KTBZ(FM) Houston; KSGS(AM)-KMJZ(FM) Minneapolis; KZZP(FM) and KGLQ(FM) Phoenix, and KXGL(FM) and KMCG(FM) San Diego.

—Sara Brown

Errata

The Oct. 6 story on Roberts Radio should have identified Robert Sherman as the former head of NBC Radio's AM and FM divisions, rather than attributing that position to Robert Pittman. Pittman is a former program director of WNBC(AM) New York. Also, AT&T is a lender, not an investor, in the group.

Congress eyes cable

Hindery defends cable rates, program access rules as Senate studies competition

By Paige Albinak

Congress will keep a close eye on program access and the rising cost of sports programming as it examines the state of cable competition 18 months after the passage of the Telecommunications Act of 1996. That was the word from Senator Mike DeWine (R-Ohio), chairman of the Senate Subcommittee on Antitrust, at a hearing last week.

That subcommittee also is interested in rewriting the Satellite Home Viewer Act, which sunsets in March 1999, to allow direct broadcast satellite companies to retransmit local broadcast signals into local markets.

But the majority of lawmakers continue to be uninterested in freezing cable rates, as requested at the FCC by Consumers Union and the Consumer Federation of America.

"I don't think I see a move to do that," DeWine said.

TCI President Leo Hindery told DeWine and Senator Herb Kohl (D-Wis.)—the only two subcommittee members to attend the hearing—that cable rates are going up because of the rising costs of programming, infrastructure upgrades and inflation, not because of a lack of competition.

But he recommended that Congress undertake a "thoughtful review, which would help my customers and your constituents to understand why cable rates are rising."

It's not because of greedy cable companies, Hindery said. "I have not reported a profit in the 25 years of the existence of my company."

Ameritech New Media President Deborah Lenart argued that her company is having trouble getting access to cable networks not covered by the pro-



TCI's Leo Hindery, Ameritech's Deborah Lenart and DIRECTV's Eddy Hartenstein represented the cable, telco and DBS points of view to the Senate Antitrust Subcommittee.

gram access rules, such as Viacom's TVLand and News Corp.'s Fox News Channel. Lenart said this is hurting competition in the 31 markets where Ameritech offers cable.

"We could be doing much better if we were not being shut out by popular programmers," she said.

Hindery took on Lenart, commenting that "her success has not been retarded because she doesn't have Eye on People."

DeWine followed up, asking Lenart "how important is TVLand, and these other networks you mentioned, to you? Is TVLand a problem really?"

Lenart admitted that it is not the unavailability of TVLand that worries her, but "the precedent it sets. If TVLand is held exclusively, then a precedent exists for Nickelodeon to be held exclusively."

But when asked whether Viacom's mature cable networks, and specifically Nickelodeon, are kept from Ameritech New Media, Lenart said: "Nickelodeon is available to us today."

Viacom is clear that it "sells its mature services like Nickelodeon and MTV to all program distributors and will continue to do so," says Carol Melton, Viacom's senior vice president

of government affairs.

Hindery also told DeWine and ranking member Kohl not to treat cable programming like a commodity. "I took the risks of building these products, and now I am being obligated to sell them to my competitors because I am a vertically integrated company," he said.

Hindery estimated the costs of developing one cable network at \$30 million, two cable networks at \$45 million and three cable networks at \$48 million. Cable companies, he said, need to be vertically integrated to have the capital to develop and maintain networks.

"Let her develop her own programming," Hindery said, referring to Lenart. "I have 53 channels and she has 80 or 90. I'm getting killed out there."

DIRECTV President Eddy Hartenstein brought complaints from the DBS industry to the table. He complained that Comcast Corp. will not give it access to SportsNet, Comcast's new regional sports programming network in Philadelphia.

Hindery shot back that DIRECTV has exclusive rights to the NFL, which no cable system has.

"You can't argue one without arguing the other," Hindery said. "We have never had an NFL package in our industry." ■

Marcus sells nonstrategic systems

Will use proceeds to pay down debt

By Price Colman

Marcus Cable's decision to sell nonstrategic systems encompassing 200,000 subscribers could hardly have come at a better time.

Public market valuations of cable companies are up, cable system cash flow generally is up and outside investors are renewing their love affair with the cable business.

All of which means that the sale of Marcus systems in Delaware/Maryland, Virginia, Connecticut, Mississippi, Louisiana, Illinois, Oklahoma and the Texas panhandle could bring the privately held



Jeffrey Marcus's company will focus on Key Clusters

operator above the industry benchmark of \$2,000 per subscriber—or upward of \$400 million.

"The market's fairly robust right now," says Marcus VP/CFO Thomas McMillin. "I don't think we'd be exiting these markets at [just] any price." Selling the nonstrategic systems will help Marcus focus on its key clusters in the Dallas metro area; Southern California; Indiana; Wisconsin; Birmingham, Ala.; and North Carolina/Tennessee.

McMillin also notes that roughly 44% of the systems for sale are 550 megahertz or better, making them

attractive to a potential buyer looking for new revenue streams from high-speed data service or digital cable.

"This is a very important transaction for the marketplace because there are a lot of companies trying to grow and grow rapidly," says Andy Armstrong of Waller Capital, which is representing Marcus.

Marcus plans to use sale proceeds to reduce its \$1.5 billion debt load and consequently is focused on selling the systems, not swapping them, McMillin says. He also discounts the possibility that Marcus could be gearing up for an initial public offering of stock.

"While public market valuations have improved significantly, they're not at a level where we would feel comfortable at this point taking the company public," he says. ■

Digital front heats up

Comcast poised for additional launches, Cox close to first launch

By Price Colman

Tele-Communications Inc. may be on the leading edge of the digital curve with TCI Digital Cable (available to more than 300,000 subscribers), but watch for increasing activity from other top MSOs in the coming weeks.

Comcast, which launched Comcast Digital TV to 11,000 customers in Orange County, Calif., in May, put it in front of another 85,000 customers there in August. Indications are that the nation's fourth-largest MSO is planning additional launches within days.

Cox Communications is "very close" to its first commercial launch of Cox Digital TV to as many as 250,000 subscribers in Orange County, and is aiming for additional launches before year's end.

One thing that will distinguish Cox's Orange County launch: It will mark the first time a cable company has offered a complete complement of telecommunications products and services—cable, digital cable, high-speed data



and both local and long-distance telephony—in a single package.

Among the rest of the top 10 MSOs, digital cable is at various stages of testing leading up to eventual deployment. Century Communications is putting the one digital headend it has installed through its paces and plans to launch its

Cox's Orange County launch will mark the first time a cable company has offered a complete complement of telecommunications products in a single package.

digital product, Century SkyBox, next year. Century wants to put the product in front of most of its 1.3 million subscribers over the next five years.

"There's not going to be significant activity this year. It's too late to plan for holiday promotion, and we're into next year's marketing program," says Century COO Bernard Gallagher. "We have 2,000 to 3,000 [set-top] boxes in inventory. We'll roll it out to see what the response is before we take on huge inventory.... If we get 5 percent [penetration] early response, that will be good."

Century intends to use the HITS "three pack" to deliver 42 channels of digital, including 15-20 channels of PPV. Cox also is using HITS but will offer digital products directly from programmers such as HBO. Comcast isn't using HITS in Orange County but hasn't ruled out TCI's digitizing and delivery service for the future. Jones Intereable and Marcus Cable are talking with HITS, but Marcus COO Lou Borelli says the Dallas-based MSO

also is talking with TVN Entertainment about its offering.

Time Warner plans to field test its digital cable operations early next year with deployment to follow quickly. Like other operators, Time Warner will offer a digital programming tier, a substantial amount of PPV, pay multiplexes—including various HBO offerings—and an interactive programming guide. A key difference between Time Warner and other MSOs is that Time Warner intends to move quickly to provide true video on demand.

The Scientific-Atlanta Explorer 2000 set-top box Time Warner will use is "fundamentally a movies-on-demand interactive box," says Time Warner spokesman Mike Luftman. An Ethernet port in the box will also enable Time Warner to offer Roadrunner TV, which turns a typical TV set into a Web surfing tool.

The cable industry is encouraging the development of interoperable set-top boxes capable of similar functions. Cable Television Laboratories report that at least 16 different entities, either as groups or individual companies, responded to the R&D consortium's request for information on establishing open standards for set-top boxes. Among those responding were a host of Silicon Valley firms, Microsoft, consumer electronics manufacturers and cable equipment suppliers.

MediaOne declined to comment on the status of its digital cable initiative. Sources say the company is engaged in several tests, is increasing staffing in regional offices where a digital cable product will be launched and likely will have a digital cable product commercially available by year end.

Similarly, Cablevision Systems is keeping its digital cable cards close to the vest while acknowledging it has product tests under way.

Jones Intercable plans at least one digital cable test this quarter but declined to disclose the location.

At Marcus, the emphasis for the time being is on deploying cable modems and the @Home high-speed Internet service. But digital cable isn't likely to be far behind.

"We think we have fairly robust analog capacity," says Borelli. "We don't necessarily view digital as an excuse to replicate analog and add a bunch of new stuff.... We're still in somewhat of a cautious fact-finding mode [on digital]. We're paying as much attention to the back office as to the product mix

CNBC puts some 'show' in business

Program will highlight entertainment firms, celebrities

By Donna Petrozello

Despite its straightforward title, CNBC's new *Business Center* aims to report business news with an emphasis on entertainment companies, profiles of celebrity entrepreneurs and personal-finance features.

"We'll take the top business developments of the day and come up with the story behind the story," says *Business Center* co-host Maria Bartiromo, who also hosts CNBC's early-morning live report from the floor of the New York Stock Exchange. "If we report that two companies merge, we will also profile executives behind the deal."

CNBC is touting its decidedly non-traditional business show as a "signature program" for the network. The network hopes its approach will draw a wider audience of non-business news junkies by making the subject more palatable to the general interest viewer.

"We are creating the definitive business program of the day," Bartiromo says. "We're trying to get behind the headlines of a seemingly mundane business story and show viewers how interesting business news can be."

Business Center is slated to debut tomorrow (Oct. 14) in the 7-7:30 p.m. ET weeknight time slot and will air live to audiences on five continents. Although the program will compete with broadcast TV network news and cable business news shows, particularly CNN's *Moneyline with Lou Dobbs*, CNBC executives are confident that their approach will be different enough to make a dent.

CNBC President Bill Bolster calls the program a "global show, where the world will come to look beyond the numbers at the issues and the people that are shaping the worldwide business landscape."

Joining Bartiromo as co-host is Tyler Mathisen, executive editor of



Business Center co-hosts Tyler Mathisen and Maria Bartiromo aim for entertainment angles.

Money magazine. Mathisen also is money editor for ABC Television's *Good Morning America*, where he delivers personal-finance advice and business news analysis.

"Money and business have a real, tangible impact on people's lives, and *Business Center* shows people how it affects them directly," says Mathisen. "People are interested in the people of business."

Some featured *Business Center* segments include "InsideOUT," which delves into such subjects as "five steps to a great retirement" and "sobering facts about the business lunch," says the network.

"The Company File" examines "who is golfing with whom, who's talking to whom, the art of the deal and personalities." Other segments include "Entertainment Inc." and "The World According To..." which taps commentary from business leaders in various fields.

Business Center will broadcast live from CNBC headquarters in Fort Lee, N.J., to the United States and abroad. CNBC correspondents in Hong Kong and other financial hubs will report news about international markets and trading. ■

Disney debuts day-care bear

Channel to launch show targeted to caregivers and their charges

By Donna Petrozzello

With its latest original series, *Bear in the Big Blue House*, The Disney Channel will try to reflect the day-care environment that has become familiar to many preschoolers.

Slated to debut Oct. 20, *Bear* features a cast of animal puppets (including twin otters and a lemur) who play together in a home. The lead character, Bear, acts as the presiding adult and primary caregiver. Rich Ross, Disney Channel senior vice president of programming, describes the setting as a group environment similar to a day-care center, which he calls "the world kids are living with today."

In the series, Bear is active in the diverse group, Ross says, "to send a message to caregivers that they should not just passively watch little children, but play with them and support them."

The animals are diverse in size and temperament, but each learns to accept the others. Each show has a central theme and opens and ends with famil-



'Bear' is Disney's first original show that uses puppets in live-action scenes.

iar music and settings, Ross says.

"We were looking to foster relationships between characters in which everyone listens to each other and there's good social interaction within a

group dynamic," he says.

The series marks the first collaboration of Disney, producer Jim Henson Television and creator Mitchell Kriegman, who most recently created the series *Clarissa Explains It All* for Nickelodeon. Kriegman says he developed the series inside a house that "defines a relationship for children and gives them a sense of empowerment."

Bear is Disney's first original show that uses puppets in live-action scenes. "We were looking to make our programming block for little kids a lot more active," Ross says.

Disney has cleared *Bear* in its 10 a.m. ET weekday slot and its 7 and 7:30 a.m. ET weekend slots, giving children an opportunity to watch with caregivers on weekdays and with parents on weekends.

Ross describes the budget for *Bear* as "aggressive for a little kids' show" but adds that programmers traditionally have "underspent" in trying to reach preschool children. "We think reaching children ages 2 to 5 is just as important as reaching older kids," he adds. ■

MediaOne on the move

Nineteen of 134 staffers are going to Denver, with another 18 still on the fence

By Price Colman

Life's better here" may be the current slogan for US West Media Group parent US West, but a relatively small number of MediaOne employees in Boston saw a westward trek that way.

Of 134 staffers at MediaOne's longtime headquarters in Boston's Pilot House, only 19 have chosen to move to the new headquarters in Denver. Thirteen of the 19 hold director or vice president titles; another 18 high-ranking executives have asked for more time to mull the move.

Of the 19 making the move, five are former US West executives who moved to Boston when Media Group purchased Continental. Of the remain-

ing 14, seven reportedly had been with Media One for less than a year.

A Media One spokesman confirmed the number of former US West employees but was unable to confirm the length of service of the seven.

"Those of us who are in the process of making a transition acknowledge that it has been a very difficult and challenging time," says Rob Stoddard, vice president, corporate communications, for MediaOne, the cable broadband division of Media Group. "But for those of us who have made the move, we have worked through all that and we see brighter days ahead."

Media Group CEO Chuck Lillis's August decision to combine MediaOne and Media Group headquarters staffs in Denver prompted an outcry from

MediaOne personnel. Amos Hostetter, founder and former CEO of MediaOne, resigned in protest after Media Group's board rebuffed his request to rethink the decision.

Such reactions are common when a company changes home base, says Cris Collie, executive vice president of the Employee Relocation Council in Washington, but company loyalty may be less important than personal considerations.

"In the final analysis, employees look out for themselves when they make a decision," Collie says. "When Time-Life moved from New York to Washington, several people were reluctant to move because they thought being in New York gave them greater opportunities to job hop. On

the other hand, the political media were delighted."

Among the top executives making the move were Ron Cooper, executive vice president; Doug Holmes, executive vice president; Steve Bouchard, vice president, video product marketing; Greg Braden, vice president, telephony; Bob Hirsch vice president and

controller, and Rich Walker, vice president, business development.

Although the number making the move looks small at first blush, Collie says executive relocations of 25%-50% are about average. Media Group says the 13 director-or-above staffers and 18 asking for more time represent half the top executives who had been work-

ing at Pilot House.

The fact that 18 have asked for more time may signify that many of them will make the move, Collie suggests.

"It probably indicates that there are some people who don't want to say no and are going to consider it as long as they can," he says. "They may be somewhat favorably disposed." ■

TINTA makes Argentine moves

Market consolidation heats up with three major deals

By Price Colman

The highly competitive Argentine cable market took a big step toward consolidation last week with three key deals involving TCI International.

TCI International's Argentinian cable subsidiary, Cablevisión SA, will grow its subscriber base by as much as 50% as the result of a deal between Cablevisión SA investors CEI Citi-Corp Holdings SA and T.I. Telefonica Internacional de Espana SA. CEI/Telefonica are buying Fintelco SA, parent of 700,000-subscriber Video Cable Comunicacion (VCC) of Argentina for \$765 million from owners Samuel Liberman and MediaOne.

In a related transaction, CEI/Telefonica is signing over to Cablevisión a right-obligation to buy 45%-50% of Fintelco. CEI-Telefonica assigned a similar right-obligation to MultiCanal SA, another Argentine cable operator, which is 48% owned by CEI/Telefonica.

Cablevisión currently has about

618,000 subscribers and with the Fintelco acquisition would grow to just under 1 million. It's the second big transaction between TCI International (TINTA) and CEI/Telefonica in the same week.

"They're investing in other operators around the country and they're all going to be put together under this venture," says a source familiar with the situation.

Earlier in the week, TINTA announced it is selling just under half its interest in the Argentine cable operator Cablevisión SA for \$210 million, or roughly \$1,700 per subscriber, to CEI/Telefonica.

CEI and Telefonica are also buying a 41.8% interest in the MSO from investor Eduardo Eurnekian. Once the deals are completed, Cablevisión's ownership stake will be CEI, 33.28%; Telefonica, 33.28%; TINTA, 26.24%, and Eurnekian, 7.2%. Terms of the deals call for TINTA to continue managing Cablevisión for five years and give TINTA the option to renew the arrangement for another five years.

TINTA also will leave \$90 million of proceeds from the sale in Cablevisión in anticipation of an upcoming \$320 million stock offering.

A TINTA spokesperson declined to comment on upcoming consolidations.

In a related transaction, TINTA is reacquiring its 35% interest in Torneos y Competencias (TyC), Argentina's top sports programmer, from TINTA's international sports venture with Liberty Media Corp. and News Corp. TINTA is raising its ownership stake in TyC to 40% with the acquisition of a 5% stake from another shareholder. CEI/Telefonica recently acquired a 33.34% stake in TyC in order to operate the programmer as a joint venture with TINTA.

There has been speculation recently that TINTA might be backing away from Argentina and Latin America in general. TINTA CEO Fred Vierra says the TINTA-CEI/Telefonica venture with TyC should quiet that talk.

"There was never any truth to those rumors, and these transactions should dispel them," he says. ■

Jones links Va., Md. systems

Jones Intercable Chairman Glenn Jones (l) and Drew Sheckler, senior vice president of operations, Jones Communications, last week gathered the press on the banks of the Potomac just south of Washington to show off one of the company's more ambitious cable construction projects—the drilling of a 6,700-foot pipeline beneath the river. The pipeline houses a fiber-optic cable that will link Jones's Virginia systems with its Maryland systems. Together, the systems serve 415,000 subscribers. It took nearly a month to bore the pipeline and install the cable, which is designed to handle high-speed data and planned telephony services. The project was completed Sept. 22.



CTAM getting cable up to high speed in Anaheim

Association to offer its first Internet access summit

By Sara Brown

CTAM is holding its first "summit" on high-speed Internet access and has tapped two big-name players, Nicholas Donatiello Jr. and Bran Ferren, to keynote the conference. CTAM Summit: High Speed Internet Opportunity is scheduled for Dec. 8-9 at the Anaheim Marriott, immediately preceding the Western Cable Show, also in Anaheim.

C T A M

Odyssey President Donatiello, who Newsweek named one of the "50 People Who Matter Most on the Internet," will deliver the keynote address Dec. 9; "The Customer Is Still Key," profiling potential customers and their product interests.

Ferren, executive vice president of Walt Disney Imagineering, will address a luncheon crowd Dec. 9 about how high-speed Internet access is changing America's media culture.

