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# Broadcasting & Cable

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NAB's Eddie Fritts reveals results of station survey

## NAB's Public Service Tally Will It Pay The Rent?

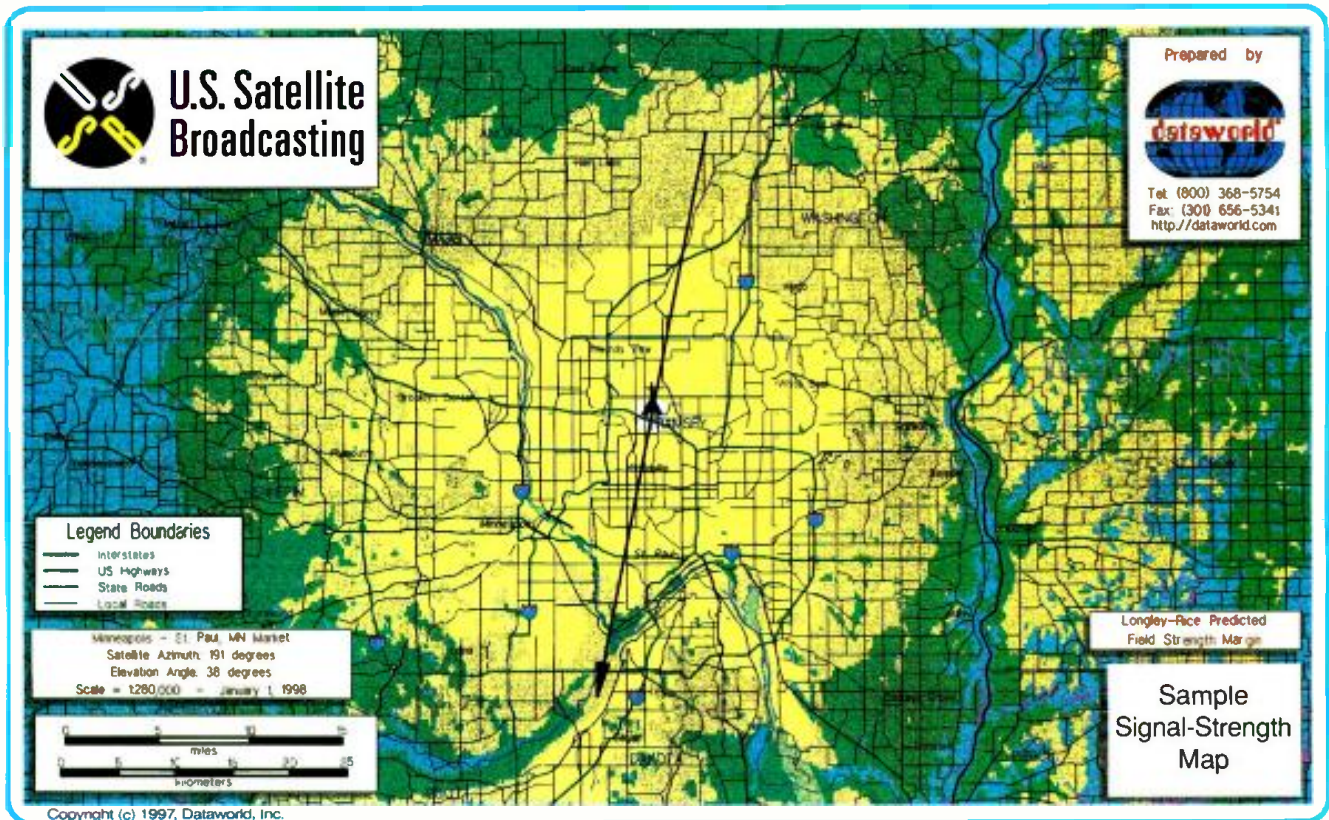
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TOP OF THE WEEK / 8  
BROADCASTING / 92  
CABLE / 140  
TECHNOLOGY / 120  
Telemedia  
PAGE 154





# We're Mapping The Road To Success For Television Broadcasters.





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# Fast Track

## TOP OF THE WEEK / 8

**The big get bigger** The nation's top 25 TV station groups own or control 36% of the commercial television stations in the United States. (A list of the top 25 appears on page 46.) / 8

**Emmis buying SF TVs** USA Broadcasting Inc. and partner Fox are selling their four SF stations for \$307 million to Emmis Broadcasting Corp. / 8

**Tiffany will bump and grind with Stern** Shock jock Howard Stern says that his Saturday night program, to debut in August—against longtime NBC staple *Saturday Night Live*—will feature lots of talk about penises, vaginas and sex. / 16

**EchoStar CEO Charlie Ergen testifies at last week's subcommittee hearing on direct broadcast satellite issues.** / 30

## BROADCASTING / 92

**ABC, NBC affils team for news** An unusual arrangement between stations in Northeastern Pennsylvania will put the newsrooms of the local CBS and NBC affiliates side by side; the two operations will share a news director as well as a building. / 92

**'Springer' moves in Detroit** Following weeks of protests over a decision to move *The Jerry Springer Show* to 4 p.m., WDIV last week decided to return the program to its original 10 a.m. slot. / 98



Jerry Seinfeld will say goodbye during May sweeps. / 109

## TECHNOLOGY / 120

**ESPN first U.S. network to use AP system** Cable sports giant ESPN has tapped The Associated Press's next-generation Electronic News Production System (ENPS) as its new newsroom computer system. / 120



**COVER STORY**

**Will NAB's public service tally pay the rent?** A massive NAB effort has produced a study that puts a dollar figure of \$6.85 billion on the airtime donated by broadcasters to PSAs, political airtime and charities during 12 months. The NAB will release the results in Las Vegas this week. **Cover photo by Dennis Brack/Black Star** / 70

**Broadcasters give, but take in billions** Even accepting broadcasters' assertion that radio and TV stations use their licenses to give billions back to the public, that amount isn't making much of a dent in the billions in new wealth being created for station owners. / 80

**Kennard: Trust but verify** FCC Chairman William Kennard thinks that most—but not all—broadcasters do a good job fulfilling their public interest obligations. He also believes that broadcasting needs more diverse ownership. Kennard discussed these issues as well as other plans for his chairmanship with BROADCASTING & CABLE. / 84

## CABLE / 140

**Charter, MediaOne settle dispute** A nasty fight between Charter Communications and MediaOne Group over ownership of cable systems in Minnesota has ended; MediaOne may pay Charter enough to cover Charter's debt and equity commitments, legal fees and then some. / 140

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**Let them Intertain you** Intertainer Inc. has gained Sony and US West as heavyweight backers of its pay-per-view online business as it nears its first commercial introduction. / 154

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# CAN YOU NAME FOX'S #1 COMEDY?



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# KING OF THE HILL

SOURCE: NTI, 1997-98 Season through 3/22/98





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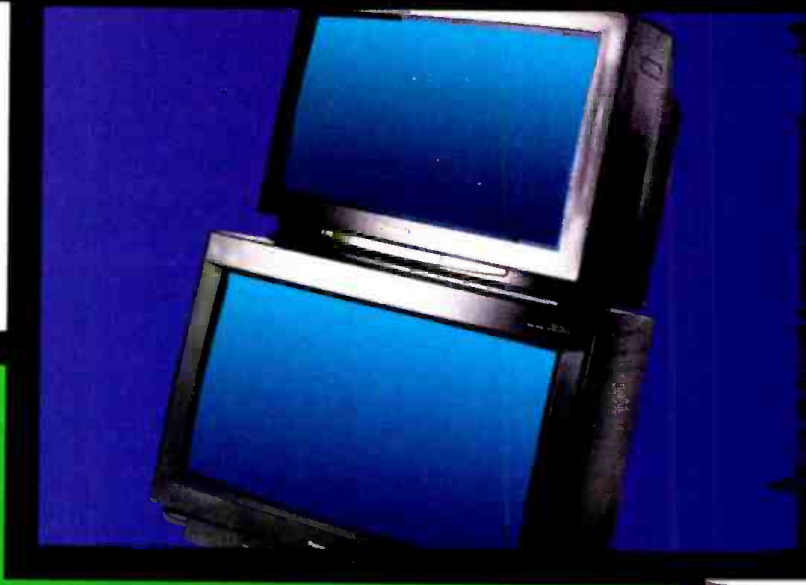
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# The big get bigger

Top 25 TV groups now control 432 stations, up 49% from 1996

By Sara Brown

The nation's top 25 TV-station groups own or control 36% of the commercial television stations in the United States, up from 33% last year and 25% in 1996, according to BROADCASTING & CABLE's latest ranking (see page 46).

The top 25 groups, whose membership and ranking changes continually, now own or control 432 of the nation's 1,202 commercial TV stations. In 1996, the groups owned 290 of the 1,181 stations.

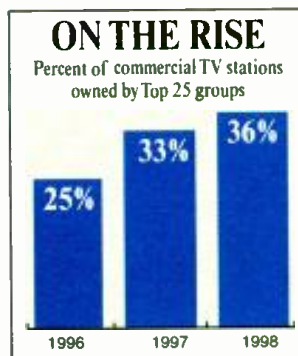
Chiefly responsible is the Telecommunications Act of 1996. Before the bill's passage, broadcast groups were limited to 14 TV stations and coverage of no more than 25% of the nation's TV homes. The bill eliminated the numerical cap and lifted the coverage limit to 35%.

Also contributing is the proliferation of local marketing agreements and similar contracts that give groups control over stations they may not be able to own outright because of the remaining ownership limits.

The concentration troubles some Washington policymakers. "This may not even be deregulation; this may be unregulation—and that may be of significantly more concern to us," says Assis-



For a complete listing of the Top 25 see pages 46-58.



"Removing the ownership cap helps us, because you have the economies of scale [necessary] to remain a player in the programming marketplace," says Shaun Sheehan of Tribune, the fifth-largest station group.

And the broadcasters have supporters in Washington. An aide

to Commissioner Harold Furchtgott-Roth says the increase is no cause for concern. "There's no reason to think that consolidation necessarily leads to a lack of diversity," says Paul Misener.

The FCC gives broadcasters some slack with regard to the 35% coverage limit by not counting coverage of stations controlled through contracts and by discounting UHF stations' coverage by 50%. So groups with as many as 56 stations remain far from the 35% cap.

Last year's top group, Fox Television Stations Inc., is still at number one but has raised its FCC coverage from 34.8% to 34.9% of U.S. TV households, putting the group within just one-tenth of a percent of the FCC's limit.

Also contributing is the proliferation of local marketing agreements and similar contracts that give groups control over stations they may not be able to own outright because of the remaining ownership limits.

The concentration troubles some Washington policymakers. "This may not even be deregulation; this may be unregulation—and that may be of significantly more concern to us," says Assistant Secretary of Commerce Larry Irving. "Lack of attention to this issue has caused a significant downside in minority ownership."

"In television there has been no demonstration that this kind of consolidation is necessary to keep these stations on the air," Irving says.

Commissioner Susan Ness says she has "no quarrel" with the relaxation of the national ownership limits. But she is wary of efforts to relax the current FCC prohibition against owning two stations in a market. "That's where I'm vigilant."

But broadcasters maintain that the consolidation has been healthy for companies and viewers. "The sponsors of the Telecom Act understood that the stronger, more financially secure companies can better serve local communities, and that is what is happening," says NAB spokesman Dennis Wharton.

Commissioner Harold Furchtgott-Roth says the increase is no cause for concern. "There's no reason to think that consolidation necessarily leads to a lack of diversity," says Paul Misener.

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Fox's expansion has come because of market growth, even though it hasn't bought a single station since BROADCASTING & Cable's list was last com-

*Continues on page 26*

## Emmis buying SF TVs

USA Broadcasting Inc. and partner Fox are selling their four SF stations for \$307 million to Emmis Broadcasting Corp. The deal came just one day before BROADCASTING & CABLE's list of the nation's top 25 station groups (see page 46) went to press.

The SF stations are WALA-TV Mobile, Ala.; KHON-TV Honolulu (with satellites KHAW-TV and KAIL-TV; WVUE(TV) New Orleans, and WLUK-TV Green Bay, Wis.

Emmis last week also purchased WFTX-TV Fort Myers, Fla., and WTHI-TV Terre Haute, Ind., for \$90 million from Wabash Valley Broadcasting. As part of the Wabash deal, Emmis also gets WTHI-AM-FM and WWVR(FM) Terre Haute.

The buys are Emmis's first venture into television. The company plans more acquisitions in markets 15-80, according to Emmis Chairman Jeffrey Smulyan.

Smulyan promised that Emmis will be on next year's top 25 list.

Before the sale, USA was eighth on the top 25, with an FCC coverage of 17.4%. After last Tuesday's announcement, USA slipped to ninth place, with 15.5% FCC coverage.

Gregg Nathanson, president of programming and development for Twentieth Television and a major investor in Emmis, will head Emmis Television as president.

—Sara Brown



# The Fun is About To Break Loose



# April 18!



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# Tiffany bumps, grinds with Stern

Syndicated show on CBS stations will take on 'SNL' with dwarfs, lesbians, nudity

By Steve McClellan

He doesn't know the title of the new show yet, but shock jock Howard Stern says that he's trying to work the word "poontang" into it.

Yes, the Saturday night show (would-be competitor to NBC's *Saturday Night Live*) that the self-proclaimed "king of all media" is developing for the CBS-TV Stations and syndication is being billed as quintessential Stern—outrageous, some would say offensive, and replete with drunken dwarfs, strippers, nudity and lesbians, lots of lesbians. "Lesbians equal ratings," Stern says.

The Saturday night program, to debut in August, will feature talk about penises, vaginas and sex—like his morning show—Stern said at a press conference in New York last week.

Stern was introduced by former *SNL* player Norm MacDonald. The press conference was broadcast live on Stern's morning radio show last Wednesday (April Fools' Day, although the announcement was clearly no joke).



Stern, with Robin Quivers (r), told the press last week that his new TV show will be based his syndicated morning radio program.

Reporters wondered how such a show could air on the Tiffany network, or at least Tiffany network stations. "Tiffany is a stripper's name," quipped Stern, who dubbed the new CBS Stations show "train-wreck television." He also said that the late-night time period is considered a "safe harbor" by the FCC, giving him lots of leeway to be his usual self.

Network officials, from radio and stations chief Mel Karmazin on down, stress that the new show was not, is not and never will be intended for the network. Eyemark Television, CBS's distribution arm, is expected to announce syndication plans for the show shortly, com-

pany executives say. Karmazin says that the show will probably be sold for straight cash, letting stations maximize the local advertising opportunities.

There was never any thought of putting Stern's show on the network "for obvious reasons," says Karmazin. He admits that the controversial content makes it more difficult to sell to national advertisers than local advertisers. But local advertisers love it, Karmazin says. "Local

advertisers are as loyal to Howard as his fans are. That's because the local car dealer knows how many people walk into the showroom the day Howard talks about him."

Karmazin declined to predict a rating for the show but is confident that "it will make more profits for the CBS stations in that time period than they have ever made. Even if the show isn't sold to another market, it will be an overwhelming success for the CBS stations." The Stern show, he says, will be a second platform from which to draw and promote the young adult male audience that CBS has lacked. The other platform, of course, is the newly reacquired NFL.

Stern's agent, Don Buchwald, says the deal calls for 40 original episodes for next season, starting in August. The hour program will air at 11:30 p.m. on 12 of 14 CBS-owned stations. Salt Lake City won't carry the show—and Green Bay, Wis., will likely air it an hour later—because of previous commitments to syndicated programs, according to Ben Zurier, vice president, programming, CBS TV Stations.

Unlike Stern's local TV show on WWOR-TV New York a few years ago (syndicated by All American Television), the new show will not be a completely separate production. Buchwald says that most of the material for the Saturday night show will be videotaped during Stern's morning radio show. "The [new] show is based on the radio show," Stern said. "It will be an easier schedule. There's no way I could go back and do what I did for [WWOR-TV]." But Stern and his crew will create

## FCC eases up on Stern

Howard Stern has fewer threats of crucifixion at the FCC these days.

Stern, who once compiled a tape called *Crucified by the FCC* and also prayed on-air for the death of then-FCC Chairman Al Sikes, is facing only one indecency fine by the agency. Regulators last summer hit Stern flagship WXRW(FM) New York with a \$6,000 "notice of apparent liability." The action stemmed from earlier fines—since paid—that the FCC had slapped on Stern affiliates in Richmond, Va., and New Orleans.

The New York station has contested the FCC's notice, and the matter is still pending before regulators. Also pending are four additional listener complaints against Stern's show, but none of them is against CBS stations.

It's a far cry from the troubles Stern once faced in Washington. With Sikes as chairman, regulators in 1992 began hitting Infinity and Stern affiliates with a series of heavy fines ranging as high as \$500,000. The broadcaster's FCC tab had soared well past \$1 million when Infinity in 1995 agreed to make a \$1.7 million "voluntary contribution" to the U.S. Treasury to wipe clean Stern's slate at the commission.

Since then it's been relatively smooth sailing for Stern. In 1996, commission officials reviewed a series of complaints that had piled up since the settlement as part of its processing of Westinghouse's acquisition of Infinity Broadcasting. The effort, however, resulted only in three fines totaling less than \$30,000.

—Chris McConnell

Tom Sobolik / Black Star



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Pat O'Brien



Giselle Fernandez

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Source: NSI Rating, metered market overnights: 3/24/98.



# It Might As Well Be

Hercules and Xena continue to be the #1

1. XENA

2. HERCULES

3. STAR TREK: DEEP SPACE 9

4. EARTH: FINAL CONFLICT

5. BAYWATCH

6. HONEY, I SHRUNK THE

7. PENSACOLA: WINGS OF

8. NIGHT MAN

9. WILD THINGS

10. HIGHLANDER

Source: NSS Premiere through 3/8/98 (GAA%)

**Hercules: The Legendary Journeys** and **Xena: Warrior Princess** have once again proven their enduring strength among first-run hours. This February, they continued to rock the competition and dominate the two top spots, leaving an indelible impression on the ratings charts. For Hercules and Xena, it's not just a sweeps period. It's an era.



# Written In Stone...

and #2 first-run hours in syndication.

6.3

5.7

5.3

4.1

3.7

3.5

3.4

3.1

2.6

2.5

KIDS

GOLD

Household Rating)

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"some original bits" for the new show. "It won't be as demanding as the [WWOR-TV] show," he said, "but it will be funnier."

Stern's entourage at the press conference included a drunken dwarf dressed in a bunny costume, Fred the Elephant Boy and a busty young African-American woman named Urzo. Urzo's clothes screamed "hooker," although her profession wasn't specified. Typically subtle, Stern said, "Urzo will fellate anyone who gives us a good write-up on the show."

"William Paley is flipping his lid in his coffin," said Stern. As to standards, Stern said that "American standards have fallen to an all-time low, and I'm here to represent that."

The basic game plan is "to go on Saturday nights, have some fun and give people a good laugh just like we've been doing in their cars all along in the morning. Now we'll give them a good laugh at night."

Both Stern and E! Entertainment Television said that he will continue to do his nightly show for the cable network, which airs at 11 p.m. and 11:30 p.m., Monday through Saturday—although the Saturday airings will be dropped so that Stern does not go head-to-head against himself. The E! show also airs at 2 a.m. and 2:30 a.m. Monday through Friday. ■

## Putting the B (for Butt Bongo) in CBS

Segments called Butt Bongo Fiesta and Hollywood Hookers highlighted radio personality Howard Stern's previous broadcast TV show.

*The Howard Stern Show* lasted two seasons in national syndication (1991-93) and pulled in large ratings in top markets like New York and Los Angeles.

And what of the newest offering, being sold this summer by the network's syndication unit, Eyemark Entertainment? "It will have Howard Stern and it will be funny. That will be probably the lion's share of the overlap from the former show," says Ben Zurier, vice president, programming, CBS TV stations. "It will be a show that will have a strong appeal to a young audience, and it will be potentially controversial."

When asked how the show should be rated by the FCC, Stern told the media at last week's press conference that "it should get a V for vagina."

Stern is being positioned by CBS executives to take on NBC's *Saturday Night Live*. George Back, the former president of All American Television, which distributed Stern's show five years ago, says the original weekend series should never have gone off the air.

"As a syndicated, late-night weekly show, it was successful and should have continued," says Back, now the president of domestic distribution for Pearson All American. "It beat *Saturday Night Live* regularly where it went up against it."

The original series was produced by Chris Craft United and taped at its WWOR-TV New York. Back says Stern's representatives and Chris Craft executives could not agree on how to go forward with the show for a third season.

A number of questions surround the new show, including what kind of ad commitments stations will receive. "We had a slight problem selling it," Back says of the original show. "We had some steady sponsors, but national sponsors were slow to come to it."

Sources say Eyemark will ask for two minutes of national ad time, with the remainder to be sold to local advertisers, much like his radio program. CBS executives had no comment.

—Joe Schlosser

# USA puts harness on Springer

By Joe Schlosser

**B**arry Diller won't let Jerry Springer host his own version of ultimate fighting any longer.

Diller's newly acquired USA Networks Studios is putting a harness on Springer's fight-marred, but ratings strong, talk show and is urging stations to discourage children from watching. The USA Networks action comes after a week of criticism in major daily newspapers and after protests from the Detroit City Council and Board of Education.

The timing couldn't be any worse for Springer, whose show hit all-time high ratings in the just released February sweeps. Springer scored a best-ever 9.4 rating/22 share in early-fringe time periods for the month, according to Nielsen Media Research. And for the week of March 16, Springer topped

*Oprah Winfrey* with an 8.1 national rating, compared to her 6.8.

"USA Networks Studios, producer and distributor of *The Jerry Springer Show*, is stepping up its efforts to minimize further altercations among guests," a USA statement released last Friday says. "It has also issued a strict voluntary disclaimer to stations strongly urging parents against allowing children to view the program. Since the voluntary ratings system was established last year, the show has complied fully with the guidelines, and routinely rates itself TV-14."

Sources say Greg Meidel, chairman of USA Network Studios, was in Chicago last week to meet with Springer and the show's executives to discuss "toning it down a little." Diller made it clear publicly, says a GM of a station that carries Springer's show, that something was going to happen.

"This is totally Barry Diller," says

another GM whose station airs Springer.

Springer security guards now will be quicker to step into the action and will not allow lengthy fighting, sources say. Also, editing will be tightened to de-emphasize fighting.

USA executives say there still will be "confrontations, but there will no longer be any fist fighting." Executives at the show would not comment. Springer has had four distributors in the past four years.

"It was inevitable. It had reached the point of outrageousness, where someone was going to get hurt," says Bill Carroll, vice president-director of programming, Katz Media. "They are taking a reasonable step to try and keep things under reasonable control. I will take a way-and-see attitude to see how it flows in the structure of the show, how they can make it work for them." ■



*Seinfeld*

*A "MUST SEE"  
Comedy  
Franchise...*



# HDTV: The real tests start this fall

*ABC and Fox go progressive; CBS and NBC back interlace*

By Steve McClellan and  
Glen Dickson

**W**hen Fox unveiled its digital format plans two weeks ago, network president Larry Jacobson summed up the decision by saying that Fox was basically taking its digital lab public. The same can be said for all the networks. When they go digital this fall, their real commitment will be to start testing different formats rather than to embrace one for the long haul. Industry-wide rollout of digital will take years, executives say.

Witness CBS, which has been leading the charge on the 1,080-line interlace format for more than a decade. Last week the network reiterated its commitment to broadcast in HDTV using the 1080 I format starting in November. But the commitment is minimal—a mere five hours a week of prime time HDTV.

Of course, that's five hours more HDTV than 99.9% of the American viewing public will be able to receive in their homes this fall. "We're all still feeling our way in the digital world," says one network executive. "Nobody really wants to commit to anything until we know what the viewers want." And the way to find that out, he says, is to test different formats.

Howard Stringer, president, Sony Corp. of America, seconds that notion: "Secretly, the networks don't really want high-definition, at least not yet." There's sort of a chicken-or-egg dilemma as to how HDTV gets rolled out, he says. While the networks want to meet marketplace needs, consumer set sales will be driven by "how broadcasters roll out programming in high-definition. It's not unlike color. People forget it took 10 years to get color across the country. HDTV will likewise take a long time to saturate the market."

Digital TV penetration will be hampered by the lack of a single standard, Stringer says. At least four formats will

be tested on the air this fall. Last week ABC confirmed earlier reports that it would go with 720-line progressive, which will be rolled out slowly in prime time starting in November. ABC will broadcast standard-definition 480-line progressive scan (60 frames per second) in non-prime time dayparts.

other high-definition options, including 720 P, which he characterized as "probably indistinguishable" from 1080 I. But in terms of equipment availability, he said, "720 P isn't here yet."

Not true, says ABC, which last week announced a deal with Panasonic to build and equip its 720 P origination plant in New York. That gear will be installed this summer and ready by September. In addition, Panasonic will supply a turnkey 720 P HDTV package for ABC's owned stations and for interested affiliates at a discounted price. Panasonic Broadcast and Television Systems President Steve Bonica says its turnkey package for stations will be available "by the end of the year."

None of the major networks is bullish on multicasting, at least for now, for a couple of reasons. First, they haven't figured out a viable business model. Second, there's some political pressure for the networks to get HDTV sorted out before they focus on multicasting.

Leo Hindery, president of TCI, says that while the focus of digital for broadcasters is sharper pictures, the focus for

cable systems is "one of increasing choice or tonnage. It is the way to the multiple-hundred-channel universe that's been talked about for so long." TCI's digital strategy is aimed at "lots and lots of additional channel options for viewers."

It's unclear exactly what programs will constitute the modest amount of HDTV that will be offered in November. ABC Network Television President Preston Padden says the network will start with prime time entertainment programs shot on film. He says that talks with program suppliers about producing in HDTV will begin shortly after the conclusion of the NAB convention.

Starting in November, ABC's non-prime daypart signals will be transmitted in 480 I to affiliates and O&Os, who will de-interlace the signals to 480 P for local broadcast. ■



## Hi-def taste test in Texas

*LIN Productions President Lee Spieckerman (l) and Gary Shapiro, president of the Consumer Electronics Manufacturers Association, compare the NTSC broadcast at last Tuesday's opening-day Texas Rangers game to the HDTV broadcast that was produced by LIN Productions. Both signals were broadcast by NBC O&O KXAS-TV Dallas/Fort Worth: the NTSC signal on ch. 5 and the HDTV signal on ch. 41, the DTV assignment for KXAS-HD. HDTV pictures from the game were also received and displayed in two Circuit City stores in Dallas, as well as in the Rayburn House Office Building in Washington, where government officials watched a remote fiber feed that was broadcast locally by the Model HDTV Station, WHD-TV.*

NBC will announce today (April 6) that it will adopt 1080-line interlace as its high-definition format and 480-line progressive as its standard-definition format. Two weeks ago, Fox said that it is embracing 480 P (30 frames per second) as its format throughout the broadcast day but will experiment with 720 P as an HDTV format.

At the Big Picture media conference in New York last week, CBS Radio and Stations Chairman Mel Karmazin stressed that the network is keeping its format options open. Karmazin confirmed that CBS initially will use 1080 I. But, he said, "we are not committed to do full high-definition television until we see what the American public would like to end up with."

Talking about NBC's digital strategy, company president Bob Wright made it clear that NBC has explored



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# News



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# Radio



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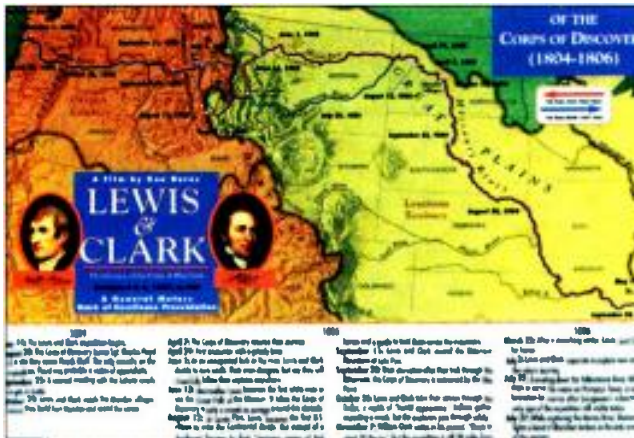
# Intel, PBS to push integrated digital broadcasting

By Richard Tedesco

Intel Corp. and the Public Broadcasting Service plan to create an enhanced digital broadcasting service, with a trial by year's end and the launch—after finding another broadcast partner—in 1999.

PBS will focus on history and children's programming, enriching video content with integrated data transmitted to PCs. A pilot has been produced using *Lewis and Clark* footage with links to Website content on the explorers, according to John Hollar, PBS executive vice president. Hollar says that PBS expects to spend several million dollars on digitally recasting programming over the next two to three years. The entire *Lewis and Clark* series eventually may be digitally enhanced.

"The real point of this collaboration



PBS's 'Lewis and Clark' will be digitally enhanced.

is doing parallel production: producing digital programming and the content to go with it," says Hollar. An agreement is near on enhancing a new children's series premiering on PBS stations this fall, he adds.

No decision has yet been made on the digital format for the signals. Intel will support any format but is still touting progressive scan over interlace. The supporting technology is the same that

Intel uses for enhancing analog video signals on PC screens with a dozen broadcast and cable programmers in its InterCast project. NBC, the leading broadcaster in that project, delivers data-enhanced versions of *The Tonight Show with Jay Leno* for viewers who want to access background about Leno's guests while they watch on PC. Ancillary data come through the vertical blanking interval in the broadcast signal and are accessible by menu on the PC screen. High-end Pentium machines are equipped with \$150 tuner cards to receive the broadcast signals.

Zenith Electronics and Intel are working on \$250 tuner cards to be used in the PBS/Intel digital trial, according to Ron Whittier, senior vice president in charge of Intel's content group. Intel also is working on all-format digital decoding with Hitachi.

Whittier describes the PBS initiative as a digital version of InterCast: "That work is now moving to provide an enhanced capability in the digital domain where video plus data can be combined in ways that are more aggressive."

Integrated digital signals also can be carried on a digital TV set, Hollar says. The point, he says, is to present "not only the program that you watch but the fully interactive experience that goes with it." ■

## Rebo, stations plan HDTV syndication

HDTV entrepreneur Barry Rebo and six broadcast stations preparing to be pioneers in the new technology want to serve the nascent high-definition TV business with syndicated programming.

Rebo expects to have about 100 hours of diverse content shot in HDTV available for distribution next year to new digital stations. Rebo says he'll be happy if 10 stations participate; his partner in the venture, Capitol Broadcasting's WRAL-HD Raleigh, N.C., will still consider it a go if the current six stations are the sole collaborators, according to John Greene, Capitol's vice president for special broadcasting.

"The idea is to provide enough ancillary material to make sure these stations can keep lighting up an HD presentation, to augment what the networks will provide," Rebo says.



'Truk Lagoon: Underwater Odyssey' will air on PBS in August.

Programming candidates include the *Wildlife Adventures* series that Rebo is co-producing with NHK for TBS. He also is seeking the rights to convert a major cable network's library of documentaries from super 16mm film to HDTV. NHK may bring an HDTV truck to the U.S. after the World Cup Soccer finals in June for various productions that the consortium could finance.

Ideally, Capitol would like 20 stations to participate in the consortium. It will meet this week at NAB with the six major-market stations, which have various affiliations. It garnered the group from a solicitation sent to 26 stations that had filed HDTV plans with the FCC. Capitol and the six stations also will meet with 27 PBS stations during NAB to explore common ground in programming to be developed or procured. —Richard Tedesco



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# Decherd's proposes public interest plan

*Deregulate the industry completely or let PBS fulfill obligations, says Belo head*

By Paige Albinak

**T**he government should look to public broadcasting to handle any additional public service obligations for digital broadcasters, says Robert Decherd, president of A.H. Belo Corp.

Decherd, a member of the Gore commission on the public interest obligations of digital broadcasters, says the government should deregulate television altogether, according to a report he will submit to the commission before its April 14 meeting.

"Intense and ever-increasing competition in the information marketplace will force broadcasters to offer high-quality, original, locally oriented programming that serves the public interest," the report says, which means that broadcasters will have to provide such programming in order to stay competitive.

But since government is unlikely to completely deregulate the television industry, broadcasters should keep their

existing public interest obligations and let public broadcasting handle any additional requirements, Decherd says.

In return for accepting those responsibilities, public broadcasting would maintain its government funding, get to keep its second channel and receive supplemental funding from fees paid by broadcasters for ancillary digital services, according to the Decherd plan.

"With broadcasters required to pay the FCC for fee-based ancillary and supplementary uses of digital spectrum, funding can be made available for enhanced educational programming, public access and airtime for political candidates," the report says.

Decherd says his plan is attractive because there is something in it for everyone, and it isn't so extreme that it divides the group. "I've talked to people at the Gore commission and people in the public broadcasting world," Decherd says. "I think this is an intriguing and constructive idea around which every member of the commission can rally."

The Public Broadcasting Service supports the plan, but it does not feel that public broadcasters alone should provide free airtime for politicians.

Although public interest advocates don't oppose letting a souped-up public broadcasting system take on more responsibility for airing community issues, they are wary of plans that let commercial broadcasters off the hook.

"I don't fundamentally oppose a pay-or-play solution. But the way he's got it, broadcasters would have to do nothing—and that I'm opposed to," says Gigi Sohn, executive director of the nonprofit Media Access Project.

Sohn says she will recommend to the Gore commission that broadcasters pay a certain percentage of their gross revenue if they want someone else to fulfill their public interest requirements. Uncertain that fees from broadcasters' ancillary digital services will bring in much money, Sohn says: "There's money in them thar hills, but there ain't no money in supplemental fees." ■

## FCC cuts back on paperwork

*Proposes shortening forms, 'trusting licensees' more*

By Chris McConnell

**A**s they prepared to depart for the NAB convention last week, FCC commissioners proposed easing some of the workload on the industry's lawyers.

A "streamlining proposal" launched by commissioners would shorten forms and cut back on the paper that stations must file with regulators.

"We're going to trust licensees," FCC Chairman William Kennard said of the new plan, referring to the proposal to allow broadcasters to file "certifications" rather than more lengthy documents. Other elements of the plan include:

- A proposal to eliminate the requirement that sales contracts—including sales prices—be filed with the commission as part of station transfers. Stations would still be required to include the contracts in

their public inspection file.

- A proposal to allow stations to file ownership reports with the FCC every four years or when the station ownership changes. Currently stations must file those reports annually.

- A proposal to eliminate payment restrictions on the sale of unbuilt stations

- A proposal to increase construction periods for licenses to three years but narrow the grounds for extensions.

"We strongly support the commission's effort to reduce unneeded paperwork burdens on broadcasters," NAB President Eddie Fritts said of the streamlining plan.

In a separate vote, commissioners also decided to change their rules to allow electronic filing of comments in most of their rulemaking proceedings. The commission said that it hopes to have the expanded electronic filing system available in June. ■

### 'Seinfeld' syndication saga continues

Columbia TriStar Television Distribution has renewed second-cycle runs of *Seinfeld* on incumbent stations in Orlando, Fla., and Cleveland for more than double their original license fees, sources say.

WB affiliate WKCF(TV) Orlando (Press Broadcasting) and CBS affiliate WOIO(TV) Cleveland (Malrite Communications Group Inc.) have signed on for the second batch of *Seinfeld* reruns, which debut in 2001 (when the current run ends).

The two renewals mark the second and third deals for *Seinfeld*; CTTD executives sold the sitcom in New York two weeks ago to Fox O&O WNYW(TV). The New York deal with Fox was the largest single market syndication deal in history, worth nearly \$300,000 per week.

Industry experts and other syndicators say the show is likely to be sold in Los Angeles and Chicago soon. CTTD and Fox executives had no comment. —Joe Schlosser





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## TV Groups

continued from page 8

piled on June 30, 1997. So a question looms: As markets continue to grow, will the FCC require Fox to divest stations?

CBS, number one until losing that spot to Fox last year, slipped even further this year despite holding on to all of its properties. Paxson Communications Corp. moves into second place. The first station group in television history to own stations in each of the top 20 markets is paving the way for delivery of Chairman Lowell W. "Bud" Paxson's new family programming network, Pax Net. Paxson remains tops in total coverage, with 61.4% of TV households (not discounting UHF stations per FCC practice). But with 55 stations it just misses first place in sheer number of stations. That distinction goes to an equally acquisition-driven Sinclair Broadcast Group Inc., now with 56 stations.

The year's biggest upward mover is Sinclair, which jumped three places, to 12. The group also tops the list for number of local marketing agreements, with 14. There are signs that the issue of LMAs may be contentious at the FCC this year, and it remains to be seen whether Sinclair can continue to partner so freely with Glencairn Ltd. Glencairn just last week closed on a deal to buy KFBT(TV) Las Vegas, which Sinclair will manage under an LMA.

Pulitzer Broadcasting Co. (number 23) recently announced it would put its stations on the block. Hearst-Argyle Television Inc. appears to be the lead bidder for the group, but sources say Gannett Co. also is in the running. Pulitzer is expected to sell for as much as \$2 billion, and acquisition of its stations will significantly alter the placement of either bidder in the top 25. Insiders expect a deal to be announced within the next few weeks.

With ongoing rule reviews at the FCC, some groups may be able to make big gains by the time next year's top 25 rolls around. Others are sure to slip even without divesting any properties. Still others, like Fox, may find themselves in trouble with regulators even if they don't take another step.

—Paige Albinak and Chris McConnell contributed to this story

# Closed Circuit

## Wright visits FCC

**N**BC President Bob Wright toured the FCC last Friday to make a push for relaxed TV ownership limits and must-carry rules in the digital age. Wright also planned to discuss the network's digital TV plans and other topics. The network president, who expected to talk with all five commissioners, also was bringing along a report on the public service work of NBC-owned stations. Joining him was NAB General Counsel Richard Cotton.

### WASHINGTON

## Chairmen of the board

**J**im Yager, president and COO of Benedek Broadcasting, is running for chairman of the National Association of Broadcasters' television board, and Ben Tucker, president of Retlaw Broadcasting, is running for vice chairman. Yager and Tucker are the first two names to surface as candidates for the television slots. Bill McElveen, current vice chairman of the radio board and president of WTCB(FM)/WOMG(FM)/WISW(AM) Orangeburg/Columbia, S.C. is running for chairman on the radio side. Observers say McElveen is campaigning hard and expected to win. The terms of the occupants of those posts expire in June.

### HOLLYWOOD

## 'Family' reunion

**S**ources say Pearson All American is still looking to bring back game show *Family Feud* in the near future. Attempts at signing country singer/actress Dolly Parton as host fell through before NATPE, and Pearson executives decided not to bring the show into syndication this year. But *Family Feud* will likely come back to television by fall 1999.

### WASHINGTON

## Highs and lows

**B**efore he addresses full-power broadcasters Tuesday morning, FCC Chairman William Kennard will talk to low-power broadcasters

in Las Vegas. Kennard, who recently has voiced an interest in exploring low-power radio, will speak to the Community Broadcasters Association Monday night at the Las Vegas Hilton.

### NEW YORK

## Baseball, shmaseball

**S**ummer Redstone likes to talk about how the media world is dominated by four TV and movie conglomerates: Time Warner, Disney, News Corp. and, of course, Redstone's Viacom. But Viacom is missing one thing the others have: a baseball team. Now that News Corp.'s Murdoch has bought the Los Angeles Dodgers, doesn't Redstone need to step up and prove his media manhood? "Yes, that's just what we need; we should switch to the most expensive programming on television instead of the kind of programming we put on MTV and VH1," the Viacom chairman says.

### NEW YORK

## You can be sure...

**O**ur favorite part of Fortune corporate groupthink columnist Stanley Bing's new novel, "Lloyd: What Happened," comes in the first 10 pages. Horribly hungover protagonist Lloyd steps into a hotel elevator to go to one of those terrible corporate strategy meetings, taking great comfort that the car was made by Westinghouse. "He trusted the Westinghouse name because it evoked the days when household appliances were magical objects, really big toys grownups got to play with: washing machines, dryers. Why did grown-ups get so excited about them on game shows?" Not terribly funny unless you know that Stanley Bing is a pseudonym for Gil Schwartz, master of PR for CBS Inc., which until recently was Westinghouse Corp. Take the passage as a bone to the various Westinghouse/CBS bigwigs currently speculating about which of them may have served as role models for the various loathsome executives populating Schwartz's book.



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# Must carry: must settle for DBS

Local station-carriage issue still threatens local-into-local hopes

By Paige Albinak

If it were up to the House Commerce Committee, EchoStar would get a law this year that would allow it to retransmit local signals in local markets without full must-carry requirements.

A bill that would grant direct broadcast satellite (DBS) companies the ability to do "local-into-local," as long as they carried all the local stations in their markets, passed out of the House Judiciary Subcommittee on Courts and Intellectual Property last month. An amendment from Rep. Rick Boucher (D-Va.) to stay an increase in satellite compulsory copyright fees effectively killed the bill in that committee because of opposition by copyright holders, led by the Motion Picture Association of America (MPAA).

But the Commerce Committee—concerned about bringing competition for cable before cable rate regulation expires at the end of March 1999—is eager to take up the issue.

Even with that committee's support, however, any such bill will have a bumpy road ahead of it in a short legislative year. With lawmakers now on two weeks of spring break, no bill is in sight from House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.). Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) has proposed legislation, but it has not moved beyond that.

When Tauzin does introduce a bill, he plans to give EchoStar a window of time or a market-penetration test before it will have to adhere to full must carry. "I'm leaning toward get-



House Commerce Committee Chairman Tom Bliley asks whether forcing DBS providers to adhere to a full must-carry requirement is necessary to maintain free, over-the-air television.



Commerce Committee Counsel Justin Lilly, House Telecommunications Subcommittee Chairman Billy Tauzin and subcommittee ranking member Ed Markey listen while witnesses testify at last week's subcommittee hearing on direct broadcast satellite issues.



EchoStar CEO Charlie Ergen (l) holds up a 'Washington Post' advertisement promoting his now-defunct Sky venture with News Corp. head Rupert Murdoch.

ting that accomplished sooner or later, and that means making some provision for phased-in must carry," Tauzin said following a hearing last week.

"We need a fair and gradual system to allow satellite competitors to expand their coverage," says Rep. Cliff Stearns (R-Fla.). "It makes no sense to disallow satellite companies from entering the market just because at that instant they can't carry all the local channels."

"Is [the underlying purpose of must carry] to promote 'localism' through any and all distribution platforms?" asks House Commerce Committee Chairman Tom Bliley (R-Va.). "Or is must carry necessary only when there is a proven threat to free, over-the-air television; and if so, how does minimal DBS market penetration pose a threat to free, over-the-air television?"

For all the support, lawmakers are sure to run into strong opposition from broadcasters on any provision that

gives DBS operators anything less than full must carry. That may delay any bill through this year.

The Commerce Committee also supports a proposal by Capitol Broadcasting to put all local television station signals on Ka-band satellites and spot-beam them back to their market. But Capitol doesn't plan to officially start until DBS companies are clearly permitted to retransmit local signals into local markets. From that point, Capitol says it will need 30 months to become operational.

A two-and-a-half-year wait is long enough to kill EchoStar's plan altogether, says EchoStar CEO Charlie Ergen. If EchoStar must offer all the local stations in each market it enters, it will be able to serve only five or six markets with its current satellite capacity, Ergen says, and that is not economically feasible.

Capitol Broadcasting CEO Jim

Morris Semlain



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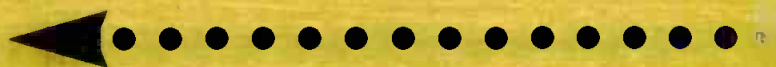
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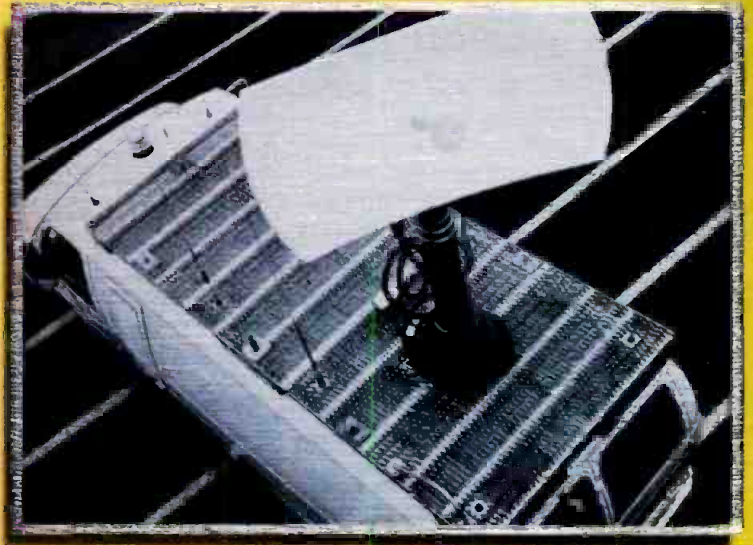
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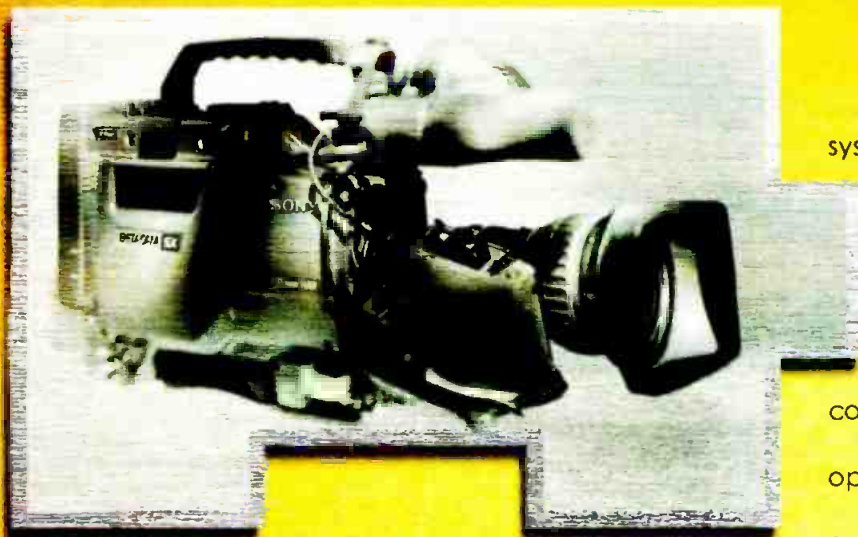
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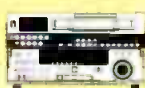


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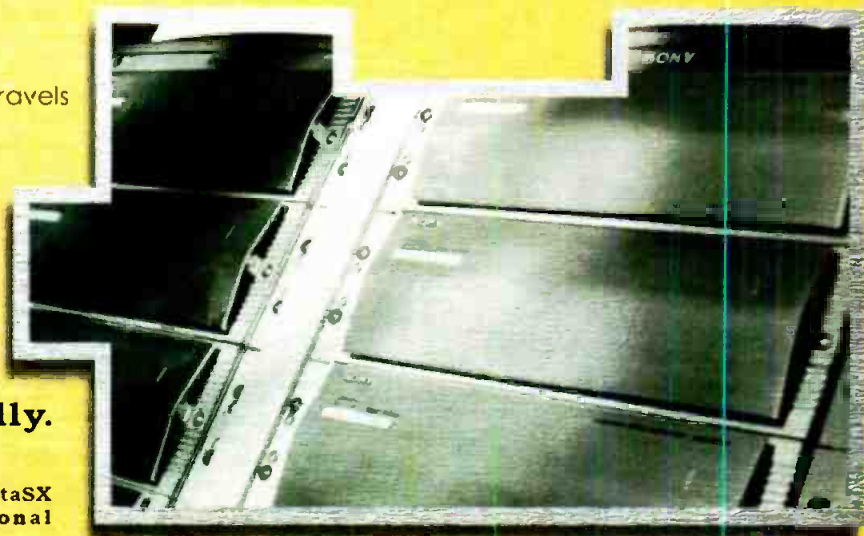
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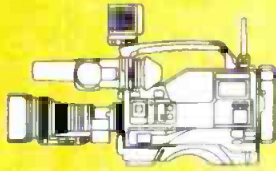
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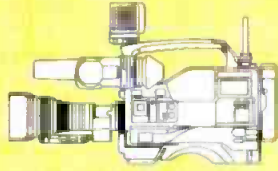




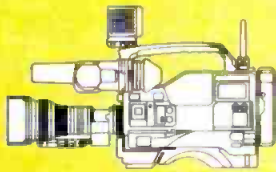
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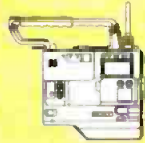
DNW-7



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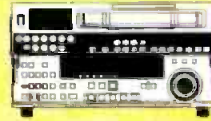


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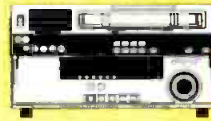


DNV-5  
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## Recorders/Players



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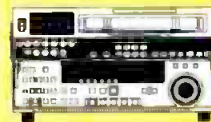


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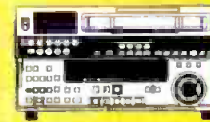
## Hybrid Recorders



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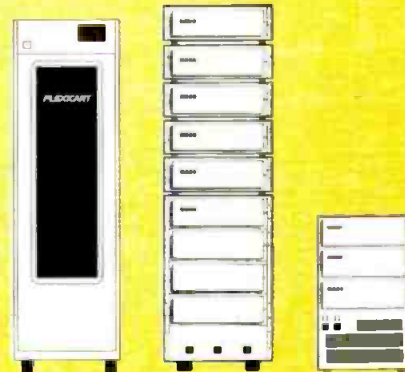


DNW-A25



DLE-110

## Playback/Transmission



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Goodmon argues that full must-carry requirements for DBS companies are necessary to preserve the localism of free over-the-air broadcasting. A full must-carry requirement also is essential for Goodmon's business plan to succeed.

"Mr. Goodmon makes a good argument for making sure that when and if

he or someone like him can deliver a full must-carry package, the transition is over," Tauzin said.

A bill to stay an increase in satellite compulsory copyright fees—introduced last year by Tauzin—also stands a good chance of passing the Commerce Committee this year.

The U.S. Copyright Office last sum-

mer recommended an increase to satellite compulsory copyright fees. That agency said DBS companies should pay 27 cents per subscriber per month to retransmit distant network signals and superstations. DBS companies were paying 6 cents for distant network signals and 14 to 17.5 cents for superstations. ■

### Forward progress

Local broadcasters got some encouraging words from Congress last week in their battle against the National Football League's proposal to embargo local broadcasters from using football highlights for 24 hours, while giving ESPN exclusive rights to that footage. House Commerce Committee Chairman Tom Bliley (R-Va.) expressed concern about the plan. "[T]he NFL has the right to control the use of its product as it sees fit, but I trust the NFL will remember that Congress—and this committee in particular—are trying to encourage competition with cable." Bliley said he will watch the FCC, where the Association of Local Television Stations filed a petition against the NFL, as the matter proceeds.

### Grumble grumble

FCC Chairman William Kennard last week encountered some more grief from lawmakers about his interest in studying free political air-time proposals, although much less since deciding not to propose any rules for now. "I am still concerned with the intent of the commission," Rep. Clifford Stearns (R-Fla.) said during a House Telecommunications Subcommittee hearing. While other Republicans expressed similar sentiments, Democrat Rep. Anna Eshoo of California voiced worries that the commission is backing away from the issue. "I hope you don't blink," Eshoo told Kennard.

Others on the panel were more interested in criticizing the commission on other fronts. Commerce Committee ranking member John Dingell (D-Mich.) chastised regulators for their treatment of Bell companies seeking to enter the long-distance market. Committee Chairman Tom Bliley (R-Va.) insisted that commissioners are not devoting enough resources to reviewing rules for possible elimination. And Subcommittee Chairman Billy Tauzin (R-La.) said the FCC has not gone far enough toward reinventing itself since the 1996 Telecommunications Act. "Why does the Mass Media Bureau need 281 employees when broadcast service is a competitive market?" Tauzin asked. "Welcome to the complaint department," added Rep. Michael Oxley (R-Ohio).

### Time donations

The same day that lawmakers were getting in some extra barbs about Bill Kennard's free-airtime plans, one station group owner was unveiling its plan to pony up some time during the fall elections. Post-Newsweek Stations said all six of its TV stations will provide time to qualified gubernatorial and congressional candidates in their respective markets. The company is calling the project "Campaign

'98: Straight Talk from the Candidates." The Post-Newsweek stations plan to provide five-minute segments that will be assembled into a long-form, commercial-free program. Candidates will be asked why voters should vote for them. The candidates will be free to provide unedited answers. "The purpose and intent of 'Campaign '98' ... is to provide our viewers with every opportunity to go to the polls as informed voters and to challenge candidates with their responsibility to communicate with our citizens in substantial ways that go beyond the 30-second sound bite," said Bill Ryan, president of Post-Newsweek Stations.

### Fine watch

The FCC is still sending out fines to stations that exceed its limits on commercials during children's programming. Late last month regulators fined WFIE(TV) Salem, Ind., \$27,500 after the station admitted exceeding the limit 106 times. "This is a very high number of violations," the FCC said in its letter to the station. "In addition, 36 of the overages were one minute or longer in duration."

### Yugo radio

FCC officials are looking at more than one low-power radio plan. Regulators have been accepting comments on a microradio proposal from Nicholas and Judith Legget and have given interested parties until April 27 to submit comments. Earlier this month, the commission said it also is accepting comments on another proposal from Pompano Beach, Fla., communications consultant Rodger Skinner. Skinner's plan calls for the creation of three classes of low-power FM radio ranging in power from 1w to 3 kw. The Skinner plan also proposes ownership restrictions that would require low-power radio owners to live within 50 miles of a station's antenna site.

### Deadline extension

The FCC is giving broadcasters and cable operators some extra time to file their annual employment reports with the commission. FCC rules require broadcasters to carry out an Equal Employment Opportunity (EEO) program and to file annual employment reports with the commission each May. At the request of the National Association of Broadcasters, the FCC has moved the filing deadline to Sept. 30. Regulators moved the deadline so that it will coincide with a filing deadline set by the Equal Employment Opportunity Commission.



Edited by Chris McConnell and Paige Albinia

# Commissioners question cable competition

Markey warns of 'cable rate El Niño' following regulation sunset

By Chris McConnell

**A**t least two members of the FCC doubt that cable will be facing enough competition when the agency's rate regulation authority expires next year.

Appearing before the House Telecommunications Subcommittee

last week, FCC Chairman William Kennard and Commissioner Gloria Tristani both voiced worries about the pace of competition in cable. Tristani added that lawmakers should consider extending the commission's ability to regulate rates "given the picture today."

The regulators offered their thoughts

in response to questions from panel members on the rising rates. With rate regulation set to expire March 31, 1997, ranking subcommittee member Edward Markey (D-Mass.) warned of an approaching "cable rate El Niño" and urged regulators to take steps before the issue reaches lawmakers.

Other commissioners voiced either differing opinions or no opinion on what government should do in response to cable rates. Commissioner Harold Furchtgott-Roth, a longtime critic of cable regulation, said he would not recommend changes to the current plan. Commissioner Michael Powell said he is not sure whether rate regulation should be extended beyond next year.

And Commissioner Susan Ness would say only that the commission is trying to push for competition and put downward pressure on cable rates.

Markey, however, maintained that the regulation sunset comes too soon, and the FCC is not adequately enforcing the rate rules while they still exist.

"These rules need major and immediate revision," he said.

Markey also insisted that competition from DBS providers is not causing cable companies to cut their rates. Kennard agreed, stating that DBS "is not a perfect substitute for cable because of local signal problems." Kennard also speculated that DBS would not be providing effective competition to cable a year from now even if policymakers allowed companies to deliver local broadcast signals to their subscribers.

Kennard told lawmakers that the commission hopes to have the results of its inquiry into programming costs by this summer. But he added that the commission will have little time to implement any revised regulatory regime if the FCC's rate regulation authority expires next March.

"The clock is ticking," he said.

Following the hearing, Tauzin spokesman Ken Johnson that the subcommittee chairman is preparing cable legislation aimed at giving viewers "greater choice in the programs they receive." Johnson added that Tauzin could introduce the measure in May. ■

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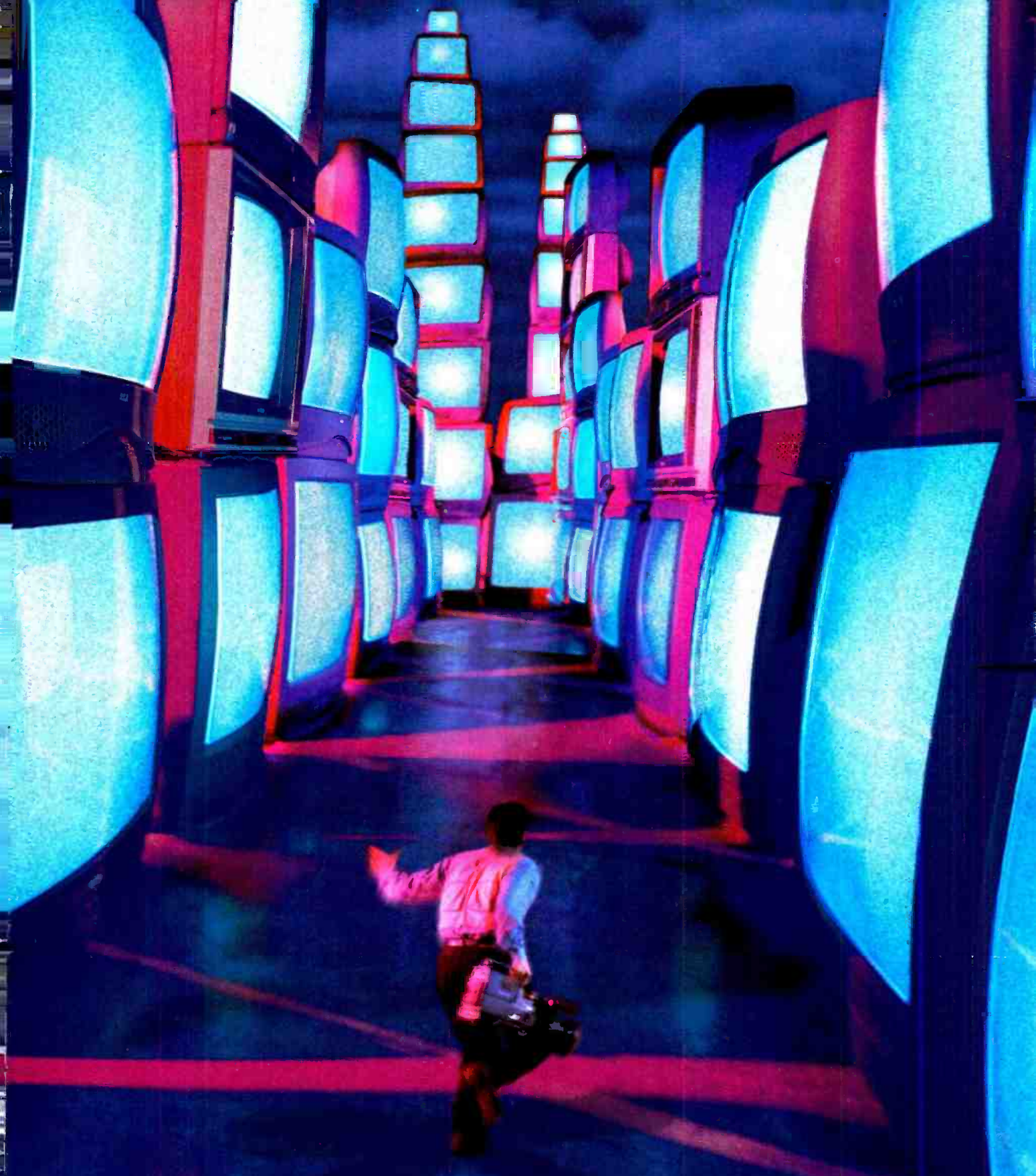
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# FTC backs DBS local-into-local

By Paige Albinak

Consumers will benefit from allowing direct broadcast satellite (DBS) companies to offer local broadcast signals in local markets, the Federal Trade Commission told the U.S. Copyright Office last week.