Other sessions: "Your Cable System: Internet Ready," moderated by MediaOne Executive Vice President Ron Cooper and featuring panelists Greg Bicket of Online System Services, Dean Gilbert of @Home and Rusty Pickard of RoadRunner Group; "The Internet: Evolving Toward a Video Future," moderated by Will Richmond of MediaOne and featuring panelists Rob Glaser of Progressive Networks, Hal Krisbergh of WorldGate Communications and Tom Phillips of ABC News/ESPN Internet Ventures.

There also will be a live cable modem demonstration. ■

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PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Sept. 29-Oct. 5, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households.

Program	Network	Time (ET)	HHs. (000)	Rating		Cable Share
				Cable	U.S.	
1. NFL/New Orleans @ Chicago	TNT	Sun 7:58p	4,746	6.6	4.9	10.3
2. World Champ. Wrestling	TNT	Mon 8:00p	3,063	4.2	3.2	6.8
2. Rugrats	NICK	Mon 7:30p	2,963	4.2	3.1	6.9
4. MLB/Seattle @ Baltimore	ESPN	Sun 4:00p	2,816	3.9	2.9	6.3
4. World Champ. Wrestling	TNT	Mon 9:00p	2,808	3.9	2.9	5.8
6. Rugrats	NICK	Thu 7:30p	2,878	3.8	2.8	6.8
7. MLB/Atlanta @ Houston	ESPN	Fri 4:00p	2,669	3.7	2.8	10.0
7. Rugrats	NICK	Wed 7:30p	2,661	3.7	2.7	6.7
7. Hey Arnold	NICK	Mon 8:00p	2,632	3.7	2.7	5.6
7. Rugrats	NICK	Tue 7:30p	2,616	3.7	2.7	6.4
11. NASCAR/UAW-GM 500	TBS	Sun 1:05p	2,622	3.6	2.7	8.4
12. Hey Arnold	NICK	Wed 8:00p	2,502	3.5	2.6	5.7
12. Rugrats	NICK	Sun 10:00a	2,494	3.5	2.6	10.7
14. MLB/Baltimore @ Seattle	ESPN	Thu 4:00p	2,437	3.3	2.5	8.6
14. NFL Primetime	ESPN	Sun 7:00p	2,405	3.3	2.5	6.0
14. Rugrats	NICK	Sat 8:00p	2,383	3.3	2.5	6.3
17. Sportscenter	ESPN	Wed 7:22p	2,328	3.2	2.4	6.4
17. Angry Beavers	NICK	Sun 10:30a	2,315	3.2	2.4	9.8
17. MLB/San Francisco @ Florida	ESPN	Wed 4:07p	2,300	3.2	2.4	8.2
17. Hey Arnold	NICK	Sun 11:00a	2,268	3.2	2.3	9.4
17. Rugrats	NICK	Fri 7:30p	2,268	3.2	2.3	6.4
17. Kenan & Kel	NICK	Sat 9:00p	2,262	3.2	2.3	5.6
23. Rugrats	NICK	Sat 10:00a	2,224	3.1	2.3	10.3
23. My Brother and Me	NICK	Sun 7:00p	2,202	3.1	2.3	5.4
23. All That	NICK	Sat 8:30p	2,174	3.1	2.2	5.5
26. MLB/San Francisco @ Florida	ESPN	Tue 4:00p	2,209	3.0	2.3	7.9
26. Doug	NICK	Mon 7:00p	2,167	3.0	2.2	5.5
28. Doug	NICK	Thu 7:00p	2,072	2.9	2.1	5.7
28. Secret World of Alex Mack	NICK	Thu 8:00p	2,034	2.9	2.1	4.6
30. AAAAA!!! Real Monsters	NICK	Sun 11:30a	1,990	2.8	2.1	8.1
30. Figure it Out	NICK	Mon 6:00p	1,988	2.8	2.0	6.0
30. All That	NICK	Sun 7:30p	1,983	2.6	2.0	4.6
30. Are You Afraid of the Dark	NICK	Mon 5:00p	1,979	2.8	2.0	7.0
30. Doug	NICK	Tue 7:00p	1,973	2.8	2.0	5.2
30. Figure it Out	NICK	Wed 6:00p	1,965	2.8	2.0	6.3
36. WWF Wrestling	USA	Mon 8:57p	1,979	2.7	2.0	4.1
36. Are You Afraid of the Dark	NICK	Wed 5:00p	1,951	2.7	2.0	7.1
36. Angry Beavers	NICK	Sat 10:30a	1,948	2.7	2.0	9.3
36. Hey Arnold	NICK	Sat 11:00a	1,948	2.7	2.0	9.4
36. Looney Tunes	NICK	Sun 9:00a	1,922	2.7	2.0	6.9
36. Secret World of Alex Mack	NICK	Tue 8:00p	1,915	2.7	2.0	4.3
36. Tiny Toon Adventures	NICK	Sat 9:30a	1,913	2.7	2.0	8.9
36. Rocka's Modern Life	NICK	Wed 5:30p	1,900	2.7	1.9	6.5
44. Rocka's Modern Life	NICK	Sun 12:00p	1,887	2.6	1.9	7.6
44. Doug	NICK	Wed 7:00p	1,859	2.6	1.9	5.0
44. Doug	NICK	Fri 7:00p	1,858	2.6	1.9	5.6
44. Rocka's Modern Life	NICK	Sat 12:00p	1,857	2.6	1.9	8.8
44. Tiny Toon Adventures	NICK	Mon 6:30p	1,848	2.6	1.9	5.2
44. Rocka's Modern Life	NICK	Mon 5:30p	1,842	2.6	1.9	6.0
44. Tiny Toon Adventures	NICK	Sat 9:00a	1,640	2.6	1.9	8.8

Sources: Nielsen Media Research, Turner Research

H E A D E N D I N G S

A&E breaks 70 million

The Arts & Entertainment Network has topped the 70 million-subscriber mark. Brooke Bailey Johnson, A&E executive vice president/general manager, says the network reached 70.2 million households in the first week of October. Johnson attributed that growth to the network's programming, particularly its original series *Biography*, which won three Emmys earlier this year. *Biography* earned its highest ratings to date in the third quarter with 2.7, up 8% from the same period last year. A&E launched its first *Biography* miniseries earlier this month; dubbed "Hail Caesar," it profiled six Roman leaders.

**Crash course**

Today (Oct. 13), CNN's *Moneynline with Lou Dobbs* airs the first installment of a week-long series about the impact and aftershock of the October 1987 stock market crash in "From Panic to Prosperity." For the first time in the program's 17-year history, *Moneynline* will broadcast live from the floor of the New York Stock Exchange. Featured guests range from leaders of major Wall Street investment firms to editors of financial news publications.

Fashionable music

VH1 blends fashion and music later this month with the network's annual Fashion Awards. Hosted by Harry Connick Jr., the program will be taped live on Friday, Oct. 24, in New York City and will air Oct. 28 at 9 p.m. ET. Celebrities featured include Isaac Mizrahi, Donna Karan and Farrah Fawcett. Musical guests performing live at the taping will include the Rolling Stones, Fiona Apple, Jamiroquai and En Vogue.

TBS and Exxon team up for 'Tiger Sunday'

Turner Broadcasting System's TBS Superstation and the Exxon Corporation are jointly promoting public awareness of the plight of tigers as an endangered species in *Tiger Sunday*, slated to air on TBS Nov. 2 at 7-11

p.m. ET. Exxon will make its first buy of commercial time on TBS in support of the special. Exxon has committed \$5 million over five years for tiger conservation.

Argentina access

Denver-based Online Systems Services (OSS) signed a five-year, multimillion dollar deal with Cablevisión SA of Argentina to provide the cable operator with products and services for high-speed Internet access via telephone lines and cable. Financial terms were not disclosed, but OSS officials say it's the company's biggest transaction to date. While OSS has done some deals with U.S. cable operators, most notably InterMedia Partners, overseas operators have been more enthusiastic, in part because many face more intense competition and are eager to launch new products and services. OSS will supply Cablevisión subsidiary FiberTel with its Cable Access America products and services, including requisite head-end equipment, for offering high-speed one-way and two-way Internet access. In addition, FiberTel is buying a license for OSS's Community Access Partnership to develop World Wide Web content drawn from Buenos Aires newspapers, schools and government and to enable electronic commerce with local businesses and financial institutions.

Starz! rises in Philadelphia

Prism's going dark in the Philadelphia area has turned into a plus for Encore Media Group's Starz! first-run movie channel, which had shared channel space with the premium entertainment and sports programming net. On Oct. 1, when Prism went dark, Starz! went to continuous programming on Philadelphia-area cable systems, including Comcast, Suburban Cable, Adelphia and Time Warner. That translates into Starz! availability for roughly 2 million basic customers in the area. During September, Prism subscribers were aggressively telemarketed to switch to other premium services; as a result, nearly 60% of those contacted converted to Starz!, Encore says. Encore declined to specify numbers.

Magness windfall

Tax revenue of \$78 million from TCI

founder Bob Magness's estate provided an unexpected windfall for Colorado coffers and eventually could go to state taxpayers. Refunds would amount to \$30-\$40 per taxpayer but aren't likely to happen this year. The refunds are a result of a 1992 amendment to Colorado's state constitution that set limits on revenue. Colorado lawmakers are preparing for a special session this month to decide how to refund taxpayers a total \$140 million in excess revenue, or roughly \$54 per taxpayer.

BET boost

BET Holdings Inc., parent of Black Entertainment Television cable network, reported net income of \$23.8 million, or \$1.36 per share, for the year ended July 31. That is up from net income of \$22.1 million, or \$1.20 per share, in 1996. The company also reported that earnings before interest, taxes, depreciation and amortization (EBITDA) rose nearly 29% for the



year, to \$3.56 per share. The company's core BET cable network saw income from operations increase nearly 29%, to \$64.4 million, while the losses from operations for BET on Jazz widened to \$6.2 million, from \$3.2 million in 1996. Consolidated revenue increased 17%, to \$154.2 million, for the year and up 19%, to \$41 million, for the fourth quarter. Subscriber revenue increased 15%, to \$57.7 million, for the year and was up 19%, to \$15.4 million, for the quarter. The company attributed the increased subscriber revenue to a growing subscriber base—up 5.6 million, to 47 million, for the year—and a higher monthly per-subscriber rate, 11.6 cents, up from 11 cents in 1996. BET Holdings is embroiled in a battle with Mario Gabelli, the company's largest institutional investor, over the programmer's plan to take the company private at \$48 per share. Gabelli considers the price too low in the light of recent cable deals involving The Family Channel and USA Network.

Goldman to head Sky Latin America

Mark Goldman, senior VP and general manager, Sky Entertainment Services, Latin America, has been appointed president of Sky Latin America, the direct-to-home digital satellite service available to about 50 million homes. Sky Latin America is an alliance of Brazil's Organizacoes Globo, Mexico's Grupo Televisa, News Corp. and TCI International.

CRTC receives 75 channel bids

The Canadian Radio-TV and Telecommunications Commission received applications for 75 cable and satellite channels before the Sept. 30 deadline. A full list of applicants will be made public over the weekend, although some companies already have announced applications.

Indian agencies bicker over foreigners

Indian government agencies are arguing over approval given for foreign investment in entertainment entities. The Foreign Investment Promotion Board has approved proposals by Sony Pictures, Magic Box, Asia TV, Action Time, Scholastic and Inhouse Productions. However, the Information and Broadcasting Ministry questioned the move, citing an April declaration that decisions on foreign investments be put on hold until broadcast legislation is in place.

UK DTT launch delayed

The launch of Digital Terrestrial Television (DTT) in the UK will be delayed by at least three months following a holdup in the Independent Trade Commission's awarding of licenses. Originally due to start in July 1998, in time for the World Cup soccer matches, the DTT launch is now set for October 1998.

CNN increases Dutch reach

CNN International will be carried in an additional 130,000 cable homes in the province of Limburg in the Netherlands following a carriage deal with Mega Limburg Telediensten cable system. It will bring CNN's distribution in the country to more than 5 million households.

October launch for German DTV

German authorities have given approval for media companies Bertelsmann and Kirch Group to begin digital TV broadcasts this month over Deutsche Telekom's cable networks. The joint digital TV package will be launched across the country, state by state. However, the German state media authority in Berlin and Brandenburg has suspended cable carriage of digital TV in Greater Berlin, criticizing the companies for failing to comply with standards set down in 1995 for digital pilot project testing.

Ariane 5 launch delayed

The launch of Western Europe's second Ariane 5 rocket is set for Oct. 28 at the earliest. The satellite launch, originally scheduled for Sept. 30, was postponed for more

checks. The first Ariane 5 rocket failed 37 seconds after liftoff in 1996 from the European Space Agency launch center in Kourou, French Guiana.

Canal+ to launch Demain!

French programmer Canal+ will launch a channel devoted to career and employment issues Oct. 29. Demain! (French for "tomorrow") will be available on Canalsatellite Numerique's digital satellite package as well as on cable.

TVN launch pumps up Polish competition

The value of program rights in Poland could soar with the Oct. 3 launch of TVN, the country's third commercial broadcast network. Backed 67% by Polish media group ITI and 33% by Central European Media Enterprises, TVN has licenses for northern and southern regions reaching 60% of country, including Warsaw and Lodz. The network hopes to increase reach to 80%-85% within three years by adding cable carriage and additional local terrestrial frequencies.

TVB in Taiwan joint venture

Hong Kong broadcaster Television Broadcasts Ltd. says Taiwanese firm Liann Yee Production, of which it owns 70%, will set up a venture for satellite digital TV broadcasting services in Taiwan. Liann Yee will own 40% of the venture, alongside cable programming distributor Era International and MBNS Worldwide.

UK cable PPV deal with Warner?

Four UK cable firms—Telewest, NTL, General Cable and Diamond—reportedly are close to signing a deal with U.S. studio Warner Bros. that will allow them to launch PPV movie services in the UK. A spokesperson from DTH competitor BSkyB says it plans to launch a PPV movie service by Christmas.

RTL Klub deals with Warner Bros.

TV station RTL Klub, developed by the consortium of CLT-Ufa, Pearson TV and Hungarian telco Matav, has signed an output deal with Warner Bros. for \$11.8 million, sources say. The channel, which launched Oct. 7, will compete with TV2, developed by the consortium of broadcast group SBS, Hungarian production company MTM and German media group and network owner Tele-Munchen. TV2 launched Oct. 4.

Sky Latin America launches publicity campaign

In an effort to win the race to offer DTH via satellite in Mexico, satellite broadcaster Sky Latin America will launch a \$20 million publicity campaign in Mexico. Sky, which in Mexico is owned by broadcaster Televisa, TCI International and News Corp., is competing with Galaxy Latin America for digital DTH subscribers.

—Michael Katz



Loral scoops up Orion

Gains international capacity in \$490 million deal

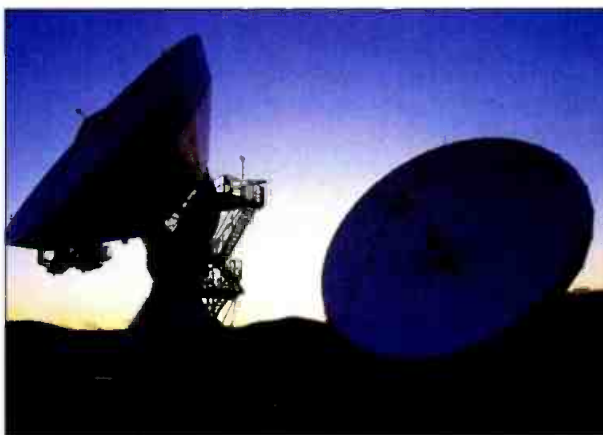
By Glen Dickson

In another move toward consolidation in the satellite industry, Loral Space & Communications is buying upstart international operator Orion Network Systems. The deal, worth an estimated \$490 million in Loral stock, gives subsidiary Loral Skynet an instant footprint in the international marketplace.

Orion currently provides trans-Atlantic video and data services between the United States and Europe from its Orion 1 bird. The company plans to launch two more satellites: Orion 3, which should begin serving the Asia-Pacific region in January 1999, and Orion 2, scheduled for service to the Americas and Europe beginning in June 1999.

Domestic operator Loral Skynet, which was formed with Loral's \$478.1 million purchase of AT&T's satellite business in March, has been trying to lease international capacity to resell to customers and to establish "a beachhead" in foreign markets, says Joan Byrnes, Loral Skynet vice president of marketing, sales and business development.

Loral also is bidding with partner Telefonica Autrey SA for 60% of the Mexican government's satellite system, Satelites Mexicanos SA, against other joint ventures that include rivals PanAmSat and GE Americom: the winner of the auction will be announced Nov. 7. And Byrnes says that Loral plans eventually to file for international slots for its own birds. But so far, Loral Skynet hasn't secured any international capacity.



Part of Loral's purchase: Orion antennas in Mount Jackson, Va., and its Orion 3 satellite. The satellite will serve the Pacific Rim after its late 1988 launch.

That will change with the Orion buy, which is expected to close in first quarter 1998.

"The first and most obvious beneficiary of the deal is Skynet," says satellite industry analyst Robert Kaimowitz of Unterberg Harris. "They badly need international footprints, and this gives them an immediate Pan-Atlantic [one] with Orion 1."

Kaimowitz says Orion's Ku-band data services business also is a good fit for Loral Space's strategy with CyberStar, its planned Ka-band satellite network for high-speed data applications. Loral has been talking about starting CyberStar phase one by transmitting data off Ku-band capacity on its Skynet birds. "It's a multimedia VSAT strategy—to test the waters in Ku-band and then migrate to Ka-band, which fits ideally with Orion's VSAT business," he says.

Byrnes confirms that CyberStar will use some Telstar capacity. But she says that Skynet already has a solid VSAT business with such customers as Enterprise Rent-a-Car and GE Tridom. "The data market's really exploding," she says. "We just need to get the capacity to



compete with the terrestrial networks."

Kaimowitz predicts that Loral also will announce a new rural telephony business through Globalstar: it owns 38% of the global mobile satellite telephony system. By using VSAT terminals over Skynet, Orion or proprietary GEO satellites, Loral could provide a fixed-site service for high-minutes-of-use applications. "You could put several hundred thousand telephony customers on one Ku-band transponder," Kaimowitz says.

One question in the wake of the Orion deal, he adds, is how seriously Loral will pursue the SatMex auctions: "Now that they have an international footprint, they don't need Mexico as badly as before. I think there will be a lower auction price, because Loral won't compete as aggressively as they would have."

Loral Skynet's Byrnes says that Loral still will be competitive in the SatMex bidding: "It's a very attractive way of gaining market entry into Latin America." ■

Raycom picks DVCPRO

Order for its 25 stations could be worth over \$8 million

By Glen Dickson

Raycom Media Inc. has selected Panasonic's DVCPRO digital component tape format to bolster news production at its 25 TV stations. The three-year deal is valued at up to \$8 million—"a conservative number," according to Dave Folsom, Raycom vice president of technology. "Our company continues to grow, and we could grow larger over the period of the contract."

Raycom already has purchased \$2 million worth of DVCPRO gear to be installed at 10 stations: KFVS-TV Cape Girardeau, Mo.; KOLD-TV Tucson, Ariz.; KSFY-TV Sioux City, S.D.; WDAM-TV Harrisburg, Miss.; WLUC-TV Marquette, Mich.; WMC-TV Memphis; WPBN-TV Traverse City, Mich.; WTOG-TV Savannah, Ga.; WTVR-TV Richmond, Va., and WUPW Toledo, Ohio.

The equipment, which includes laptop editors, camcorders and tape decks, will be installed by Jan. 1, 1998, in applications ranging from editing-only and acquisition-only to complete station conversion.

Folsom says he also considered Sony's Betacam SX and JVC Digital-S as potential tape formats before going with DVCPRO. "We looked at DVCPRO as being the most cost-effective solution." And Folsom says that Sony never made a serious attempt to sell Raycom its DVCAM DV-compression-based format, despite the buzz about DVCAM at the recent IBC show in Amsterdam.

"I asked them about it, and they gave me information, but what they proposed as a solution to us was SX," Folsom says. Larry Thorpe, Sony vice president of acquisition and storage



Raycom Media is buying DVCPRO laptop editors (above) and camcorders (at right) to bolster newsgathering at its stations.

systems, confirms that Sony is still preaching the virtues of Betacam SX to broadcasters, primarily because Sony feels its 4:2:2 compression scheme is well suited to DTV migration. Thorpe also concedes that since DVCAM was designed for the business and industrial market, its product line is missing some key components

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for broadcasters, such as a laptop editor.

While Folsom appreciates the quality of SX, he says that its price—almost twice as much for a Betacam SX VTR as for a DVCPRO unit—tipped the scales in DVCPRO's favor.

"For the overall quality you get for the dollar, DVCPRO is a better format," he says, adding that another big selling point was the partnerships Panasonic has formed with such companies as Avid, Quantel and Tektronix to further DVCPRO's capabilities.

Nonlinear editing is still a gap in the DVCPRO product line, since Panasonic's Newsbyte nonlinear DVCPRO editor isn't due to ship until the end of the year. As part of the deal, Raycom has purchased several Panasonic Postbox M-JPEG nonlinear editors, which will be used both to edit promos and commercials and to cut hard news. But most of the DVCPRO editing Raycom stations do will be tape-to-tape.

Folsom says he's still interested in buying Newsbytes. "The part that's missing is networking," he says. "If they can get the networking down,

[Newsbyte] is not such a bad little box, especially since it's PC-based."

Raycom is the eighth station group to invest heavily in DVCPRO gear, joining CBS Television Stations, NBC Television Stations, Benedek Broadcasting, Sinclair Communications, Scripps Howard, Shockley Communications and the Ackerly Group. ■



'NBA Inside Stuff' goes off the Wall

Installs video wall, monitors to spruce up set

By Glen Dickson

To update the look of *NBA Inside Stuff*, which airs Saturday mornings on NBC, NBA Entertainment has installed a bevy of new display devices in its Secaucus, N.J., studio.

The *Inside Stuff* set now includes an Imtech video wall, such as the one used for *NBC Nightly News*, which is used to show graphics and game highlights and to display images from the NBA's World Wide Web site. The

3x3 NewsWall contains nine Sony RVP-401Q monitors.

With the aid of a scan converter, *Inside Stuff* is able to bring graphics up from the NBA Website easily and to incorporate them in the television show via the video wall. "The high resolution of the NewsWall makes [the graphics] very readable," says Steve Hellmuth, vice president of broadcast operations for NBA Entertainment.

Another new production element is a linear array of 12 Sony 29-inch

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PVM-2950Q monitors that hang directly over the anchor desk. The monitors are used for a full-color, high-resolution scrolling message display of stats, graphics and video. "It's the video equivalent of an LED display, like a ticker monitor wall," Hellmuth says. "It gives the set another tool for graphics and information."

Imtech integrated the scrolling monitor system as well as the NewsWall. The systems run off two Imtech Ultra processors running customized software, allowing production staff to change content quickly via LCD touch-screen controls.

NBA Entertainment started work on the display project a year ago, when set designer Dan Hubb came up with an idea for a scrolling display and Hellmuth went searching for technology to make it work. He found Imtech, which already had designed



'NBA Inside Stuff' set now includes an Imtech NewsWall and a row of Sony monitors that scroll graphics, text and video.

and installed a 100-monitor display for Nasdaq's headquarters. "Imtech developed this technology for Nasdaq, and we ported it over for use in broadcast," Hellmuth says.

Much of the 300,000 lines of computer code that Imtech wrote to control the Nasdaq display was reused for *Inside Stuff's* scrolling application. Imtech engineers also spent two

weeks working with NBA Entertainment staff to custom-tailor the NewsWall software to work with the facility's Kaleidoscope and Paintbox graphic systems.

"Basically, we took a camera, pointed it at the monitor walls and started to develop the interaction of our video and graphics with the processors from Imtech," Hellmuth says. "Being a weekly show, it was something we could afford to do."

Lighting designer Tim Stevens also has changed the lighting scheme for the set so that "now we have light emanating from every surface," says Hellmuth.

He adds that the upgraded set ultimately will be involved in live presentations for the NBA; it also is used for the *Coaches' Matchup* show on ESPN. "I'll be able to scroll graphics right across the monitors," Hellmuth says. "The set's designed to be more informative for viewers." ■

Tech Emmys hit Big Apple

Black-tie fete honors engineering stars

The 1996-97 Technical Achievement and Scientific Development Emmy Awards were presented in New York last week by the National Academy of Television Arts & Sciences, honoring outstanding engineering achievements in the television industry.

The black-tie dinner and ceremony, held last Tuesday at the Marriott Marquis Hotel, was attended by more than 400 guests representing equipment manufacturers, television networks and production companies.

The event was chaired by Charles Jablonski, NBC vice president of broadcast and network engineering, and emceed by NATAS President John Cannon, who proclaimed that "this is the age of technological advancement in our industry."

The winners:

■ The Canadian Broadcasting Corp. and DIRECTV for



The honorees for outstanding engineering achievement (the back row flanked by NATAS representatives)

"pioneering application of SMPTE 270 Mb/s serial digital technology to large-scale television facilities (joint award)."

■ Zenith Electronics Corp. for "pioneering development of wireless remote controls for consumer television."

■ Pinnacle Systems, Quantel and Scitex Digital Video for "development of real-time 3-D manipula-

tion for nonlinear editing (joint award)."

■ Precision Lens Inc., Art R. Tucker (Computron Display Systems) and Henry E. Kloss for "pioneering development of 3-CRT projectors (joint award)."

■ General Instrument, LSI Logic, the BBC and Snell & Wilcox Ltd. for "pioneering development of real-time hardware for motion estimation (joint award)."

—Glen Dickson

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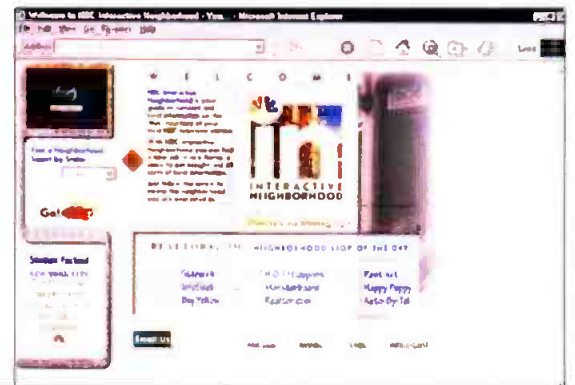
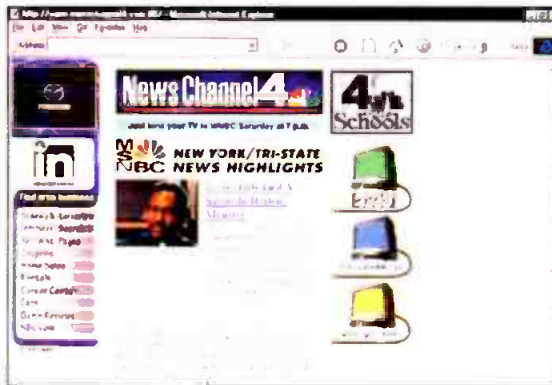
NBC launches new Web network

Interactive Neighborhood taps into 40 communities

By Richard Tedesco

NBC extended its lead on the other broadcast networks in cyberspace last week with the launch of its Interactive Neighborhood program of localized Web content for network affiliates.

Already the most aggressive broadcast player on the Internet, NBC inaugurated IN with a roster of 40 affiliates, including its New York, Los Angeles, Chicago, Philadelphia, Boston and Washington stations, with 10 more expected to join by year's end. "With this launch, we're tapping into the most valuable content online—local content," says Tom Rogers, NBC Cable president



NBC's Interactive Neighborhood will connect 50 communities through local sites and network programming.

and NBC executive vice president, who compared the launch to the introduction of national programming on NBC's network in 1951.

NBC O&Os represent 11 of the initial IN affiliates, with the remaining stations from LIN Television Group, Gan-

nett Corp., Hearst Corp., Hubbard Broadcasting and Media General.

Stations linking existing Websites to IN content give PC users access to customized content from Microsoft Sidewalk city guides, BigYellow online directories, Realtor.com

and Rent Net. Also provided Gist TV listings, the Infoseek search engine, Happy Puppy game reviews, Auto-By-Tel, the Monster Board job search service, Preview Travel and HOT Coupons.

NBC will encourage tie-ins between on-air and online content. For example, local movie reviewers may plug the IN sites as sources for additional theater directories.

As part of IN, Microsoft Sidewalk will create as many as 15 full-scale versions of its city guides for major-market stations and will provide basic versions for as many as 30 smaller market stations.

Local stations also can sell advertising space on the IN pages, which have blocks at the top of each page for a national and local ad spot. Mazda of America is the charter national sponsor.

IN aims to tie NBC affiliate

'Pretender's' online operative crosses over

When sultry blonde Centre operative Brigitte makes her first appearance in *The Pretender* on NBC next month, avid online fans will already know her MO.

That's because they've been taking orders from Brigitte, a Centre "cleaner" from London, as "junior expeditors" for the sinister organization in the *Pretender Adventure* online. Brigitte (to be played by Pamela Gidley) became a character in the online series earlier this month, in the first such crossover for any TV series.

It won't be the last instance of online/on-air interplay for *The Pretender*, which tracks the exploits of computer-brain prodigy Jarod as he continues to elude Centre agents. Plot lines from the online adventures, which started during the off-season, will now provide weekly



continuity between episodes of the TV series. And Travis, a shadowy e-mail voice until now, probably will be introduced à la Brigitte sometime this season, according to Carlos Coto, *Pretender* producer.

to Carlos Coto, *Pretender* producer.

"We're going to intertwine more characters and more plot throughout the series," Coto says. "It will be a total parallel universe."

In January *Pretender* fans will be able to search for a top-secret Centre document online and to ally themselves with the series' protagonist.

The online experience, which consists of audio with still images and text, will be upgraded with video streaming during the current season.—Richard Tedesco

sites with a growing compendium of practical Internet content that complements local news content—or whatever else local stations maintain at their sites. Classified and personals services, along with transactional services, will be added in the next several weeks, according to Marty Yudkovitz, president of NBC Interactive. "It attacks and eliminates the surfing syndrome of the Internet," Yudkovitz says.

What NBC will not eliminate with the launch of its IN project is the CityWeb initiative that Warner Bros. Online and Telepictures Distribution launched earlier this year. Warner and Telepictures have been showing prototypes of CityWeb, an information and entertainment service, to stations inside and outside the WB station group around the country. The launch of that service, which would also involve network affiliates, has

been pushed back to early next year.

Warner is seeking 30 seconds of ad time in local newscasts each week to link stations to the service.

CBS expects to introduce CBS Now, an online affiliate service analogous to IN, in January. CBS Now will integrate content from CBS News into local CBS station sites, along with select Internet utility providers, according to Dean Daniels, vice

president and general manager of CBS New Media. "Local content is a very important driver," says Daniels, echoing a sentiment likely to become an online mantra for the broadcast nets.

ABC is contemplating something similar for its affiliate base, according to a network spokesperson. ABC News now lets affiliates integrate content from its site, ABCNews.com, with local news content on their sites. **TM**

Online Services

New channels in Next AOL

By Richard Tedesco

It's not streaming video yet, but America Online is using TV-style titles and a TV celebrity host for The Next AOL.

AOL begins its piecemeal rollout of its new "channel line-up" this week by reorganizing and renaming its content categories. New channels, including workplace, families and lifestyles, are being added to such existing categories as entertainment, sports, news and kids only. An AOL Today guide will feature Joan Lunden in live chat sessions and will offer updated content in sections titled Good Morning, Lunch Break, This Afternoon, Primetime, Late Night and Open All Night.

Still images will be enhanced with audio.

"The net effect is that we are being much more deliberate in the way we are packaging and presenting content," says Rob Jennings, AOL vice president of channel programming. "This is no longer a place where more is necessarily better."

As a result of AOL's content consolidation, the ante will go up considerably on the anchor tenant spots it sells. "They're looking for quick

bucks from selling 18 anchor tenancies," says Peter Krasilovsky, vice president and media analyst for Arlen Communications. "It may contribute to the overcommercialization of AOL, which is already almost crossing the line."

AOL has struck deals with commercial tenants to the tune of \$200 million—and counting—this year, with more in the offing.

Meanwhile, AOL isn't saying how much of its

reconstituted content is new. CBS SportsLine was added as an anchor tenant earlier this year. Microsoft's es-

oteric *Slate* was the most recent anchor addition on AOL's News Channel Newsstand.

AOL Studios' Entertainment Asylum bows on Oct. 27 with a "screen team" of entertainment correspondents and celebrity guests for its I-Station—which will feature video streaming.

The first big event: The screen team will interview stars of TriStar Pictures' "Starship Troopers." **TM**



Microsoft puts data broadcast in Windows 98

Microsoft Corp.'s third beta release of its Windows 98 operating system next month will include Wave-Top data broadcast software.

The incorporation of WavePhore's data broadcast service marks the first time any such service has been worked into a desktop system. But it won't be the last: The Microsoft pact with WavePhore is non-exclusive, and other deals to accommodate broadcast data services are under discussion, according to Phil Holden, product manager for Microsoft's Windows product group.

Microsoft's data broadcast technology developed for a planned DirecTV service may also be part of Windows 98, says Holden. NBC, USA Networks and Sci-Fi Channel all have signed on as content partners

for that project, which will marry Web content with TV fare. "We're still working very closely with [DirecTV]," Holden says.

WavePhore's content partners include PBS Online, CBS SportsLine, The Weather Channel and N2K's Music Boulevard. Hauppauge Computer Works is shipping tuner boards for \$95 to \$149 to enable PC users to receive the service, and ADS Computer is shipping machines with the boards. Compaq Computer is incorporating tuners into some of its \$5,000 large-screen PC Theater equipment as well. The tuners receive data transmitted through the vertical blanking intervals of local PBS station signals around the country.

Windows 98 will incorporate a program guide with a TV schedule that PC users can tune into.

—Richard Tedesco

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GM. Powerful Suburban NYC AM station. Opportunity for a sales driven, hard working and honest individual, who teaches by example, to succeed in a wealthy yet untapped local area. If you will provide all of the above and more, we will provide great programming, aggressive marketing, strong sales support and much more. We are an experienced and established company on a mission to achieve the next level of success. Send resume and salary history to Box 01256 EOE.

HELP WANTED SALES

Local Sales Manager. Dame Media, one of America's most admired radio groups, has two opportunities for local sales managers, excellent benefits and pay package. You must have at least two years sales management experience. Ideal candidates with understanding and be willing to: train in needs analysis selling, "be a field coach," and embrace new sales initiatives such as vendor, publications and recruitment advertising. If you see yourself as working with the best, we want to hear from you. Send your resume to: Dame Media, Business Manager, P.O. Box 6477, Harrisburg, PA 17112.

HELP WANTED NEWS

The Best Jobs In The Business! We're looking for a creative, aggressive, enthusiastic radio Anchor/Reporter who knows how to communicate...understands how to tell a story and use sound...is equally comfortable on the street or in the studio and lives and breathes news! Television experience helpful. New York-based but your travel bag should always be packed!!! We're also looking for a highly-motivated radio reporter whose passion for entertainment news and pop culture is exceeded only by your energy, savvy and smarts! (A good Rolodex also helps). Television experience useful. Los Angeles-based. *Tapes and resumes to:* ABC NEWS, Box 125, 125 West End Avenue, NY, NY 10023. EOE.

HELP WANTED MARKETING

Marketing/Public Relations Director needed for full-time Christian Radio station in Dayton, Ohio (also serves Cincinnati). Duties include preparing and delivering news during Morning drive-time, and handling marketing and public relations for 50,000 watt WFCJ. This includes overseeing outside advertising and promoting WFCJ within our communities. Some on-air, drive time and other shift fill-ins expected from time to time. WFCJ serves southwest Ohio, northern Kentucky, and eastern Indiana. Population: 2,604,818. Experience in the aforementioned areas helpful, plus computer experience. For more information and to request an application, please call (937)866-2471. You may visit our web site: www.wfcj.com. WFCJ is a non-profit ministry, and is an Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Key player presently employed by major broadcast group seeks take charge GM position. Looking to do turn around or startup. 813-920-1556.

TELEVISION

HELP WANTED MANAGEMENT

Regional General Manager. The rapid growth of FrontierVision Operating Partners, L.P. provides unique growth opportunities for skilled and experienced individuals. This Regional operations position is located in Greenville, TN and encompasses activity in Tennessee, Virginia, North Carolina and other surrounding states. The Regional Manager has the responsibility for the Customer Service Center as well as Plant Operations and construction. A competent and qualified staff is in place looking for a person able and energetic leader. This position reports to the Division Manager located in Richmond, KY. We offer a competitive salary and excellent benefits. Please apply in writing to: Human Resources, FrontierVision Partners, L.P., P.O. Box 727, Richmond, KY 40475. EOE.

General Manager. Pappas Telecasting is seeking an experienced professional and proven leader to manage WB 27 KREN-TV and Univision Ch. 68 in Reno, NV, one of the nation's fastest growing markets. We're looking for someone with a minimum of 3 years experience as a GM (Independent/"Inde-filiate" experience preferred, but not mandatory), with strong skills in sales, marketing, budgeting and strategic thinking. Proven ability to deliver substantial revenue and income growth is essential. If you're interested in joining Pappas Telecasting's KREN TV, please send your resume to Pappas Telecasting Companies, ATTN: LeBon Abercrombie, 500 S. Chinowth Road, Visalia, CA 93277. Fax 209-627-5363. Highly qualified candidates only. EOE.

HELP WANTED SALES

When Opportunity Knocks. Are you bored with your current sales job? Tired of working with a bunch of stiffs while your creativity withers away to nothing? Itching to get in on the ground floor of something Big? Are you self motivated? A real go getter with excellent contacts in broadcasting, cable and entertainment? If you've answered yes to *All* of the above, we want to hear from you. Fax us everything we need to know right now to: T*Pot / Division of National Video Center, (212) 629-5976. All replies will remain confidential.

TV Assistant Traffic MGR: Self-motivated with 2-4 yrs TV traffic exp. Previous Bias/Columbine exp. a must. Scheduling, copy & order input a plus. Work with minimum supervision; 10-key speed & accuracy; good inter-personal skills & attn to detail; deal effectively with clientele. Resume to KTXH UPN-20, Depart. B/C, 8950 Kirby Dr., Houston, TX 77054. EOE.

Sales Account Executive Cable Networks Inc. Rainbow Advertising Sales Corporation, a division of Cablevision Systems, seeks a highly motivated, sales-oriented AE with strong communication skills to join our team. 3 years of electronic media sales experience is required. We offer a competitive salary and an extensive benefits package. For confidential consideration, send resume and cover letter with salary history/requirements to: Director of Sales, 530 5th Ave., 6th Floor, NY, NY 10036; fax (212)382-5055. No phone calls, please. We are an equal opportunity employer. Cablevision drug screens qualified applications.

National Sales Manager: WHOI-TV, Peoria, Illinois, the ABC affiliate is looking for an aggressive individual to manage our National Sales. We want a National Sales Manager that takes charge. Applicants should have a minimum of 5 years Broadcast Sales Experience, Rep Experience or prior Management Experience. Skills will include Nielsen ratings, inventory management and event selling. Send resume to John Hurley, WHOI-TV, 500 N. Stewart Street, Creve Coeur, IL 61610 M/F EOE.