The agency also said that full must-carry rules, which would force satellite broadcasters to carry all local stations


in all markets they serve, should not apply to DBS.

"In contrast with franchised cable operators ... DBS operators lack market power now, and they are unlikely to acquire it in the near future," the FTC said in a statement. "In addition, must carry would have a disproportionate impact on the channel capacity of DBS operators."

The FTC is the first significant ally

for DBS company EchoStar, which argues that federal law, fuzzy on these issues, should be interpreted to allow EchoStar to beam local signals into local markets.

EchoStar last year filed a petition with the U.S. Copyright Office. The petition said that EchoStar should be able to retransmit local signals to all viewers in local markets as long as affiliate signals do not overlap. ■



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# Tauzin asks for network HDTV plans

By Paige Albinak

Broadcasters will be headed back to Capitol Hill to explain their digital TV plans once again.

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) last week said he plans a hearing in which each of the Big Four networks—ABC, CBS, Fox and NBC—presents its choice of digital television format and demonstrates that format.

A second panel, consisting of consumer electronics and computer experts, would explain how those choices will affect the consumer.

"My concern from the beginning has been that there is a reason why we picked 6 [mhz]—because that's what it took to deliver a HDTV signal," Tauzin said.

His plan to hold the hearings followed word of Fox's decision last week to embrace a standard-definition picture format with computer-friendly progressive scanning and to test "some" high-definition programming.

"Congress meant for them to show that signal to Americans," Tauzin said of high-definition. "Give them a chance to see it, and give them a chance to accept it or reject it. After that, whether they broadcast it just in prime time or broadcast an HDTV signal that is compressed has less relevance. In the end there may be some consequences to the broadcasters; there may be some quid pro quos we have to talk about." ■



# STARZ! & ENCORE THEMATIC MULTIPLEX

# #1

## PAY-TV PACKAGE\*

PAY TV PACKAGE	RATINGS
1. STARZ! & ENCORE THEMATIC MULTIPLEX	5.0
2. Multichannel HBO	3.4
3. Multichannel SHOWTIME	1.1

**SOURCE: NIELSEN SYNDICATED SATELLITE SURVEY.  
OCT 1997.**

**\*IN PRIME TIME (MON-SUN 8-11PM)  
IN DIRECTV HOUSEHOLDS**

# STARZ! & ENCORE THEMATIC PAY-TV PACKAGE ON DIRECTV... IN S

**12.5**



PRIME TIME RATING\* IN

SERVICE HH (EMG adjusted rating)\*\*  
 DIRECTV HH

**6.9**



**6.4**



(# CHANNELS)

(12)

(4)

(7)

**Source:** Nielsen Media Research, Syndicated Satellite Survey - Telephone Coincidental conducted 10/11-11/7, 1997 8:00-11:00 P  
Encore Thematic Multiplex consists of viewing to STARZ! and Encore 1 through 6. Combined Encore Thematic Multiplex consists  
viewing to HBO, HBO2, HBO3 & HBO Family; Multichannel Cinemax consists of viewing to Cinemax & Cinemax2; Multichannel  
channel # accounts for multiple feeds.

\*(MON-SUN 8-11PM)

\*\*Service household ratings account for adjustments based on package penetrations, as estimated by EMG.

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# MULTIPLEX IS THE SERVICE HH OR TOTAL HH.

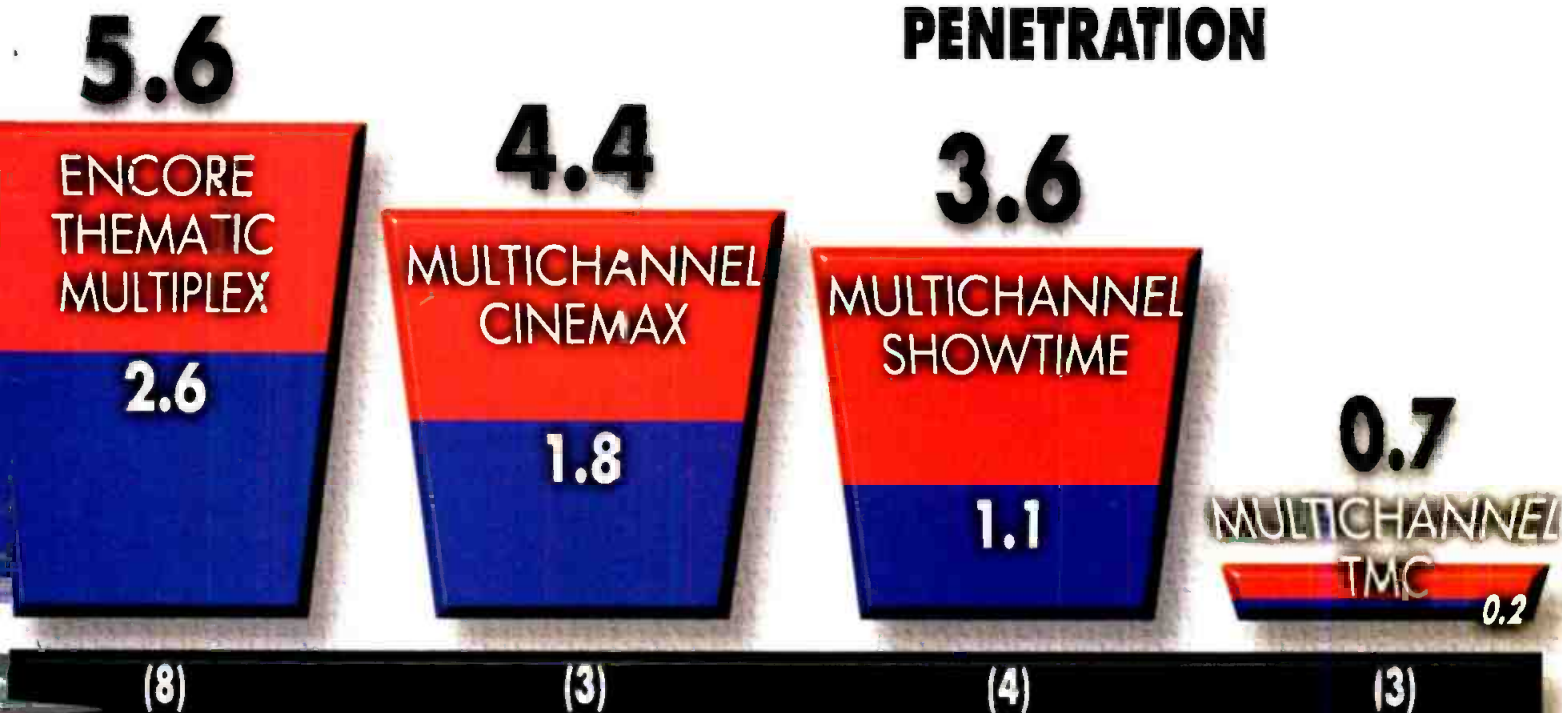
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## DIRECTV HOUSEHOLDS

SOURCE: NIELSEN SYNDICATED SATELLITE SURVEY, OCT. 1997

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# Special Report



# TELEVISION'S REVAMPED LEADERSHIP

The nation's top 25 TV-station groups own 36% of the commercial television stations in the United States, more than twice the 17% they owned in 1995 when the maximum number of stations a group could own was 12. Although there was not a lot of place movement from last year to this year, there have been a great number of acquisitions among this elite.

Four-hundred-thirty-one stations are accounted for in this listing, up from 379 stations last year. The group's biggest mover, Sinclair Broadcast Group Inc., doubled its holdings, going from 28 stations last year to 56 this year to top the list in sheer number of stations.

Fox Television Stations Inc. tops the list again this year with an FCC total nudging the cut-off at 34.9%. Paxson Communications Corp. tops the list in terms of total coverage (not discounting UHF stations by 50%) with 61.8% of U.S. TV households, overtaking CBS for second place in FCC total.

Number in parentheses represents a company's place on the 1997 list

1. Fox Television Stations Inc. (1)
2. Paxson Communications Corp. (3)
3. CBS Stations Inc. (2)
4. NBC Television Stations Division (5)
5. Tribune Broadcasting (4)
6. ABC Owned TV Stations (8)
7. Chris-Craft Industries Inc./BHC Communications Inc./United Television Inc. (7)

8. Gannett Broadcasting (8)
9. USA Broadcasting Inc. (formerly HSN Inc.) (8)
10. A.H. Belo Corp. (10)
11. Univision Television Group (11)
12. Sinclair Broadcast Group Inc. (15)
13. Paramount Stations Group Inc. (13)
14. Telemundo Group Inc. (12)
15. Hearst-Argyle Television Inc. (18)
16. Cox Broadcasting Inc. (14)

17. Young Broadcasting Inc. (17)
18. E.W. Scripps Co. (18)
19. Hicks, Muse, Tate & Furst Inc. (NA) (LIN Television was 22)
20. Post-Newsweek Stations Inc. (18)
21. Meredith Broadcasting Group (20)
22. Granite Broadcasting Corp. (21)
23. Pulitzer Broadcasting Co. (24)
24. Raycom Media Inc. (23)
25. Media General Broadcast Group (25)

## 1 Fox Television Stations Inc.

Box 900, Beverly Hills, Calif. 90213;  
(310) 369-2300

Mitch Stern, president/COO (pictured);  
Chase Carey, chairman, CEO  
Subsidiary of News Corp.; Rupert  
Murdoch, chairman  
(NYSE: NWS)



### FCC-34.9%/23 stations/Total-40.5%

Station	Market (affil., ch.)	DMA	Total	FCC
WNYW(TV)	New York (Fox, ch. 5)	1	6,898	6,898
KTTV(TV)	Los Angeles (Fox, ch. 11)	2	5,115	5,115
WFLD-TV	Chicago (Fox, ch. 32)	3	3,207	1,6035
WTFX(TV)	Philadelphia (Fox, ch. 29)	4	2,715	1,3575
WFXT(TV)	Boston (Fox, ch. 25)	6	2,220	1,110
WTTG-TV	Washington (Fox, ch. 5)	7	1,969	1,969
KDFW(TV)	Dallas (Fox, ch. 4)	8	1,939	1,939
WJBK-TV	Detroit (Fox, ch. 2)	9	1,819	1,819

### Coverage

WAGA-TV	Atlanta (Fox, ch. 5)	10	1,710	1,710
KRIV(TV)	Houston (Fox, ch. 26)	11	1,659	0,8295
WJW-TV	Cleveland (Fox, ch. 8)	13	1,500	1,500
WTVT(TV)	Tampa, Fla. (Fox, ch. 13)	15	1,466	1,466
KSAZ-TV	Phoenix (Fox, ch. 10)	17	1,316	1,316
KDVR(TV)	Denver (Fox, ch. 31)	18	1,224	0,612
KTVI-TV	St. Louis (Fox, ch. 2)	21	1,132	1,132
WDAF-TV	Kansas City, Mo. (Fox, ch. 4)	31	0,809	0,809
WITI-TV	Milwaukee (Fox, ch. 6)	32	0,807	0,807
KSTU(TV)	Salt Lake City (Fox, ch. 13)	36	0,705	0,705
WHBQ-TV	Memphis (Fox, ch. 13)	42	0,627	0,627
WGHP(TV)	Greensboro, N.C. (Fox, ch. 8)	46	0,589	0,589
WBRC(TV)	Birmingham, Ala. (Fox, ch. 6)	51	0,558	0,558
KTBC(TV)	Austin, Tex. (Fox, ch. 7)	60	0,462	0,462

Local Marketing Agreement  
KDPI-TV Dallas (Ind., ch. 27) 8 1,939  
Other media holdings: Fox television network; Fox Sports Net; Fox Family Channel; 50% of Fox Kids Worldwide; FX cable network and fXM movie channel; 33% of The Golf Channel; HarperCollins Publishers (books); ASkyB (U.S. satellite service); Los Angeles Dodgers; Twentieth





Century Fox; Fox 2000; Fox Searchlight; Fox Family Films; Fox Animation Studios; New York Post; TV Guide; The Weekly Standard

## 2 Paxson Communications Corp.

601 Clearwater Park Road,  
West Palm Beach, Fla. 33401;  
(561) 659-4122



Jay Hoker, president, TV station group (pictured); Dean Goodman, president, Pax Net; Lowell W. "Bud" Paxson, chairman  
(ASE: PAX)

### FCC-30.9%/55 Stations/Total-61.4%

inTV=InfoMall

Station	Market (affil., ch.)	DMA	Coverage	
			Total	FCC
WPXN-TV	New York (inTV, ch. 43)	1	6.898	3.449
WIPX(TV)	New York (inTV, ch. 31)	1	6.898	3.449
KPXN(TV)	Los Angeles (inTV, ch. 30)	2	5.115	2.5575
WCFC(TV)*	Chicago (inTV, ch. 38)	3	3.207	1.6035
WPPX(TV)	Philadelphia (inTV, ch. 61)	4	2.715	1.3575
KKPX(TV)	San Francisco (inTV, ch. 65)	5	2.346	1.173
WPXB(TV)	Boston (inTV, ch. 60)	6	2.220	1.11
WPXW(TV)	Washington (inTV, ch. 66)	7	1.969	0.9845
KPXD(TV)	Dallas (inTV, ch. 68)	8	1.939	0.9695
WBSX(TV)*	Detroit (inTV, ch. 31)	9	1.819	0.9095
WPXA(TV)	Atlanta (inTV, ch. 14)	10	1.710	0.855
KPXB(TV)	Houston (inTV, ch. 49)	11	1.659	0.8295
KWPX(TV)*	Seattle (inTV, ch. 33)	12	1.546	0.773
WVPX(TV)	Cleveland (inTV, ch. 23)	13	1.500	0.750
KPXM(TV)	Minneapolis (inTV, ch. 41)	14	1.479	0.7395
WXPX(TV)	Tampa, Fla. (inTV, ch. 66)	15	1.466	0.733
WPXM(TV)	Miami (inTV, ch. 35)	16	1.415	0.7075
KBPX(TV)	Phoenix (inTV, ch. 13)	17	1.316	1.316
KAJW(TV)+	Phoenix (inTV, ch. 51)	17	1.316	0.658
KPXC(TV)	Denver (inTV, ch. 59)	18	1.224	0.612
WPCB-TV*	(awaiting new calls) Pittsburgh (inTV, ch. 40)	19	1.164	0.582
KCMY(TV)*	Sacramento, Calif. (inTV, ch. 29)	20	1.151	0.5755
WOPX(TV)	Orlando, Fla. (inTV, ch. 56)	22	1.063	0.5315
KBSP-TV*	Salem/Portland, Ore. (HSN, ch. 22)	24	0.997	0.4985
WFPX(TV)	Raleigh, N.C. (inTV, ch. 62)	29	0.843	0.4215
KPXE(TV)	Kansas City, Mo. (inTV, ch. 50)	31	0.809	0.4045
WNPX(TV)*	Nashville (inTV, ch. 28)	33	0.806	0.403
KUPX(TV)	Salt Lake City (inTV, ch. 30)	36	0.705	0.3525
WPXV(TV)*	Norfolk, Va. (inTV, ch. 49)	39	0.649	0.3245
WAQF(TV)*	Buffalo, N.Y. (inTV, ch. 51)	40	0.643	0.3215
WCCL(TV)*	New Orleans (HSN, ch. 49)	41	0.635	0.3175
WFBI(TV)*	Memphis (HSN, ch. 50)	42	0.627	0.3135
WPXP(TV)*	West Palm Beach, Fla. (inTV, ch. 67)	43	0.606	0.303
KOPX(TV)	Okla. City (inTV, ch. 62)	44	0.606	0.303
WGPX(TV)	Greensboro, N.C. (inTV, ch. 16)	46	0.589	0.2945
WQPX(TV)*	Wilkes Barre, Pa. (inTV, ch. 64)	47	0.578	0.289
WPXQ(TV)	Providence, R.I. (inTV, ch. 69)	49	0.571	0.2855
WPXH(TV)	Birmingham, Ala. (inTV, ch. 44)	51	0.558	0.279
WYPX(TV)	Albany, N.Y. (inTV, ch. 55)	52	0.519	0.2595
WDPX(TV)	Dayton, Ohio (inTV, ch. 26)	53	0.513	0.2565
KPXF(TV)	Fresno, Calif. (inTV, ch. 61)	55	0.506	0.253
KVUT(TV)	Little Rock, Ark. (inTV, ch. 42)	56	0.491	0.2455

## HOW TO READ THE TOP 25

BROADCASTING & CABLE'S Top 25 TV station groups are ranked by their coverage of Nielsen's 98 million U.S. TV homes as calculated for regulatory purposes. The FCC limits the coverage of any single group to 35%, discounts the coverage of UHF stations by 50% and does not count stations controlled under local marketing agreements and similar arrangements. The chart also shows the coverage with full credit for UHF stations and LMAs (total coverage). In either case, groups controlling more than one station in a market are credited only once for that market's homes. Those coverage percentages are in italics and do not count toward the group totals. Stations in each group are listed according to their market (Nielsen's designated market area [DMA]).

—Compiled by Sara Brown

Key to symbols: \* is buying/acquiring

WKRP-TV*	Charleston, W.Va. (inTV, ch. 29)	59	0.49C	0.245
KTPX(TV)	Tulsa, Okla. (inTV, ch. 44)	58	0.47E	0.239
WPXK(TV)*	Knoxville, Tenn. (inTV, ch. 54)	54	0.450	0.225
WPXR(TV)	Roanoke, Va. (inTV, ch. 38)	68	0.410	0.205
WPXG(TV)	Green Bay, Wis. (inTV, ch. 14)	70	0.389	0.1945
KPXC(TV)*	Honolulu (inTV, ch. 66)	71	0.388	0.194
WAQF(TV)*	Rochester, N.Y. (inTV, ch. 51)	75	0.375	0.1875
KTVC(TV)	Cedar Rapids, Iowa (inTV, ch. 48)	87	0.315	0.1575
WJWN-TV	San Sebastian, P.R. (inTV, ch. 38)	NA	NA	NA
WKPV(TV)	Ponce, P.R. (inTV, ch. 20)	NA	NA	NA
WJPX(TV)	San Juan, P.R. (inTV, ch. 24)	NA	NA	NA

Time brokerage agreements

WBPX(TV) Boston (inTV, ch. 46) 6 2.220

WHFX(TV) Hartford, Conn. (inTV, ch. 26) 27 .935

+Paxson owns 49% with option to buy remainder

All stations will become Pax Net affiliates at launch, Aug. 31

Other media interests: current InfoMall television network; soon to be Pax Net family programming network

## 3 CBS Stations Inc.

51 W. 52nd St., New York, N.Y.  
10019; (212) 975-4321

Jon Klein, president of CBS Television Stations (pictured); Mel Karmazin, chairman

Subsidiary of CBS Corp.; Michael H. Jordan, chairman

(NYSE: CBS)



### FCC-30.8%/14 stations/Total-31.7%

Station	Market (affil., ch.)	DMA	Coverage	
			Total	FCC
WCBS-TV	New York (CBS, ch. 2)	1	6.898	6.898
KCBS-TV	Los Angeles (CBS, ch. 2)	2	5.115	5.115
WBMM-TV	Chicago (CBS, ch. 2)	3	3.207	3.207
KYW-TV	Philadelphia (CBS, ch. 3)	4	2.715	2.715
KPIX-TV	San Francisco (CBS, ch. 5)	5	2.346	2.346
WBZ-TV	Boston (CBS, ch. 4)	6	2.220	2.220
WWJ-TV	Detroit (CBS, ch. 62)	9	1.819	0.9095
WCCO-TV	Minneapolis (CBS, ch. 4)	14	1.479	1.479
WFOR-TV	Miami (CBS, ch. 4)	16	1.415	1.415
KCNC-TV	Denver (CBS, ch. 4)	18	1.224	1.224
KDKA-TV	Pittsburgh (CBS, ch. 2)	19	1.154	1.164
WJZ-TV	Baltimore (CBS, ch. 13)	23	1.009	1.009
KUTV-TV	Salt Lake City (CBS, ch. 2)	36	0.705	0.705
WFRV-TV	Green Bay, Wis. (CBS, ch. 5)	70	0.389	0.389

Other media interests: CBS Television and Radio networks; CBS radio station group; Eye on People cable network; Group W Satellite Communications; Group W Productions; Eyemark; CBS Enterprises; billboards; TeleNoticias (Spanish-language cable channel)

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And then they really cut loose.

Our engineers designed an advanced 12-bit Digital Signal Processor.

Our physicists developed a revolutionary 16:9 CCD imager.

Working together, they figured out how these innovations

could give you the best picture available.

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6:9 CCD

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**SONY**

## 4 NBC Inc., New York

30 Rockefeller Plaza, New York, N.Y. 10112; (212) 664-4444

Scott Sassa, president, NBC television stations (pictured); Bob Wright, president/CEO

Subsidiary of General Electric Co.; John Welch Jr., chairman (NYSE: GE)



**FCC-26.9%/12 stations/Total-27.3%**

Station	Market (affil., ch.)	DMA	Coverage	
			Total	FCC
WNBC-TV	New York (NBC, ch. 4)	1	6.898	6.898
KNBC-TV	Los Angeles (NBC, ch. 4)	2	5.115	5.115
WMAQ-TV	Chicago (NBC, ch. 5)	3	3.207	3.207
WCAU-TV	Philadelphia (NBC, ch. 10)	4	2.715	2.715
WRC-TV	Washington (NBC, ch. 4)	7	1.969	1.969
KXAS-TV	Dallas (NBC, ch. 5)	8	1.939	1.939
WTVJ(TV)	Miami (NBC, ch. 6)	16	1.415	1.415
KNSD(TV)	San Diego (NBC, ch. 7/39)	26	0.944	0.944
WVIT(TV)	Hartford, Conn. (NBC, ch. 6/30)	27	0.935	0.935
WNCN(TV)	Raleigh-Durham, N.C. (NBC, ch. 17)	39	0.843	0.4215
WCMH(TV)	Columbus, Ohio (NBC, ch. 4)	34	0.755	0.755
WJAR(TV)	Providence, R.I. (NBC, ch. 10)	49	0.571	0.571

Other media interests: CNBC, MSNBC (joint venture with Microsoft); Part-owner of 17 other cable channels; alliance with Grupo Televisa SA in NBC's 24-hour Spanish-language business-news network

## 5 Tribune Broadcasting

435 N. Michigan Ave., Suite 1900, Chicago, Ill. 60611; (312) 222-3333

Dennis FitzSimons, president (pictured) Subsidiary of Tribune Co., John Madigan, president (NYSE: TRB)



**FCC-26.5%/19 Stations/Total-37.5%**

Station	Market (affil., ch.)	DMA	Coverage	
			Total	FCC
WPIX(TV)	New York (WB, ch. 11)	1	6.898	6.898
KTLA(TV)	Los Angeles (WB, ch. 5)	2	5.115	5.115
WGN-TV	Chicago (WB, ch. 9)	3	3.207	3.207
WPHL-TV	Philadelphia (WB, ch. 17)	4	2.715	1.3575
WLVI-TV	Cambridge/Boston (WB, ch. 56)	6	2.220	1.110
KDAF(TV)	Dallas/Fort Worth (WB, ch. 33)	8	1.939	0.9695
WGNX(TV)	Atlanta (CBS, ch. 46)	10	1.710	0.855
KHTV(TV)	Houston (WB, ch. 39)	11	1.659	0.8295
KTZZ-TV*	Seattle (WB, ch. 22)	12	1.546	0.773
WDZL(TV)	Miami (WB, ch. 39)	16	1.415	0.7075
KWGN-TV	Denver (WB, ch. 2)	18	1.224	1.224
KTXL(TV)	Sacramento (Fox, ch. 40)	20	1.151	0.5755
WXIN(TV)	Indianapolis (Fox, ch. 59)	25	0.977	0.4885
KSWB-TV	San Diego (WB, ch. 5/69)	26	0.944	0.944
WTIC-TV	Hartford, Conn. (Fox, ch. 61)	27	0.935	0.4675
WXMI-TV*	Grand Rapids, Mich. (Fox, ch. 17)	37	0.673	0.3365
WGNO(TV)	New Orleans (ABC, ch. 26)	41	0.635	0.3175
WPMT(TV)	York/Harrisburg, Pa. (Fox, ch. 43)	45	0.601	0.3005
Local Marketing Agreement				
wbdc(TV)*	Washington (WB, ch. 50)	7	1.969	

50

Other media interests: Tribune Entertainment (first-run TV programming); Tribune Media Services (print and broadcast news service); Knight-Ridder/Tribune Information Services (news, photo and graphics service); CLTV News (Chicago cable channel); Chicago Cubs; Chicago Tribune, Fort Lauderdale Sun-Sentinel, Orlando Sentinel and (Hampton Roads, Va.) Daily Press newspapers; Tribune Education (educational products and services); 33% of Qwest Broadcasting LLC; 25% of The WB Network; 4% of America Online and 20% of Digital City Inc. (with AOL)

## 6 ABC Inc.

77 W. 66th St., New York, N.Y. 10023-6298; (212) 456-7777

Stephen B. Burke, president of broadcasting (pictured); Lawrence J. Pollock, president of ABC-owned television stations; Preston Padden, president, ABC Television; Robert Iger, president, ABC Subsidiary of The Walt Disney Co.;

Michael Eisner, chairman (NYSE: DIS)



**FCC-23.9%/10 Stations/Total-24.2%**

Station	Market (affil., ch.)	DMA	Coverage	
			Total	FCC
WABC-TV	New York (ABC, ch. 7)	1	6.898	6.898
KABC-TV	Los Angeles (ABC, ch. 7)	2	5.115	5.115
WLS-TV	Chicago (ABC, ch. 7)	3	3.207	3.207
WPVI-TV	Philadelphia (ABC, ch. 6)	4	2.715	2.715
KGO-TV	San Francisco (ABC, ch. 7)	5	2.346	2.346
KTRK-TV	Houston (ABC, ch. 13)	11	1.659	1.659
WTVB(TV)	Raleigh-Durham, N.C. (ABC, ch. 11)	29	0.843	0.843
KFSN-TV	Fresno, Calif. (ABC, ch. 30)	55	0.506	0.253
WJRT-TV	Flint, Mich. (ABC, ch. 12)	63	0.452	0.452
WTVG(TV)	Toledo, Ohio (ABC, ch. 13)	66	0.417	0.417

Other media holdings: ABC Television Network; ABC Radio Networks; Buena Vista Distribution; cable programming and cable channels: Disney Channel, ESPN, ESPN2; international broadcast/cable services; daily and weekly newspapers; books and periodicals; software; interests in A&E, Lifetime, History Channel; joint venture with Jim Henson Productions; feature films: Hollywood Pictures, Miramax Films, Touchstone Pictures, Walt Disney Motion Pictures Group

## 7 Chris-Craft Industries Inc./ BHC Communications Inc./ United Television Inc.

132 S. Rodeo Dr., 4th Floor, Beverly Hills, Calif. 90212-2425; (310) 281-4844

Evan C Thompson, executive vice president, Chris-Craft, and president, broadcast division (pictured); Herbert J. Siegel, chairman, Chris-Craft

(NYSE: CCN; ASE: BHC; NASDAQ: UTVI)



**FCC-18.7%/10 stations/Total-21.6%**

Station	Market (affil., ch.)	DMA	Coverage	
			Total	FCC
WWOR-TV	Secaucus, N.J./New York (UPN, ch. 9)	1	6.898	6.898
KCOP(TV)	Los Angeles (UPN, ch. 13)	2	5.115	5.115
KBHK-TV	San Francisco (UPN, ch. 44)	5	2.346	1.173
KMSP-TV	Minneapolis (UPN, ch. 9)	14	1.479	1.479
KUTP(TV)	Phoenix (UPN, ch. 45)	17	1.316	0.658
WRBW(TV)*	Orlando, Fla. (UPN, ch. 65)	22	1.063	0.5315
WUTB-TV	Baltimore (UPN, ch. 24)	23	1.009	0.5045
KPTV(TV)	Portland, Ore. (UPN, ch. 12)	24	0.997	0.997
KTVX(TV)	Salt Lake City (ABC, ch. 4)	36	0.705	0.705
KMOL-TV	San Antonio, Tex. (NBC, ch. 4)	38	0.662	0.662

Other media holdings: 50% of UPN network



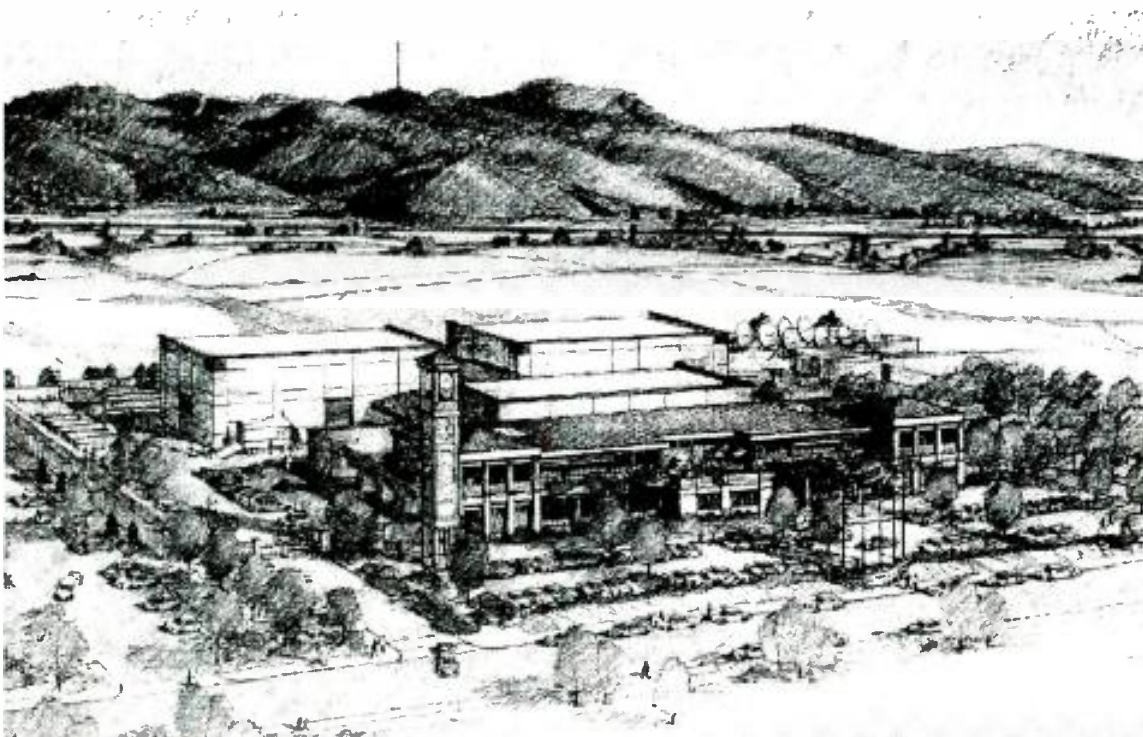
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*Communications/  
Media Division,  
Craig Dougherty,  
Exec. Vice President  
(213) 236-5780*



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ON AIR

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## 8 Gannett Broadcasting

1100 Wilson Boulevard, Arlington, Va. 22234; (703) 284-6760  
 Cecil L. Walker, president/CEO (pictured)  
 Subsidiary of Gannett Co.; John Curley, chairman/CEO  
 (NYSE: GCI)



**FCC-16.5%/19 stations/Total-16.6%**

Station	Market (affil., ch.)	Coverage		
		DMA	Total	FCC
WUSA-TV	Washington (CBS, ch. 9)	7	1.969	1.969
WXIA-TV	Atlanta (NBC, ch. 11)	10	1.710	1.710
WKYC-TV	Cleveland (NBC, ch. 3)	13	1.500	1.500
KARE-TV	Minneapolis (NBC, ch. 11)	14	1.479	1.479
WTSP-TV	Tampa, Fla. (CBS, ch. 10)	15	1.466	1.466
KPNX-TV	Mesa/Phoenix, Ariz. (NBC, ch. 12) (and satellites KNAZ-TV [NBC, ch. 2] and KMOH-TV [WB, ch. 6])	17	1.316	1.316
KUSA-TV	Denver (NBC, ch. 9)	18	1.224	1.224
KSDK-TV	St. Louis (NBC, ch. 5)	21	1.132	1.132
WZZM-TV	Grand Rapids, Mich. (ABC, ch. 13)	37	0.673	0.673
WGRZ-TV	Buffalo, N.Y. (NBC, ch. 2)	40	0.643	0.643
WFMY-TV	Greensboro, N.C. (CBS, ch. 2)	46	0.589	0.589
WTLV-TV	Jacksonville, Fla. (NBC, ch. 12)	54	0.513	0.513
KTHV-TV	Little Rock, Ark. (CBS, ch. 11)	56	0.491	0.491
KVUE-TV	Austin, Tex. (ABC, ch. 24)	60	0.462	0.462
WBIR-TV	Knoxville, Tenn. (NBC, ch. 10)	64	0.450	0.450
WCSH-TV	Portland, Me. (NBC, ch. 6)	80	0.357	0.357
WLTX-TV*	Columbia, S.C. (CBS, ch. 19)	88	0.310	0.155
WMAZ-TV	Macon, Ga. (CBS, ch. 12)	123	0.208	0.208
WLBT-TV	Bangor (NBC, ch. 2)	155	0.130	0.130

Other media holdings: *USA Today*, Gannett newspapers

## 9 USA Broadcasting Inc.

1 HSN Drive, St. Petersburg, Fla. 33729; (813) 572-8585  
 Jon Miller, president and CEO (pictured)  
 Subsidiary of USA Networks Inc.,  
 Barry Diller, chairman  
 (NASDAQ: USAI)



**FCC-15.5%/13 stations/Total-31%**

Station	Market (affil., ch.)	Coverage		
		DMA	Total	FCC
WHSE-TV	New York (HSN, ch. 68) (and satellite WHSI-TV New York ([HSN, ch. 67])	1	6.898	3.449
KHSC-TV	Los Angeles (HSN, ch. 46)	2	5.115	2.5575
WEHS-TV	Chicago (HSN, ch. 60)	3	3.207	1.6035
WHSP-TV	Philadelphia (HSN, ch. 65)	4	2.715	1.3575
WHSN-TV	Boston (HSN, ch. 66)	6	2.220	1.110
KHSX-TV	Dallas (HSN, ch. 49)	8	1.939	0.9695
WNGM-TV*	Atlanta (HSN, ch. 34)	10	1.710	0.855
KHSH-TV	Houston (HSN, ch. 67)	11	1.659	0.8295
WQHS-TV	Cleveland (HSN, ch. 61)	13	1.500	0.750
WBHS-TV	Tampa, Fla. (HSN, ch. 50)	15	1.466	0.733
WYHS-TV	Miami (HSN, ch. 69)	16	1.415	0.7075
WBSF-TV*	Orlando, Fla. (HSN, ch. 43)	22	1.063	0.5315

54

KEVN-TV\* Rapid City, S.D. (Fox, ch. 7) (and  
 satellite KEVN-TV) [Fox, ch. 7] - - - - 172 - - 0.089 - - 0.089  
 Other media interests: noncontrolling 45-49% interest in WHSL-TV  
 St. Louis; KTVJ-TV Denver; WTMW-TV Washington; KPST-TV San Fran-  
 cisco, and WYJS-TV Chicago; USA Network; Sci-Fi Channel; Home  
 Shopping Network; CityVision local programming networks; Univer-  
 sal Television

## 10 A.H. Belo Corp.

400 South Record Street,  
 Dallas, Tex. 75202;  
 (214) 977-6606  
 Ward L. Huey Jr., vice chairman/presi-  
 dent (pictured), broadcast division;  
 Robert W. Dechard, chairman/presi-  
 dent/CEO/4.4% owner  
 (NYSE: BLC)



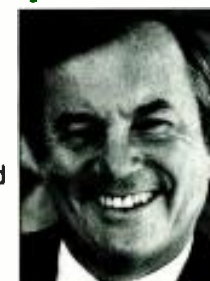
**FCC-14.2%/17 Stations/Total-14.2%**

Station	Market (affil., ch.)	Coverage		
		DMA	Total	FCC
WFAA-TV	Dallas (ABC, ch. 8)	8	1.939	1.939
KHOU-TV	Houston (CBS, ch. 11)	11	1.659	1.659
KING-TV	Seattle (NBC, ch. 5)	12	1.546	1.546
KXTV-TV	Sacramento, Calif. (ABC, ch. 10)	20	1.151	1.151
KMOV-TV	St. Louis (CBS, ch. 4)	21	1.132	1.132
KGW-TV	Portland, Ore. (NBC, ch. 8)	24	0.997	0.997
WCNC-TV	Charlotte, N.C. (NBC, ch. 6)	28	0.858	0.858
KENS-TV	San Antonio, Tex. (CBS, ch. 5)	38	0.662	0.662
WVEC-TV	Norfolk, Va. (ABC, ch. 13)	39	0.649	0.649
WWL-TV	New Orleans (CBS, ch. 4)	41	0.635	0.635
KASA-TV	Albuquerque/Santa Fe, N.M. (Fox, ch. 2)	48	0.572	0.572
WHAS-TV	Louisville, Ky. (ABC, ch. 11)	50	0.566	0.566
KOTV-TV	Tulsa, Okla. (CBS, ch. 6)	58	0.478	0.478
KHNL-TV	Honolulu (NBC, ch. 8) (and satellites KHBC-TV [NBC, ch. 2] and KOGG-TV [NBC, ch. 15])	71	0.388	0.388
KREM-TV	Spokane, Wash. (CBS, ch. 2)	73	0.383	0.383
KMSB-TV	Tucson, Ariz. (Fox, ch. 11)	78	0.363	0.363
KTVB-TV	Boise, Idaho (NBC, ch. 7)	125	0.192	0.192

Other media holdings: Six daily newspapers, including *Dallas Morning News* and *Providence (R.I.) Journal-Bulletin*

## 11 Univision Television Group Inc.

1999 Avenue of the Stars,  
 Suite 3050, Los Angeles, Calif.  
 90067; (310) 556-7600  
 Michael Wortsman and Thomas Arnost,  
 co-presidents, Univision Television  
 Group (photos not available); A. Jerrold  
 Perenchio, chairman (pictured)  
 (NYSE: UVN)



**FCC-13.5%/13 Stations/Total-27%**

Station	Market (affil., ch.)	Coverage		
		DMA	Total	FCC
WXTV-TV	New York (Uni, ch. 41)	1	6.898	3.449
KMEX-TV	Los Angeles (Uni, ch. 34)	2	5.115	2.5575
WGBO-TV	Chicago (Uni, ch. 66)	3	3.207	1.6035
KDTV-TV	San Francisco (Uni, ch. 14)	5	2.346	1.173
KUVN-TV	Dallas (Uni, ch. 23)	8	1.939	0.9695
KXLN-TV	Houston (Uni, ch. 45)	11	1.659	0.8295
WLTN-TV	Miami (Uni, ch. 23)	16	1.415	0.7075
KTWV-TV	Phoenix (Uni, ch. 33)	17	1.316	0.658
KUVS-TV	Sacramento, Calif. (Uni, ch. 19)	20	1.151	0.5755
KWEX-TV	San Antonio, Tex. (Uni, ch. 41)	38	0.662	0.331
KLUZ-TV	Albuquerque, N.M. (Uni, ch. 41)	48	0.572	0.286



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 <p><b>Capstar Broadcasting</b></p> <p>\$200MM Co-Lead Managed High Yield Offering \$100MM Co-Lead PIK Preferred Offering</p>	 <p>\$900MM Co-Managed Equity Offering \$500MM Co-Managed High Yield Offering \$200MM Lead Managed High Yield Offering \$200MM Co-Managed PIK Preferred \$100MM Co-Managed Convertible Preferred \$100MM Co-Managed PIK Preferred \$150MM Co-Managed IPO</p>	 <p>\$300MM Lead Managed Notes Offering \$100MM Co-Managed Equity Offering \$200MM Co-Managed Notes Offering \$105MM Debt Tender</p>	 <p>\$23MM Lead Managed Initial Public Offering \$12MM Sole Managed Equity Offering \$10MM Sole Managed Equity Offering</p>
 <p>\$325MM Co-Managed Equity Offering \$130MM Co-Managed Equity Offering \$1.15BN Agent Bank Financing</p>	 <p>\$2.6BN Sale of Radio Assets to CBS \$200MM Convertible Exchangeable Preferred \$150MM Common Stock Offering \$70MM Initial Public Offering \$125MM Convertible Debt Offering \$175MM High Yield Offering \$900MM Flag Ship Bank Financing Managing Agent</p>	 <p>\$200MM Lead Managed Notes Offering \$65MM Sale of The Pittsburgh Press \$800MM Managing Agent Bank Financing</p>	 <p>\$75MM Lead Managed Notes Offering</p>
 <p>\$160MM Co-Managed Equity Offering \$275MM Co-Managed Equity Offering \$275MM Co-Managed Convertible Preferred Offering \$1.75BN Agent Bank Financing</p>	 <p>\$75MM Co-Managed Equity Offering \$300MM Co-Managed Equity Offering \$539MM Co-Managed Equity Offering \$300MM Lead Managed Senior Offering \$500MM Co-Managed Equity Offering \$500MM Co-Managed Convert Preferred Offering \$900MM Co-Agent Bank Financing \$1.75BN Co-Agent Bank Financing</p>	 <p>\$1.1BN Sale of Viacom's Radio Stations to Evergreen Media</p>	 <p>\$140MM Co-Managed Initial Public Offering</p>
 <p>\$3.4BN Sale to NewsCorp. \$717MM Acquisition of Argyle Television</p>	 <p>\$200MM Co-Managed Equity Offering \$150MM Co-Managed Convertible Preferred Offering \$1.2BN Participant Bank Financing</p>	 <p>\$48MM Lead Managed IPO \$150MM Lead Managed High Yield Offering \$665MM Advised EZ Communications on Sale to American Radio</p>	 <p>\$175MM Co-Managed Equity Offering \$240MM Co-Managed Equity Offering</p>

## DONE.

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**SONY**



KFTV(TV) Fresno, Calif. (Uni, ch. 21) - - - - - 55 - - 0.506 - - 0.253  
 KJVI(TV) Bakersfield, Calif. (UPN, ch. 45) - - 131 - - 0.180 - - 0.090  
 Other media holdings: Univision Network

## 12 Sinclair Broadcast Group Inc.

2000 W. 41st St., Baltimore, Md. 21211; (410) 467-5000

David D. Smith, president/28.1% owner (pictured)  
 (NASDAQ: SBGI)



**FCC-13%/56 stations/Total-22.4%**

Station	Market (affil., ch.)	Coverage		
		DMA	Total	FCC
KLGT-TV	Minneapolis (WB, ch. 23) - - - - -	14	1.479	0.7395
WPGH-TV	Pittsburgh (Fox, ch. 53) - - - - -	19	1.164	0.532
KOVR-TV	Sacramento, Calif. (CBS, ch. 13) - - 20 - -	20	1.151	1.151
KDNL-TV	St. Louis (ABC, ch. 30) - - - - -	21	1.132	0.566
WBFF-TV	Baltimore (Fox, ch. 45) - - - - -	23	1.009	0.5045
WTTV-TV	Indianapolis (Ind., ch. 4) (and satellite WTTK-TV [Ind., ch. 29]) - - - - -	25	0.977	0.977
WLFL-TV	Raleigh-Durham, N.C. (Fox, ch. 22) - 29 - -	29	0.843	0.4215
WSTR-TV	Cincinnati (WB, ch. 64) - - - - -	30	0.814	0.407
KSMO-TV	Kansas City, Mo. (WB, ch. 62) - - - - 31 - -	31	0.809	0.4045
WCGV-TV	Milwaukee (Ind., ch. 24) - - - - -	32	0.807	0.4035
WZTV-TV*	Nashville (Fox, ch. 17) - - - - -	33	0.806	0.403
WTTE-TV	Columbus, Ohio (Fox, ch. 28) - - - - 34 - -	34	0.755	0.3775
WLOS-TV	Asheville, N.C./Greenville, S.C. (ABC, ch. 13) - - - - -	35	0.733	0.733
KABB-TV	San Antonio, Tex. (Fox, ch. 29) - - - - 38 - -	38	0.662	0.331
WTVZ-TV	Norfolk, Va. (Fox, ch. 33) - - - - -	39	0.649	0.3245
WUTV(TV)*	Buffalo, N.Y. (Fox, ch. 29) - - - - -	40	0.643	0.3215
KOCB-TV	Oklahoma City (WB, ch. 34) - - - - -	44	0.606	0.303
KOKH-TV*	Oklahoma City (Fox, ch. 25) - - - - -	44	0.606	0.303
WXLV-TV*	Greensboro/Winston-Salem, N.C. (ABC, ch. 45) - - - - -	46	0.589	0.2945
WTOO-TV	Birmingham, Ala. (WB, ch. 21) - - - - 51 - -	51	0.558	0.279
WKEF-TV*	Dayton, Ohio (NBC, ch. 22) - - - - -	53	0.513	0.2565
WRGT-TV*	Dayton, Ohio (Fox, ch. 45) - - - - -	53	0.513	0.2565
WCHS-TV*	Charleston, W.Va. (ABC, ch. 8) - - - - 57 - -	57	0.490	0.490
WVAH-TV*	Charleston, W.Va. (Fox, ch. 11) - - - - 57 - -	57	0.490	0.490
WRLH-TV*	Richmond, Va. (Fox, ch. 35) - - - - -	59	0.468	0.234
KUPN-TV	Las Vegas (WB, ch. 21) - - - - -	61	0.460	0.230
WEAR-TV	Mobile, Ala./Pensacola, Fla. (ABC, ch. 3) - - - - -	62	0.459	0.459
WSMH-TV	Flint/Saginaw, Mich. (Fox, ch. 66) - - 63 - -	63	0.452	0.226
WDKY-TV	Lexington, Ky. (Fox, ch. 56) - - - - -	67	0.411	0.2055
KDSM-TV	Des Moines, Iowa (Fox, ch. 17) - - - - 69 - -	69	0.392	0.196
WSYT-TV*	Syracuse, N.Y. (Fox, ch. 68) - - - - -	72	0.386	0.193
WUHF-TV*	Rochester, N.Y. (Fox, ch. 31) - - - - 75 - -	75	0.375	0.1875
KBSI-TV*	Paducah/Cape Girardeau, Mo. (Fox, ch. 23) - - - - -	79	0.362	0.181
WMSN-TV*	Madison, Wis. (Fox, ch. 47) - - - - -	84	0.323	0.1615
WEMT-TV*	Tri-Cities, Tenn. (Fox, ch. 39) - - - - 93 - -	93	0.294	0.147
KETK-TV*	Tyler/Longview, Tex. (NBC, ch. 56) (and satellite KLSB-TV* [NBC, ch. 19]) - - - - -	107	0.235	0.1175
WYZZ-TV	Peoria, Ill. (Fox, ch. 43) - - - - -	110	0.230	0.115

WMMP-TV Charleston, S.C. (UPN, ch. 36) - - - 117 - - 0.220 - - 0.110  
 WTAT-TV\* Charleston, S.C. (Fox, ch. 34) - - - - 117 - - 0.220 - - 0.110  
 WFXV-TV\* Utica, N.Y. (Fox, ch. 33) - - - - - 169 - - 0.096 - - 0.048

### Local Marketing Agreements

WCWB-TV Pittsburgh (WB, ch. 22) - - - - - 19 - - 1.164  
 WNUV-TV Baltimore (WB, ch. 54) - - - - - 23 - - 1.009  
 WRDC-TV Raleigh/Durham, N.C. (UPN, ch. 28) - 29 - - 0.843  
 WVTV(TV) Milwaukee (WB, ch. 18) - - - - - 32 - - 0.807  
 WUXP-TV\* Nashville (UPN, ch. 30) - - - - - 33 - - 0.806  
 WFBC-TV Asheville, N.C./Greenville, S.C. (Ind., ch. 40) - - - - - 35 - - 0.733  
 KRRT-TV San Antonio, Tex. (WB, ch. 35) - - - - 38 - - 0.662  
 WUPN-TV\* Greensboro/Winston-Salem, N.C. (UPN, ch. 48) - - - - - 46 - - 0.589  
 WABM-TV Birmingham, Ala. (Ind., ch. 68) - - - - 51 - - 0.588  
 KFBI(TV) Las Vegas (WB, ch. 33) - - - - - 61 - - 0.460  
 WFGX-TV Mobile, Ala./Pensacola, Fla. (WB, ch. 35) - - - - - 62 - - 0.459  
 WNYS-TV\* Syracuse, N.Y. (UPN, ch. 43) - - - - 72 - - 0.386  
 WDKA-TV\* Paducah/Cape Girardeau, Mo. (UPN, ch. 49) - - - - - 79 - - 0.362  
 WDBB-TV Tuscaloosa, Ala. (WB, ch. 17) - - - - 187 - - 0.061  
 Other media holdings: Sinclair radio stations

## 13 Paramount Stations Group Inc.

5555 Melrose Ave., Hollywood, Calif. 90038; (213) 956-8100

Anthony Cassara, president, Paramount Stations Group Inc. (pictured); Kerry McCluggage, chairman, Paramount TV Group



Subsidiary of Viacom International Inc.; Sumner M. Redstone, president/66.66% owner (ASE: VIA)

**FCC-12.4%/17 Stations/Total-24.4%**

Station	Market (affil., ch.)	Coverage		
		DMA	Total	FCC
WPSG-TV	Philadelphia (UPN, ch. 57) - - - - -	4	2.715	1.3575
WSBK-TV	Boston (UPN, ch. 38) - - - - -	6	2.220	1.110
WDCA-TV	Washington (UPN, ch. 20) - - - - -	7	1.969	0.9845
KTXA(TV)	Dallas (UPN, ch. 21) - - - - -	8	1.939	0.9695
WKBD(TV)	Detroit (UPN, ch. 50) - - - - -	9	1.819	0.9095
WUPA(TV)	Atlanta (UPN, ch. 69) - - - - -	10	1.710	0.855
KTXH(TV)	Houston (UPN, ch. 20) - - - - -	11	1.659	0.8295
KSTW(TV)	Tacoma/Seattle, Wash. (UPN, ch. 11) - - - - -	12	1.546	1.546
WTOG(TV)	Tampa/St. Petersburg, Fla. (UPN, ch. 44) - - - - -	15	1.466	0.733
WBFS-TV	Miami (UPN, ch. 33) - - - - -	16	1.415	0.7075
KPWB(TV)	Sacramento, Calif. (UPN, ch. 31) - - 20 - -	20	1.151	0.5755
WNDY(TV)	Indianapolis (UPN, ch. 23) - - - - -	25	0.977	0.4885
WGNT(TV)	Norfolk/Portsmouth, Va. (UPN, ch. 27) - - - - -	39	0.649	0.3245
WWHO-TV	Columbus, Ohio (WB/UPN, ch. 53) - - 34 - -	34	0.755	0.3775
WUPL-TV	New Orleans (UPN, ch. 54) - - - - -	41	0.635	0.3175
KTLCTV*	Oklahoma City (UPN, ch. 43) - - - - 44 - -	44	0.606	0.303
<b>Local Marketing Agreements</b>				
WTVX(TV)	West Palm Beach, Fla. (UPN, ch. 34) - 43 - -	43	0.0606	
WLWC-TV	New Bedford, Mass./Providence, R.I. (UPN, ch. 28) - - - - -	49	0.571	
Other media holdings: 50% of UPN network; Cable networks: MTV, VH1, Comedy Central, Nickelodeon, Nick at Night and TV Land; Simon & Schuster (book publisher); Blockbuster Video				



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# 14 Telemundo Group Inc.

2290 W. 8th Ave., Hialeah, Fla. 33010; 305-884-8200

Roland A. Hernandez, president/CEO (pictured)  
(NASDAQ: TLMD)



## FCC-10.7%/8 Stations/Total-21.3%

TM=Telemundo

Station	Market (affil., ch.)	Coverage		
		DMA	Total	FCC
WNJU(TV)	New York (TM, ch. 47)	1	6.898	3.449
KVEA(TV)	Los Angeles (TM, ch. 52)	2	5.115	2.5575
WSNS-TV	Chicago (TM, ch. 44)	3	3.207	1.6035
KSTS(TV)	San Francisco (TM, ch. 48)	5	2.346	1.173
KTMD(TV)	Houston (TM, ch. 48)	11	1.659	0.8295
WSCV(TV)	Miami/Fort Lauderdale (TM, ch. 51)	16	1.415	0.7075
KVDA(TV)	San Antonio, Tex. (TM, ch. 60)	38	0.662	0.331
WKAQ-TV	San Juan, P.R. (TM, ch. 2)	NA	NA	NA

Other media holdings: Univision network

# 15 Hearst-Argyle Television Inc.

959 Eighth Ave., New York, N.Y. 10019; (212) 649-2300

David Barrett, vice president (pictured); Bob Marbut, chairman/co-CEO; John G. Conomikes, president/co-CEO

Subsidiary of Hearst Corp., 77% owner; Frank A. Bennack Jr., president/CEO

(NASDAQ: HATV)



## FCC-9.8%/16 Stations/Total-10.9%

Station	Market (affil., ch.)	Coverage		
		DMA	Total	FCC
WCVB-TV	Boston (ABC, ch. 5)	6	2.220	2.220
WWWB-TV	Tampa/St. Petersburg, Fla. (Ind., ch. 32)	15	1.466	0.733
WTAE-TV	Pittsburgh (ABC, ch. 4)	19	1.164	1.164
WBAL-TV	Baltimore (NBC, ch. 11)	23	1.009	1.009
WLWT(TV)	Cincinnati (NBC, ch. 5)	30	0.814	0.814
KMBC-TV	Kansas City, Mo. (ABC, ch. 9)	31	0.809	0.809
WISN-TV	Milwaukee (ABC, ch. 12)	32	0.807	0.807
WPBF(TV)	West Palm Beach, Fla. (ABC, ch. 25)	43	0.606	0.303
KOCO-TV	Oklahoma City (ABC, ch. 5)	44	0.606	0.606
KITV(TV)	Honolulu (ABC, ch. 4) (and satellites KHVO(TV) [ABC, ch. 13] and KMAU(TV) [ABC, ch. 12])	71	0.388	0.388
WAPT(TV)	Jackson, Miss. (ABC, ch. 16)	90	0.303	0.1515
WPTZ(TV)*	Burlington, Vt. (NBC, ch. 5) (and satellite WNNE-TV* [NBC, ch. 31])	91	0.298	0.298
KHBS(TV)	Fort Smith, Ark. (and satellite KHOG-TV [ABC, ch. 29]) (ABC, ch. 40)	116	0.221	0.1105
KSBW(TV)*	Salinas/Monterey, Calif. (NBC, ch. 8)	121	0.211	0.211

Local Marketing Agreement

KCWB-TV Kansas City, Mo. (Ind., ch. 29) --- 31 --- .809

Other media holdings: Hearst owns Hearst newspapers and is a partner with ABC in ESPN, Lifetime Television and A&E cable networks; with Continental Cablevision in New England Cable News

# 16 Cox Broadcasting Inc.

1400 Lake Hearn Drive, Atlanta, Ga. 30348; (404) 843-5000



Andrew S. Fisher, executive vice president, television affiliates (pictured, r) and Kevin O'Brian, executive vice president, independent group/Fox (pictured, l); Nicholas D. Trigony, president



Subsidiary of Cox Enterprises Inc.; James C. Kennedy, chairman

## FCC-9.6%/9 stations/Total-9.7%

Station	Market (affil., ch.)	Coverage		
		DMA	Total	FCC
KTVU(TV)	San Francisco/Oakland (Fox, ch. 2)	5	2.346	2.346
WSB-TV	Atlanta (ABC, ch. 2)	10	1.710	1.710
KIRO-TV	Seattle (CBS, ch. 7)	12	1.546	1.546
WPXI(TV)	Pittsburgh (NBC, ch. 11)	19	1.164	1.164
WFTV(TV)	Orlando, Fla. (ABC, ch. 9)	22	1.063	1.063
WSOC-TV	Charlotte, N.C. (ABC, ch. 9)	28	0.858	0.858
WHIO-TV	Dayton, Ohio (CBS, ch. 7)	53	0.513	0.513
KFOX(TV)	El Paso, Tex. (Fox, ch. 14)	99	0.270	0.135
KRXI(TV)	Reno (Fox, ch. 11)	118	0.220	0.220

Joint sales and local marketing agreements

WAXN-TV Charlotte, N.C. (Ind., ch. 64) --- 28 --- 0.220

KAME-TV Reno, Nev. (UPN, ch. 21) --- 118 --- 0.220

Other media holdings: Rysher Entertainment; Cox radio stations; Cox newspapers

# 17 Young Broadcasting Inc.

599 Lexington Ave., 47th Floor, New York, N.Y. 10022; (212) 754-7000

Ronald J. Kwasnick, president (pictured); Vincent Young, chairman/7.8% owner (NASDAQ: YBTVA)



## FCC-9.1%/15 Stations/Total-9.2%

Station	Market (affil., ch.)	Coverage		
		DMA	Total	FCC
KCAL-TV	Los Angeles (Ind., ch. 9)	2	5.115	5.115
WKRN-TV	Nashville, Tenn. (ABC, ch. 2)	33	0.806	0.806
WTEN(TV)	Albany, N.Y. (ABC, ch. 10) (and satellite wdcv(tv) [ABC, ch. 19])	52	0.519	0.519
WRIC-TV	Richmond, Va. (ABC, ch. 8)	59	0.468	0.468
WATE-TV	Knoxville, Tenn. (ABC, ch. 6)	64	0.450	0.450
WBAY-TV	Green Bay, Wis. (ABC, ch. 2)	70	0.389	0.389
KWQC-TV	Davenport, Iowa (NBC, ch. 6)	89	0.308	0.308
WLNS-TV	Lansing, Mich. (CBS, ch. 6)	105	0.241	0.241
KELO-TV	Sioux Falls, S.D. (CBS, ch. 11) (and satellites KDLO-TV [CBS, ch. 3] and KPLO-TV [CBS, ch. 6])	108	0.234	0.234
KLFY-TV	Lafayette, La. (CBS, ch. 10)	122	0.210	0.210
WKBT(TV)	LaCrosse, Wis. (CBS, ch. 8)	129	0.183	0.183
WTVO(TV)	Rockford, Ill. (NBC, ch. 17)	135	0.170	0.085
KCLO-TV	Rapid City, S.D. (CBS, ch. 15)	172	0.089	0.0445

# 18 E.W. Scripps Co.

312 Walnut Street, Suite 2300, Cincinnati, Ohio 45202; (513) 977-3000

Jim Hart, senior vice president of station group (pictured); Frank Gardner, senior vice president of broadcasting; William R. Burleigh, president/CEO;





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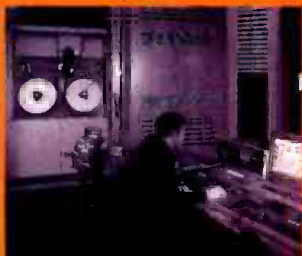


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For further information, please contact:

*Yvonne Bos, Senior Vice President, Media & Communications Group, at (212) 605-1424*  
*Michael Andres, Managing Director, Broadcasting, at (770) 673-2662 (Atlanta) or (212) 605-1632 (New York)*

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(NYSE: SSP)

**FCC-8%/9 stations/Total-9.8%**

Station	Market (affil., ch.)	DMA	Coverage	
			Total	FCC
WXYZ(TV)	Detroit (ABC, ch. 7)	9	1.819	1.819
WEWS(TV)	Cleveland (ABC, ch. 5)	13	1.500	1.500
WFTS(TV)	Tampa, Fla. (ABC, ch. 28)	15	1.466	0.733
KNXV(TV)	Phoenix (ABC, ch. 15)	17	1.316	0.658
WMAR(TV)	Baltimore (ABC, ch. 2)	23	1.009	1.009
WCPO(TV)	Cincinnati (ABC, ch. 9)	30	0.814	0.814
KSHB(TV)	Kansas City, Mo. (NBC, ch. 41)	31	0.809	0.4045
WPTV(TV)	West Palm Beach, Fla. (NBC, ch. 5)	43	0.608	0.608
KJRH(TV)	Tulsa, Okla. (NBC, ch. 2)	58	0.478	0.478

Other media holdings: Food Network; Home & Garden Television; Cinetel Productions; United Media; 20 daily and 16 non-daily newspapers, including the *Cincinnati Post* and *Kentucky Post*

**19 Hicks, Muse, Tate & Furst Inc.**  
Includes LIN Television Corp. and Sunrise Television Corp.



200 Crescent Court, Suite 1600, Dallas, Tex. 75201; (214) 740-7300  
Gary R. Chapman, president, LIN Television (pictured, r); Robert N. Smith, president, Sunrise Television (pictured, l); Thomas O. Hicks, chairman



**FCC-7.2%/23 stations/Total 10%**

Station	Market (affil., ch.)	DMA	Coverage	
			Total	FCC
WISH-TV	Indianapolis (CBS, ch. 8)	25	0.977	0.977
WTNH-TV	New Haven, Conn. (ABC, ch. 8)	27	0.935	0.935
WOOD-TV*	Grand Rapids, Mich. (NBC, ch. 8)	37	0.673	0.673
WAVY-TV	Norfolk, Va. (NBC, ch. 10)	39	0.649	0.649
WIVB-TV	Buffalo, N.Y. (CBS, ch. 4)	40	0.643	0.643
WNAC-TV*	Providence, R.I. (Fox, ch. 64)	49	0.571	0.2855
WVTM-TV*	Birmingham, Ala. (NBC, ch. 13)	51	0.558	0.558
WDTN(TV)*	Dayton, Ohio (ABC, ch. 2)	53	0.513	0.513
KXAN-TV	Llano/Austin, Tex. (NBC, ch. 14)	60	0.462	0.231
WEYI-TV	Flint/Saginaw, Mich. (NBC, ch. 25)	63	0.452	0.226
WROC-TV	Rochester, N.Y. (CBS, ch. 8)	75	0.375	0.375
WAND(TV)	Decatur, Ill. (ABC, ch. 17)	82	0.338	0.338
WJAC-TV	Johnstown, Pa. (NBC, ch. 6)	92	0.294	0.294
WANE-TV	Fort Wayne, Ind. (CBS, ch. 15)	102	0.249	0.1245
WTOV-TV	Wheeling, W.Va./Steubenville, Ohio (NBC, ch. 9)	138	0.161	0.161
KRBC-TV	Abilene, Tex. (NBC, ch. 9)	160	0.114	0.114
KACB-TV	San Angelo, Tex. (NBC, ch. 3)	196	0.051	0.051

Local Marketing Agreements

KXTX(TV)	Dallas (Ind., 39)	8	1.939	
WBNE-TV	New Haven, Conn. (WB, ch. 59)	27	0.935	
WOTV(TV)*	Battle Creek/Grand Rapids, Mich. (ABC, ch. 41)	37	0.673	
WVBT-TV	Virginia Beach/Norfolk, Va. (WB/Fox, ch. 43)	39	0.649	
KNVA-TV	Austin, Tex. (WB, ch. 54)	60	0.462	

Other media holdings: Radio groups: Chancellor Media Inc.; Capstar Broadcast Partners LP; is buying SFX Broadcasting Inc.