Local Sales Manager. KTXL FOX40, one of the country's strongest performing FOX affiliates, is looking for a highly motivated Local Sales Manager. Must possess strong team building and coaching skills. Must have the ability to motivate sales staff and direct strong sales efforts in agency, developmental, and value added promotion selling within the local sales arena. Television sales experience a must. Please send resume to Mike Snyder, General Sales Manager, KTXL FOX40, 4655 Fruitridge Road, Sacramento, CA 95820-5299. No phone calls please. Please indicate source from which you are applying. EOE.

KTXH-TV, top UPN affiliate in Houston, seeks Local Sales Manager. Candidates need a minimum five years broadcast sales experience; management experience preferred. Excellent communication, leadership, and organizational skills a must. Ideal candidate will have the proven ability to successfully implement sales/marketing campaigns that increase existing revenue and generate new revenue. Knowledge of TV Scan, Scarborough and CMR a plus. Resume to KTXH UPN-20, Depart. B/C, 8950 Kirby Dr., Houston, TX 77054. EOE.

Director of Sales. New opportunity for experienced radio sales leader. San Antonio FM Group includes established market leader, specialty station, and new entry (with a chance for input on format and initial marketing decisions). Ability to attract good sellers and solid basic systems are mandatory. Please indicate your interest by fax with resume. Your present employer will not be contacted. Fax to John W. Barger 210-340-3118. EOE.

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

HELP WANTED MARKETING



FOUNDATION GIVING DIRECTOR

Will develop and maintain funding relationships between Maryland Public Television (MPT) and national/local private and community foundations through written, telephone, and in-person communications; secure grants/ensure fulfillment to grantors; write grant applications and make oral presentations to clients; oversee maintenance of up-to-date account data base. Requires: Bachelor's degree and four years experience raising funds from foundations; proven history of success in generating and managing mid-to high-level contributions; excellent written and oral communications skills; computer literacy; ability to work in a team environment. Salary: Open

REGIONAL MARKETING REPRESENTATIVE

Will develop and maintain funding relationships between Maryland Public Television (MPT) and corporations within the region MPT serves. Requires: Bachelor's degree and four years sales, marketing, fundraising or account management experience (preferably within the Maryland, Virginia and Washington, DC area); proven history of success in generating and managing a mid-to high-six figured client base; excellent written and oral communications skills; computer literacy and ability to work in a team environment. Salary: Open, includes incentive plan.

Submit (or fax) resume and cover letter including salary requirements no later than October 27, 1997 to:

Maryland Public Television
Human Resources Department
11767 Owings Mills Blvd.
Owings Mills, MD 21117
Fax: 410-581-4382
MPT is an EEO Employer

HELP WANTED TECHNICAL

TRIBUNE
Technical Project Manager

You'll act as a technical leader on Tribune New Media Development projects with responsibility for the development of high quality, cost effective systems supporting Tribune cross-media business and development objectives. Duties include identifying and integrating new state-of-the-art software technologies into system solutions which address content sharing requirements and leading the development of content management and communication applications, based on these new technologies. This individual will also recommend and set technology and system standards which position Tribune's media businesses to be more competitive in existing products and in new product development.

Requires an undergraduate degree in business, computer science, engineering, information systems. Must have experience working in a broadcast or cable video production facility, or working with a video manufacturing company. Requires 6 to 8 years of experience in designing, developing, and managing multi media business system applications.

Competitive salary & excellent benefits.
E-mail your resume in ASCII text format (strongly preferred)
IS-JOBS@tribune.com
(Indicate code **TPM-MS** in the subject line of your email) or mail to:

Tribune Company
Employment Service Center
Attn: **TPM-MS**
435 North Michigan • Chicago, IL 60611

Please include salary history or salary expectations.
www.tribune.com/employment/index.htm

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Phone (717) 655-7143
Resume/Fax (717) 654-5765

Master Control: CNN Master control responsibilities are to include: switching and rolling commercial and programming, loading program and commercial files, managing break content, timing taped programming, and overseeing outgoing signal for content and quality. Applicants will be expected to learn new technologies as they are implemented in the department. Duties may expand to include camera robotics, pre/post production, and other responsibilities as assigned. Applicants are required to have one (1) year live news master control or three (3) years general master control broadcast experience. Must have the ability to learn new technology quickly and thoroughly. A self starter who is highly motivated, organized, and able to react well under pressure. Should be able to trouble shoot problems and find solutions instantly. Must be able to manage this position with integrity, a positive attitude, a strong work ethic, and a team player. Knowledge and interest in world and national news required. Location of position is in Atlanta, Georgia. No phone calls please. Please send resume and cover letter to: Anne Bach, News Production Supervisor, CNN International, 3rd Floor South Tower, CNN Center, Atlanta, GA 30348.

San Francisco UHF TV Chief Engineer. Mt. Sutro station seeks qualified hands on engineer who can do it all, and start immediately. Fax profile to agent 970-243-1770.

Satellite Truck Operator - WNCN-TV, the NBC owned station in top 30 market has just ordered a state-of-the-art satellite truck. All we need is the right person to join our news team. Looking for a newshound that loves being in the middle of the action. Need experienced dual-path operator that can do it all - from trouble shooting the equipment to juggling the schedules. Betacam shooting a big plus. Send cover letter, resume and salary requirements to: Janine Piburn, Dir. News Operations, WNCN-TV, 1205 Front St., Raleigh, NC 27609. EOE.

Television Maintenance Engineer. Must have exp. in repairing & maintaining Broadcast TV equipment of all kinds. Requires 3-5 yrs. extensive equip. maintenance at TV station or broadcast equip. manufacturer High school diploma, or equiv., & training in electronics required. Submit resume to: KCTV-5 Business Office, P.O. Box 5555, Kansas City, MO 64109. No Phone Calls Please. An Equal Opportunity Employer. M/F D

Viacom O&O in sunny South Florida seeks a **Maintenance Engineer** who would like the opportunity to work with the latest technology including tapeless Master Control operating multiple TV stations! If you have experience repairing and maintaining a major TV broadcast/production facility, can trouble-shoot at component level, have working knowledge of BTS switchers, Phillips, media pool, Harris Transmitters, Avid Media Composers, Chyron Max, and Sony 1" and BetaCam formats, we're looking for you! RF experience and SBE certification a plus! Send resume and cover letter to Dept. #ME-202, WBFS-UPN 33, 16550 NW 52nd Avenue, Miami, FL 33014. EOE.

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or
Sandra Frey
Broadcasting & Cable
245 West 17th St.
New York, NY 10011**

CALL

**(212) 337-7073
or (212) 337-6941**

Master Control Operator: Experienced Master Control Operator with working knowledge of GVG-1600 and Betacart. Basic editing, pc and production skills. Satellite transmission experience a plus. Working knowledge of FCC rules and regulations. Available to work nights and weekends on rotating schedule. Mail or fax resume and letter detailing qualifications to: Human Resources, WBDC-TV 50, 2121 Wisconsin Avenue, NW, Suite 350, Washington, DC 20007. Fax 202-965-7304. Equal Opportunity Employer.

KRQE-TV, is currently accepting applications for an RF Maintenance Engineer Responsibilities include installation and maintenance of television translators and microwave systems. College or technical training in electronic repair is preferred. 5 or more years experience is needed. Send resumes to: Human Resources, KRQE-TV, 13 Broadcast Plaza SW, Albuquerque, NM 87111.

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.

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To place an ad in Broadcasting & Cable's
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FAX: 212-206-8327

or
Sandra Frey
TEL: 212-337-6941
FAX: 212-337-6957

APELLEGRINO@B&C.CAHNERS.COM
S.FREY@B&C.CAHNERS.COM

KNME-TV, University of New Mexico public TV Station at Albuquerque, requests applications for Associate Director, Broadcast Engineering (Industry Title-Director of Engineering). Oversees engineering, operations, information services and facilities, reporting to GM. Ideal candidate will be #2 engineer in medium/large market, competitive salary, excellent benefits, 48th market, mild climate. For complete information regarding salary, position qualifications, duties/responsibilities and conditions of employment, contact Sue Kurman, Search Coordinator, KNME-TV, 1130 University NE, Albuquerque, NM 87102, 505-277-1225, e-mail Sue@KNME1.unm.edu, or access UNM website: <http://www.unm.edu>. The University of New Mexico is an Equal Opportunity/Affirmative Action Employer and Educator.

Director of Engineering and Operations. WHAS 11, market leader, is looking for a Director of Engineering/Operations with a minimum of 5 years broadcast and technical operations experience. College degree required. Knowledge of FCC, FAA and EBS regulations is necessary. Strong skills in electronic maintenance, RF systems and experience in labor management necessary. Must have ability to implement new technology, work under deadlines and handle multiple tasks. Candidate must possess outstanding written and verbal communication skills and strong interpersonal skills. Windows '95 and '97 and knowledge of AVID system. Responsibilities include directing and supervising staff in engineering, air operations, information systems, building security and maintenance. Responsible for all long and short range strategic planning and budget preparations. Develops, coordinates and administers all capital expenditures. Oversees technical and operating procedures to troubleshoot problems prior to air. Responsible for other duties as assigned. EOE. Interested candidates forward resume and cover letter to: Cindy Vaughan, Human Resources Manager, HR #721, WHAS11, 520 West Chestnut Street, Louisville, KY 40202.

Chief Engineer. KOCO-TV, Oklahoma City. Looking for a talented, highly motivated individual to oversee the technical operations at one of the finest broadcast facilities in the nation. Must have experience in TV broadcast engineering management including capital project planning and implementation, supervising technical personnel, preparation and execution of technical operations budget, maintenance of studio and transmitter facility, knowledge of all building systems and compliance with all government and industry standards and regulations. In depth knowledge of digital video and audio technology is a must as we plan our conversion to ATV. Seeking a strong leader who works well with department personnel, other department managers and all station employees. Degree in technically related field or equivalent experience required. Send resume to Jeff Rosser, President/General Manager, KOCO-TV, 1300 East Britton Road, Oklahoma City, OK 73131. KOCO-TV is a Hearst-Argyle Television, Inc. station and an Equal Opportunity Employer.

Chief Engineer: Dallas Area Trinity Broadcasting station. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller, Mail: P.O. Box C-11949, Santa Ana, CA, 92711; E-mail: BMILLER@TBN.ORG; Fax: 714-665-2101. M/F EOE.

Director of Technical Operations: WTVR-TV is looking for a Director of Technical Operations to oversee planning, operational and television maintenance duties of a medium market television station. Candidates should have 5-10 years related experience. Supervisory and budgetary experience in a technical operation is necessary. Educational background requires a minimum of 2 years at a technical school. Send resumes to Sheila Oliver, General Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. Equal Opportunity Employer. Pre-employment drug screen required.

HELP WANTED NEWS

Writer/Producer/Writer: LA's United Paramount Network affiliate, UPN 13, needs a really good promo Writer/Producer. Please have solid on-air promotion experience, including Entertainment and News. Writing duties will also include some ad copy and press releases. You know the drill-we want someone talented, motivated and fun to join our award-winning Creative Services team. (Did we mention good writer?) If this is you, send your reel and resume to UPN Channel 13, Attn: Human Resources Dept., 915 N. La Brea Avenue, Los Angeles, CA 90038. UPN 13 is an EOE.

WDEF-TV is looking for a *Weekend Anchor/Reporter* to anchor 4 weekend newscasts and to be a general assignment reporter 3 days per week. For anchor position: write news stories, assist producing, edit video, perform news on-air. For reporter: set-up, covering, writing, editing and performing news stories on-air. College degree and 2 years experience mandatory. Send tapes/resumes to Rick Russell, ND, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. EOE, minority applicants encouraged to apply, pre-employment drug test required.

Reporter. WFSB, a Meredith Broadcasting Group station and Connecticut's #1 news station is looking for a creative, energetic, experienced and dynamic broadcast journalist to join our team. If you are an excellent writer, possess exceptional news judgement and if working in a fiercely competitive, fast-paced newsroom is your idea of a good time, send your resume and tape to Steve Sabato, News Director, 3 Constitution Plaza, Hartford, CT 06103-1821. EOE.

Promotion Writer-Producer is needed by WAVY-TV 10, an NBC affiliate in Virginia. Seeking an enthusiastic self-starter for news series and image promotion. Candidate must possess excellent writing skills, an eye for graphics and a team player attitude. AVID experience a plus. Send non-returnable tape and resume to Judy Triska, Promotion Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. *No phone calls. No beginners.* WAVY Broadcasting Inc. is an Equal Opportunity Employer.

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

Newscast Producer! WFLA-TV, the NBC affiliate in Tampa, is looking for a weekend newscast producer. The successful candidate will have sharp, people-oriented writing skills. You must be able to craft a well-rounded, informative newscast with high production values. We want someone who doesn't let all the bells and whistles interfere with content. We are looking for a producer who has a clear vision on what makes a newscast relevant to the community. Send tape, resume and references to WFLA-TV, Personnel Dept., 905 E. Jackson Street, Tampa, FL 33602. WFLA-TV is an Equal Opportunity Employer. M/F, drug free workplace with pre-employment drug screening required.

News Photographer: WTVD-TV, an ABC-owned station, has an immediate opening for an experienced News Photographer. A commitment to hard news and the ability to handle a high story count in necessary. Successful candidate must be able to cover a story without a reporter. Attitude is as important as talent. Send resume and tape to Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

News Director: We are seeking a highly motivated, hard working, broadcast journalist to manage our day to day news operations. This is an NBC affiliate located in Syracuse, NY. We are a medium market station with major market attitude. Successful candidate will have 3-5 yrs. news management experience & currently employed as either a News Director in a small to medium market station or an Asst. News Director or Executive Producer in a top 30 market station. We are looking for a hands on leader with content & production skills. Send resume and statement of news philosophy to Donna Moreland, WSTM-TV, 1030 James St., Syracuse, NY 13203. EOE. Pre-employment drug testing required.

Meteorologist: A meteorologist is needed in Tornado Alley. Looking to complete a four-member weather staff at KJRH in Tulsa. Three years on-air experience preferred. No phone calls please. Send resume to KJRH 2 NBC, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE.

KOCO-TV, an ABC affiliate and Hearst-Argyle station has an immediate opening for a photographer/editor. We're looking for a winning attitude, the ability to make the AVID sing and the talent to shoot and light great video in any environment. Two years experience preferred. Writing skills a plus. Send reel and resume to Larry Kellogg, Senior Editor, KOCO-TV, 1300 E. Britton Road, Oklahoma City, OK 73131. EOE.

Get the added exposure you need with Mediacasting, the premiere audio/video classifieds on the internet. Call today at 920-926-9620. Your tape can be online today.

General Assignment Reporter: KJRH- 2 News NBC in Tulsa seeking energetic reporter with strong writing and presentation skills. Experience is a must. No phone calls please. Send resume to KJRH 2 NBC, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE.

Bureau Photographer: WTVD-TV, an ABC owned station has an immediate opening for an experienced News Photographer for our Wilson, NC bureau. Successful candidate must be able to cover a story without a reporter. No clock watchers. The ability to troubleshoot equipment a plus. Send resume and tape to Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

Bureau Manager: WABC-TV, New York's News Leader, seeks a strong broadcast journalist to supervise coverage in one of our suburban news bureaus. Major market assignment desk and field producing experience required. Send resume to Ken Plotnik, Managing Editor, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls please. We are an Equal Opportunity Employer.

Assignment Manager. The most important job in our newsroom is open. We're looking for an assignment manager to run the desk and help shape our newscasts through story assignments that reflect the needs and interests of the diverse and growing Denver area. We tell our viewers that we're "Real Life...Real News." You will play a key role in helping us make good on that. The producers can't slot it in the shows if you haven't seen to it that we've covered it. We want someone who knows how to manage the entire assignment operation - but also knows about real life issues. We're looking for someone who's active in the community, asks questions, provides solutions, sees the bigger picture...in general, someone who has both news experience and life experience. If this shoe fits, send resume and letter telling me why to Bob Brooks, Asst. News Dir., KMGH-TV, 123 Speer Blvd., Denver, CO 80203. No phone calls, please. EOE.

Assignment Editor: NBC affiliate looking for aggressive, hard-working, organized news assignment editor. Prior assignment desk experience preferred. Newsroom computer experience helpful. Must be a good leader and work well with others. Send resume to: Nancy Crouter, WEYI-TV, 2225 W. Willard Rd., Clio, MI 48420. No Phone Calls. M F EOE

Anchor: North Eastern Ohio station is seeking an experienced co-anchor to compliment our female anchor. The candidate must have excellent writing skills, an authoritative delivery, as well as ability to interact comfortably with co-anchor. Two year contract required. Send non-returnable tape and resume to Box 01247 EOE.

HELP WANTED PROMOTION

Writer/Producer. Creative Promotion Writer/ Producer needed! Soon-to-be Paramount O&O in top 20 market that produces 5 hours of news a day, is in search of versatile, creative writer/producer with a great attitude. Will work with news, sales and programming and must be a self-starter. AVID editing and/or shooting skills a definite plus. Salary DOE. Please send your creative, non-returnable demo reel along with a resume to KPWB-TV, Personnel CP 9-1, 500 Media Place, Sacramento, CA 95815. EOE. Qualified applicants will be called for interview.

Topical Promotion Writer/Producer. KTVN is seeking a Topical Promotion Writer/Producer. Duties include writing, editing and producing daily news topical promotional announcements, topical IDs, and proof of performance spots, as well as writing and producing other promotion materials, as needed. One year experience in TV promotion, news, production or creative services preferred. Some college education required. Applications are available at 4925 Energy Way, Reno, Nevada 89502. Qualified minorities are encouraged to apply. No phone calls, please. KTVN-TV is an Equal Opportunity Employer.

Senior Promotion Writer/Producer. WXIA-TV, Atlanta's NBC affiliate, is looking for a creative writer/producer to join its marketing team. Main responsibilities include the writing and production of news/station image promotion and sales presentations. Individual should possess excellent writing skills, solid experience in television on-air promotion, a strong visual sense, and the ability to think strategically. Send your tape, resume and salary requirements to H.R., WXIA-TV, 1611 W. Peachtree St. NE, Atlanta, GA 30309. No phone calls please. EOE M/F

Promotion Producer: Highly, energetic, creative team player needed for aggressive FOX affiliate. Responsible for all aspects of on-air promotion. Shooting, writing and editing skills a must; chyron experience preferred. 2-3 years TV production experience ideal! Send non-returnable tape and resume: Reply to Box 01254. EOE.

Promo Slugger: Louisville is looking for a promo producer with enough experience to hit home runs. Energy and enthusiasm are mixed with creative writing that sells and an eye for great visuals. We've got the tools, you bring the skills. Send resume and non-returnable demo reel with examples of daily topicals, news series, generic image and POPs by October 31 to Personnel, WAVE-TV, PO Box 32970, Louisville, KY 40232. EOE. No calls please.

HELP WANTED RESEARCH

Research Analyst, UPN has an excellent opportunity for a highly motivated individual seeking to conquer all aspects of network television research. The ideal candidate is an experienced researcher with strong communication, writing and analytical skills. Must be highly proficient in Excel, Word and graphics software. Knowledge of ratings based software such as WRAP, Dailies Plus, Donovan and SNAP is required. Only candidates with television research experience will be considered. Please fax resume to 310-575-7240 Attention: Research.

HELP WANTED MISCELLANEOUS

Due to retirement and staff expansion, public TV station WDCN, Nashville has immediate openings for

CHIEF ENGINEER
PRODUCTION MANAGER
PROGRAM ACQUISITION
SCHEDULING MANAGER

For information, contact WDCN
 PO Box 120609, Nashville, TN 37212.
 615-259-9325 or fax information to 615-248-6120.
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As one of the fastest growing, most progressive broadcast groups in the nation, SINCLAIR COMMUNICATIONS, INC. owns or provides programming services to 29 TV stations in 21 different markets and enjoys affiliations with ABC, CBS, FOX, WB and UPN. Our radio group operates in 8 separate markets and is also one of the largest in the country. As our phenomenal growth continues, we seek the one element which gives us the edge on the competition and the power to stay on top - the best people in the business. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair.

We currently have the following positions available:

- **Asheville WLOS-TV ABC Photojournalist.**
Immediate opening for a storyteller who can shoot, edit, and gather information. Exp. with SNG & ENG live trucks preferred but will train. NPPA style shooter that can work well w/reporter or can shoot solo. BC#8
- **Milwaukee WTVT-TV WB Account Executive**
Candidate must be able to handle agency business and develop new business. Strong negotiation and communication skills, thorough knowledge of ratings, research tools and working knowledge of computers a must. BC#9
- **Raleigh WLFL-TV FOX Sports Photographer**
Talented, creative and hard working sports photographer. Will shoot video for ACC Sports Events, Panthers, Hurricanes and high school athletics. Prior TV photography/editing required. BC#10
- **Raleigh WLFL-TV FOX Assignment Desk Manager**
Manager who can do it all...generate local story ideas/establish rapport w/local news sources/handle multiple tasks. College degree, prior TV/RADIO/PRINT EXPERIENCE REQUIRED. BC#11
- **Peoria WYZZ-TV FOX Traffic Manager**
Responsibilities of dept. include inputting orders, formatting the log, controlling inventory, trafficking commercials, and supervising two others. Strong computer skills a must. Familiarity w/Columbine traffic system a plus. BC#12
- **Pensacola, FL/Charleston, WV/Plattsburg, NY Business Managers**
Business Managers for newly acquired stations. Successful candidates will possess 4-yr. Accounting degree, strong communication skills and previous financial media experience. BC#13
- **Tuscaloosa WDBB-TV WB Local Sales Manager**
Excellent opportunity for growth for LSM in Tuscaloosa, AL market. Position available immediately. BC#14
- **New Orleans - Radio General Manager**
General Manager for new acquisitions in New Orleans. Previous GM or GSM experience preferred. BC#15

Mail your resume immediately to:
Broadcasting & Cable
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NY, NY 10011
Attn: Job # _____



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Communications Sector

The World Of Business Talks Through Us.



Harris Corporation, a \$3.8 billion Fortune 500 Corporation, is seeking world class candidates for the following current openings. Harris is a world-wide, ISO-9001 registered supplier of radio and TV broadcast equipment and integrated systems.

The following positions are located in our \$10 million Digital-Television World Headquarters and Research Center in Cincinnati, OH.

Proposal Engineer

This position requires experience working with AM/FM and TV broadcasting transmission systems including, but not limited to: conducting transmission line calculations, having a working knowledge of AV processing and distribution and test equipment, and knowledge of both domestic and international AC power requirements. Fluency in Spanish a plus.

Sales Application Specialists

These positions will be a part of a group focused on developing solutions for customers' needs for digital television. Must have experience in one or more of the following emerging DTV technologies: Digital Television Studios which includes MPEG-2 encoding/decoding, routers, switchers and ATM; RF Systems; Antennas; Satellite or STL. Proficiency in CAD programs required. Light to medium travel. Overall system knowledge a plus.

The following position is located in our South Glen Falls, NY facility.

Systems Engineer

This high-profile position will be responsible for targeting and developing a rapport with major networks such as CNN, Fox, ESPN, ABC, NBC, etc.; project management; system design; and interfacing with customers, project architects, and consultants. Will also prepare quotations and proposals; research and negotiate with vendors for use in quotations. A minimum of 3 years of RF broadcast studio design experience is required. Will travel domestically and/or internationally.

Harris Corporation offers a competitive starting salary, with a comprehensive benefits package and opportunities for advancement. If qualified, please send your resume (including salary history and requirements) in confidence to: Shawn Oberreiter, Human Resources, Harris Corporation, Broadcast Division, P.O. Box 4290 Quincy IL, 62305-4290, or fax: 217-221-7082. We are an Equal Opportunity Employer.



HARRIS

www.broadcast.harris.com

HELP WANTED PRODUCTION

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.

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.

Production Manager. Fox affiliate in beautiful Northwest Florida needs an experienced P.M. who can get quality commercials produced quickly and professionally! Experience in shooting, editing, graphics, audio, copywriting, working well with clients and salespeople a must! Please respond to Box 01255. EOE.

Broadcast Personnel. Technical Directors (GVG 300 Switcher with Kaleidoscope). Audio (mixing for live studio and news broadcasts). Studio Camerapersons (studio productions and news broadcasts). Chyron Operators (Infinit). Still Store Operators. Tape Operators (Beta). Maintenance (plant systems experience - distribution and patching). Lighting Director Engineer. Employment would commence spring/summer 1997. Out of town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

HELP WANTED PROGRAMMING

**ASSOCIATE
PRODUCER/PROGRAM
DEPARTMENT**

Talented and hungry for the next challenge? A terrific opportunity awaits you at the #1 television station in Chicago. The Program Department of ABC7 Chicago is looking for a hot-shot production wiz to fill this new position in our growing team. You name it, we produce it. Whether it's live events, sports specials, parades, telethons or sales/marketing projects, you will find exciting work on our production team. The ideal candidate will have at least three years' successful related experience. Field and studio production experience and outstanding writing skills are a must. Non-linear editing skills a plus. A college degree is preferred.

If you are a creative, self-motivated producer with great people skills, send (no phone calls please) your non-returnable reel and resume to: Fran Preston, Program Director, ABC7 Chicago, 190 N. State St., Dept. 8C Chicago, IL 60601. EOE. Women and minorities are encouraged to apply.



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

Executive Producer/Programming. WFSB, a Meredith Broadcasting Group station, is seeking qualified candidates to join our award-winning local programming staff. The executive producer will manage the production of program length and short-form programming, assuming responsibility for content and appearance. Keeping in touch with community concerns and making recommendations on programming to address those concerns is a priority. So if you're a creative thinker, writer and organized, and have a solid background in television program public affairs production, send your resume and tape to Hope Etheridge, Business Manager, 3 Constitution Plaza, Hartford, CT 06103-1821. EOE.

SITUATIONS WANTED NEWS

Sports reporter looking for medium market. December graduate from Michigan State University. Great experience at major news organizations. Call Joe Steele 517-355-9337.

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TV NEWS COACHING SERVICES

Coaching Services: We provide comprehensive tape critiques and ongoing consultation for news professionals. Expert, approachable, affordable. Media Mentors (334)665-5553.

CABLE

HELP WANTED NEWS

Reporter. Looking for a creative, motivated self-starter to join an established investigative team. On-air and off, this job requires relentless pursuit of the inside story, excellent writing skills, camera presence and the sincere desire to work for NET, Inc. Send resume and tape and or writing sample to NET, Inc., attn: Personnel Director, 717 Second Street, NE, Washington, DC 20002. NET, Inc. is an Equal Opportunity Employer.

Assignment Editor/Chief Story Coordinator: Cable TV Network in NY Area seeking seasoned pro to manage assignment desk and work with producers and story coordinators on story conception and logistics. Focus is on entertainment, arts and events. Established relationships with diverse experts, celebrities, and public relations contacts is a plus. EOE. Reply with resume to Box 01252.

HELP WANTED SALES

Advertising Sales Manager. Target Select Cable Advertising, Inc. is seeking a seasoned sales professional to manage new and existing accounts in the Reading and Pottsville markets. Qualified candidate will possess knowledge and experience in the advertising industry with a proven sales record and management skills. This leadership position demands strong customer service focus and high energy in a goal driven, team environment. Opportunity offers high initial income and growth potential. Interested candidates should mail a letter of introduction and resume to Human Resources, P.C. Box: 3262, Allentown, PA 18106. No phone calls please. EOE.

HELP WANTED ADMINISTRATION

Media Center Supervisor. Cinetel Studios HGTV is seeking a library supervisor. Strong computer skills including knowledge of Mac OS & Windows '95 preferred. College degree in library or information science and or experience in managing a library, archive or research setting required. Please send resume to HGTV, Attn: Human Resources - Media Center Supervisor Position, P.O. Box 50970, Knoxville, TN 37950. Cinetel HGTV 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

HELP WANTED PRODUCTION

on air PROMOTION

WriterPRODUCER

The COURT TV network, based in NYC, is seeking an aggressive SENIOR WRITER-PRODUCER with amazing copy-writing skills, and incredible dexterity in the edit room. Non-linear experience a plus.

We are looking for a unique visualist unafraid of running ahead of the pack.

Experience in news promos a must. Managerial aptitude a must.

For immediate consideration, please send resume, demo tape and salary requirements to
COURT TV,
Attn: Human Resources-RG,
600 3rd Avenue,
NYC 10016.



(No phone calls, please)

ALLIED FIELDS

HELP WANTED INSTRUCTION

**Roy H. Park School of Communications
 Ithaca College**

The Television-Radio Department in the Roy H. Park School of Communications at Ithaca College has three tenure-eligible openings for assistant / associate professor to teach a combination of courses in the areas of beginning through advanced field and studio production, including digital non-linear post production, directing, audio for media, lighting, set design and production management. Secondary areas include video journalism, multi-media and emerging technologies, scriptwriting, directing performers for the camera, and other core courses depending on the expertise of the candidates. The successful candidate will also advise students and may serve on the department, school and college committees.

Ph.D., M.F.A. or Master's in video/film or related discipline is required. Significant video production work, including national and/or international digital professional experience required. Successful teaching experience also required. Commitment to a liberal arts education within a professional program is expected. Applicants must send a current vita, statement of interest, including professional specialization, with areas of teaching, and the names, addresses and phone / fax numbers of at least three references to Dr. Barbara Morgenstern, Chair, search Committee, Department of Television-Radio, 328 Roy H. Park Hall, Ithaca, New York 14850-7253. Phone 607-271-5260. Fax: 607-271-1664. Screening begins October 15, 1997, however, applications will be accepted until the positions are filled. Ithaca College is an Equal Opportunity / Affirmative Action Employer.



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

THE WEATHER CHANNEL

We're looking for talented, energetic producers to join our team. Great group of people. Excellent salary.

Writer / Producers - produce topical for daily weather stories, P.O.P.s etc. Must be strong copywriter, able to motivate viewers to stay tuned. Ability to keep it fresh day-to-day, as well as to crank into overdrive during major weather events. Minimum 1 year experience in daily news promotion.

Send tape and resume to:

Creative Services Manager
The Weather Channel
300 Interstate North Parkway
Atlanta, GA 30339
Fax: (770) 226-2922
EOE/M/F/D

Segment Producer/Reporter: Cable TV Network in NY Area seeking media professional with a creative edge to produce and report entertainment, arts, and events news and features. Requirements include exemplary field producing, writing and on-air presentation skills with ability to tell stories with personality and creativity. EOE. Reply with tape and resume to Box 01253.

HELP WANTED PRODUCTION

Northern Indiana post-production facility seeks experienced Videocube editor. Knowledge of Photoshop, After Effects and Electric Image software helpful. Tape/resume to: Creative Services, CVC Communications, 811 Lawrence Drive, Fort Wayne, Indiana 46804.

EMPLOYMENT SERVICES

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FINANCIAL SERVICES

Loans By Phone: Lease/finance new or used
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Flexible credit criteria. Call Jeff Wetter at Flex
Lease, Inc. 800-699-FLEX.

EDUCATIONAL SERVICES

On-camera coaching: Learn TV reporting and
anchoring/teleprompter skills. Produce quality
demo tapes. Private lessons with former ABC
News correspondent. 914-937-1719. Julie
Eckhart.

WANTED TO BUY EQUIPMENT

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Chippewa, St. Louis, MO 63118. 1-800-664-
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AM and FM transmitters, used, excellent condi-
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FOR SALE STATIONS

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Dallas, Texas Phone: 972-788-2525**

W. John Grandy

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San Luis Obispo, CA 93401
Phone: (805) 541-1900
Fax: (805) 541-1906

Delmarva Penninsula. Class A FM (6 kw). Full
Time AM. Owned Real Estate Bill Schutz
(410)745-3900.

Central Texas small market combo, FM up
gradable, excellent facilities: Very attractive FM,
great lifestyle Florida Keys. Others. Mayo Com
munications. 813-971-2061.

PUBLIC NOTICE

The Public Broadcasting Service Board of Directors
will meet at 1:00 p.m. on October 23, 1997 at the
Capital Hilton Hotel in Washington, D.C. The
tentative agenda includes election of new directors
and officers, reports from PBS officers and board
committees on membership, finance, programming
policy, and new technologies; reports on PBS
operating departments, and other business.

The Public Broadcasting Service Finance Budget and
Audit Committee will meet in executive session at
4:30 p.m. on October 23, 1997 at the Capital Hilton
Hotel in Washington, D.C. The tentative agenda
includes auditors report, investment policies, status
of stations on deferred payment plans, reports from
officers, and other business.

The Public Broadcasting Service Annual
Meeting of Members will begin at 9:00 a.m.
on October 23, 1997 at the Capital Hilton
Hotel in Washington, D.C. The tentative
agenda includes presentation of annual and
financial reports from officers of the
corporation.

**YOUR AD
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To place an ad in Broadcasting & Cable's
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Antoinette Pellegrino
TEL: 212-337-7073
FAX: 212-206-8327

or
Sandra Frey
TEL: 212-337-6941
FAX: 212-337-6957

APELLEGRINO@B&C.CAHNERS.COM
S.FREY@B&C.CAHNERS.COM

PUBLIC NOTICE



"Digital: Be #1 or be a 0"

Ray Conover, Vice President and Director of Engineering for Conus Communications and US Satellite Broadcasting will present fascinating

and sometimes contrarian seminars on the transition to digital broadcasting: "Digital: Be #1 or be a 0"

Conover's seminars focus on vital digital broadcasting issues not getting much attention. His 28 years of TV and satcom experience make him the perfect candidate to offer a unique look at aspects of the forthcoming transition to digital. **Bring sanity back to your budgets. Lower your blood pressure.** Learn from someone who designed one of the nation's first digital broadcast facilities.

This seminar is NOT another rehash about how digital compression works. Instead, it's about what digital can do for you and how you can put it to work for less than you think. Conover will spend a half-day on station wide issues like HDTV vs SDTV vs data services and a half-day on a detailed look at digital SNG.

After hearing Conover's presentation, reporters and college professors as well as TV industry people have commented, "I've never thought of it like that before."

Choose from seminars in Minneapolis, Oct. 17; Orlando, Nov. 14 & Jan. 23; Washington, DC, Dec. 5; and Las Vegas, Jan. 9. Call 612-642-4475 for complete details and registration. *Preferred rates for Conus members.

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE Classified Department 245 West 17th Street, New York, NY 10011 For information call Antoinette Pellegrino at (212) 337-7073 or Sandra Frey at (212)337-6941

Payable in advance Check, money order or credit card (Visa, Mastercard or American Express) Full and correct payment must be in writing by either letter or Fax (212) 206-8327 If payment is made by credit card, indicate card number expiration date and daytime phone number.

Deadline is Monday at 5 00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday A special notice announcing the earlier deadline will be published Orders, changes, and/or cancellations must be submitted in writing **NO TELEPHONE ORDERS CHANGES AND OR CANCELLATIONS WILL BE ACCEPTED**

When placing an ad indicate the EXACT category desired Television, Radio, Cable or Allied Fields, Help Wanted or Situations Wanted Management Sales News, etc If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included No personal ads

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964 as amended. Publisher reserves the right to abbreviate alter or reject any copy.

Rates Classified listings (non-display) Per issue Help Wanted \$2 10 per word \$42 weekly minimum Situations Wanted 1.15c per word, \$21 weekly minimum. Optional formats Bold Type \$2 45 per word, Screened Background \$2 60, Expanded Type \$3 20 Bold, Screened, Expanded Type \$3 65 per word All other classifications, \$2 10 per word, \$42 weekly minimum

Word count Count each abbreviation, initial single figure or group of figures or letters as one word each Symbols such as 35mm COD, PD etc., count as one word each A phone number with area code and the zip code count as one word each

Rates Classified display (minimum 1 inch, upward in half inch increments) Per issue Help Wanted, \$187 per inch Situations Wanted \$93 50 per inch Public Notice & Business Opportunities advertising require display space Agency commission only on display space (when camera-ready art is provided) Frequency rates available

Blind Box Service (In addition to basic advertising costs) Situations Wanted, No charge All other classifications: \$30 per issue. The charge for the blind box service applies to advertisers running listings and display ads Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts portfolios, writing samples, or other oversized materials, such are returned to sender Do not use folders, binders or the like Replies to ads with Blind Box numbers should be addressed to Box (number), c/o Broadcasting & Cable, 245 W 17th Street, New York, NY 10011

Confidential Service To protect your identity seal your reply in an envelope addressed to the box number In a separate note list the companies and subsidiaries you do not want your reply to reach Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above

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For the Record

<http://www.broadcastingcable.com>

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

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

OWNERSHIP CHANGES

Granted

Goldsboro, N.C. (BAL-970910EF)—Creative Broadcasting Co. for wssg(AM): involuntary AOL from Willie Strickland, deceased, to Peggy H. Strickland, executrix. *Sept. 30*

Gaffney, S.C. (BTC-970917EC/BTCH-970917ED)—Gaffney Broadcasting Inc. for involuntary TOC from E. Raymond Parker, deceased, to Bright G. Parker, primary personal representative. *Sept. 29*

Murray, Utah (BAL-970919GK)—Venture Broadcasting for kwun(AM): involuntary AOL from Venture Broadcasting to Venture Broadcasting Inc., debtor-in-possession. *Sept. 30*

NEW STATIONS

Dismissed

Payson, Ariz. (BPFT-970710TB)—Family Life Broadcasting for FM at 90.3 mhz, primary station KFLR-FM. *Sept. 30*

Returned

Lemoore, Calif. (BPED-970602MC)—Lemoore Union High School District for FM at 88.5 mhz. *Sept. 26*

Filed

Hueytown, Ala. (971001MC)—American Family Assoc. for noncommercial FM at 88.1 mhz. *Oct. 8*

Dolores, Colo. (BPH-970925MK)—Steven Dinetz (600 Congress Ave., Suite 1400, Austin, Tex. 78701) for FM at 93.3 mhz, 50 kw, ant. 88 m., .3 km S of intersection of SH 145 and 8th, Dolores. Dinetz is COO of Capstar Broadcasting Corp. which owns is buying 221 FMs and 93 AMs. Dinetz has applied to build in Durango, Colo. *Oct. 6*

Dolores, Colo. (970925NG)—Roberts Dolores LLC for FM at 93.3 mhz. *Oct. 8*

Dolores, Colo. (9790925MW)—Rocky Mountain Radio Co. LLC for FM at 93.3 mhz. *Oct. 7*

Durango, Colo. (970925NF)—Roberts Durango LLC for FM at 105.3 mhz. *Oct. 8*

Durango, Colo. (BPH-970925MJ)—Four Corners Broadcasting LLC (Fordstone Inc. 33.3% member, Gerald R. Ford, president,

50.5% owner, 185 Suttle Street, Suite 203, Durango, Colo. 81301) for FM at 105.3 mhz, 3.9 kw, ant. 121 m., on Smelter Mountain, 2.2 km S of Durango, owns KIUP(AM)-KRSJ(FM) and KIOX(FM) Durango, has applied to build in Dolores, Colo. *Oct. 6*