**20 Post-Newsweek Stations Inc.**

3 Constitution Plaza, Hartford, Conn. 06103; (860) 493-6530



G. William Ryan, president/CEO (pictured)  
Subsidiary of The Washington Post Co., Donald Graham, chairman/CEO/publisher

(NYSE: WPO)

**FCC-7.1%/6 Stations/Total-7.1%**

Station	Market (affil., ch.)	DMA	Coverage	
			Total	FCC
WDRV(TV)	Detroit (NBC, ch. 4)	9	1.819	1.819
KPRC-TV	Houston (NBC, ch. 2)	11	1.659	1.659
WPLG(TV)	Miami (ABC, ch. 10)	16	1.415	1.415
WKMG-TV	Orlando, Fla. (CBS, ch. 6)	22	1.063	1.063
KSAT-TV	San Antonio, Tex. (ABC, ch. 12)	38	0.662	0.662
WJXT(TV)	Jacksonville, Fla. (CBS, ch. 4)	54	0.513	0.513

Other media holdings: Pro Am Sports System (sports network); newspapers including the *Washington Post*; *Newsweek* magazine

**21 Meredith Broadcasting Group**  
1716 Locust Street, Des Moines, Iowa 50309; (515) 284-3000

John Loughlin, president, Meredith Broadcasting Group (pictured)  
Subsidiary of Meredith Corp.; William T. Kerr, chairman/CEO  
(NYSE: MDP)



**FCC-6.3%/11 Stations/Total-7.7%**

Station	Market (affil., ch.)	DMA	Coverage	
			Total	FCC
KPHO-TV	Phoenix (CBS, ch. 5)	17	1.316	1.316
WOPF(TV)	Orlando, Fla. (Fox, ch. 35)	22	1.063	0.5315
KPDx(TV)	Portland, Ore. (Fox, ch. 49)	24	0.997	0.4985
WFSB-TV	Hartford/New Haven, Conn. (CBS, ch. 3)	27	0.935	0.935
KCTV(TV)	Kansas City, Mo. (CBS, ch. 5)	31	0.809	0.809
WSMV(TV)	Nashville, Tenn. (NBC, ch. 4)	33	0.806	0.806
WHNS(TV)	Greenville, S.C. (Fox, ch. 21)	35	0.733	0.3665
KVVU-TV	Las Vegas (Fox, ch. 5)	61	0.460	0.460
WNEM-TV	Bay City/Flint, Mich. (CBS, ch. 5)	63	0.452	0.452
WOGX(TV)	Gainesville, Fla. (Fox, ch. 51)	165	0.102	0.051
KFXO(TV)	Bend, Ore. (Fox, ch. 39)	202	0.040	0.020

Other media holdings: Magazine and book publishing, including *Ladies' Home Journal*, *Better Homes and Gardens*, *Country Home* and *Crayola Kids*; residential real estate marketing and franchising; brand licensing



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# 22 Granite Broadcasting Corp.

767 Third Avenue, 34th Floor, New York, N.Y. 10017; (212) 826-2530

Bob Selwyn, COO (pictured);  
W. Don Cornwell, chairman  
(NASDAQ: GBTVK)



## FCC-6.1%/12 Stations/Total-7.9%

Station	Market (affil., ch.)	Coverage		
		DMA	Total	FCC
KOFY-TV*	San Francisco (WB, ch. 11)	5	2.346	2.346
WXON-TV	Detroit (WB, ch. 20)	9	1.819	0.9095
WWMT-TV	Grand Rapids, Mich. (CBS, ch. 3)	37	0.673	0.673
WKBW-TV	Buffalo, N.Y. (ABC, ch. 7)	40	0.643	0.643
KSEE-TV	Fresno, Calif. (NBC, ch. 24)	55	0.506	0.253
KEYE-TV	Austin, Tex. (CBS, ch. 42)	60	0.462	0.231
WTVH-TV	Syracuse, N.Y. (CBS, ch. 5)	72	0.386	0.386
WPTA-TV	Fort Wayne, Ind. (ABC, ch. 21)	102	0.249	0.1245
WEEK-TV	Peoria/Bloomington, Ill. (NBC, ch. 25)	110	0.230	0.1150
KNTV-TV	Salinas/Monterey, Calif. (ABC, ch. 11)	121	0.211	0.211
KBJR-TV	Duluth, Minn./Superior, Wis. (NBC, ch. 6)	134	0.173	0.173
TBA				
WLAJ-TV	Lansing, Mich. (ABC, ch. 53)	105	0.241	

# 23 Pulitzer Broadcasting Co.

101 South Hanley Road, Suite 1250, St. Louis, Mo. 63105-3438; (314) 721-7335

Ken J. Elkins, president (pictured)  
Subsidiary of Pulitzer Publishing Co.,  
Michael E. Pulitzer, president/23.2% owner  
(NYSE: PTZ)



## FCC-5.24%/9 Stations/Total-5.5%

Station	Market (affil., ch.)	Coverage		
		DMA	Total	FCC
WESH-TV	Orlando/Daytona Beach, Fla. (NBC, ch. 2)	22	1.063	1.063
WYFF-TV	Greenville, S.C. (NBC, ch. 4)	35	0.733	0.733
WOSU-TV	New Orleans (NBC, ch. 6)	41	0.635	0.635
WGAL-TV	Lancaster, Pa. (NBC, ch. 8)	45	0.601	0.601
WXII-TV	Winston-Salem/Greensboro, N.C. (NBC, ch. 12)	46	0.589	0.589
KOAT-TV	Albuquerque, N.M. (ABC, ch. 7) (and satellite KOCT-TV) [ABC, ch. 6]	48	0.572	0.572
WLKY-TV	Louisville, Ky. (CBS, ch. 32)	50	0.566	0.283
KCCI-TV	Des Moines, Iowa (CBS, ch. 8)	69	0.382	0.382
KETV-TV	Omaha (ABC, ch. 7)	74	0.378	0.378

Other media holdings: Pulitzer radio stations; Pulitzer newspapers

# 24 Raycom Media Inc.

201 Monroe Street, Suite 710, Montgomery, Ala. 36104; (334) 206-1400

John Hayes, president/CEO (pictured);  
John Stein, chairman



## FCC-5.2%/23 Stations/Total-6.0%



Station	Market (affil., ch.)	Coverage		
		DMA	Total	FCC
WMC-TV	Memphis (NBC, ch. 5)	42	0.627	0.627
WTVR-TV	Richmond, Va. (CBS, ch. 6)	59	0.468	0.468
WTNZ-TV	Knoxville, Tenn. (Fox, ch. 43)	64	0.450	0.225
WUPW-TV	Toledo, Ohio (Fox, ch. 36)	66	0.417	0.2085
WSTM-TV	Syracuse, N.Y. (NBC, ch. 3)	72	0.386	0.386
KSLA-TV	Shreveport, La. (CBS, ch. 12)	76	0.374	0.374
KOLO-TV	Tucson, Ariz. (CBS, ch. 13)	78	0.363	0.363
KFVS-TV	Cape Girardeau, Mo. (CBS, ch. 12)	79	0.362	0.362
WAFF-TV	Huntsville, Ala. (NBC, ch. 48)	82	0.338	0.169
KWWL-TV	Cedar Rapids, Iowa (NBC, ch. 7)	87	0.315	0.315
WACH-TV	Columbia, S.C. (Fox, ch. 57)	88	0.310	0.155
WAFB-TV	Baton Rouge (CBS, ch. 9)	98	0.273	0.273
WTOG-TV	Savannah, Ga. (CBS, ch. 11)	100	0.265	0.265
KSFY-TV	Sioux Falls, S.D. (ABC, ch. 13) (and satellites KABY-TV [ABC, ch. 9] and KPRY-TV [ABC, ch. 4])	108	0.234	0.234
WPBN-TV	Traverse City/Cadillac, Mich. (NBC, ch. 7) (and satellite WTOM-TV [NBC, ch. 4])	119	0.218	0.218
KNOO-TV	Yakima, Wash. (NBC, ch. 23) (and satellite KNOU-TV) [NBC, ch. 25]	124	0.203	0.1015
WTVM-TV	Columbus, Ga. (ABC, ch. 9)	128	0.187	0.187
WECT-TV	Wilmington, N.C. (NBC, ch. 6)	152	0.134	0.134
WOAM-TV	Laurel/Hattiesburg, Miss. (NBC, ch. 7)	166	0.097	0.097
WLUC-TV	Marquette, Mich. (NBC, ch. 6)	175	0.086	0.086
KTVQ-TV	Ottumwa, Iowa/Kirksville, Mo. (ABC, ch. 3)	199	0.050	0.050

# 25 Media General Broadcast Group

100 North Tampa Street, Suite 3150, Tampa, Fla. 33602; (813) 225-4600

James Zimmerman, president (pictured)  
Subsidiary of Media General Inc.;  
J. Stewart Bryan III, president/4.6% owner; Cede & Co., 80.8% owner  
(ASE: MEG/A)



## FCC-4.5%/13 Stations/Total-5.3%

Station	Market (affil., ch.)	Coverage		
		DMA	Total	FCC
WFLA-TV	Tampa, Fla. (NBC, ch. 8)	15	1.466	1.466
WIAT-TV	Birmingham, Ala. (CBS, ch. 42)	51	0.558	0.279
WJWB-TV	Jacksonville, Fla. (WB, ch. 17)	54	0.513	0.2565
WTVQ-TV	Lexington, Ky. (ABC, ch. 36)	67	0.411	0.2055
WLSL-TV	Roanoke, Va. (NBC, ch. 10)	68	0.410	0.410
WDEF-TV	Chattanooga, Tenn. (CBS, ch. 12)	86	0.317	0.317
WJTV-TV	Jackson, Miss. (CBS, ch. 12) (and satellite WHLT-TV) [CBS, ch. 22]	90	0.303	0.303
WJHL-TV	Johnson City, Tenn. (CBS, ch. 11)	98	0.294	0.294
WSAV-TV	Savannah, Ga. (ABC, ch. 3)	100	0.265	0.265
WNCT-TV	Greenville, N.C. (CBS, ch. 9)	106	0.239	0.239
WCBO-TV	Charleston, S.C. (NBC, ch. 2)	117	0.220	0.220
WMOA-TV	Montgomery, Ala. (ABC, ch. 32)	114	0.224	0.112
KALB-TV	Alexandria, La. (NBC, ch. 5)	178	0.083	0.083

Other media holdings: Cable TV systems; newspapers including Tampa Tribune, Winston-Salem (N.C.) Journal and Richmond (Va.) Times-Dispatch, and 40% of Denver Post



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## A Year of Service

### \$4.6 Billion

Projected value of public service announcements donated by TV and radio stations and national networks

### \$2.1 Billion

Projected amount raised for charities/causes by TV and radio

### \$148.4 Million

Projected value of free airtime donated by TV and radio stations and TV networks for debates, candidate forums and convention coverage.

Total: **\$6.8 BILLION**



Bringing Community Service Home

# Putting a price on public service

*NAB says broadcasters devote almost \$7 billion a year; public interest groups skeptical*

By Chris McConnell and  
Paige Albinak

**E**ddie Fritts has an offer he says the American public can't refuse.

A yearly total of \$6.85 billion in public service provided by radio and TV broadcasters. That's nearly as much as the \$6.9 billion Turner/Time Warner merger. More than twice U.S. expenditures on taxicabs in 1995. A billion dollars more than Americans spent on spectator sports the same year. A dollar for every person on earth (with almost \$1 billion to spare).

In an effort National Association of Broadcasters President Fritts calls the most massive undertaken during his

tenure, a new study by the association puts a dollar figure on the airtime donated by broadcasters to public service announcements (PSAs) and political airtime as well as the amount raised by stations for charities during 12 months. The NAB is releasing the results at its annual convention in Las Vegas this week.

"The numbers you'll see are on the low side," the NAB president says of the new report, stressing that the \$6.85 billion represents a conservative estimate of radio and TV contributions to community service.

The figures, compiled by the Alexandria, Va.-based Public Opinion Strategies from surveys sent to NAB

members, divide the public service pie into three pieces: PSA time, political airtime and such fund-raising efforts as telethons. The lion's share—\$4.6 billion—comes from PSA airtime. The report pegs the average TV station's airtime contribution at almost \$1 million and the average radio station's at \$400,000.

"What we want to show is that, as a proud industry, we're doing this on a voluntary basis [and] we're doing this without government mandates, without being pushed to the wall to do this," Fritts says. The group compiled the study in part to mark the NAB's 75th anniversary this year, he says, and in part to report on the status of public



service as the industry moves into the digital TV age.

While citing the multibillion-dollar tally, however, Fritts is quick to emphasize what is not included in the total. Off-air campaigns such as child abuse hotlines or local health fairs did not figure in the money count. Neither did news coverage of local emergencies or individual crises, although local station responses to such events were covered in the NAB's research.

"If we were to be expansive in our thought processes, we could probably treble this number," Fritts says. (At \$19.6 billion, the industry's public service largess would approach yearly U.S. expenditures on books and maps.) Fritts stresses that the association omitted those efforts from the calculations because it wanted a number it could document and defend.

And the NAB will have plenty of defending to do. Study or no study, public interest advocates are unlikely to be convinced that broadcasters are providing enough programming that serves the public interest.

"There is no way the broadcasting industry is going to convince anyone that they are fulfilling their obligation," says Jeff Chester, executive director for the Center for Media Education.

"If there were enough public service, they wouldn't have to do studies to prove there was," adds Peggy Charren, founder of Action for Children's Television (ACT). "These issues have been on the docket of the FCC since 1970. And broadcasters' studies always make it look as if the stations have nothing on their mind besides serving the public: 'The bottom line can go to hell as long as we are serving the community.' You don't have to be a genius to know that this is not how this world works."

"I would be skeptical of any number," says civil rights advocate David Honig, executive director emeritus of the Minority Media and Telecommunications Council. "It always comes down to how the number is calculated and how it is valued. It's a question of independent economists looking at that number, because a lot of that time really has no value."

Fritts insists that the numbers in his group's study are solid. "Everything here is totally substantiated and documented," he says.

He points to the \$2.1 billion in fund-raising efforts reported by radio and

TV stations. More than 90% of TV and radio stations responding to the NAB survey reported helping charities, charitable causes or needy individuals by fund-raising or some other support. Respondents to the survey reported raising \$1.13 billion for charities last year.

Projecting the fund-raising rate to include radio and TV stations not responding to the survey yielded an industry total of \$2.1 billion.

The report also includes an estimate of the time that stations made available for political convention coverage, debates and candidate forums. While projecting a total industry donation of \$148 million in political airtime during the 1996 election, the report asserts that candidates turned down about \$15 million worth of free time during the election.

The issue of political airtime has held center stage at the FCC in recent weeks. FCC Chairman William Kennard has been pushing the FCC to dis-

cuss whether broadcasters should be required to offer free time to political candidates. Under strong congressional pressure, Kennard last month backed off a plan to propose rules on airtime. However, he still plans to hold an "inquiry," or fact-gathering effort, on the issue.

Fritts points to the new study in asserting that stations already provide lots of free time for public discourse on issues. Additional figures from the report include:

- Half of the TV and radio stations offered to sponsor and air debates and forums during the 1996 election.

- Twenty percent of TV stations and 23% of radio stations said they aired a debate or forum sponsored by an outside group, such as the League of Women Voters.

- Forty-four percent of TV stations aired a local public affairs program dealing with the 1996 elections. For radio stations the tally was 63%.

- Sixty-three percent of TV stations and 51% of radio stations ran special segments profiling candidates and/or their positions on issues.

Discussing the political airtime

### Public Service: KTVQ(TV)

## Finding homes for foster children

Although the KTVQ(TV) sales staff came up with the idea for the Billings, Mont., station's "A Waiting Child" public service campaign, you can't put a price on the results, weekend anchor Julie Koerber says.

Two years ago, Koerber says, the station decided to try to help the state find homes for foster children, some as old as 15. In a state with a population of 800,000, there were 700 such children available for adoption, "kind of a lot," Koerber says. "The state was falling short in some areas."

Last summer, after the segments began appearing on TV stations across Montana, the state reported 256 calls for information, a tripling of its pool of potential adoptive families and referrals of 58 children. "[That's] priceless. There is no way you could put a money amount on this," Koerber says.

The "Waiting Child" segments begin on Father's Day and run every Sunday for about 14 weeks during the CBS affiliate's 10 p.m. news. Each two-minute segment is devoted to an interview with one child who needs a home. The children talk about anything from their hobbies to what they seek in a family. "They tug at your heartstrings," Koerber says.

For the station, "this is far more hands-on than we've ever gone before," Koerber says. There was concern that the effort might fall flat. But, she says, "getting the word out really does work."

—Elizabeth A. Rathbur











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issue, Fritts insists that any free-time mandate would merely provide more time for negative attack ads. "I will make a deal tomorrow with the Congress of the United States," Fritts adds, "that says the following: We will give you two hours of broadcast time to run your campaign ... for federal candidates only. However, you will not be able to buy any additional time."

While predicting that no politician would take such a deal, Fritts also stresses that the NAB's report is not aimed at merely making a case against free time. He cites the report's assessment of the local efforts of radio and TV stations: "We have always said that localism is that which separates us. It's our franchise, and it's ours alone."

The bulk of his group's study abounds with statistics and citations of local reports and campaigns dealing with such issues as crime, health, substance abuse and education. Among the industrywide figures:

- Seventy-five percent of TV stations and 66% of radio stations run a combination of on- and off-air public service campaigns.

- Sixty-six percent of TV and 68% of radio stations aided disaster victims either by airing local news broadcasts, PSAs or public affairs programming or by participating in off-air efforts.

- Eighty-one percent of TV stations and 75% of radio stations say they consult with local community leaders in choosing issues and causes for public service efforts.

- Fifty-two percent of the TV and 66% of the radio PSAs are either locally produced or deal with local issues.

Critics counter that accounting will not answer their concerns. They say they are more interested in the quality of programming than its dollar value. A common target of their criticism is the public affairs programming and local news.

"Local news used to be considered public service. It's hard now to see how that can be," Charren says.

Advocates complain that local news focuses mostly on crime and weather reports. They point to content analysis of local news programs in eight U.S. TV markets between November 1996 and April 1997. Crime coverage accounted for the largest segment of local news programs—more than 29%, according to a study compiled by eight universities under a project called the

## WHAT PUBLIC INTEREST ADVOCATES WOULD LIKE BROADCASTERS TO DO

**Better local public affairs programming:** Several advocates say they would like to see local broadcasters spend more time talking about community issues. For example, when an openly gay Republican recently won a seat on the Washington City Council, there was "no same-day [television news] coverage," says Gigi Sohn, executive director of Media Access Project. "That's an issue that should be covered. This is what you get your license for. If you don't want to do the type of programming it takes to do good local programming, buy your license from the government and then do what you want with it."

**More children's educational programming:** Peggy Charren, founder of Action for Children's Television, would like news for children and nonfiction documentary efforts aimed at preteen and teenage audiences. "But I don't think educational programming is the public service that people talk about, because that's just what you should be doing anyway," Charren says. Broadcasters have to abide by the Children's Television Act, which requires them to provide three hours per week of children's educational programming.

**Better local news:** Local news programs focus too much on crime, weather disasters and traffic, critics say. They would like to see more coverage of such issues as campaigns and community affairs. "It's difficult to make the case with a straight face that [local broadcasters'] news coverage is devoted to helping create an informed electorate around campaign time," says Paul Taylor, executive director of the Free TV for Straight Talk Coalition. "It seems to me that there's been an abdication here of journalistic responsibility on the part of the local news stations."

**PSAs in prime time:** PSAs are a convenient surrogate for public interest programming, advocates say. Broadcasters proclaim they do \$4.6 billion per year in public service announcements alone, but critics ask how many of these announcements run at times when people actually see them.

**Free airtime:** Advocates would like more political debates aired, although broadcasters argue that politicians frequently do not take them up on debate offers. To fix that, Taylor says he hopes "the civic groups will pressure broadcasters and encourage all candidates to participate" in these debates. Taylor also would like broadcasters to invent new formats to get political information to viewers. "It's hard to get viewers to sit still for an hour, but maybe you can get them to sit still for three to five minutes," he says. "[Broadcasters] understand how television works. They understand the tension between making something informative and making something engaging."

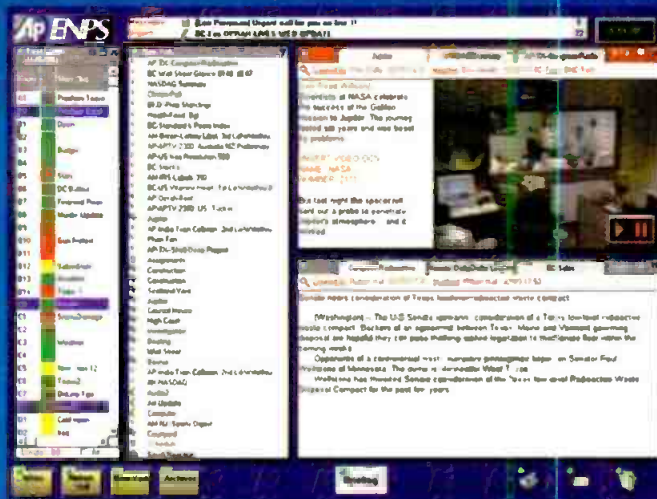
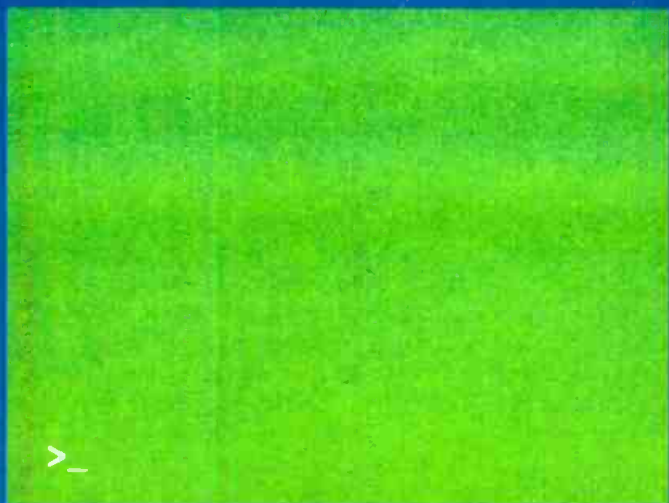
**More community programming targeted at the minorities who live there:** David Honig, executive director emeritus of the Minority Media and Telecommunications Council, cites a radio station in his hometown of Miami that is supposedly targeted at the minority population. It plays hip-hop and rap music 24 hours a day, seven days a week. "That station has one public affairs program, which airs on Sunday morning at 3 a.m. when no one is listening. They've taken this great spectrum resource and they are just wasting it," Honig says. "They are just raping the airwaves and giving nothing back."

**Better-funded public broadcasting systems:** Even though advocates focus largely on commercial broadcasters, they also are concerned about the lack of attention paid to American public broadcasting—including PBS, NPR and C-SPAN—on both free broadcasting and cable. "In other countries, public broadcasting is a jewel," Honig says. "It is not funded at one-fiftieth the level of commercial broadcasting as it is here."—Paige Albinak



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Consortium of Local Television Surveys. Government affairs occupied 15% of the news during an average program.

That study also found that education and race relations together accounted for less than 3% of total news time.

Also not adequate, some critics say, are local news programs and public affairs shows consisting of a panel of talking heads from the community. They want broadcasters to put time and effort into inventing new formats and new ways of appealing to viewers with public interest programming.

"We have the greatest programmers

in the world and the greatest creative minds in the world. Can they not think of a way to do local issues programming that will garner them an audience while fulfilling their local issues obligations?" says Media Access Project Executive Director Gigi Sohn.

Fritts doesn't object to the notion of improvement. "We think this is the very baseline from which to work," he says. "Will we do more next year? Yes. Can we do more this year and can we do it better? Probably."

But, he adds, his industry already is doing more than other businesses in the public service arena. "I don't want to say that what the other businesses do is not important, because they do make significant contributions," Fritts says. "What's different about ours is that it's a way of life. It's part of our business culture."

The NAB will be taking that message to lawmakers and commissioners along with its report. The association also will be taking its report to local policymakers through state broadcasting associations. NAB will be asking member stations to promote the report as well.

"It's incumbent upon us to educate

## Adding up the public service dollars

*How the NAB calculated the public service total*

By Chris McConnell

**L**ocal TV commercials cost an average of \$137 and radio commercials an average of \$63.

Those are the magic numbers behind the \$6.85 billion figure that broadcasters are putting on their annual public service effort. With airtime for public service announcements accounting for nearly two-thirds of the total, a key factor in adding up the dollars was tallying the number of announcements aired, then figuring out how much the spots were worth.

The NAB started by sending surveys to 1,153 TV stations and 7,870 radio stations. The response rate was 63% for the TV stations and 39% for the radio stations.

Based on the information from the surveys, Public Opinion Strategies determined that TV stations are airing an average of 137 PSAs (per station) a week and radio stations 122 per week. The surveys asked broadcasters to indicate when the spots ran, but researchers did not include that information in their calculations of the net worth of PSA time.

Instead, researchers used station information about the various costs of commercial airtime during different parts of the day and in different markets to calculate an average "run-of-station" rate for 30-second commercials. They then multiplied the averages—\$137 for TV and \$63 for radio—by the average number of PSAs each type of station is airing.

Industry observers are hard-pressed to cite a previous effort to assess the average cost of radio and TV commercials across all markets and dayparts. John Kamp, senior vice president of the American Association of Advertising Agencies, says such an effort would involve "significant extrapolation," but he does not dismiss the prospect of calculating an accurate average. "I think they can arrive at something reasonable," he says.

Others voice more skepticism, citing the wide differences

in advertising rates at different times and in different markets. One industry source maintains that those differences are too great to produce a single meaningful average.

The averages yielded a yearly total of \$707.3 million from TV stations responding to the survey and \$1.2 billion for radio respondents. Public Opinion Strategies then used those figures to fill in what stations not responding to the survey deliver in the way of PSA time. Those projections yielded a total of \$1.12 billion for TV stations and \$3.14 billion for radio stations.

Public Opinion Strategies partner Bill McInturff concedes that critics may target the projections for stations not responding to the survey. But he says that researchers did not spot common differences between stations not responding to the survey and stations that did. "I don't have an exact way to compare those people who did not respond with those who did," he says.

McInturff also maintains that researchers took additional steps to avoid overestimating the value of PSA time provided by the industry. Researchers conducted separate calculations for radio and TV stations rather than averaging the two together, he says.

He also cites the calculations for network PSAs. Because there are wide variations in PSA departments of the Big Four networks, researchers used a midpoint rather than an average to calculate the supply of network PSAs. An average, McInturff says, would have artificially pushed up the total.

Instead, using a median of 41 PSAs per week, Public Opinion Strategies calculated an annual network provision of \$342 million, bringing the industry's total to \$4.6 billion in PSA time.

The public service efforts covered in the report occurred between Aug. 1, 1996, and July 31, 1997. Researchers say the response rate is high enough to ensure a margin of error of about 1% for the TV and radio subsamples. ■



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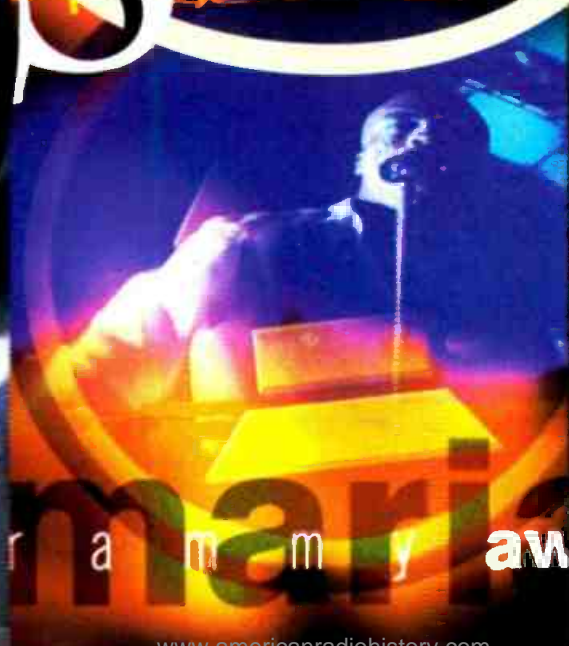


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them to what stations do for their local communities," Fritts says of the lawmakers and administration officials in Washington, a group that has given harsh reviews to broadcast programming in recent years. Two years ago a majority of them backed an FCC decision to set three hours as the weekly standard for how much children's educational programming stations should air. The same year they also called on the industry to start rating their programming so that viewers could block out objectionable material with a "V-chip."

The NAB ultimately went along with both initiatives. Fritts acknowledges that the industry is reluctant to take the government to court unless it feels its chances for victory are high. But Fritts also says the industry won't stay on the legal sidelines forever if policymakers don't agree with the report's conclusions about the public service that broadcasters provide voluntarily.

"This administration has pushed broadcasting," Fritts says. "At some point, the government's going to step across that line on some type of petition."

### Public Service: WCHA(AM)-WIKZ(FM)

## Helping a sick boy's family

It didn't cost WCHA(AM)-WIKZ(FM) Chambersburg, Pa., anything to help raise nearly \$200,000 for young amputee Shawn Guyer, but it garnered one of the hardest things to achieve for a radio station: "a beautiful warm fuzzy," operations manager Rick Alexander says.

Last summer, at age 4, Shawn lost his arms and legs as a result of complications from leukemia. A story in the local newspaper that fall "grabbed my attention and also [that of] my morning-show partner, Lisa Harding," Alexander says. "We were both very emotionally moved to think that someone so young could have something so traumatic happen to him."

They went on the air the next day and interviewed Shawn's mother. "I honestly don't believe we ever asked for money," but listeners started calling with donations, Alexander says. Soon, well-wishers were lining up at the stations with their offerings. Alexander and Harding were on the air until 7 p.m. that day and noon the next to handle the community's response. A week later, they presented a check for \$126,000 to Shawn's family during a live broadcast from his sister's middle school. Since then, the donations have risen to some \$200,000.

Listeners usually are so tapped out that it takes a story like Shawn's to generate such largesse, Alexander says. "Every radio station has to act on a need in the community."

—Elizabeth A. Rathbun



# As broadcasters giveth, they taketh in billions

Analysis shows values of radio and TV stations rose \$25 billion, to \$142 billion, in '97

By John M. Higgins

Even accepting broadcasters' assertion that radio and TV stations use their licenses to give billions back to the public, it's not making much of a dent in the billions of dollars in new wealth being created for station owners.

In 1997, possession of a broadcast license has allowed TV station owners to add around \$19.5 billion in value to their portfolios, according to an analysis by BROADCASTING & CABLE. A combination of moderate cash-flow growth, a takeover frenzy that has driven up valuation multiples and declining interest rates lifted the industry's asset value to about \$84.5 billion, about 30% higher than the \$65 billion in 1996. And that year's kickoff of the merger surge gave broadcasters \$15 billion in new value, lifting their portfolios from \$50.7 billion.

Gains for radio station owners have been less dramatic, with zooming cash-flow multiples used to value the properties offset by cash-flow growth at a rate

## TV Station Values (\$ in millions)

	Revenue	Cash flow	Avg. value	1-year value gain	% value gain
Big 3 nets, all markets	\$20.8	\$9.3	\$115.6	\$28.2	32%
Big 3 nets, top 10 markets	\$101.5	\$54.8	\$876.2	\$226.8	35%
Big 3 nets, markets 41-50	\$19.3	\$7.6	\$106.6	\$23.2	28%
Fox, all markets	\$19.8	\$8.9	\$115.4	\$25.5	28%
Fox, top 25 markets	\$60.7	\$28.7	\$380.9	\$92.4	32%
Fox, markets 26-50	\$18.9	\$8.3	\$108.5	\$24.5	29%
Indies, all markets	\$19.3	\$6.8	\$74.8	\$15.4	26%

Source: Broadcasting & Cable value estimates based on NAB/BCFM data for 1995-1998

about half that of TV stations. Radio station owners' asset values grew about \$5.4 billion last year—up 10%, to \$57.2 billion, from \$51.8 billion in 1996. Radio properties posted a bigger gain in 1996, when asset value jumped \$8.4 billion, or 22%, from \$42.4 billion.

All told, the value of radio and TV stations in 1997 rose \$24.9 billion, to \$141.7 billion.

"Station values have increased pretty much on an upward slope for the past

five years," says Grant Draper, director of marketing for investment banker Veronis, Suhler. "They've made a great recovery on that basis alone."

That excludes the value of the additional spectrum for digital broadcasting that TV stations were given by Congress last year and that critics have blasted as a \$70 billion giveaway.

A public benefit study of the National Association of Broadcasters concludes that the free airtime, charitable activity



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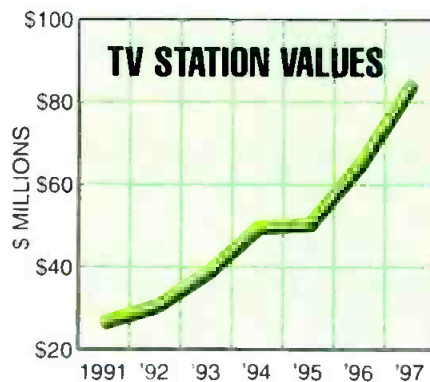
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and other public affairs efforts generated by stations are worth \$6.85 billion a year. If so, that value comes within shooting distance of radio and TV stations' combined \$9.4 billion in total cash flow generated last year, \$5.6 billion of it by TV and \$3.8 billion by radio. The NAB study did not reveal how much of the airtime devoted to PSAs was in time periods that could readily be resold to further bolster stations' bottom lines.

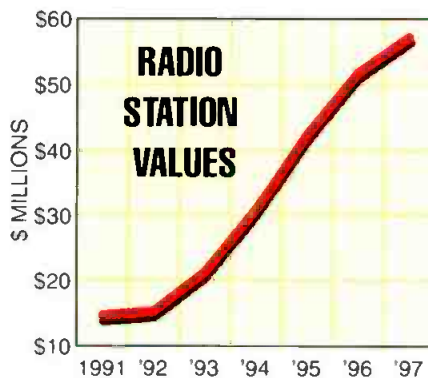
The NAB public benefit study contends that its stations gave \$148 million worth of political airtime during the last presidential election year. At the same time, stations report that about 4.1% of their total revenue that year came from political advertising, with stations in smaller markets depending on political ads for 5%-8% of their total revenue that year.

The BROADCASTING & CABLE station valuations are based on data collected by Veronis, Suhler and on an annual study by the NAB and the Broadcast Cable Financial Management Association.

The NAB and BCFM each year compile their "Television Financial Report," a detailed survey of station revenue and spending. BROADCASTING & CABLE took cash-flow estimates from all those studies and multiplied by valuation multiples in use by investment bankers in different years. Where possible, weight was given to whether a station was in a large or small network, or was a valuable Big Three network affiliate, a less valuable Fox affiliate or an independent station.



Source: BROADCASTING & CABLE estimates based on Veronis, Suhler & Associates communications industry revenue and cash-flow data.



The analysis shows that station owners are making out fine. In 1987, an average ABC, NBC or CBS affiliate in a top 10 market was worth about \$286 million. By 1991, even after recession sliced annual cash flow by 14% in one year, that station was worth about \$330 million. By 1997, that station was worth around \$876 million.

A middle-market network affiliate was worth about \$53 million in 1987. By 1991, sinking cash flow cut that to

less than \$30 million. Last year, its value had jumped back up to some \$103 million. The annualized gain over the whole decade is rather unimpressive, although a station owner's actual return on investment is affected by a number of additional factors, particularly leverage and the amount of cash flow taken out of stations over the years.

A Big Three affiliate in a top 20 market averaged \$140.6 million in revenue and \$65.7 million in cash flow in 1996. An independent station generated \$32.5 million in revenue and \$9.3 million in cash flow. The difference in value: \$535 million versus \$139 million.

Those indie stations, however, are largely UHF outlets whose weaker signals make them less valuable despite distribution boosts provided by cable systems. So look just at network affiliates in top markets, usually occupying the same public real estate. Top-rated NBC stations averaging \$80.7 million in revenue and \$46.2 million in cash flow were worth about \$739 million. Second-rated ABC stations averaged about the same amount of revenue, \$78 million, but generated about 27% less cash flow and were worth about \$544 million. An affiliation with third-rated CBS sliced a station's value by another \$90 million, making it about 38% less valuable than an NBC station.

"It's pretty amazing," says Louis Zachary, head of media investment banking for Credit Suisse First Boston. "You wonder why, with two stations in two cities that are comparable, some broadcasters are generating 50 percent cash-flow margins, some are doing 30 percent. It's management, capacity of sales force and what's competing against you." ■

## Hall monitors

If you're interested in in-depth discussions on what's going on at City Hall, don't count on TV stations.

That's according to a 40-station programming analysis by the Benton Foundation and the Media Access Project, a Washington-based law firm that believes the government should require stations to air public affairs shows addressing "local issues of governance or democracy."

Seventy percent of the stations have no regularly scheduled local public affairs programming, the survey says. And, it finds, a fourth of the stations offer neither news nor public affairs. "They do zero," says MAP's Gigi Sohn.

"The centerpiece of FCC regulatory policy is localism, the requirement that each station provide news and information of civic affairs," says MAP's Andy Schwartzman.

Using publicly available program guides, researchers analyzed the Feb. 28-March 3 schedules of the 40 full-power stations in Chicago; Phoenix; Nashville; Spokane, Wash., and Bangor, Me.

Of the more than 13,000 hours aired by the stations during the week of Feb. 28-March 3, just 45 hours (.34%) were devoted to local public affairs, according to the survey. It did not count national public affairs programming like *This Week*, *Face the Nation*, *Fox Sunday News* and *Meet the Press*.

According to the analysis, stations in the three smallest markets studied—Nashville (33), Spokane (73) and Bangor (155) offer no public affairs programming at all.

Sohn concedes that 65% of the stations have regular newscasts. But, she says, another study by the University of Miami and seven other schools found that local newscasts devote just 15.3% of their time to "government and news."

—Harry A. Jessell



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William Kennard:

# Trust but verify

*William Kennard thinks most broadcasters do a good job fulfilling their public interest obligations.*

*But not necessarily all of them. And his high regard for the industry didn't stop the still-new FCC chairman from wading right into a controversial battle to mandate free or reduced-cost airtime for political candidates. The result was a congressional fire storm of resistance that late last month forced Kennard to pull the plug on the free-airtime proposal (for now) or risk losing his agency's funding.*

*Kennard now has a chance to put new issues atop his mass-media agenda. He already has said that he wants to focus on ownership diversity and—to the horror of broadcasters—has voiced an interest in studying microradio as a potential boon to diversity. From his office at FCC headquarters on Washington's M Street, N.W., Kennard discussed these issues as well as other plans for his chairmanship with BROADCASTING & CABLE's Chris McConnell.*



Dennis Brack / Black Star

## **D**o broadcasters do enough to serve the public interest?

That's a hard question to answer, because broadcasters are doing different things. I think it is a helpful exercise for the broadcast industry to stop and reflect on what they're doing so that we have a better sense of what they're doing and in what areas.

I think it's important to recognize that the broadcast industry is not a monolithic community, and some broadcasters are more attuned to their local communities than others. Some are more public interest-minded than others. And the goal whenever we're talking about redefining the public interest obligations of broadcasters is to understand that fact [and] that most broadcasters are doing a great job in serving their communities. And doing enough. But others won't. Where do you draw the line?

**Some argue that the free-time debate is really about access to more time. If broadcasters offered to provide two hours of free time on the condition that candidates could not buy any more commercials, would you take it?**

I don't know. It's an intriguing proposition. The goal, though, is not to focus solely on the amount of time that's available but rather to ensure that candidates have a vehicle to talk to the electorate. And the problem that we have today

in this country is that some candidates can't get access to the electorate without either being independently wealthy or having the ability to raise huge amounts of money.

I talk to a lot of people outside the Beltway. And people are really disaffected by government today because they feel that their vote doesn't count anymore.

## **Are people disaffected in part because of the political ads they see now?**


Well, I think that there is a problem with a lot of negative ads during campaigns. And one solution that some folks have proposed is—if there is free television time—to require that the candidate appear in each ad, because many candidates don't like to appear personally and smear their opponents. Oftentimes they do it through surrogates.

I don't know enough about elections to speak to whether that would work or not. I do know that during campaigns candidates are competing just like advertisers for eyeballs. And they're competing against the most savvy, sophisticated minds on Madison Avenue to try to deliver their message to the voters. And so you've got to be careful if you try to dictate to too great an extent how candidates use the airwaves. You have to give them some leeway to be able to sell their mes-





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sage, because that's what they're doing.

**By voicing an interest in low-power radio, are you trying to scare broadcasters into taking an active role in addressing diversity in their industry?**

For virtually my entire career I've been concerned about ensuring that there are opportunities for people to participate in the broadcast community ... It troubles me that there are fewer opportunities to do that today, but we know that there are many, many people who still want to speak to their communities over the airwaves. And these are not just minority-owned businesses. These are community groups, churches, small businesses and people who want to have use of the public airwaves. So I want to get as many ideas on the table as we can to create more opportunity in this business.

I understand that many broadcasters feel this might be



**"It troubles me that there are fewer opportunities to do that today, but we know that there are many, many people who still want to speak to their communities over the airwaves."**

threatening to them. And I want to work with them and better understand how we could create more opportunity without undermining the incumbents in the business.

**Commissioner Michael Powell says the FCC needs to reassess its definition of diversity and its reasons for promoting it. What do you think of his comments?**

I think Michael makes a very good point when he says it's important to ask what sort of diversity we are promoting. What is the public good? You know, I'm convinced that there is a very tangible public good in a democracy when you have multiple outlets for news and information in a local community.

Because I really fear the day when we have a world in which people in any community get all their news and information, local news and information, from only one or two sources over the air. I think that that's a threat to the democratic process. I feel strongly about that. I've made my peace with that. But I think Michael is asking some of the same questions, and I think it's important for us as a com-

mission to work through those together so that we can all arrive at a place where we can each feel comfortable.

**You have been dealing with a number of issues—such as free airtime—that were before the previous FCC. Is diversity going to be the centerpiece of the Bill Kennard FCC agenda?**

I feel very deeply that we should promote opportunity—not only in the broadcast industry but across communications sectors. We are in the midst of a revolution in technology, and it's really changing the way people live in this society. I want to make sure that we create opportunities for everybody to participate so that this is a revolution that brings people together as opposed to dividing people.

One way to do that is to make sure that we continue to create opportunities to participate for people who traditionally have been excluded. And that's [also] the disabled community. We have a very aggressive program to ensure that disabled Americans have access to the technology that's changing our world.

**What else do you want to address as chairman?**

As I look ahead at my vision for the future of broadcasting, I see a world in which consumers have far more choice than they have ever had before. And in that world we've got to make sure to do a few things. One is that we have to make sure that we don't have bottlenecks. And in a 500- or even a 1,000-channel universe, the people who control the navigation devices—the set-top boxes—have a real opportunity to create bottlenecks that could be very threatening to new entrants and to broadcasters [or] to anyone who wants access to the end user.

So, in addition to opportunity, one of the things that I want to do is ensure that we don't have bottlenecks in accessing the end user. And I hope that the broadcast community will be an active participant in these issues. The computer industry is participating; the cable industry is participating. This issue has a profound impact on the future of broadcasting, and I hope [the broadcast community] will participate.

**On the subject of cable and broadcast participation, when is the FCC going to get to this must-carry debate?**

We've been sort of teeing it up for a while now. We're working on a further notice now. It's probably about 60 days away.

But I've got to tell you, on must carry we're really going to need a lot of input from the industry, because it is a tough one. And the technical issues are really daunting. It's my hope that the cable industry and the broadcast industry through their discussions will lay a good framework for us to take the issue.

**And avoid making the FCC pick a winner?**

Well, we're prepared to make the hard choices. But it would be helpful if the issues are well-framed for us by the time we get it. We have been cautiously monitoring the [cable/broadcast] discussions that have gone on and [have] encouraged them to proceed, because it's our hope that heavy-handed government will not have to make hard choices here.

**Are you worried that the FCC is being perceived as an arm of the Clinton administration rather than as an independent agency?**



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It doesn't bother me, because on any of these single issues that we've talked about—let's take free time, for example—people said, "Well, you're just doing what the President wants." But I talked about that issue in my confirmation. I said at that time, long before the State of the Union address, that this was an important debate that we should have. I've talked to many members of Congress, including some Republicans, who have indicated that this is a good thing for us to do.

So I think there's a misperception that if we do something that is consistent with what the administration wants then we are carrying water. The fact remains that there are differences in people in this country that divide along party lines. And it should be no surprise to anybody that I agree on an issue that Al Gore agrees with too.

**Are you worried that partisan differences on TV and radio issues will stymie the FCC?**

I don't think so. First of all, traditionally these issues have been more partisan than some of the other issues the commission deals with, so there's nothing unusual about that.

In terms of whether the issues will paralyze the commission, I don't see that at all. Luckily, we have an odd number of commissioners. And three of them happen to be of the same party. To the extent that they break down along those lines, I'm happily in the majority. But I don't think it needs to be that way. And I think what you'll see is that we will be able to find unanimity on some issues, and then we'll part company on other issues in this area.

**Do you hope that your decision not to propose a rulemaking on free airtime will put you on the road to better relations with Congress?**

I think it's really important to have a good working relationship with Congress. I'm working hard to develop relationships with all the key members of Congress so that I can understand their thinking and they can understand my thinking. But, ultimately, Congress is not a monolithic organization. You've got 100 senators, and you've got 435 House members, and many of them have different policy views on any given issue. If I spent my time trying to develop a consensus around issues based on where people are on the Hill, you know, I'd really ... it's impossible.

But you also have to realize that people in Congress have been dealing with these issues for a long time. There's some very astute, intelligent policymakers up there. And they can provide really good input and perspective on some of these issues.

**With all of these local marketing agreements [LMAs] in place, aren't local TV duopolies a reality now no matter what the FCC says on this issue?**



*"It's really important to me that...we are promoting the concept of diversity in ways that are significant. That's really all I'll say about duopolies now."*

Oh, I think it's still an important debate. But it's a debate that goes beyond LMAs. It really goes to the broader issue of whether these combinations serve the public interest and whether they promote some of the values that we have traditionally looked to from the broadcast industry, like diversity of local voices.

Without prejudging this issue, I will say that it's really important to me that—when we make these cuts—we are promoting the concept of diversity in ways that are significant. That's really all I'll say about duopolies now.

**What are you going to tell broadcasters in Las Vegas?**

I want them to get to know me and how I do business as chairman, what I want to accomplish as chairman and how I think we can work together to accomplish some goals.

One of the things that I'm very interested in is finding ways to streamline the commission's regulatory processes. Having practiced communications law over 15 years now and having represented a lot of broadcasters, I think I have a really good appreciation of the way they view the FCC and some of the paperwork burdens that they're subject to.

**What are your plans in this area?**

We're going to be rolling out over the next few months a number of important proceedings where we streamline some of these paperwork burdens. For example, I spent a lot of years trying to get minor modifications through for clients. They wanted to change their transmitter, move their transmitter three-quarters of a mile, and it would take months to do this.

You'd have to file your application, get the FAA approvals, and it would sit. Sometimes you'd have to go up to Capitol Hill and get a letter from a congressman just to move a transmitter—unopposed, oftentimes. And if you look at the broader perspective, it's a barrier to entry.

Most broadcasters want to do the right thing. They're completely honest when they file their applications. I'm willing to take their word for it—if they certify that they meet the mileage separation requirements, I'll believe [them]. We might do some random audits after the fact just to make sure that people are vigilant and honest about it. But there's no reason for the sort of business that we have to transact with broadcasters to be transformed into a four- to five-month process.

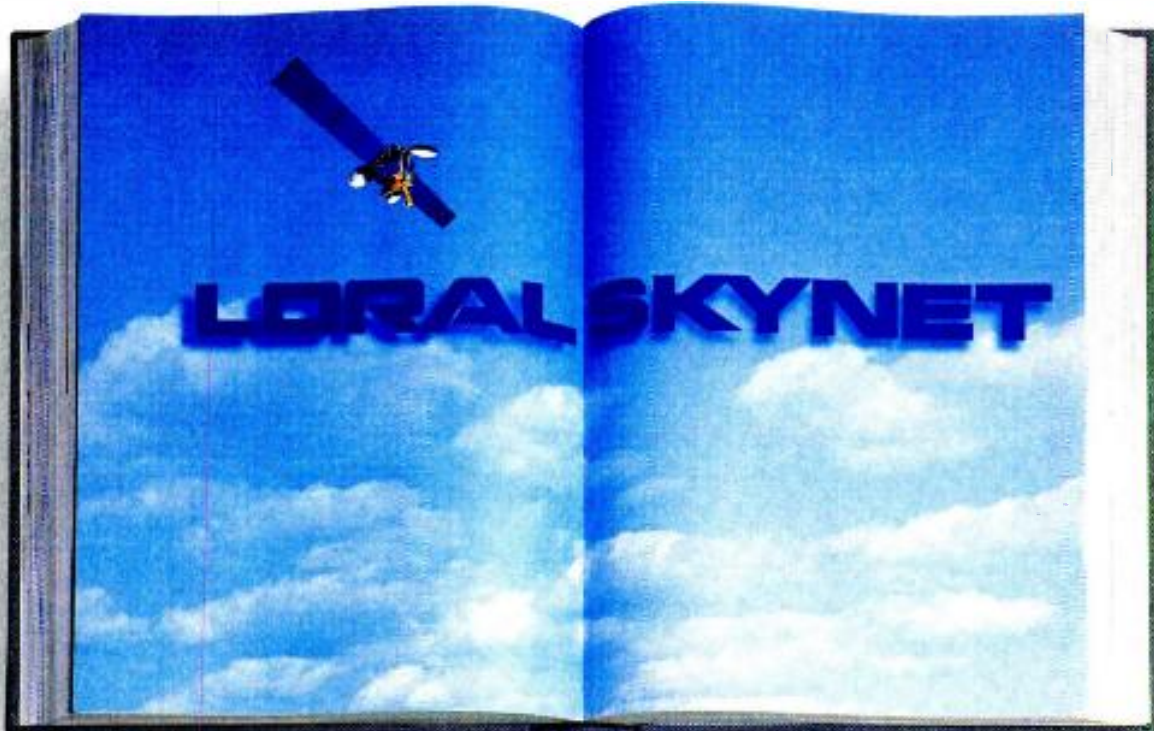
Now [Mass Media Bureau Chief] Roy Stewart has done a great job working with the existing system to get the processing about as fast as it can be, particularly for unopposed applications. But I question whether we even have to have some of these processes. And so I want to convert our processes to more of an honor system. Like what Reagan said about the Soviet Union: Trust but verify. ■





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# Broadcasting

April 6, 1998

## CBS, NBC affils team for news

*Scranton-area newscasts will share resources and news director to save money*

By Dan Trigoboff

**A**n unusual arrangement between stations in Northeastern Pennsylvania will put newsrooms of the local CBS and NBC affiliates side by side, as the two news operations share not only the building but a news director.

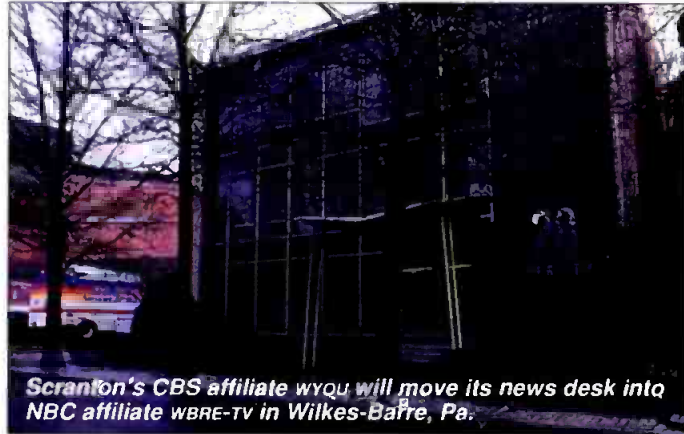
Under the deal—referred to by management at NBC affiliate WBRE-TV (Wilkes-Barre) and CBS affiliate WYOU(TV) (Scranton) as a shared services agreement—WYOU's news staff will be employed by WBRE-TV. Nevertheless, management says that the two staffs will maintain their separate identities.

If it works, the abbreviation SSA could become as common as LMA (local marketing agreement). "I think we're setting up a new business model," says WBRE-TV Vice President and General Manager Arthur Daube.

Under that model, in June most of the news operation for WYOU, the number-three news station in the Scranton/Wilkes-Barre designated market area (DMA), will move into the significantly overhauled Wilkes-Barre building that headquarters second-ranked news station WBRE-TV. Licensed to serve Scranton, WYOU says it will maintain a presence there larger than the typical news bureau for this size market (DMA 47; about 1.4 million people in 566,270 homes spread over 18 counties and about a fifth of the land mass of Pennsylvania).

The intent, parties say, is to eliminate redundancies in support operations, freeing cash for improved news and programming.

The two newsroom operations will share the building, equipment, engineering, production, promotion, and a



Scranton's CBS affiliate WYOU will move its news desk into NBC affiliate WBRE-TV in Wilkes-Barre, Pa.

single news director.

Nexstar Broadcasting Group, which owns WBRE-TV, is building a new newsroom for WYOU, redoing its own and upgrading equipment for both at an estimate \$3 million "and rising," executives say. Nexstar, which briefly owned WYOU, is paying the bills and will cut the checks for both news staffs, with an unspecified amount paid to Nexstar by Bastet Broadcasting Inc., the owner of WYOU.

Sales and non-news programming for the stations are to remain separate, and further separated by the 20 miles or so between Scranton and Wilkes-Barre.

Barbara Cochran, president of the Radio-Television News Directors' Association, says it will be "a real challenge for one news director to keep both operations going." Station managers say they will build in protections against favoring one stations' newscast over another and to preserve individual stations' enterprise reporting.

Station owners and executives say the deal works to the advantage of both stations.

"This will allow upgrading of both stations' on-air appearance and technical ability," says Perry Sook, president of Nexstar. "We're spending millions of dollars building mirror-image master control suites, identical studio produc-

tion suites ... installing a digital file server system for commercial playback, DVC pro for program playback."

The Scranton/Wilkes-Barre venture is not the only instance of major network affiliates operating side by side. In Fort Myers, Fla., a more traditional LMA—in which the owner of one station in a market operates another as well—puts NBC affiliate WBBH-TV and ABC affiliate WZVN-TV under the same roof and under a single

news director. WBBH-TV General Manager Steven Pontius says that the sharing of news resources has been beneficial for both stations, and in particular has "brought up" the weaker WZVN-TV.

In this LMA's scheme, the news director "is the keeper of the vision," with broad responsibilities—such as staffing—while executive producers at each station oversee the producers and the newscasts. Pontius also agrees with Sook, Daube and WYOU VP/general manager John Dittmeier that the shared resources will enable "more news and better news."

"I want to make it clear that [the WYOU/WBRE-TV venture] is not an LMA," says Sook. "Programming decisions, sales will all be handled completely separately." Sook adds that the arrangement is best compared with a newspaper joint operating agreement: "The viewer and advertiser will notice no change. But there will be more resources available to gather more news. And we hope to be able to add more news broadcasts to each station, which would not have been economically feasible without this arrangement."

Nor, parties say, does the deal give Nexstar a virtual, if not actual, duopoly—a notion raised by some local observers because of the closeness among some parties. David Smith, who heads



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WYOU owner Bastet Broadcasting, is a former employee of Nexstar-backed ABRY Broadcast Partners, having been a station manager for ABRY at WSTR-TV Cincinnati for several years. Smith also owns WUXP Nashville and WUPN-TV Greensboro-Winston-Salem, N.C. Through LMAs, he has turned over control of these two stations to ABRY-backed Sullivan Broadcasting. (Sinclair has agreed to purchase Sullivan. The deal is pending regulatory approval.)

Nexstar actually entered the DMA with the \$23.3 million purchase of WYOU in July 1996. When WBRE-TV unexpectedly came on the market the following April, Nexstar bought it for \$47 million but was forced by FCC prohibitions against owning two stations in a market to simultaneously sell WYOU. Smith's Bastet purchased the station for \$20 million and entered into the SSA.

In Smith's purchase of WYOU from Nexstar, Nexstar has guaranteed Bastet's loans. Smith and Sook have not worked together before, but WYOU's Dittmeier was hired by Sook as general sales manager when Nexstar owned the station. He later was promoted by Smith.