Durango, Colo. (BPH-970925MP)—KRJ Co. (Jimmie D., Ruth M. and Kerwin D. Gober, partners, 111 W. Twilight Drive, Farmington, N.M. 87401) for FM at 105.3 mhz, 6 kw, ant. 91 m., atop Smelter Mountain, 2 mi SW of Durango. *Sept. 25*

Durango, Colo. (970925MX)—Rocky Mountain Radio Co. LLC for FM at 195.3 mhz. *Oct. 7*

Durango, Colo. (BPH-970925MO)—Marc Scott Communications Inc. (Marc and Faye Scott, partners, 403 Rt. 47 S. Came May Court House, N.J. 08210) for FM at 105.3 mhz, 6 kw, ant. 71 m., Smelter Mountain, 2.4 km SW of Durango, owns WFNN(FM) Vilas and WJNN(FM) North Cape May, N.J. *Sept. 25*

Glenwood Springs, Colo. (BPED-970924MH)—Public Broadcasting of Colo. Inc. (Max Wycisk, president, 2249 S Josephine St., Denver, Colo. 80210) for noncommercial FM at 88.1 mhz, .65 kw, ant. 793 m., 14.4 km SSW of Glenwood Springs, Sunlight Peak communications site, owns KCFR-FM Denver, KCFP-FM Pueblo, KPRE-FM Vail and KPRN-FM Grand Junction, Colo. *Oct. 3*

Trimble, Colo. (970929MB)—Educational Communications of Colorado Springs Inc. for noncommercial FM at 88.5 mhz. *Oct. 7*

Dawson, Ga. (970925MZ)—J Warren & Barbara J. Kirk for FM at 98.1 mhz. *Oct. 7*

Dawson, Ga. (970925NI)—West Com Corp. for FM at 98.2 mhz. *Oct. 8*

Montezuma, Ga. (970925NH)—Broadcast Equities Corp. for FM at 95.1 mhz. *Oct. 8*

Victor, Idaho (970813MH)—Chaparral Broadcasting Inc. for FM at 92.3 mhz. *Oct. 7*

Goshen, Ind. (971001MA)—American Family Assoc. for FM at 89.9 mhz. *Oct. 7*

Hardinsburg, Ind. (970926MB)—James Glenn Greenwell for FM at 98.7 mhz. *Oct. 8*

Hardinsburg, Ind. (BPH-970925MN)—Wm. Gerald Willis (8099 W. 3rd Street, West Baden, Ind. 47469) for FM at 96.9 mhz, 6 kw, ant. 328 ft., 6.25 mi NW of Hardinsburg, 5.95 mi SE of Paoli, 1.2 mi E of Chambersburg. *Sept. 25*

Orofino, Idaho (BPH-9790919MI)—Lisa A. Hawkins (P.O. Box 411, Pullman, Wash. 99163) for FM at 98.5 mhz, 1.88 kw, ant. 177.1 m., Eureka Ridge, 2.5 mi NE of Orofino. *Oct. 3*

Riley, Kan. (970925NJ)—Michael D. Law for FM at 96.3 mhz. *Oct. 8*

Riley, Kan. (970925NE)—Christopher D. Miller for FM at 96.3 mhz. *Oct. 7*

Snow Hill, Md. (970910MX)—Keith A. and Chih Ping Mayo for FM at 101.1 mhz. *Oct. 7*

Manistique, Mich. (970925MG)—Roy E. Henderson (P.O. Box 948, Houston, Tex. 77001-0948) for FM at 99.9 mhz, 6 kw, ant. 100 m., NW edge of city, Schoolcraft Co., Mich. *Oct. 6*

Manistique, Mich. (BPH-970922ME)—Todd Stuart Noordyk (101 Huron Court, Negaunee, Mich. 49866) for FM at 99.9 mhz, 6 kw, ant. 52 m., 1.6 km W of Manistique, owns WTIO(AM) Manistique and wCMM-FM Gulliver, Mich. *Oct. 3*

Manistique, Mich. (970925MY)—Phillip J. Robbins for FM at 99.9 mhz. *Oct. 7*

Imperial, Neb. (970924ML)—Imperial Media Association for FM at 102.9 mhz. *Oct. 8*

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,812
Commercial FM	5,488
Educational FM	1,899
Total Radio	12,199
VHF LPTV	558
UHF LPTV	1,456
Total LPTV	2,014
FM translators & boosters	2,815
VHF translators	2,273
UHF translators	2,725
Total Translators	7,813

Service	Total
Commercial VHF TV	558
Commercial UHF TV	638
Educational VHF TV	124
Educational UHF TV	241
Total TV	1,561

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	66.1%

*Based on TV household universe of 98 million
Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

FACILITIES CHANGES

Beatty, Nev. (BPH-970925MM)—Roy E. Henderson (P.O. Box 948, Houston, Tex. 77001-0948) for FM at 100.3 mhz. 6 kw. ant. 100 m.. NW edge of city limits. Beatty, Nev. *Sept. 25*

Raeford, N.C. (BPED-970925MB)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 88.7 mhz. 4 kw. ant. 59 m.. 7328 St. Paul's Road, Lumber Bridge, N.C. *Oct. 3*

Bend, Ore. (970925MR)—Terry A. Cowan for FM at 99.7 mhz. *Oct.*

Bend, Ore. (970919MJ)—Leroy Demery for FM at 99.7 mhz. *Oct. 7*

Bend, Ore. (BPH-970925ML)—Hurricane Communications Inc. (John McSorley, president, 235 La Costa Ave., Dayton, Nevada 89403) for FM at 99.7 mhz. 1.75 kw, ant. 186 m.. atop Awbrey Butte at KICE(FM) tower. 2.6 km NW of center of Bend. *Oct. 6*

Bend, Ore. (970924MK)—Jay Man Productions Inc. for FM at 99.7 mhz. *Oct. 7*

Bend, Ore. (970919MZ)—Oregon Educational Radio Services Inc. (Frank Kato, president/33.3% owner, P.O. Box 235, Klamath Falls, Ore. 97601) for FM at 99.7 mhz. 1.8 kw. ant. 175 m.. 12.6 km from Bend. *Oct. 3*

Bend, Ore. (BPH-970925MH)—Roy E. Henderson (P.O. Box 948, Houston, Tex. 77001-0948) for FM at 99.7 mhz. 6 kw. ant. 100 m.. just off Hwy 20 E of Bend. *Oct. 6*

Bend, Ore. (970925MQ)—R & S Media for FM at 99.7 mhz. *Oct. 7*

Franklin, Pa. (BPED-961127MA)—American Family Assoc. for noncommercial FM at 89.5 mhz. 1 kw, ant. 96 m. *Oct. 3*

Rapid City, S.D. (BPED-970918MI)—Bethesda Christian Broadcasting Inc. (Mark Pluimer, president, 1465 Kelly Johnson Boulevard, Suite 202, Colorado Springs, Colo. 80920) for noncommercial FM at 88.3 mhz. 100 kw. ant. 453 m.. Terry Peak. 4.8 km SW of Lead. *Oct. 6*

Bridgeport, Tex. (971001MB)—American Family Assoc. for noncommercial FM at 90.5 mhz. *Oct. 8*

Plainview, Tex. (BPED-970929MA)—Paulino Bernal Evangelism (Paulino Bernal, president, P.O. Box 252, McAllen, Tex. 78505) for FM at 88.5 mhz. 3 kw. ant. 86 m.. 805 E 34th St. Plainview. owns KBRN(AM) Boerne, Tex.. is buying KCZP-FM Carrizo Springs, Tex. *Oct. 6*

Huntsville, Utah (970924MI)—Geroge S. Flinn Jr. for FM at 103.1 mhz. *Oct. 7*

Huntsville, Utah (BPH-970925MI)—Roy E. Henderson (P.O. Box 948, Houston, Tex. 77001-0948) for FM at 103.1 mhz. 4.8 kw. ant. 231 m.. NE of Huntsville. *Oct. 6*

Chincoteague, Va. (970910MW)—Keith A. and Chih Ping Mayo for FM at 96.5 mhz. *Oct. 7*

Glendo, Wyo. (970925ND)—Michael Radio Group for FM at 100.1 mhz. *Oct. 7*

Dismissed

Madison, Wis. (BMPCT-970826KG)—Shockley Communications Corp. for wkow-tv: change ant. *Sept. 16*

Returned

Forrest City, Ark. (BMPED-970514MA)—American Family Assoc. for KARH-FM: change TL, ERP, main studio location. ant. *Oct. 1*

Burney, Calif. (BP-970903AA)—M.C. Allen Productions for KMCA(AM): change city of license. power. TL. ant. *Sept. 24*

Centerville, Tex. (BMPH-970523IQ)—Caroline K. Powley for KAJG-FM: change channel from 290A to 290C3. *Sept. 30*

Filed/Accepted for filing

Brewton, Ala. (BMPED-971001IA)—Maranatha Ministries Foundation Inc. for wgvj-fm: change ERP. TL. ant. *Oct. 8*

Bayside, Calif. (970929MC)—Com. of Humboldt Education Enhancement Radio for KZPN(FM): change TL, ERP. ant., relocate main transmitter. *Oct. 7*

Burney, Calif. (970903AA)—M. C. Allen Productions for KMCA(AM): change city of license. power. TL. ant. *Sept. 12*

Central Valley, Calif. (970916IE)—Northern California Broadcasting Inc. for KNNN(FM): change ERP, ant., class. *Oct. 8*

Dunsmuir, Calif. (BMPED-970902ID)—Big Tree for KZRO-FM: change ant. *Sept. 19*

Grass Valley, Calif. (BMPH-970917IA)—Educational Media Foundation for KLVS-FM: change channel from 156C3 to 256A. *Oct. 2*

Lompoc, Calif. (BPH-970905ID)—Stuart McRae for KAKV-FM: change ERP, TL. ant. *Sept. 22*

Oakhurst, Calif. (BMPH-970916IB)—California Sierra Corp. for KAAT-FM: change ant. *Oct. 2*

San Luis Obispo, Calif. (BP-970915AA)—Rocglo Communications for KGLW(AM): change TL. *Sept. 24*

Sebastopol, Calif. (BPH-970911II)—Redwood Empire Stereocasters for KJZY-FM: change TL, ERP. ant. *Oct. 2*

Sutter Creek, Calif. (970919IA)—Idaho Broadcasting Consortium Inc. for KSAC-FM: change TL, ERP. ant. *Sept. 30*

Cross City, Fla. (970923IC)—Women in Fla. Broadcasting Inc. for WDFL-FM: change TL, ERP, frequency. class. ant. *Oct. 3*

Inverness, Fla. (BPED-970903IC)—Board of Regents, State of Florida for WJUF-FM: change ERP. class. *Sept. 19*

Mount Dora, Fla. (BMP-970925AA)—American Community Oriented Radio for WNTF(AM): change TL. ant. *Oct. 8*

Naples, Fla. (970910MD)—Naples Educational Broadcasting Foundation for new FM: change TL, ERP. ant. *Sept. 19*

Sarasota, Fla. (BP-970820AC)—Sarasota

Broadcast Corp. for wosa(AM): change TL. ant. *Sept. 12*

Trenton, Fla. (970923IB)—Florida Radio Partners Inc. for wdyj-fm: change TL, ERP, ant. *Oct. 3*

Gainesville, Ga. (970703IO)—Shamrock Broadcasting Inc. for wfox(fm): change TL. ant. *Oct. 7*

Valdosta, Ga. (970918AD)—American Community Oriented Radio Network Inc. for wfvr(AM): change community of license. power, TL, ant. *Sept. 29*

Elgin, Ill. (970925IE)—Elgin Broadcasting Co. Inc. for wjkl(fm): change ant. *Oct. 8*

La Salle, Ill. (BMPED-970924IA)—Northern Illinois University for wniw-fm: change TL, ERP. class. *Oct. 3*

Freeport, Ill. (BMPED-970924ID)—Northern Illinois University for wnle-fm: change TL, ERP. class. ant. *Oct. 3*

Galesburg, Ill. (BP-970825AA)—Northern Broadcast Group Inc. for waik(AM): add night site. change power, ant. *Sept. 12*

Glenview, Ill. (BPED-970904ID)—Glenbrook High School District for wgbk-fm: change ERP, TL. ant. *Sept. 19*

Macomb, Ill. (970919IB)—Central Illinois Broadcasting Co. for wjeo-fm: change TL, ERP. ant. *Oct. 3*

Ramsey, Ill. (970915IB)—Countryside Broadcasting Inc. for wjly-fm: change ant. *Sept. 22*

Sterling, Ill. (BMPED-970924IB)—Northern Illinois University for wniq-fm: change TL, ERP. *Oct. 3*

Spencer, Iowa (BPH-970825IC)—Iowa Great Lakes Broadcasting Co. for kicd-fm: change ant. *Sept. 24*

Medicine Lodge, Kan. (BPED-970925IA)—Florida Public Radio Inc. for krej-fm: change TL. ant. *Oct. 3*

Topeka, Kan. (970905AC)—Mortenson Broadcasting Co. for wren(AM): change day power. *Sept. 17*

Catlettsburg, Ky. (BPH-970911IB)—Kenmar Inc. for wrvc-fm: change TL, ERP. ant. *Oct. 2*

Hawesville, Ky. (BPH-970915ID)—WLME Inc. for wxce-fm: change TL, ERP. ant. *Oct. 2*

Basile, La. (BMPH-970909IG)—Third Partner Broadcasting Inc. for kqis-fm: change ERP, TL. ant. *Sept. 22*

Many, La. (970903IB)—American Family Assoc. for kavk-fm: change ERP. *Sept. 11*

Runston, La. (970908MC)—Louisiana Tech. University for klpi-fm: change TL, ERP. class. ant. *Sept. 15*

Milton, Mass. (BPED-970909IC)—Curry College for wmln-fm: change TL. ant. *Sept. 17*

Harbor Springs, Mich. (BPED-970905IA)—Central Michigan University for wcmu-fm: change ERP, TL. ant. *Sept. 15*

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Hurry up, HDTV

EDITOR: As an interested bystander, I found it refreshing to read in BROADCASTING and CABLE's Sept. 29 interview with Jim Goodmon a perspective that reflected what I thought I recalled having read over the last few years concerning HDTV. Even living in a northern Maine community served by only one commercial television station (affiliated to four networks), I find multicasting of little interest. We do not need more of the same.

HDTV is truly innovative and holds out the promise of enhanced viewing experiences. Whether these HDTV experiences are via broadcast, cable, satellite, videotape or videodisk is of little concern.

Bring on HDTV. I'm waiting.—
Richard Asam, professor of communications, University of Maine at Presque Isle, Presque Isle, Me.

Waseca, Minn. (BP-970926AA)—Home-town Wireless Inc. for KOWO(AM): change ant. Oct. 7

Centreville, Miss. (BPED-970924IC)—Port Allen Educational Broadcasting Foundation for WPAE-FM: change TL. ERP. ant. Oct. 3

Marble Hill, Mo. (970919IC)—Dana R. Withers for new FM: change ERP. TL. ant. Oct. 8

Osage Beach, Mo. (BP-970918AC)—Mahaffey Enterprises Inc. for KRMS(AM): change ant. Sept. 29

Sikeston, Mo. (970908AA)—W. Russell Withers Jr. for KRHU(AM): change night power. ant. Sept. 16

Shelby, Mont. (970902AB)—Tri County Radio Corp. for KSEN(AM): change day power. ant. Sept. 15

Wayne, Neb. (970826IA)—KTCH Inc. for KTCH-FM: change TL. Sept. 11

Paradise, Nev. (BP-970820AD)—K-News Broadcasting Inc. for KNUU(AM): change TL. ant. Sept. 12

Roswell, N.M. (BP-970815AD)—D. Matthew Runnels for KRSV(AM): change TL. ant. Sept. 22

Champlain, N.Y. (BP-970828JE)—Champlain Radio Inc. for WCHP(AM): change day power. Sept. 18

Hudson, N.Y. (BMPED-970909IA)—Sound of Life Inc. for WHVP-FM: change ERP. ant.

Sept. 17

Mineola, N.Y. (BP-970905AB)—Universal Broadcasting of New York Inc. for WTNE(AM): change power. Sept. 16

New York (970827MD)—WADO-License Corp. for WADO(AM): increase night power to 7.2 kw. Sept. 10

Hope, N.D. (970925NC)—Michael Radio Group for new FM: change TL. ant. Oct. 7

Marion, Ohio (BMPED-970821IE)—The Ohio State University for WOSB-FM: change TL. Sept. 12

Woodward, Okla. (970811IC)—Classic Communications Inc. for KWFX-FM: change TL. ERP. frequency. ant. Oct. 3

Sweet Home, Ore. (BPED-970925IB)—Educational Media Foundation for KLVU-FM: change ERP. ant. Oct. 3

Culebra, P.R. (970828IB)—Aurio A. Matos for WXZX-FM: change TL. frequency. Sept. 16

Fresno, P.R. (BPH-970828IB)—Aurio A. Matos for WXZX-FM: change TL. frequency. Sept. 19

Providence, R.I. (BPH-970909ID)—WHJY Inc. for WHJY-FM: change ant. Sept. 22

Darlington, S.C. (BP-970918AE)—Atlantic Broadcasting Co. Inc. for W DAR(AM): change frequency to 1400 khz. change power. Sept. 29

Ridgeland, S.C. (970911AD)—Walter M. Czura for WNFO(AM): change community of license. TL. power. ant. Sept. 22

Sioux Falls, S.D. (BP-970826AA)—Midcontinent Radio of S.D. Inc. for KELO(AM): change ant. Sept. 15

Hohenwald, Tenn. (BMPED-970903IA)—American Family Assoc. for WAUO-FM: change ERP. Sept. 11

Ripley, Tenn. (BMPED-970929IA)—American Family Assoc. for new FM: change ERP. TL. ant. Oct. 8

Lorenzo, Tex. (BTCH-970915IE)—American General Media-Texas Inc. for KKCL-FM: change TL. ant. Oct. 2

San Antonio, Tex. (BP-970910AB)—Salem Media of Tex. Inc. for KSLR(AM): change night site. ant. Sept. 22

St. George, Utah (BPH-970912IB)—Simmons Family Inc. for KSNN-FM: change from A to C2. Oct. 2

Camas, Wash. (970925ID)—ECI License Co. LP for KNRK(FM): change ERP. class. Oct. 8

Elma, Wash. (BMPH-970910IB)—Skip Marrow for KAPV-FM: change TL. ant. Oct. 2

Seattle, Wash. (BMP-970825AC)—Songsinger Inc. for KKOL(AM): change night power. TL. Sept. 15

Sunnyside, Wash. (970913IE)—Butterfield Broadcasting Corp. for KZTB(FM): change ERP. ant. Oct. 8

Parkersburg, W.Va. (BPH-970911IA)—Fritz Communications Inc. for WXKX-FM:

change ERP. TL. Sept. 22

CALL-SIGN ACTIONS

Dover, Del.—WSDS License LP for wbsd-FM: change to WRDX. Sept. 5

Smyrna, Del.—WSRV License LP for wsrvm-FM: change to WSDS. Sept. 5

Farmington, Ill.—Suellen L. Johnston for new FM: change to WJPL. Sept. 8

Lexington, Mich.—Hanson Communications Inc. for WBTI-FM: change to WHYT. Sept. 13