"There are connections," Smith says. "Some of the players have a familiarity with others. I've got a relationship with ABRY, a relationship with Nexstar and a relationship with Sullivan." Smith suggests that suspicions will always be raised by a new idea. "But the whole argument against duopoly is to preserve news voices, and this arrangement preserves news voices. There'll be separate editorial, separate anchor teams, and yet,

**"If this was a duopoly, we would control every aspect of WYOU. Obviously we've maintained the independence of both stations."**

*Art Daube, VP/GM, WBRE-TV*

where the stations are covering the same story, there'll be some shared costs."

"If this was a duopoly," says Daube, "we would control every aspect of WYOU. Obviously we've maintained the independence of both stations."

No opposition to the sale or the shared services deal was filed during the FCC's 40-day public comment period. That surprised some, who expected New York Times-owned WNEP-TV Scranton—the area's number-one station—to raise some questions. WNEP-TV management did not comment on the subject, but local TV executives speculated that the Times station group might not want to oppose a structure it might find useful down the road.

But Paul Stueber, news director at long-dominant WNEP-TV, says: "I am not particularly worried [about the newly structured competition]. We've been solid and we will continue to be solid."

Still, Stueber, among others, questions whether the two stations will be producing two competitive and distinct newscasts, and laments what he says could be the loss of one of the area's news voices. "I think viewers will have two voices delivering broadcast news. I call this whole thing Channel 50. [Channels] 28 [WBRE-TV] plus 22 [WYOU] equals 50."

WNEP-TV itself is partly responsible for the absence of at least one additional voice: It produces the nightly newscast for local Fox channel WOLF-TV Scranton (see sidebar).

Although WBRE-TV claims significant gains in the past decade, and WYOU's ratings have shown recent improvement as well, WNEP-TV has been the clear favorite for more than 20 years. Stueber cites as typical a 22 rating/37 share for its weekday 6 p.m. news, compared with WBRE-TV's 10/16 and WYOU's 6/11.

Most of the fears locally concern WYOU's future in broadcast news. Mark Thomas, vice president of PBS station WVIA-TV Scranton and a former news director at WYOU, worries about the possible loss of his former station's local identity in the move to Wilkes-Barre.

More frightening, however, is the fear of layoffs. Scranton *Times* media reporter Rich Mates reported in August 1996 that WYOU was "rocked" by several layoffs by Nexstar—although observers concede that the station may have been overstaffed and the cuts necessary to make it profitable enough to justify Nexstar's substantial investment. "This was an underperforming station," says Dittmeier, its current vice president and general manager.

Parties to the deal say that if the plan succeeds and the stations expand their newscasts, staffing will expand. But several sources indicate that area news staffers—particularly at WYOU—fear for their jobs. "There's a big difference between eliminating jobs and eliminating people," says Daube, who has put in 13 years at WBRE-TV in two "tours of duty." Transfer and attrition should reduce the likelihood of layoffs, he says, but "anytime you get into new territory, looking to eliminate redundancies, some jobs are vulnerable. We're still looking at it.

"This will prevent WYOU from struggling and possibly shutting down its news operation," Daube says. "In the meantime, we gain the benefit of some economics. We get more cash flow and easier capitalization for converting to digital."

"I understand the concerns [in the marketplace]," Dittmeier says. "But we have no intention of abandoning news. I don't think anyone would make the kind of investment we have without a long-term commitment to news. The economics speak to that." ■

*Sara Brown contributed to this report*

## A WOLF at WNEP's door

WBRE-TV and WYOU is not the only pairing in the Scranton/Wilkes-Barre DMA. Under a contract between the stations, Fox's WOLF-TV's (Scranton) 10 p.m. nightly newscast is produced by the local ABC affiliate, WNEP-TV (Moosic).

"The news broadcast is clearly labeled as our own," says WNEP-TV news director Paul Stueber. "We make a little money and we fly the flag. It doesn't necessarily make ABC very happy. Local station management and the network are somewhat at cross-purposes. But there is a demand for news at 10 p.m. Our news product is so strong in this market that I believe it benefits the network. It provides a good audience for WNEP-TV to lock in. I call it flying the flag."

Gilbert Hoban, general manager of WOLF-TV suggests that the WBRE-WYOU combo won't have to do much to provide more distinct newscasts than his and WNEP-TV's. "We're not at all separate. Our 10 p.m. anchors show up at their 11 p.m. newscasts. We contracted them, we were the first people in the country to do this."

Distinctions? "There is a Fox spin," Hoban says. "They will use the ABC national feed on WNEP-TV, we use the Fox feed. And if it happens before 11 o'clock, we're likely to get the story first."

—Dan Trigoboff





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# 'Springer' moves in Detroit

By Dan Trigoboff

**A**fter weeks of controversy, WDIV(TV) Detroit last week said it has decided to move *The Jerry Springer Show* to its original 10 a.m. slot.

*Springer's* 4 p.m. airing had drawn protests. Local activists, viewers, the Detroit City Council and the Board of Education complained that 4 p.m. was a time when kids were likely to be out of school without parental supervision. As a result, protesters said, the often violent and sexually oriented show was becoming very popular with teens and even preteens.

Recent Nielsen numbers confirm the



Following numerous complaints, WDIV last week returned 'Jerry Springer' to 10 a.m. from 4 p.m.

show's popularity among youth. Nearly 15% of 12-17-year-olds and nearly 10% of 6-11-year-olds were reported to watch *Springer*. The show proved more popular among young viewers than targeted teen fare such as *Buffy the Vampire Slayer* and *Wishbone*. But the numbers also showed that ratings for WDIV had gone up since the move, particularly for the late-afternoon and early-evening news shows.

"It was hard to judge how significant these complaints were," station vice president/GM Alan Frank said, "because our

ratings were good. But our research showed that our loyal viewers were upset with the move, and it's not worth it to upset our viewers. I don't think we'd lost them yet, but if they were that upset, we were in a position where we could have."

WDIV had said throughout that it did not target the show to children or teens. When the Niensens indicated that younger viewers were watching, the station considered some kind of outreach to warn parents of the show's controversial nature. That outreach might have been implemented through public service announcements, programs or news reports. Frank noted late last month that Nielsen diaries are filled out by parents, not children, indicating that those parents were aware of what their kids were watching.

USA Networks Studios, producer and distributor of the show, said: "We support [WDIV's] move. As producers of the show we think a station should have the right to determine the best time period for its area." ■

## SYNDICATION MARKETPLACE

### Four more for Magic

Twentieth Television's upcoming late-night talk show, *The Magic Hour*, is starting to take shape for its June 8 debut. The syndicated program, hosted by former NBA star Magic Johnson, has found a home on the Paramount Studios lot in Hollywood. Johnson's show will originate from the same stage his friend and former late-night personality Arsenio Hall used a few years back.

Also, a number of top production executives, including director Michael Dimich, have been added to Johnson's team. Dimich was formerly the director for ABC's *Politically Incorrect*. Jim Sharp has been named a producer on the show, and Dave Rygalski has been tapped as a staff writer. Sharp was an executive producer on Comedy Central's *Viva Variety*, and Rygalski was a staff writer on *The Tonight Show with Jay Leno*. Marilyn Gill, the former executive producer of syndicated talker *Rolonda*, joins as a segment producer. *The Magic Hour* is cleared in more than 85% of the country. —Joe Schlosser

### That's a rap

Rappers Salt N' Pepa are in talks with Hollywood syndicators about a possible daytime talk show. Shortly after NATPE, the group met with a number of studio executives in Los Angeles and are preparing for another round of discussions with more syndicators within the next month, says Al Hassas, Salt N' Pepa's agent. A number of studio executives acknowledged "taking a meeting" with the group. Hassas says all three Salt N' Pepa members (Scheryl James, Sandy Denton and Deedee Roper) are single mothers to whom many in the daytime audience can relate. The group is also mulling over a number of sitcom opportunities, Hassas says.

### Targeting teens

The Paramount Stations Group is producing a series of informational hour specials, *The Teen Files*, aimed at teenagers. The series will air exclusively on the 17 Paramount Stations Group stations. The first installment, *Smoking: Truth or Dare*, airs on Thursday, May 21, and is hosted by Leeza Gibbons, Oscar and Emmy Award-winning

producer Arnold Shapiro is executive producer.

### 'Ricki' on rise

Columbia TriStar Television Distribution's syndicated talker *Ricki Lake* was up 9% during February 1998 over the same period last year. *Ricki* scored a 5.1 rating/7 share in overnight markets during the sweeps, according to Nielsen Media Research. It scored a 4.7/7 in February 1997.

### Gabelmann upped at Paramount

Bobbee Carson Gabelmann has been named executive vice president of current programming at Paramount Domestic Television. Gabelmann formerly was senior vice president of programming at Paramount Domestic Television.

### Matching up with 'Match Game'

Pearson All American Television has cleared *Match Game* in 76% of the country for fall 1998. Clearances for the game include WCBSTV New York, KCBS-TV Los Angeles and WPWR-TV Chicago.—Joe Schlosser



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# The lusty month of May

Sweeps will feature a mix of hormones, magic, monsters and minis

By Michael Stroud

**N**ext month, Dharma will ponder having sex with Greg in a public place during *Seinfeld's* finale because nobody will be outside to see them.

Aside from ABC's gag on *Dharma and Greg*, the six broadcast networks are largely preparing their May sweeps schedules as if *Seinfeld's* finale didn't exist.

"It's going to do way north of a 50 share, but it's going to be just one night," says Jeff Bader, vice president of programming and scheduling for ABC. "It's not going to affect programming decisions."

May sweeps will be distinguished largely by warring miniseries, such as CBS's *Only Love* and NBC's *Witness to the Mob*, both of which air in the third week of the month. As of last week, the networks also had penciled in a mix of movie reruns, specials and sitcom finales.



NBC will kick off sweeps April 22 at its New York City headquarters with a theatrical-style premiere bash for *The World of Merlin* miniseries, set to air April 26 and April 27. Rival industry executives estimate the network spent more than \$20 million on the special effects—heavy drama starring Sam Neill ("Jurassic Park") and Isabella Rossellini.

NBC has also lined up *The Long Island Incident*, a movie based on the



ABC's season-ending episode of 'Ellen' may be the show's finale; 'Murphy Brown' bows out on CBS; NBC waves goodbye to 'Seinfeld' while welcoming 'Merlin.'

life of a woman whose husband and son were shot by a crazed gunman; *Witness to the Mob*, a two-part miniseries about a Mafia hitman; two specials from National Geographic; a special starring *Suddenly Susan's* Judd Nelson that explores such scams as psychic healers "curing" cancer, and an airing of "The Bridges of Madison County," starring Clint Eastwood and Meryl Streep.

And, of course, *Seinfeld* will take its bows May 14 with an hour episode, preceded by an hour special about the show. Expect tributes to *Seinfeld* elsewhere on the schedule too. "What we're trying to do is get as much out of it as we possibly can," says NBC West Coast chief Don Ohlmeyer. "We'll wake up on Friday morning and see some enormous numbers and then comes 'what do we do next?'"



It won't match *Seinfeld*. But *Murphy Brown's* final episode will dominate prime time on May 18 as the series ends 10 seasons with a special hour episode that will feature Julia



Roberts, George Clooney, Bette Midler, Alan King, Mike Wallace and Frances Bergen.

On the miniseries front, Kirstie Alley, Danny Aiello et al. will reprise their roles from what should have been called "The Next-to-Last Don" in Mario Puzo's *The Last Don II*.

CBS plans to exploit its 50th anniversary May 13–May 20 by adding classic CBS characters such as Jack Benny and Lucille Ball to current series such as *Cosby* and *The Nanny*. It also plans two specials to mark *60 Minutes'* 30th anniversary and the 50th anniversary of CBS News.

Cher will commemorate her former husband Sonny Bono, who died in a skiing accident, in *Cher Remembers Sonny*.

In other movies, Larry Hagman will become J.R. again in made-for-television movie *Dallas: The War of the Ewings*; Jamie Lee Curtis will star as a mother who changed the world's attitude toward organ donations after her son died, and country music star Clint Black will appear in a movie about a rodeo rider falsely convicted of murder. The network will also rebroadcast the classic *The Wizard of Oz*: May 8.



ABC is counting on anticipation about the season finale of *Ellen* to pump up ratings for what could be the series' last show. It will feature guest stars Helen Hunt, Woody Harrel-

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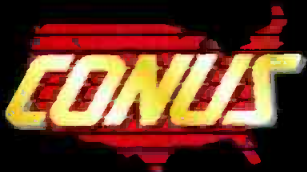
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## Broadcasting

son, Cindy Crawford and Ted Danson, among others. The show is tentatively scheduled for May 13.

The Walt Disney Co.-owned network will try to cross-promote its new Animal Kingdom park at Walt Disney World, which opens on April 22, by shooting an episode of its *Sabrina* there.

It also has a full slate of theatrical movies, including "Apollo 13," "Waiting to Exhale," "The Lion King," "Babe," "Broken Arrow" and "Miracle at Midnight." Not to mention a *Wonderful World of Disney* special about Animal Kingdom. Dennis Franz will struggle with prostate cancer in a special 90-minute version of *NYPD Blue*.

Fox's Ally McBeal character will appear on ABC's *The Practice*, courtesy of David Kelley, who produces both shows (see story, page 104). ABC will premiere *Peter Benchley's Creature* on May 17 and May 18. The movie features a terrifying marine predator.

**FOX** Not to be outdone, Fox will stage *Gargantua* on April 19, a movie about a biologist facing another amphibious menace.

The network will promote the 200th episode of *The Simpsons* on April 26 with an evening of celebrity tributes to the series and an appearance on the series itself by Steve Martin.

Retired sheriff John Bunell will host three specials about police shootouts, police chases and surviving highway accidents.

The network will also air special editions of *King of the Hill* and *The X-Files*.

**WB** The network will feature a cliff-hanger finale for *Dawson's Creek* that will leave viewers wondering where the relationship between title characters Dawson and Katie is going to go. The network also plans a two-part season finale to *Seventh Heaven* and a two-part season-ender for *Buffy the Vampire Slayer*.

**UPN** Look for *Star Trek: Voyager's* Jeri Ryan to guest-star on *The Sentinel*. UPN's drama about a cop with enhanced senses, *Moesha* will rebel against her father by getting a tattoo and moving out of the house. "We're going with all-original programming during the sweeps," says UPN programming chief Tom Nunan. ■





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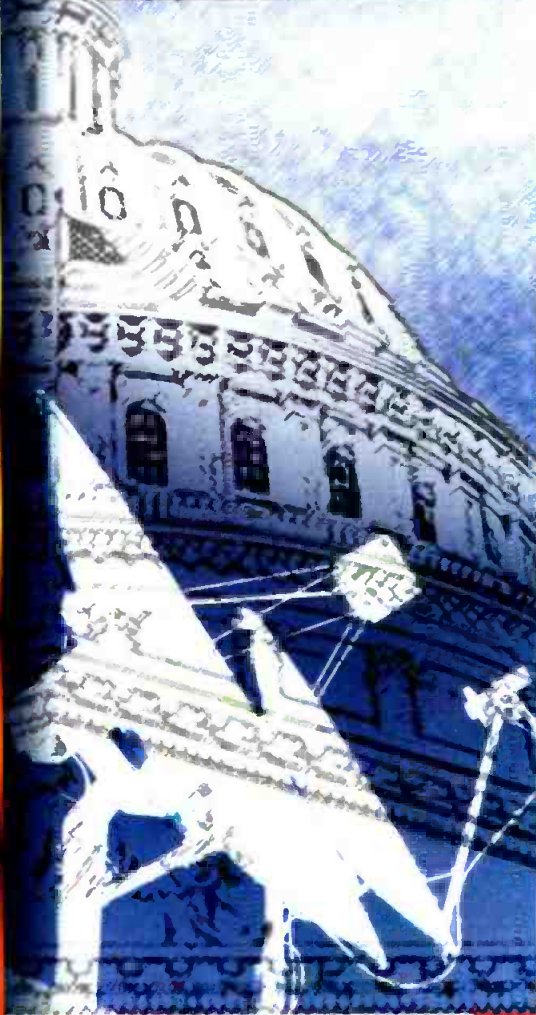
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Broadcasting

## Fox affils balk at 'Practice' of cross-promotion

*Character of Ally McBeal  
(Fox) will make sweeps  
appearance on ABC*

By Michael Stroud

**A**BC executives and affiliates think it's a brilliant move. But station manager Murray Green of Fox affiliate WFLX(TV) West Palm Beach, Fla., isn't impressed by producer David Kelley's cross-promotion of Fox's red-hot *Ally McBeal* character (from Kelley's series of the same name) on ABC's *The Practice* (also from Kelley).

"The stations are quite upset about it," Green says of Calista Flockhart's appearance in the character of Ally on *The Practice* on April 27. "They don't like the idea of taking a hit show and using it to promote a wannabe on another network."

Especially when that ABC show happens to be in a time slot when Fox affiliates' local newscasts usually benefit from *Ally's* lead-in. And especially when all this is taking place during May sweeps.

"Stations [affiliated with Fox] that have 10 o'clock news are going to be hurt by it," Green says.

Fox has fielded lots of letters and phone calls from unhappy affiliates over the issue, according to Green. Fox officials declined comment; Kelley couldn't be reached for comment.

The situation illustrates the power of Kelley, who produces both series for Fox's Twentieth Television and is said to have insisted on the crossover.

Fox, initially unwilling to upset its affiliates with the crossover, bowed to Kelley to avoid straining its relationship with one of TV's hottest producers, sources say.

"Kelley has a gun to everyone's head on this," says Kevin O'Brien, general manager for Fox affiliate KTVU(TV) San Francisco/Oakland. "It's indicative of the fact that producers and talent are out of touch with the business side."

For ABC, eager to bolster ratings

April 6 1998 **Broadcasting & Cable**



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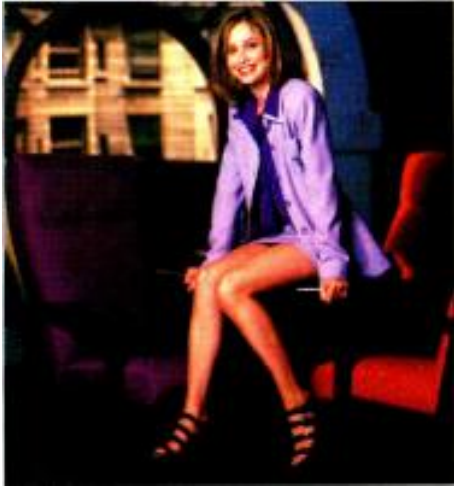
## ANIMATION SPECIAL REPORT

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Ally's visit to 'The Practice' isn't welcomed by Fox affiliates.

for a still-green series during sweeps, the stunt comes at a perfect time. "Having the Ally McBeal character on *The Practice* will be a tremendous benefit for the show," says Jeff Bader, ABC's vice president for program planning and scheduling.

Given the messiness of this particular cross-promotion, don't expect networks to jump at similar stunts in the future, affiliates and network executives say. Warns Green: "Next time, there may be some preemptions." ■

# IRE panel outlines looming legal problems

By Bill Kirtz, B&C correspondent

**T**respass by misrepresentation." The notion that reporters today deserve less legal protection than in the past. Judges, not editors, defining "serious" journalism.

These will be broadcasters' biggest legal headaches, two media lawyers predicted at an Investigative Reporters and Editors conference on March 28.

David Smallman, a New York City lawyer, decried a Ninth Circuit Court of Appeals decision in *Berger v. CNN* that found that CNN's reporting was "television entertainment." Smallman called the decision "unprecedented, very troublesome and problematic," saying that the issue is "ripe for exploitation" by plaintiffs who claim that they were televised for no "newsworthy purpose."

Smallman said that plaintiffs' lawyers are making an "end run" around libel requirements—which force them to prove falsity and malice—by suing TV jour-

nalists for surveillance, trespass, and exceeding their announced purpose.

Since Princess Diana's death, he said, "the climate has gotten worse, and there's the potential for liability [associated with the use of] shotgun mikes and [with the use of] footage of accidents, even if they're in public places."

Nathan Siegel, an ABC lawyer leading the network's appeal of the *Food Lion* decision, called that prosecution a "classic case of using a civil suit to punish or silence people." Although ABC's undercover reporters were found guilty of trespass and misrepresentation, Siegel said that people normally aren't sued for faking their resumes. "We hope judges will recognize that this isn't what fraud is all about."

Siegel said that broadcasters have to consider a new concept: "trespass by misrepresentation," which could allow a plaintiff to claim that a reporter got an interview by misrepresenting the focus of the interview. ■



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# The ups and downs of syndication

One-man-band Belkin pitches third season of 'Kwik Witz'

By Joe Schlosser

Steve Belkin is up to his old tricks again. This time Belkin, president of Beau and Arrow Productions, is trying to gain attention for his weekly syndicated show *Kwik Witz* by mailing yellow yo-yos to stations.

"It's actually a magical timepiece,"

Belkin says. "You are supposed to hypnotize yourself, call us in a trance and clear the show."

Next season will mark *Kwik Witz*'s third year in national syndication—which verges on remarkable, considering that Belkin finances, produces, distributes and helps edit each episode.

The yo-yos are nothing new for

Belkin, who at last year's NATPE sent out cans of pepper spray called NATPE Napalm. In 1996 he offered a free massage to anyone at the conference who would watch 10 minutes of the show at the Beau and Arrow booth.

"Stations are generally more inclined to talk to me after I've sent them something or done something out of the ordinary," he says. "Instead of just [talking about] news on clearing my show, we have something ancillary to talk about."

*Kwik Witz* originally was taped in "suite 200" in Cleveland—the upstairs of Belkin's home in the Cleveland suburbs. The half-hour comedy/game show has emerged from those cozy confines. Now taped at NBC Tower in Chicago and edited in Los Angeles, the show is already cleared in more than 50% of the country for fall 1998. *Kwik Witz* airs in 80% of the country, including 46 of the top 50 markets. Many of those stations air the show in late-night Saturday time periods, a number in post-*Saturday Night Live* positions.

Belkin, who moonlights as a sports agent in the Wisconsin area (clients include Green Bay Packers head coach Mike Holmgren), says his tenacity and almost annoying persistence have helped the show remain on the air.

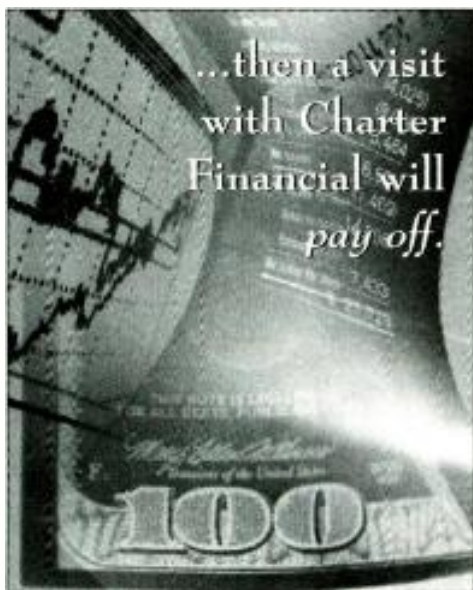
"If you were to take a survey of the many stations on our hit list and you had to name the most persistent syndicator, I think my name would come up quite a bit," he says.

*Kwik Witz*, hosted by Gillian Anderson, features some of the top comedians on the comedy club scene. Belkin initially invested \$250,000 in the show and has lost much more since the 1995 pilot.

"I have gaping financial wounds, but I'm still alive," he says.

Belkin says he is focused on clearing the show for another season in syndication and hopes for a chance to strip *Kwik Witz* in the coming years. He has written to NBC and Fox executives hoping to convince them to give the show a chance in late-night time periods.

"Maybe the way to strip a show is to start it later," Belkin says. "Have a cost-effective show like ours, where you can start it later—say 1 a.m.—and have it slowly crawl and claw its way up the schedule instead of having a big-budget show like a *Keenen* [Ivory Wayans] at 11:30 and having it get canceled a few months down the road." ■



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# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen March 23-29

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 RATING POINT=980,000 TV HOMES  
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Week 27	abc	CBS	NBC	FOX	U/PIN	WB
	<b>29.1/44</b>	<b>5.4/8</b>	<b>4.3/6</b>	<b>4.3/6</b>	<b>2.0/3</b>	<b>2.0/3</b>
<b>MONDAY</b>	8:00 <b>4. Barbara Walters Special</b> 16.1/26	57. <i>Cosby</i> 7.0/11	73. <i>Suddenly Susan</i> 5.2/8	82. <i>Oscar de la Hoya's Fight Night: Oscar vs. the Oscars</i> 4.3/6	106. <i>In the House</i> 2.1/3	103. <i>7th Heaven</i> 2.3/3
	8:30	58. <i>Ev Loves Raymd</i> 6.8/10	82. <i>House Rules</i> 4.3/6		104. <i>Mal &amp; Eddie</i> 2.2/3	
	9:00 <b>1. 70th Annual Academy Awards</b> 34.9/55	66. <i>Ev Loves Raymd</i> 5.7/8	92. <i>Caroline in/City</i> 3.4/5		106. <i>Good News</i> 2.1/3	112. <i>Three</i> 1.3/3
	9:30	74. <i>Cosby</i> 5.0/7	90. <i>Caroline in/City</i> 3.5/5		112. <i>Sparks</i> 1.3/3	
	10:00	86. <i>Walker, Texas Ranger</i> 3.9/6	77. <i>Law &amp; Order</i> 4.7/7			
	10:30					
<b>TUESDAY</b>	<b>9.9/16</b>	<b>7.8/13</b>	<b>10.6/18</b>	<b>6.2/10</b>	<b>2.3/4</b>	<b>3.3/5</b>
	8:00 <b>23. Home Imprvmt</b> 10.1/17	26. <i>JAG</i> 9.5/15	32. <i>Mad About You</i> 9.0/15	53. <i>Titanic: Breaking New Ground</i> 7.4/12	104. <i>Moesha</i> 2.2/4	96. <i>Buffy/Vampire Slayer</i> 2.3/5
	8:30 <b>36. Smthg So Right</b> 8.6/13		42. <i>For Your Love</i> 7.9/12		102. <i>Clueless</i> 2.1/4	
	9:00 <b>20. Home Imprvmt</b> 10.7/17	42. <i>Public Eye with Bryant Gumbel</i> 7.9/13	11. <i>Frasier</i> 12.8/20	74. <i>Why Planes Go Down</i> 5.0/8	106. <i>Mal &amp; Eddie</i> 2.1/3	88. <i>Dawson's Creek</i> 3.7/6
	9:30 <b>41. That's Life</b> 8.1/13		21. <i>Lateline</i> 10.4/17		101. <i>In the House</i> 2.1/4	
	10:00	18. <i>NYPD Blue</i> 11.0/19	64. <i>48 Hours Special</i> 5.9/10	15. <i>Dateline NBC</i> 11.8/21		
	10:30					
<b>WEDNESDAY</b>	<b>10.4/17</b>	<b>7.6/13</b>	<b>8.0/14</b>	<b>5.8/10</b>	<b>2.3/4</b>	<b>3.3/5</b>
	8:00 <b>55. Spin City</b> 7.3/13	49. <i>The Nanny</i> 7.7/13	65. <i>NewsRadio</i> 5.8/10	42. <i>Beverly Hills, 90210</i> 7.9/13	99. <i>Star Trek: Voyager</i> 2.6/4	94. <i>Smart Guy</i> 3.2/6
	8:30 <b>38. Dharma &amp; Greg</b> 8.4/14	62. <i>Cybill</i> 6.3/10	48. <i>Seinfeld</i> 7.8/13			90. <i>Sister, Sistr</i> 3.5/6
	9:00 <b>17. Drew Carey</b> 11.2/18	61. <i>Michael Hayes</i> 6.6/11	39. <i>3rd Rock fr/Sun</i> 8.3/14	88. <i>Significant Others</i> 3.7/6	110. <i>The Sentinel</i> 2.0/3	95. <i>Wayans Bros</i> 3.0/5
	9:30 <b>21. Two Guys/Girl</b> 10.4/17		40. <i>Working</i> 8.2/14			93. <i>Steve Harvey</i> 3.0/5
	10:00	13. <i>PrimeTime Live</i> 12.5/21	28. <i>Chicago Hope</i> 9.3/16	30. <i>Law &amp; Order</i> 9.1/16		
	10:30					
<b>THURSDAY</b>	<b>5.5/9</b>	<b>9.3/15</b>	<b>15.3/25</b>	<b>4.3/7</b>		
	8:00 <b>72. America's Funniest Home Videos</b> 5.3/9	37. <i>Promised Land</i> 8.5/14	5. <i>Friends</i> 15.9/27	77. <i>When Disasters Strike</i> 4.7/8		
	8:30		7. <i>Just Shoot Me</i> 15.2/24			
	9:00 <b>68. ABC Thursday Night Movie—E. Buchanan: Nobody Lives Forever</b> 5.6/9	26. <i>Diagnosis Murder</i> 9.5/15	2. <i>Seinfeld</i> 18.6/29	86. <i>New York Undercover</i> 3.9/6		
	9:30	24. <i>48 Hours</i> 10.0/17	6. <i>Caroline in/City</i> 15.3/24			
	10:00		10. <i>ER</i> 13.3/23			
	10:30					
<b>FRIDAY</b>	<b>9.1/17</b>	<b>7.4/14</b>	<b>7.3/14</b>	<b>4.4/8</b>		
	8:00 <b>52. Sabrina/Witch</b> 7.5/15	33. <i>Kids Say Darnd</i> 8.8/17	76. <i>Players</i> 4.9/9	82. <i>Beyond Belief: Fact or Fiction</i> 4.3/8		
	8:30 <b>55. Boy Meets Wrld</b> 7.3/14	33. <i>Candid Camera</i> 8.8/17				
	9:00 <b>33. Sabrina/Witch</b> 8.8/16		30. <i>Dateline NBC</i> 9.1/17	81. <i>Millennium</i> 4.5/8		
	9:30 <b>53. Boy Meets Wrld</b> 7.4/13	60. <i>Great Skate Debate</i> 6.7/12				
	10:00 <b>14. 20/20</b> 11.9/22		42. <i>Homicide: Life on the Street</i> 7.9/15			
	10:30					
<b>SATURDAY</b>	<b>5.0/9</b>	<b>12.7/24</b>	<b>7.2/13</b>	<b>5.4/10</b>		
	8:00 <b>79. Saturday Night at the Movies—Cops and Robbersons</b> 4.6/8	19. <i>NCAA Pstgame</i> 10.8/22	63. <i>TV Censored Bloopers</i> 6.1/12	77. <i>Cops</i> 4.6/9		
	8:30			68. <i>Cops</i> 5.6/11		
	9:00 <b>66. ABC News Saturday Night</b> 5.7/11	12. <i>NCAA Basketball Championship—Utah vs. UNC</i> 12.7/24	49. <i>The Pretender</i> 7.7/14	68. <i>AMW: America Fights Back</i> 5.6/10		
	9:30		49. <i>Profiler</i> 7.7/14			
	10:00					
	10:30					
<b>SUNDAY</b>	<b>6.1/10</b>	<b>14.5/24</b>	<b>6.8/11</b>	<b>8.0/13</b>		<b>2.3/4</b>
	7:00 <b>82. Wonderful World of Disney—Safety Patrol</b> 4.3/7	8. <i>60 Minutes</i> 14.6/28		68. <i>World's Funniest!</i> 5.6/11		114. <i>Nick Freno</i> 1.7/3
	7:30					110. <i>Parent 'Hood</i> 2.0/4
	8:00	3. <i>Touched by an Angel</i> 16.3/26	58. <i>NBC Sunday Night Movie—Asteroid</i> 6.8/11	29. <i>The Simpsons</i> 9.2/15		99. <i>Sister, Sister</i> 2.6/4
	8:30			42. <i>Damon</i> 7.9/12		98. <i>Jamie Foxx</i> 2.8/4
	9:00	9. <i>CBS Sunday Movie—Chance of a Lifetime</i> 13.6/22		25. <i>The X-Files</i> 9.9/15		96. <i>Unhap Ev Af</i> 2.9/4
	9:30					105. <i>Alright Aldry</i> 2.1/3
	10:00					
	10:30					
WEEK AVG	<b>10.5/18</b>	<b>9.5/16</b>	<b>8.4/14</b>	<b>5.6/9</b>	<b>2.2/3</b>	<b>2.7/4</b>
STD AVG	<b>8.6/14</b>	<b>9.9/16</b>	<b>10.3/17</b>	<b>7.2/12</b>	<b>2.9/4</b>	<b>3.1/5</b>



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#### By the Editors of Digital Television

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## Changing Hands

The week's tabulation  
of station sales

### Proposed station trades

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

THIS WEEK:

TVs □ \$0 □ 0

Combos □ \$5,897,500 □ 4

FMs □ \$7,469,500 □ 9

AMs □ \$15,035,050 □ 6

Total □ \$28,402,050 □ 19

SO FAR IN 1998:

TVs □ \$2,301,111,000 □ 28

Combos □ \$706,942,368 □ 105

FMs □ \$254,853,132 □ 105

AMs □ \$169,520,492 □ 64

Total □ \$3,432,427,042 □ 283

SAME PERIOD IN 1997:

TVs □ \$1,824,633,000 □ 28

Combos □ \$3,660,381,395 □ 88

FMs □ \$737,285,983 □ 102

AMs □ \$50,849,914 □ 68

Total □ \$6,273,150,292 □ 286

Source: BROADCASTING & CABLE

## COMBOS

### WCLZ-AM-FM Brunswick, Me.

Price: \$3.2 million

Buyer: Fuller-Jeffrey Radio of Maine Inc., Newburyport, Mass. (Robert F. Fuller, president); owns WBLM(FM) and WJBO(FM) Portland, WCYY(FM) Biddeford, WCYI(FM) Lewiston, WXBB(FM) Kittery and WJAE(AM) Westbrook, all Me., and WOKQ(FM) Dover, WPKQ(FM) Berlin, WHOM(FM) Mount Washington and WXPB(FM) Hampton, all N.H.