Tuckerton, N.J.—Richard Lee Harvey for WTUC-FM: change to WBHX. Sept. 5

Oswego, N.Y.—Wolf Radio Inc. for wzos-FM: change to WOLF. Sept. 5

Moyock, N.C.—Clear Channel Communications for WMYK-FM: change to wsvv. Sept. 5

Defiance, Ohio—Public Broadcast Foundation of NW Ohio for new FM: change to WGDE. Sept. 8

Milton-Freewater, Ore.—Alexander Communications for KLKY-FM: change to KTHK. Sept. 10

Elizabethton, Tenn.—Milligan College for WAUJ-FM: change to WUMC. Sept. 12

Murfreesboro, Tenn.—Moody Bible Institute of Chicago for WFCM(FM): change to WFCM-FM. Sept. 8

Smyrna, Tenn.—Moody Bible Institute of Chicago for WZRS(AM): change to WFCM. Sept. 8

Ashland, Va.—Bell Broadcasting for WAWB(TV): change to WUPV. Sept. 3

Moneta, Va.—JLR Communications Inc. for WLQE(AM): change to WVLK. Aug. 29

Salem, Va.—Positive Alternative Radio Inc. for WPIR-FM: change to WPAR. July 11

Warrenton, Va.—Radio Broadcast Communications Inc. for WINX-FM: change to WTOP. Sept. 5

Christiansted, V.I.—Virgin Blue Inc. for WATU-TV: change to wcvl. June 30

Nile, Wash.—Lifetalk Broadcasting Assoc. for new noncommercial FM: change to KLRO. Aug. 15

Port Angeles, Wash.—Washington State University for new FM: change to KNWP. Sept. 8

Sunnyside, Wash.—American Family Assoc. for new noncommercial FM: change to KAYB. Aug. 1

Toppenish, Wash.—T & J Broadcasting Inc. for KXXS-FM: change to KOSN. Sept. 8

Bluefield, W.Va.—New Adventure Communications Inc. for WKOY(AM): change to WKEZ. Aug. 22

Charleston, W.Va.—West Virginia Radio Corp. of Charleston for WCZR(AM): change to wswv. Aug. 22

—Compiled by Sara Brown

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THIS WEEK

- Oct. 14-16**—*Mid-America Cable Telecommunications Association* 40th anniversary annual meeting and show. Overland Park International Trade Show, Overland Park, Kan. Contact: Patty O'Connor. (913) 841-9241.
- Oct. 15**—*Federal Communications Bar Association* luncheon featuring SBCA President Charles Hewitt. Capital Hilton Hotel, Washington. Contact: Paula Friedman. (202) 736-8640.
- Oct. 15**—"Press Room with a View: The Television Landscape." *NATPE Educational Foundation* INSIGHTER Series workshop. Waldorf-Astoria Hotel, New York. Contact: (310) 453-4440.
- Oct. 15-18**—*National Broadcast Association for Community Affairs* 1997 annual convention. Disney Coronado Springs Resort, Orlando, Fla. Contact: (202) 857-1155.
- Oct. 16-18**—*National Religious Broadcasters* southeastern regional convention. Stone Mountain Inn, Stone Mountain, Ga. Contact: Dianne Williams. (423) 892-6814.
- Oct. 16-20**—ITBS '97, 10th annual Italian and European audio, video, broadcasting, motion picture and telecommunications show, presented by *Assoexpo*. Milan Trade Fair, Milan, Italy. Contact: +39 2 4980330.
- Oct. 17-18** *National Religious Broadcasters* Hispanic-Caribbean regional convention. San Juan, Puerto Rico. Contact: William Lebron. (787) 276-1630.
- Oct. 17-21**—*Association of National Advertisers* 88th annual meeting and business conference. Ritz Carlton Laguna Niguel, Laguna Niguel, Calif. Contact: (212) 697-5950.
- Oct. 18**—*New York Press Club* conference on journalism in the '90s. Columbia School of Journalism, New York City. Contact: (212) 247-6900.
- Oct. 19**—1997 Radio Hall of Fame Awards, presented by *The Museum of Broadcast Communications*. Chicago Cultural Center, Chicago. Contact: (312) 629-6005.

OCTOBER

- Oct. 19-21**—71st annual *Canadian Association of Broadcasters* convention and National Broadcasting and Media Expo. Metro Toronto Convention Centre, Toronto. Contact: (613) 233-4035.
- Oct. 20-22**—"LMDS: Business Strategies and Financial Models for Success in High-Bandwidth Wireless Communications," presented by *Shorecliff Communications International*. ANA Hotel, San Francisco. Contact: (714) 443-3735.
- Oct. 21**—"Howard Beale—Mad'r Than Hell." *Hollywood Radio & Television Society* newsmaker luncheon and panel discussion. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.
- Oct. 23**—*Federal Communications Bar Association* Midwest chapter luncheon featuring Roy Stewart. Hotel Intercontinental, Chicago. Contact: Paula Friedman. (202) 736-8640.
- Oct. 23**—7th annual International Press Freedom Awards Dinner, a benefit for the *Committee to Protect Journalists*. Waldorf-Astoria, New York. Contact: (212) 465-9344.
- Oct. 23-25**—22nd annual *Friends of Old-time Radio Convention*. Holiday Inn—North, Newark, N.J. Contact: (203) 248-2887.
- Oct. 24-26**—"The Oceans and Life on Earth," conference for professional journalists presented by the *Foundation for American Communications*. Scripps Institute of Oceanography, La Jolla, Calif. Contact: Chris Gardner. (213) 851-7372.
- Oct. 27**—*Women in Cable & Telecommunications* 13th annual gala, honoring John Hendricks. Sheraton Washington, Washington. Contact: (703) 821-2030.
- Oct. 27-Nov. 7**—*The Museum of Television & Radio* Third Annual Radio Festival, MT&R, New York City. Contact: Chris Catanese. (212) 621-6735.
- Oct. 29**—12th annual John Bayliss Media Roast

honoring Scott Ginsburg, presented by *The John Bayliss Broadcast Foundation*. Waldorf-Astoria Hotel, New York City. Contact: Kit Hunter Franke. (408) 624-1536.

- Oct. 29**—11th annual Achievement in Media Awards recognizing excellence in Washington-area radio, presented by *The March of Dimes*. Renaissance Mayflower Hotel, Washington. Contact: Cynthia Byers. (703) 824-0111.
- Oct. 29-31**—*Texas Association of Broadcasters/Society of Broadcast Engineers* 44th annual convention and trade show. Camino Real Hotel, El Paso. Contact: (512) 322-9944.
- Oct. 30-Nov. 2**—First annual *International Teleproduction Society* financial institute for executives and operational managers. Sheraton Crescent Hotel, Phoenix. Contact: (703) 641-8776.

NOVEMBER

- Nov. 2-4**—*North Carolina Association of Broadcasters* 50th anniversary annual convention. North Raleigh Hilton, Raleigh, N.C. Contact: (919) 821-7300.
- Nov. 2-5**—*National Educational Telecommunications Association* '97 conference. Austin Marriott at the Capitol, Austin, Tex. Contact: Norma Gay. (803) 799-5517.
- Nov. 4-7**—*Asia CommuniTech '97*, telecommunications, mobile communications and wireless technology show and conference. Hong Kong Convention & Exhibition Center, Hong Kong. Contact: Virginia Jensen. (210) 652-7070.
- Nov. 5-7**—*Strategic Research Institute* third annual forum on competition in local cable and telco markets. Georgetown University Conference Center and Guest House, Washington. Contact: (800) 599-4950.
- Nov. 9-11**—*Community Broadcasters Association* annual convention and LPTV trade show. Excalibur Hotel, Las Vegas. Contact: Mike Sullivan. (320) 656-5962.
- Nov. 10**—*BROADCASTING & CABLE* 1997 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Circle Special Events. (212) 213-5266.
- Nov. 12**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis. (212) 867-6650.
- Nov. 12-16**—*National Association of Farm Broadcasters* 53rd annual convention. Westlin Hotel, Kansas City, Mo. Contact: Deanne Gearhart. (612) 224-0508.
- Nov. 14**—Non-televised CableACE Awards, presented by the *National Cable Television Association*. Wishire Ebell Theatre, Los Angeles. Contact: (202) 775-3611.
- Nov. 14**—19th annual CableACE Awards telecast and gala, presented by the *National Cable Television Association*. Wiltern Theatre, Los Angeles. Contact: (202) 775-3611.
- Nov. 19**—*Federal Communications Bar Association* luncheon featuring America Online Chairman/CEO Steve Case. Capital Hilton Hotel, Washington. Contact: Paula Friedman. (202) 736-8640.
- Nov. 19-20**—"Consumer Demand: The Battle for the Entertainment Dollar," presented by *The Yankee Group*. Radisson Miyako Hotel, San Francisco. Contact: (617) 956-5000.
- Nov. 20**—*Federal Communications Bar Association* 8th Annual Charity Auction to benefit the D.C. Children's Advocacy Center. Grand Hyatt Hotel, Washington. Contact: Paula Friedman. (202) 736-8640.
- Nov. 21-24**—*Society of Motion Picture and Television Engineers* 139th technical conference. Marriott Marquis Hotel, New York City. Contact: (914) 761-1100.
- Nov. 24**—3rd Worldwide Television Summit Conference, presented by the *International Council of the National Academy of Television Arts & Sciences and Variety*. New York Hilton, New York City. Contact: Linda Alexander. (212) 489-6969.
- Nov. 24**—25th annual International Emmy Awards Gala, presented by the *International*

Council of the National Academy of Television Arts and Sciences. New York Hilton, New York City. Contact: Linda Alexander. (212) 489-6969.

DECEMBER

- Dec. 3-5**—*NIMA International Asian Conference*. Four Seasons Hotel, Tokyo. Contact: Jennifer Harding. (202) 289-6462.
- Dec. 4-6**—MIP Asia '97, international film and program market for TV, video, cable and satellite, presented by the *Reed Midem Organization*. Hong Kong Convention and Exhibition Center, Hong Kong. Contact: Steve Orlick. (203) 840-5402.
- Dec. 5-7**—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* winter meeting. Hyatt Regency, New Orleans. Contact: (803) 777-2005.
- Dec. 8-9**—"High-Definition & Digital Television," conference presented by *IBC USA Conferences Inc.* Caesars Palace, Las Vegas. Contact: (702) 731-7110.
- Dec. 9-12**—The Western Show, presented by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.
- Dec. 11**—*Federal Communications Bar Association* 11th annual FCC Chairman's Dinner. Grand Hyatt Hotel, Washington. Contact: Paula Friedman. (202) 736-8640.
- Dec. 11-12**—15th annual Telecommunications Policy and Regulation Conference, sponsored by the *Federal Communications Bar Association* and the *Practising Law Institute*. Grand Hyatt Hotel, Washington. Contact: Paula Friedman. (202) 736-8640.

JANUARY 1998

- Jan. 8-11**—"International CES: The Source for Consumer Technologies," consumer electronics exposition presented by the *Consumer Electronics Manufacturing Association*. LVCC, Sands, Hilton and Alexis Park, Las Vegas. Contact: (703) 907-7674.
- Jan. 16**—40th *New York Festivals* International TV Programming & Promotion Awards and International Non-Broadcast Awards gala. Marriott Marquis, New York City. Contact: (914) 238-4481.
- Jan. 19-22**—*National Association of Television Programming Executives* 34th annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.
- Jan. 19-22**—25th annual *Association of Local Television Stations* convention. Ernest Morial Convention Center, New Orleans. Contact: Angela Giroux. (202) 887-1970.
- Jan. 23**—40th *New York Festivals* International TV & Cinema Advertising Awards gala. Marriott Marquis, New York City. Contact: (914) 238-4481.
- Jan. 29-31**—*Eckstein, Summers & Company* annual conference on new business development for the television industry. Don CeSar Beach Resort, St. Pete Beach, Fla. Contact: Roland Eckstein. (732) 530-1996.
- Jan. 31-Feb. 3**—55th annual *National Religious Broadcasters* convention and exposition. Sheraton Washington, Washington. Contact: (703) 330-7000.

APRIL 1998

- April 6-9**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

MAY 1998

- May 17-20**—38th annual *Broadcast Cable Financial Management Association* conference. Hyatt Regency Hotel, New Orleans. Contact: Mary Teister. (847) 296-0200.
- Major Meeting dates in red**
—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Staging the big event

Anytime you're terrified of something, you should probably go do it," says Mark Harrington, vice president and general manager of MSNBC, the 24-hour cable and online news joint venture of NBC and Microsoft.

That's exactly how Harrington says he felt when NBC News President Andrew Lack asked him to leave CBS in early 1996 to oversee the launch of MSNBC just six months later.

Harrington knows a fair amount about staging big events. He was responsible for overseeing CBS's coverage of the 1992 and 1994 winter Olympics in Albertville, France, and Lillehammer, Norway, respectively. It was an experience that helped him greatly in launching NBC's cable news network from scratch—a task NBC President Bob Wright warned was like putting on four back-to-back Olympics.

"He was right," Harrington says. And while the prospect of doing it in such a tight time frame was scary, it was also exhilarating. There was this corporate commitment to it and a sense that everybody at NBC was going to pitch in and help."

For close to two decades, Harrington was a star producer at CBS News. He made a name for himself during the 1970s, when, as anchor producer for Walter Cronkite, he produced every special report the network did on Watergate. The effort culminated in an Emmy for a 1974 special on the Watergate transcripts that aired the day those transcripts were released.

Like many who covered the scandal, Harrington considers Watergate the most memorable story he covered as a TV journalist. "It went on for so long and it was such a watershed point in American history," he says. "Such a wide range of political abuses had taken place, and yet the republic survived."

Watergate also gave television journalism a chance to shine like it never had before, he says. "It gave us the first really long-range, long-running story that developed live before the American audience. It was a complex breaking story day after day, which was a first for TV journalists."

Harrington joined CBS News right out of "J" school in 1970 as an associate producer in the network's syndication arm. Within a year, he was a special events producer. Over 18 years, he would produce assassination reports, seven election night specials, eight political conventions, countless space shots



"We're asking people to change their viewing habits. That takes time. We need to make it better every day."

Mark Henry Harrington

Vice president and general manager, MSNBC Cable, Secaucus, N.J.; b. Sept. 9, 1946, Denver; BA, Harvard University, Cambridge, Mass., 1968; MS, journalism, Columbia University, New York, 1969; positions at CBS, New York: associate producer, CBS News, 1970; special events producer, 1971; producer, CBS Evening News, 1974; senior broadcast producer, CBS Morning News, 1976; senior producer, CBS Evening News, 1979; London bureau chief, 1984; vice president, news broadcasts, New York, 1986; vice president, Olympics, New York, 1989; senior vice president, CBS Media, 1994; current position since January 1996; m. Kyle Good, May 10, 1985; son, David, 11

and other events. During much of that time, he also was in charge of or had a major role in producing individual programs, including the *CBS Evening News* (with Cronkite and, later, Dan Rather) and the *CBS Morning News* (where he met his wife, veteran TV news producer Kyle Good).

In 1984, Harrington made his first move into management, when he was named London bureau chief for CBS News. "I was surprised at the amount of autonomy I had there," he recalls. After two years, then-CBS News President Howard Stringer brought Harrington back to New York to serve as vice president of news broadcasts.

That was the start of a tumultuous time for TV networks and their news divisions. Networks weren't making as much money as they had been and "cost-center operations" like news came under pressure to pull their weight financially. "We went through a series of difficult layoffs and cost reductions. You now had to be able to manage budgets and costs like never before because you couldn't protect the news apparatus if you didn't," Harrington says.

In 1989, then-CBS Sports President Neal Pilson asked Harrington to oversee the planning and coverage of the Albertville and Lillehammer Olympics. It was one of those scary/exhilarating moments, and Harrington concluded that "it was an experience you just couldn't say no to."

After Lillehammer, Harrington took a corporate post at CBS overseeing development of new media projects. But "there was no real growth there, because the company was being sold. I learned a lot, but as a practical matter not a lot was being done."

Enter Lack, and the call to build a new cable channel, MSNBC. For Harrington it was another can't-say-no proposition. NBC wanted the network up in six months to take advantage of the upcoming "built-in" news events, including the Atlanta Olympics and the political conventions. Little did anyone know that three days after MSNBC launched it would get its first big breaking story—the explosion of TWA's Flight 800.

Going forward, Harrington says, the challenge is to make MSNBC as "interesting, thoughtful and provocative" as it can be. "We're asking people to change their viewing habits. That takes time. We need to make it better every day." —Steve McClellan

Fates & Fortunes

BROADCAST TV

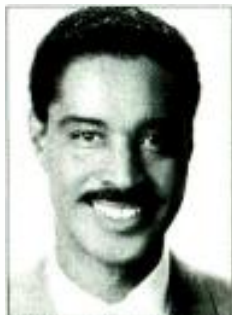
Michael Friedmann, meteorologist, 6 and 11 p.m. newscasts, WHDV-TV Harrisburg, Va., joins WTIC-TV Hartford, Conn., as weekend meteorologist.

Brian Bolter, reporter, WBAL-TV Baltimore, named co-anchor, *11 News* weekend team, broadcasting at 6 and 11 p.m.

Charles Kolmann, director, communications, WWJ-TV Detroit, joins WBBM-TV Chicago as director, advertising and promotion.

David Rexroth, meteorologist, WRGB(TV) Schenectady/Albany, N.Y., joins the WFOR-TV Miami weather team.

Jud Beck, interim sales manager, CBS Spot Sales, Chicago, named sales manager.



Hobbs

Roy Hobbs, primary anchor, New England Cable News, Boston, joins WAGA-TV Atlanta as co-anchor (with Lisa Rayam), 5 p.m. news.

Randa Minkarah, general sales manager,

WFC(TV) Minneapolis, named director, sales.

Appointments at KOTV(TV) Tulsa, Okla.: **Scott Thompson**, reporter/anchor, weekend news, joins weekday 6 p.m. newscast; **Brad Hawkins**, reporter, named weekend co-anchor; **Kim Graham**, medical reporter, named anchor, weekday noon newscast.

Robert Mitchell, sportscaster/producer, Metro Networks, joins KSTP-TV Minneapolis/St. Paul as assignment editor.

Appointments at WRC-TV Washington: **Gerald Agresti**, director, engineering and broadcast operations, WCPX-TV Orlando, Fla., joins as director, engineering;

Catherine Petrello, director, strategic finance initiative, NBC Corporate, New York, joins as director, finance.

Matthew Braatz, technical producer/news photographer, A.H. Belo Corp., Washington/East Coast bureau, joins WNBC(TV) New York as news operations administrator.

Appointments at WJAR(TV) Providence,

R.I.: **B.J. Finnell**, assistant news director, WCAU(TV) Philadelphia, joins as news director; **Bill Smyth** named editor/shooter/producer, marketing and promotions.



Ducey

Joe Ducey, consumer investigative reporter, WXYZ-TV Detroit, joins KRON-TV San Francisco in same capacity.

Darrin McDonald, general sales manager, WXXA-TV Albany, N.Y., joins KOKI-TV/

KTFO(TV) Tulsa, Okla., in same capacity.

Lori Terwell, creative director, WBBM-TV Chicago, joins WCBS-TV New York as director, creative services.

Lawrence Rutkowski, VP, corporate finance and controller, NBC, New York, named CFO, international and business development.

Tiffany Woodruff, writer/producer, WESH(TV) Daytona Beach, Fla., joins KNXV-TV Phoenix as news topical producer, promotion department.

Ivelisse Estrada, director, corporate and community relations, Univision Communications Inc., Los Angeles, named VP, corporate and community relations.

PROGRAMMING



Levoff

John Levoff, president, New Frontier Entertainment, joins UPN, Los Angeles, as executive producer, movies.

Appointments at Telescene Film Group: **Jennifer Chrein**, VP, international sales. All

American Fremantle International, joins as senior VP, sales and marketing, New York; **Chris Dalton**, president, Rave Films, joins as head of production, and **Diane Arcand** joins as associate head of production, both based in Montreal.

Tony Fasolino, managing partner, Interep's Allied Radio Partners, New York, joins King World there as execu-

tive VP, new business, Camelot (division of King World).

Rob Wussler, Western division manager, Paramount Domestic Television, Hollywood, named VP/Western division manager.

Donald Boswell, executive VP/COO, North Texas Public Broadcasting Inc., joins Western New York Public Broadcasting Association, Buffalo, N.Y., as president/CEO.

Johanna Samuel, executive, theatrical acquisitions and international co-productions, Warner Bros. International, joins Fox Lorber Associates, New York, as VP, international sales and co-productions.

RADIO

Zellner Bolden, account executive, WGKX(FM) Memphis, named publishing manager, Barnstable Broadcasting radio companies in Memphis.



Hart

Tanya Hart, correspondent/alternate host, *The Gossip Show*, E! Entertainment Television, joins American Urban Radio Networks as host, *On Ya with Tanya*, based in Los Angeles.

Paul Warren joins KKJZ(FM) Lake Oswego/Portland, Ore., as program director.

Herb McCord, president, Granum Communications Corp., New York, appointed to the board of directors, Pacific Research & Engineering, Carlsbad, Calif.

Tom Bell, general sales manager, El Dorado Communications, joins KACD(FM) Santa Monica and KBCD(FM) Newport Beach, both California, as GM.

Dave Kerr, general sales manager, WKQI(FM) Detroit, named station manager.

Chuck Browning, VP/GM, Cox Radio, Dayton, Ohio, joins Cox's five Tulsa, Okla., stations in same capacity.

Scott Paine, marketing director, KGO(AM) San Francisco, joins KLSY-FM/KIXI(AM) Seattle in same capacity.

Kurt Johnson, program director, WAXQ(FM) New York, joins WYXR(FM) Philadelphia in same capacity.

Jeffrey Dinetz, VP/GM, WITZ(FM) New York, joins Connoisseur Communications, Westport, Conn., as VP.

Jaye Albright, consultant, Albright, Hill & O'Malley, joins Jacor Communications Inc. as director, country programming, based in Las Vegas.

CABLE

Mark Chernichaw, executive VP, creative services and production, SLP& Co., New York, joins the Home Shopping Network, Tampa, Fla., as VP, on-air promotions.



Obadia

Marcos Obadia, president, West, and executive producer, Click 3 West, San Francisco, joins Discovery Communications Inc.'s Latin America Television Center, Miami, as VP, operations.

Appointments at Showtime Networks, New York: **Trisha Robinson**, co-founder/consultant, MEMGI, joins as VP, theatrical and video distribution; **George DeBolt**, senior VP/group media director, Young & Rubicam, joins as VP, media; **Matt Riklin**, senior VP, program enterprises and distribution, named executive VP; **Matthew Duda**, senior VP, program acquisitions and planning, named executive VP; **Judith Stockmon**, senior manager, travel and entertainment, American Express, joins as director, integrated communications; **Lynn Rutledge**, director, trade marketing and communications, named VP, trade communications and promotion.

Joseph Gray, founder/owner, AMN Television Marketing, joins TelAmerica Media Inc., Philadelphia, as president.

Alma Sanders, senior VP, finance and administration, the CNN News Group, Atlanta, named executive VP.

Enrique Pérez, VP/GM, WSSS(TV) Chicago, joins MTV Latin America, Miami, as general manager.

Bob Boden, VP, daytime programming, The Family Channel, joins FX Networks, New York, as VP, development and production.

Dean Wheeler, VP, creative services and

presentation, Sci-Fi Channel Europe, named creative director, on-air worldwide, Sci-Fi Channel, eventually relocating to New York.

Dom Stasi, VP, technology and operations, Request TV, joins Your Choice TV, Englewood, Colo., as VP, engineering and network operations.



Conboy

Martha Conboy, free-lance editor/director/producer, joins The Learning Channel, Bethesda, Md., as executive producer.

Rita Wissman Martin, advertising account representative, Buckeye

CableSystem, Toledo, Ohio, named advertising sales manager.

Don Tyrrie, director, finance/controller/treasurer, Barton-Cotton Inc., Baltimore, joins Comcast Cablevision there as regional controller, Mid-Atlantic.

Gail McClellan, manager, corporate planning, E! Entertainment Television, Los Angeles, named director.

Larry Register, senior international assignment desk editor, CNN, Atlanta, named VP, special projects and news-gathering.

Michael Mason, VP, sales, The Disney Channel, joins ZDTV, San Francisco, as VP, affiliate sales and marketing.

Eileen Opatut, executive VP, co-productions, sales and programming, British Broadcasting Corp. Worldwide Americas Inc., New York, joins The Food Network there as senior VP, programming, production, operations.

TECHNOLOGY

George Holmes, VP, worldwide sales, Level One Communications Inc., joins Ortel Corp., Alhambra, Calif., as VP, broadband sales.

Patrick Baumann, VP, Sun Trust Bank, Orlando, Fla., joins Harris Corp.'s broadcast division, Quincy, Ill., as international finance manager.

Mark Northeast, district sales manager, Eastern Canada, Toronto, named regional sales manager, Mississauga, Toronto.

David Linick, manager, audio/video systems, ABC Inc., New York, joins A.F. Associates Inc., Northvale, N.J., as

senior engineer.

Appointments at Lasertron, Bedford, Mass.: **Paul Flanagan**, VP, finance and administration, Vitol Gas & Electric, joins as VP, finance; **Carl Bloch**, group engineering manager, printing systems business, Digital Equipment Corp., joins as VP, engineering.

ADVERTISING/MARKETING PUBLIC RELATIONS

Peter Harris, founder, Addressable Advertising Coalition, and marketing executive, Nissan Motor Corp., and **Wes Dubin**, senior VP/director, electronic ventures, DDB Needham, join Next Century Media, New York, as senior VP, worldwide marketing, and VP, marketing, respectively.



Itzikman

Sasha Itzikman, manager, sales and marketing, Promax International, joins DNA West Ltd., Los Angeles, as senior VP.

Appointments at Zenith Media: **Steve King**, COO, Zenith Media

USA, New York, named CEO, Zenith Media Europe, Middle East and Africa; **Wendy Marquardt**, senior VP/director, D'Arcy Masius Benton & Bowles, St. Louis, joins Zenith Media USA as executive VP/client services director.

ASSOCIATIONS/LAW FIRMS

Richard Intrator, chairman/CEO, The Josara Companies Inc., New York, joins PaineWebber Inc. there as managing director/group head, media and entertainment investment banking.

Ann Epstein, creative director/head, production, Pittard Sullivan, named to the board of directors, BDA International.

Judi Allen, senior VP, marketing and programming, Century Communications; **Lou Borrelli**, executive VP/COO, Marcus Cable, and **Geoff Rochester**, senior VP, sales and marketing, Comcast Cable Communications, named directors, CFAM, Alexandria, Va.

Edward Miller, engineering manager, wewst(tv) Cleveland, elected president, the Society of Broadcast Engineers, Indianapolis.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

NABET-CWA officials say they broke off talks with Disney/ABC representatives Wednesday,

claiming the network wasn't bargaining in good faith.

The two sides are at odds over pension contributions, part-time workers and certain jurisdictional issues.

The union, whose members have been working at ABC without a contract since March 31, says no new talks have been scheduled and that "a strike could occur at any time." The union represents 2,700 workers at ABC.

The Television Bureau of Advertising says that a survey of 100 of its members shows all the respondents agreeing that **there is no difference in the price of advertising sold directly to buyers or through reps.** Some \$2 billion in spot time (about 11% of the total) is sold directly to buyers, TVB estimates. Seventy-four percent of the stations said they sell spot directly for fear of losing business; 80% said they strongly discourage the practice. Eighty-four percent said the reps can arrange all the services and follow-through that a client needs.

Westinghouse says it has received the favorable Internal Revenue Service tax ruling it needs to go forward with the separation of its industrial and media businesses. The split is to occur by year's end, the company says. As a result of the IRS ruling, the industrial businesses will be spun off as a separate public company. Welco, in a tax-free transaction to Westinghouse and its shareholders. The company says Welco will cut 2,000 jobs as part of the restructuring. Westing-

Cotton feted



Richard Cotton, NBC executive vice president/general counsel, was honored by the United Hospital Fund with its 1997 Distinguished Community Service Award. He was recognized for his work with the Primary Care Development Corp., a public/private partnership formed in 1993 to expand primary care services in New York City. Cotton is a founding director and chairman of the nonprofit corporation, which has arranged \$57 million in financing and provided the technical support necessary to build 13 new primary care facilities. On hand for the United Hospital Fund's annual gala: (l-r) NBC Chairman Robert Wright, Cotton and his wife, Jamie Fellner, and NBC anchor Jane Pauley.

house, the media company, is being renamed CBS Inc.

Pickup action at the networks: NBC said last Friday that it has picked up two of its comedies for the full season—Thursday's *Veronica's Closet* and Tuesday's *Just Shoot Me*. *Veronica's Closet* (starring Kirstie Alley) is the top-rated new show of the season. *Just Shoot Me* is in its second year. ■ ABC has ordered a full season of its new hit comedy *Dharma & Greg*. ■ The WB gave full-season pickups to its sitcom *Smart Guy* and its drama *Buffy the Vampire Slayer*.

Similar to the advisory it uses for its gritty *NYPD Blue*, **ABC will designate "parental discretion" for episodes of *Ellen*** should the story content warrant it. The network will now precede some episodes of the show, which has earned a TV-14

since its balleyhooed coming-out episode in April, with "Due to adult content, parental discretion is advised." In a statement, ABC said that it has "an obligation to communicate with parents as much as possible so they can make educated viewing decisions." The action, however, has angered star Ellen DeGeneres, who told *TV Guide* that the advisory was akin to censorship. This season, DeGeneres's character has begun to explore the dating world as a lesbian.

Fired NBC Sports announcer **Marv Albert may wind up on New York City radio.** Joel Hollander, CBS Radio's sports talk WFAN(AM) general manager, says he "has talked to [Albert] about employment opportunities" but "has not offered him a job." Albert was fired from NBC Sports last month after pleading guilty to mis-

demeanor assault and battery charges. Hollander says he "believes Marv Albert deserves a second chance pending what happens" on Oct. 24, Albert's scheduled sentencing date. If Albert is offered a job at WFAN and accepts, he may join the station next January.

Digital TV should not merely be about how many eyeballs the broadcaster captures, but which eyeballs, FCC Chief of Staff Blair Levin said last week. Addressing the International Radio and Television Society Foundation in New York, Levin said the ability to reach targeted audiences "is one of the reasons a cable channel like ESPN...can be worth the same as a general broadcast network." Levin added: "Preston Padgett and David Smith may have had to apologize to the United States Senate for describing how most of the digital television will be used, but history will prove them right."

Don Hewitt, who pioneered TV news magazines with the creation in 1968 of *60 Minutes*, attacked the genre last week, saying television would be better off without many of the programs. "I think it would be a better television world if there were fewer news magazines and more sitcoms," Hewitt told members of the Institute for Public Relations Research and Education. "The network news divisions that once aspired to be to broadcasting what the *New York Times* was to print are now content to be to broadcasting what picture magazines are to print." Hewitt said he feared that the success of his own *60 Minutes*

led to the perception among networks that news could be a gold mine.

Comcast Cable Communications Friday said it has signed a "social contract" with the FCC last Friday. The deal calls for the cable company to provide free cable and modem connections to 250 libraries and also to complete a series of system upgrades. In return, the FCC will allow Comcast systems to create "migrated product tiers."

Universal Television has signed comedian and MTV personality Bill Bellamy to star in a comedy series developed by producer Ralph Farquhar (*Moesha* and *Married... With Children*). Bellamy will continue his hosting duties on *MTV Jams*. His acting credits include the feature films "How to Be a Player" and "Love Jones."

President Clinton has agreed to participate in a live town hall meeting on Univision with young Hispanic leaders on two continents. The meeting will air Oct 16 at 3-4 p.m. ET from Miami, Los Angeles and Buenos Aires.

CNN will present an original 24-part historical documentary, Cold War: A Television History, on Sunday evenings starting Sept. 13, 1998. Renowned British film producer Sir Jeremy Isaacs co-executive produced the Turner Original Productions series with Pat Mitchell, president of original programming at Time Inc./Turner Original Pro-

ductions. *Cold War* incorporates archival film footage spanning 1945-1991, current and past interviews with world leaders and stories from families whose lives were directly affected by Cold War-era events. Turner Original Productions hopes the series will serve as a teaching aid for schools and universities. Mitchell says the idea for the series originated with Ted Turner after his visit to St. Petersburg, Russia, during the 1994 Goodwill Games. "The history of the Cold War is the history of the last 40 years, and no one else has told the complete story from a global perspective," says Turner. "That is exactly what we will do with this project."

Rockwell Semiconductor Systems has shipped prototype cable modem hardware to CableLabs for interoperability tests to be conducted for the Multimedia Cable Network Systems (MCNS) specification. Rockwell's Hi Media Group initially has sent an MCNS receiver system. CableLabs is attempting to coordinate creation of an MCNS standard that effectively would make cable modems interchangeable on all systems.

In an effort to win the race to offer DTH via satellite in Mexico, satellite broadcaster **Sky Latin America will launch a \$20 million publicity campaign in Mexico**. Sky, which in Mexico is owned by broadcaster Televisa, TCI International and News Corp., is

competing with Galaxy Latin America for digital DTH subscribers.

Cox Communications has signed a deal with Gemstar International Group Ltd. to use Gemstar's StarSight interactive program guide in advanced analog and digital set-top boxes beginning this month. Cox will use StarSight in the General Instrument/NextLevel DCT 1000 digital set-top boxes when it launches its Cox Digital TV service in Orange County, Calif., in the coming weeks. Sources say the launch would have occurred sooner, but problems with integrating StarSight into the set-tops delayed it. Financial terms of the deal weren't disclosed.

Cable Plus, the Craig McCaw-backed venture to deliver telephony, cable TV and monitored alarm services to multiple dwelling units (MDUs), **will use CableData's Intelecable customer management and billing system** under

a new agreement between the parties. Cable Plus, which is scheduled to begin service next year, plans to offer service to 250,000 U.S. MDUs. As part of the contract, Cable Plus and CableData will work to further develop the telephone portion of the Intelecable system. CableData is a subsidiary of USCS International Inc.

Errata: In the Sept. 22 special report on the 10th anniversary of Fox, **Barry Diller** was identified as chairman of QVC. He is chairman of HSN Inc. **Lucie Salhany**, listed as a consultant to Fox Broadcasting, also serves on the UPN operating board. And **Ken Solomon**, listed as DreamWorks SKG TV executive, is now president of Universal Television. ■ In the Oct. 6 "Fifth Estater" profile of HBO's **Bob Zitter**, his middle name was incorrectly reported as Michael—it's Marvin. Due to a production error, the age of his son, Adam, also was wrong: he's 19, not 1.



Drawn for Broadcasting & Cable by Jack Schmidt

"I thought I should warn you—your station said they think you're out on a sale!"

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Incorporating The Fifth Estate TELEVISION Broadcasting

Drop and give me 20 educational shows

Reed Hundt will soon be gone, but he will not be forgotten. Just tune in the networks any Saturday morning and you can see his social-compact regulation at work. ABC claims nine of the top 20 programs among kids 2-11 with its educational shows, and the rest of the networks are trying to follow suit, with varying degrees of success.

Hundt has made children the centerpiece of his activist agenda ever since he read programmers the riot act in a speech at the 1994 NATPE convention, his first major address as chairman. We can hardly fault him for caring about children, and the result of this children's campaign may ultimately be that the networks find a way to make both educational shows and money. But if the end in this instance proves relatively benign, the means are anything but.

The precedent of social engineering via government threat that has been established is Hundt's legacy, and it ill serves the public's interest in a free press. Everything from news to ads, prime time to political time, now appears to be subject to the coercion/capitulation model. To make matters worse—if that's possible—the timing of this content-regulation push couldn't have been poorer. On the eve of digital conversion, with broadcasters' futures in the balance, a whisper from Washington will sound even more like the bark of a Paris Island drill instructor.

Rocket man

EchoStar's Charlie Ergen is taking off on a wing and a prayer. The wing is the rocket that just sent the first of two new birds into orbit. The prayer is that Washington and local broadcasters will clear the way for him to deliver local signals to their respective markets via those satellites. Riding on

the outcome is a half-billion-dollar bet that those local signals are the key to building his DBS service into the kind of competition for cable that Washington has said it wants.

It's a big gamble. Ergen himself concedes that "if the Congress and the FCC want us to bleed to death, they'll take no action." Pinning your hopes on the government is problematic at best. But we suspect the odds are not as long as Ergen claims and that contingency plans are in place. "He's a player," says Glenn Jones, a wary cable competitor. "And I expect him to remain a player."

We wouldn't bet against him.

Deep pockets and dorsal fins

TCI recently lost a multimillion-dollar suit in Baltimore over the fees it charges customers who are late with their bills (B&C, Sept. 29). That decision has put dollar signs in the eyes of several lawyers, who have been emboldened to go after the company elsewhere. (Perhaps they have run out of defendants who fell off ladders that had failed to carry a label warning against their use on ice-covered mountain ledges.)

That is not to suggest that all class action suits are nuisance, but in Denver, cable's hometown and the next target city for a suit, the top cable regulator for the city and county of Denver has had zero complaints about late fees. TCI has been able to derail suits in several states, but even where there is no smoke, fire insurance is a good buy.

Before this issue turns into a class action field day, the Baltimore decision suggests two lines of defense. First, have a study in hand that details the cost of late payers and justifies the fee. Second, the judge in the Baltimore case suggested that cable had no competition, seemingly unaware of the satellite industry (although TCI's lawyers tried to make him aware of it). This might be one time that DIRECTV works to cable's advantage.

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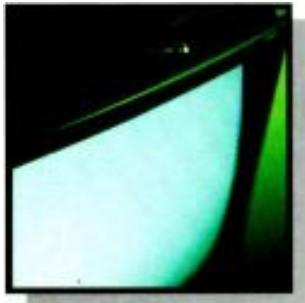
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Media Report Card on Social Responsibility



Grade television on the degree it fulfills its role:

- to entertain
- to help shape American culture
- to teach character and values to children and teenagers
- to help consumers make purchase decisions
- to provide the country's leaders access to the American public
- to educate
- to provide information and news

Any number of hot-button, high-impact issues are confronting the industry — the ratings system, the FCC children's programming mandate and the V-chip, to name only a few. In light of such sweeping changes redefining the medium, we commissioned a Roper Study to survey viewers across the country: Is TV just making the grade, passing with flying colors — or falling behind? The surprising answers will be revealed in our October 20 *Media Report Card*.

Broadcasting & Cable will simultaneously announce the results of our exclusive Roper Study at the prestigious International Radio & Television Society Foundation's ninth annual dinner and program. The October 20 gala, to be held at the Marriott Marquis, New York, will feature a panel and audience discussion hosted by Jeff Greenfield. Our *Report Card* supplement will also serve as the official event program. For IRTS Dinner Reservations, call Maggie Davis at (212) 867-6650, ext. 302. Tickets start at \$500.

Count on *Broadcasting & Cable* to deliver your message in this special issue to 35,000 industry leaders — plus event attendees. And you'll target consumer media, sure to report on this groundbreaking research. This is an exceptional forum to showcase your network or program. Reserve your ad space today.

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