Seller: Riverside Broadcasting LP, Portland (William Devereaux, principal)

Facilities: AM: 900 khz, 1 kw day, 66 w night; FM: 98.9 mhz, 48 kw, ant. 400 ft.

Formats: AM: all shopping; FM: adult album alternative

Broker: Media Services Group

### WAOC(AM)-WJQR(FM) St. Augustine, Fla.

Price: \$1.9 million

Buyer: Exosphere Broadcasting LLC, Wilmington, Del. (Clifford N. Burnstein and Peter D. Mensch, co-presidents/owners); principals own KRAB(FM) Greenacres, KSTT-FM Los Osos/Baywood Park, KFRR-FM Wood-

lake, KSLY-FM San Luis Obispo, KKXX-FM and KKDJ(FM) Delano, KYNO(AM)-KJFX-FM Fresno, KXFM-FM Santa Maria, KIXT-FM Grover City, KHIS(AM)-KSMJ(FM) Bakersfield, all Calif.

Seller: Ariel Broadcasting Inc., St. Augustine (Kenneth J. Stein, president); no other broadcast interests

Facilities: AM: 1420 khz, 4 kw day, 460 w night; FM: 105.5 mhz, 12 kw, ant. 410 ft.

Formats: AM: news, talk; FM: hot country

### KKAS(AM)-KWDX(FM) Silsbee, Tex.

Price: \$400,000

Buyer: Andres Bocanegra, Houston; no other broadcast interests

Seller: Jewel P. White & Associates, Silsbee (Jewel P. White, owner); no other broadcast interests

Facilities: AM: 1300 khz, 500 w; FM: 101.7 mhz, 3 kw, ant. 200 ft.

Formats: Both country

### WNBZ(AM)-WSLK(FM) Saranac Lake, N.Y.

## DOJ: Consolidators may consolidate

The Justice Department cleared the way last Tuesday for the closing of two major radio deals, but with a few kinks.

Capstar Broadcasting Partners Inc. may acquire SFX Broadcasting Inc. in a proposed \$2.1 billion deal, but first Capstar must divest one station in Jackson, Miss., and one in Pittsburgh. The approval was also contingent on last week's sale of 14 stations for an aggregate \$163.5 million, including four Long Island, N.Y., stations originally slated to go to Chancellor Media.

Justice sued Chancellor on the basis of antitrust claims and Chancellor settled the suit by selling the Long Island stations.

In addition, Chancellor and Capstar have begun to divvy up the SFX stations, putting the large-market stations into Chancellor's coffers and the small to medium-market stations into Capstar's.

CBS Corp. received Justice approval for its \$1.6 billion acquisition of American Radio Systems Corp, but it also must sell some stations: four in Boston, two in St. Louis and one in Baltimore.

—Sara Brown

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**Price:** \$397,500  
**Buyer:** Saranac Lake Radio LLC, Columbus, Ga. (Edward S. Morgan, operating manager/33.3% owner); no other broadcast interests  
**Seller:** WNBZ Inc., Saranac Lake (James Rogers III, principal); no other broadcast interests  
**Facilities:** AM: 1240 khz, 1 kw; FM: 106.3 mhz, 5.1 kw, ant. 394 ft.  
**Formats:** AM: AC, news, info; FM: country

**RADIO: FM**

**WYCL-FM Pensacola, Fla.**

**Price:** \$2 million  
**Buyer:** Capstar Broadcasting Partners LP; Austin, Tex. (Thomas O. Hicks, owner); owns/is buying 238 FMs and 99 AMs  
**Seller:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns/is buying 55 TVs  
**Facilities:** 107.3 mhz, 100 kw, ant. 1,407 ft.  
**Format:** Country

**KMUS-FM Burns, Wyo.**

**Price:** \$1.2 million  
**Buyer:** Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division); owns one TV station; owns/is buying 125 FMs and 66 AMs  
**Seller:** KMUS Inc., Cheyenne, Wyo. (Frederick J. Berger, principal); no other broadcast interests  
**Facilities:** 101.9 mhz, 50 kw, ant. 492 ft.  
**Format:** Country  
**Broker:** McCoy Broadcast Brokerage

**WURN(FM) Marietta, Ohio**

**Price:** \$900,000  
**Buyer:** 102 Inc., Vienna, W.Va. (William E. Bennis III, president); no other broadcast interests  
**Seller:** Tschudy Communications Corp., Luray, Va. (Earl Judy, principal); owns WPDJ-AM-FM Clarksburg and WMQC(AM) Westover, W.Va., and WNTR(AM)-WROG(FM) Cumberland, Md.  
**Facilities:** 102.1 mhz, 25 kw, ant. 400 ft.  
**Format:** Lite rock

**KQIX(FM) Grand Junction, Colo.**

**Price:** \$800,000  
**Buyer:** Riverside Broadcasting Inc., Riverside, Calif. (Craig O. Dobler, president); owns WIMX(FM) Gibsonburg, Ohio  
**Seller:** Mustang Broadcasting Co., Grand Junction (Paul Fee, principal);

no other broadcast interests  
**Facilities:** 93.1 mhz, 100 kw, ant. -95 ft.  
**Format:** Top 40, rock  
**Broker:** McCoy Broadcast Brokerage

**WCBF(FM) Clinton, Ky.**

**Price:** \$725,000  
**Buyer:** Hilltopper Broadcasting Inc., Bowling Green, Ky. (West Strader, president); owns KBLG(FM) Smiths Grove, WBGN(AM) Bowling Green and WDXR(AM) Paducah, all Ky., and WDXR-FM Golconda, Ill.  
**Seller:** River County Broadcasting Inc., Fulton, Ky. (Charles Whitlow, president); owns WKZT(AM) Fulton, Ky.  
**Facilities:** 102.1 mhz, 12.5 kw, ant. 145 m.  
**Format:** Classic 70s

**WNGN-FM Hoosick Falls, N.Y.**

**Price:** \$681,000  
**Buyer:** Aritaur Communications Inc., Pittsfield, Mass. (Joe Gallagher, principal); owns WBEC-AM-FM Pittsfield, Mass.  
**Seller:** Brian Larson, Hoosick Falls; no other broadcast interests  
**Facilities:** 96.5 mhz, 450 w, ant. 1,115 ft.  
**Format:** Gospel, religion

**Malara to consult CEA**

Tony C. Malara, former president of CBS affiliate relations, is joining with Communications Equity Associates to consult on mergers and acquisitions plus regulatory, consolidation and digital issues. Malara's new firm, TCM Media Associates, will be affiliated with CEA's New York office.



**Broker:** Media Services Group

**KJML(FM) Columbus, Kan.**

**Price:** \$550,000  
**Buyer:** Land Go Properties LLC, Joplin, Mo. (Robert C. Landis, president/33.3% owner); owns KMOQ(FM) Baxter Springs, Kan., and KQVX(AM) and WMBH(AM) Joplin, Mo.  
**Seller:** Acorn Broadcasting Co., Joplin, Mo. (Andrew S. Wolfson, president); has applied to build a new FM in Galena, Kan.  
**Facilities:** 105.3 mhz, 6.1 kw, ant. 308 ft.  
**Format:** Classic rock

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## Guy Gannett on the block

Guy Gannett Communications is for sale, the company announced last Tuesday. Its holdings include seven network-affiliated television stations and five Maine newspapers, including the *Portland Press Herald*. The decision to sell is a management move on the part of Guy P. Gannett's estate trust, which expires on the deaths of trustees John H. Gannett and Madeleine G. Corson. The company's small- to medium-market TV stations are WOKR-TV Rochester, N.Y.; WGME-TV Portland, Me.; WICS-TV Springfield and WICD-TV Champaign, both Ill.; KGAN-TV Cedar Rapids, Iowa; WGGW-TV Springfield, Mass., and WTWC-TV Tallahassee, Fla. It has employed Lazard Freres & Co. to coordinate the sale. —Sara Brown

### KYUL(FM) Harker Heights, Tex.

**Price:** \$476,000

**Buyer:** Stellar Radio Group Inc., Temple, Tex. (Don Chaney, president); no other broadcast interests

**Seller:** KCKR-FM Inc., Temple (Don Chaney, president); no other broadcast interests

**Facilities:** 105.5 mhz, 930 w, ant. 587 ft.

**Format:** Top 40

### WRVY-FM Henry, Ill.

**Price:** \$137,500

**Buyer:** WZOE Inc., Princeton (Stephen W. Samet, president/owner); owns WZOE-AM-FM Princeton

**Seller:** Illinois Bible Institute Inc., Carlinville, Ill. (Richard Whitworth, principal); owns seven FMs in Illinois and Indiana

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

**Format:** AC, educational, religion

**Broker:** Bill Hansen & Associates

### RADIO: AM

### KAZN(AM) Pasadena, Calif.

**Price:** \$12 million

**Buyer:** Multicultural Radio Broadcasting Inc., New York (Arthur S. Liu, president/owner); is buying 10 AMs

**Seller:** Pan Asia Broadcasting Inc., Pasadena (Edward Kim, president)

**Facilities:** 1300 khz, 5 kw day, 1 kw night

**Format:** Chinese

### KNUU(AM) Paradise/Las Vegas, Nev.

**Price:** \$1.5 million

**Buyer:** CRC Broadcasting Co. Inc., Phoenix (Ronald E. Cohen, president); owns KFNN(AM) Mesa, Ariz.

**Seller:** K-NEWS Broadcasting Inc., Las Vegas (Robert A. Bernstein, principal); no other broadcast interests

**Facilities:** 970 khz, 5 kw day, 500 w night

**Format:** News, talk

### KNSE(AM) Ontario, Calif.

**Price:** \$1.3 million

**Buyer:** Stickney Assoc. LLC, Rancho Cucamonga, Calif. (Henry E. and Delphine D. Stickney, owners); no other broadcast interests

**Seller:** Coronado Four-County Broadcasting Inc., Los Angeles (Fernando Oaxaca, president); no other broadcast interests

**Facilities:** 1510 khz, 10 kw day, 1 kw night

**Format:** Spanish

**Broker:** Ray Stanfield & Associates

### WEWO(AM) Laurinburg, N.C.

**Price:** \$150,000

**Buyer:** Service Media Inc., Fayette-

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ville, N.C. (Charles W. Cookman, president/51% owner); Cookman owns WIDU(AM) Fayetteville  
**Seller:** Beasley Broadcast Group, Naples, Fla. (George G. Beasley, president/owner); owns/is buying 19 FMs and eight AMs  
**Facilities:** 1460 khz, 5 kw  
**Format:** News, talk

**KARY(AM) Prosser, Wash.**

**Price:** \$80,000  
**Buyer:** Bogart-Funk Enterprises Inc., Prosser (Michael Ned Funk, CEO); owns KZXR(FM) Prosser  
**Seller:** Northwest Broadcast Representatives Inc., Spokane, Wash. (Robert Barron, principal); owns KARY-FM Grandview and KBBO(AM)-KRSE(FM) Yakima, Wash.; principals own KLAJ-AM-FM Klamath Falls and KAQX(FM) Bonanza, Ore.  
**Facilities:** 1310 khz, 5 kw day, 66 w night  
**Format:** Country

**License only for WKPG(AM) Port Gibson, Miss.**

**Price:** \$5,050  
**Buyer:** Claiborne County Community Activity Club Inc., Port Gibson (Roosevelt Yarbrough, president); no other broadcast interests  
**Seller:** Eileen Shaffer Bailey, Jackson, Miss.; no other broadcast interests  
**Facilities:** 1320 khz, 500 w  
**Format:** Gospel, oldies, blues  
 —Compiled by Sara Brown

**Amplification**

Legend Broadcasting Inc.'s \$2.1 million purchase of KBOA(AM)-KTMO(FM) Kennett, Mo., and KBOA-FM Piggott, Ark., from Meyer Communications Inc. (B&C, March 30) was brokered by R.E. Meador & Associates.

**Errata**

Heftel Broadcasting Corp. is not controlled by Clear Channel Communications as reported in the March 30 issue. Clear Channel's control of Heftel was terminated in February 1997, when Heftel merged with Tichenor Media System. Clear Channel owns only non-voting stock amounting to 29.1% of the company. That interest is nonattributable, according to the FCC. The Tichenor family owns the controlling 21.1% voting interest in Heftel, and Mac Tichenor Jr. is Heftel's president/CEO.

**Telemundo sale opposed**

Univision Communications is trying to block the \$539 million sale of Telemundo Group to Liberty Media Group, Sony Corp. and other investors.



**TELEMUNDO**

Univision has filed two petitions with the FCC to stop the deal from proceeding and Telemundo, in its filed answer to the claims, recognizes the possibility that FCC conditions placed on the closing of the deal may kill it.

The Univision petitions are the second stumbling block that Telemundo has encountered since announcing the proposed sale of eight TV stations last November. Also at that time, a group of Telemundo shareholders filed suit against the company in Delaware, alleging that the proposed price of \$44 per share was unfair shareholder compensation.

The purchasers reportedly will pay Telemundo \$17.5 million if the deal cannot proceed because of FCC complications. If, however, Telemundo shareholders decide to sell to another group for a better price, Telemundo must pay the current proposed buyers a \$15 million termination fee plus reimbursement of expenses, which could reach \$2.5 million.

**Paxson revenue, operating loss up**



Paxson Communications Corp. reported total revenue in excess of \$88 million for 1997, up 41% from last year's \$62 million. Nevertheless, the company also increased its operating loss in a year of acquisitions—1997 operating loss for Paxson was nearly \$22 million, far greater than 1996's \$4 million operating loss.

During 1997, Paxson, which is preparing to launch its new family programming network Pax Net next August, spent in excess of \$331 million on programming for its stations, nearly \$17 million on time brokerage and affiliation agreements and nearly \$73 million on the purchase of stations to insure distribution of Pax Net programming. Pax Net President Dean Goodman says the company has filled out the network's programming schedule, is well on its way to hiring nearly 600 new employees (the hiring is not expected to be complete until launch) and releasing a list of the network's broadcast and cable affiliates, expected later this month. Paxson stock is up nearly 4 points since last month.  
 —Sara Brown

**Citidel Communications Corp.**

has acquired

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# Overlooking a few good men?

*Interop study finds males have growing influence in purchases*

## Radio

By John Merli, B&C correspondent

**R**adio advertisers may be bypassing many of the 130 million U.S. adult males by not targeting men for products and services typically associated with women. In a comprehensive study, Interop Research offers ample evidence that men have much in common with women listeners, despite lingering stereotypes.

"Changing household roles and consumer behavior open up [this] demo to a new range of advertisers," the study finds. Nearly 50% of all men consider themselves the "principal shopper" of the household. Also, 60% of men say they are the primary decision-maker in selecting brands of cold cereal, snack food, soaps and general dental products. While advertisers of frozen foods and other products marketed for singles primarily target female shoppers, the report finds that 40% of today's adult men have never married, have been divorced or are widowed.

Whether single or married, an estimated 35% of men do major food shopping alone, and more than 50% do "fill-in" shopping by themselves. These findings—coupled with male

listening patterns—suggest a vast untapped audience for products nearly always geared to women. In the study, data from Simmons Research indicate that 90% of men 18-44 listen to radio weekly and that they "are more likely to be heavy users of radio than of any other medium."

Other statistics about men in the Interop study:

- The median age of American men is 33.5 years (slightly lower than that of women).

- The largest male demo is ages 35-44 (16.7%), followed by 25-34 (15.1%).

- Twenty-five percent of adult men provide child care while their spouses work.

- Nineteen percent more men than women work full-time—64% versus 45%.

- Men 35-54 earn an average salary of about \$34,000, nearly double that of women the same age.

- Men 18-34 like the country format slightly better than AC and CHR.

- Men 25-54 like news/talk and country to about the same extent.

Despite these findings, however, women still maintain a certain amount of influence over what men buy—especially when it comes to vehicles, furnishings, major appliances, food and household products—although they rarely

assert "a lot of influence" more than 30% of the time in any major-purchase category. ■

## Industry extends revenue streak

The radio industry enjoyed its 66th straight month of revenue gains in February with a 6% jump in combined local and national spot advertising. Compared with a year earlier, local was up 5%, and national up 9%. In year-to-date figures, local sales climbed 6%; national was 10% higher than in the first few months of 1997.

All five regions of the nation showed increases in February, with the Southwest and the West topping off with 7% gains. National revenue rose 16% in the Midwest and 12% in the Southeast. RAB's accounting firms use more than 100 markets to calculate its stats.

## RAB membership tops 5,000

Membership in the once-struggling Radio Advertising Bureau recently topped 5,000 members for the first time, representing a jump of 113% since current RAB President Gary Fries took office seven years ago. RAB began this decade with some 2,300 members.

Fries credits his bureau's membership surge to "many of the new services designed to assist radio salespeople in meeting the challenges of the future."

In recent years, RAB has targeted a lot of its resources to member-only venues on its [www.rab.com](http://www.rab.com) Website (B&C, March 30). Most of its members are local stations, networks and radio rep firms in the U.S. and abroad. —John Merli

## NetStar, ProStar go to the movies

The fledgling NetStar Entertainment Group has entered into its first co-op sales venture representing a nationally syndicated talk show, effective with the April 4 launch of *The Movie Show on Radio*. Designed for a niche audience, the program is produced by ProStar Entertainment, which is billing the new offering as "the first and only" national radio talk show solely about motion pictures.

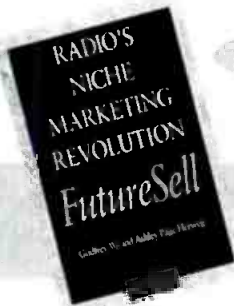
The live 4-6 p.m. ET Saturday feed is hosted by veteran Baltimore talker Allan Prell, who is joined by critics Mad Max Weiss and Doug Roberts. The weekly broadcast features "high-energy family-oriented" talk about what's hot at the box office and in video stores, as well as reviews, guest appearances, movie trivia quizzes and listener calls. To date, about 40 small- and medium-market stations are taking the show.

NetStar National Sales Manager Jeff Firestone says that the niche talk show is "exactly the kind of specialty program that lends itself to a creative, conceptual sell that has very little to do with numbers," a somewhat uncommon approach for commercial radio. Firestone says that promotional alliances are being formed with Hollywood contacts both to generate revenue and to increase advertiser sales. —John Merli

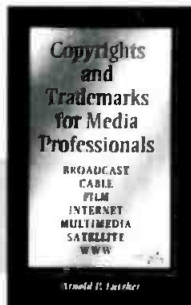




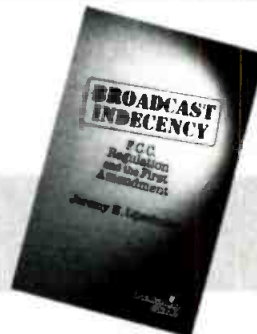
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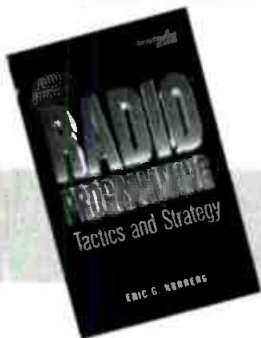
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# Technology

April 6, 1998

## ESPN goes with ENPS

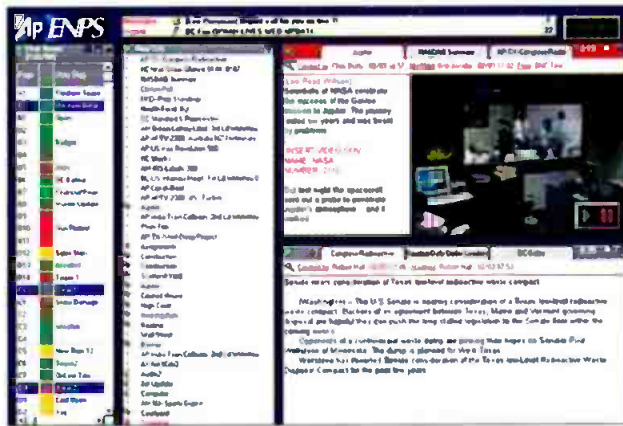
Becomes first U.S. network to use AP news system

By Glen Dickson

Cable sports giant ESPN has tapped The Associated Press's next-generation Electronic News Production System (ENPS) as its newsroom computer system.

Bristol, Conn.-based ESPN is the first U.S. broadcast or cable network to commit to ENPS, which AP originally developed in 1996 as a way for the British Broadcasting Corporation to manage its worldwide news operations. The system features a fully integrated search engine, complete off-line and remote access capabilities for field staff, and the ability to work in any language.

After successfully completing the first phase of the BBC installation last year (the 5,000-seat installation is still



A look at the user interface for AP's Electronic News Production System (ENPS)

under way), AP began seeking other customers for ENPS, and at press time last week was close to signing two other major contracts, according to AP deputy director Lee Perryman. Perryman says that ESPN executives trav-

eled to the UK in 1997 to check out the new AP system in a working environment.

Although financial terms of the ESPN deal were not disclosed, Perryman says AP has a multiyear contract to install ENPS at ESPN, where it will replace a 400-workstation Avid-BASYS newsroom computer system. The cable network will use ENPS to manage all phases of its news production, from story assignments to live broadcasts.

"It offers our reporters and editors—both in Bristol and in bureaus around the U.S.—fast, single-search access to information from multiple sources and will ultimately allow us to access pictures, sound and video to produce programs that are better than our competition," says Bob Eaton, ESPN vice president and managing editor. "It's simple to use and will meet our demands for producing comprehensive 24-hour-a-day sports reports."

## Sony, DG Systems work together

Interface links DG commercial server with Sony playback

By Glen Dickson

Satellite spot distributor DG Systems and broadcast hardware giant Sony have developed a software interface that allows for seamless integration between DG's commercial receiver/server and Sony's LMS tape-based playback system and/or FlexSys transmission server.

DG Systems delivers MPEG-2 spots via satellite to more than 500 TV sta-



After digital spots are received by DG Systems' AD Advantage Digital Video Playback System, they can be automatically transferred to Sony LMS and FlexSys storage and playback devices.

tions in the U.S., where they are received and stored on DG's AD Advantage Digital Video Playback System (DVPS). Until now, DG stations that use LMS or FlexSys have been manu-

ally dubbing commercials from the DVPS to the Sony systems, which requires operator intervention to start and synchronize the process. With the new DG/Sony interface, which will be available in June, stations will be able to use their Sony systems to automatically control the DVPS without buying expensive automation software to tie the systems together.

From the Sony workstation, DG users will see a list of available commercials in the DVPS and can select a spot to be transferred. The two systems will then exchange all necessary information—including commercial infor-





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mation such as title and data that previously had to be manually entered into the Sony system—and will complete the filing process automatically.

“The key thing is that we’ll be exchanging the metadata—all the other information about the commercial, including the time code, duration, title, and agency,” says Jim Higgins, video product manager for DG Systems. “Instead of having to type that stuff in, it will all be transferred with the spot.”

The metadata is typed in by DG Systems staffers at its San Francisco headquarters and is sent through as the data-

base portion of the MPEG-2 file delivered to the DVPS.

For now, the DVPS system will still be outputting an analog baseband video signal for feeding into the LMS or FlexSys. DG has been working on a serial digital 601 output for the box, which should be available in the second quarter; straight MPEG-2 file transfer between the DVPS and the FlexSys should be available by the end of the year, says Higgins.

Higgins says that Sony will probably market the DG Systems service to its customers, which should help DG con-

vince more stations to replace the old dub-and-ship method of delivering commercials with compressed satellite delivery. DG estimates that it has 20% of the overall spot delivery market now, counting other satellite delivery services, such as Vyvx, and traditional dub-and-ship suppliers like FedEx.

“It’s the ultimate legitimizing of us,” says Higgins of the Sony agreement. He adds that the ability to interface with the established LMS system was crucial to DG. “Stations that didn’t want to talk to us before, now will talk to us.” ■

## CBS Newspath taps ASC server systems

*Will use NEWSFlash digital editors to cut stories*

By Glen Dickson

**C**BS Newspath, the network’s affiliate news-feed service, has purchased two server-based news systems from ASC Audio Video Corp. Newspath will use the systems to record, edit and play out news content to CBS affiliates for on-air playback.

“They’ll be used to assemble late-breaking pieces and turn them around

contract were not disclosed, CBS Newspath’s overall investment in ASC technology is worth several hundred thousand dollars, Frazee says.

CBS Newspath is installing the ASC systems in its New York headquarters and at its office in Hialeah, Fla., within the headquarters of CBS TeleNoticias. Frazee says that CBS Newspath has been searching for a server solution for several years. He says the company went with ASC partly because of the success that CBS TeleNoticias has had with its servers.

The large system in New York will be configured with two NEWSFlash editing systems, three VR300 dual-channel servers and 180 gigabytes of Fibre Channel storage. The system for Hialeah will have a single NEWSFlash editor using two VR300 servers and 90 gigabytes of Fibre

Since the VR300s use JPEG compression, CBS Newspath will take the video back to baseband before feeding it into its Tiernan MPEG-2 encoders for compressed satellite delivery. Because editing capability was a crucial part of CBS Newspath’s server application, Frazee says he didn’t consider any MPEG-2 servers.

CBS Newspath was ready to begin testing the ASC servers and editors in its New York lab last week but hasn’t yet worked out the exact implementation of the overall system. Frazee says that in addition to recording directly from incoming satellite feeds, CBS Newspath probably will dub some taped material onto the ASC servers.

Initially, the servers won’t interface with CBS Newspath’s newsroom computer system, which consists of custom software written by Generation Technologies Corp. (Generation also wrote the software for the CBS Newspath 2000 “video-on-demand” system, which uses Tektronix Profile servers to store and forward video clips.) But Frazee says the ASC system will ultimately interface with CBS’s next newsroom computer system, for which the network is currently shopping.

“We’re looking at all the players in newsroom computer systems,” says Frazee. “The news service [CBS Newspath] will probably remain a Generation shop—we’ve had custom applications written. But when the rest of the news division goes to a new news computer system, there will be a tie for tape playback services into this system.” ■



**CBS Newspath will use ASC VR300 video servers to record, edit and play out fast-breaking stories to affiliates.**

both for affiliate news feeds and for overnight broadcast, as well as to retain news emergency coverage,” says John Frazee, vice president of news services for CBS News. “We’ll be recording feeds right to this and playing them out to the satellite.”

ASC, a wholly-owned subsidiary of Leitch Technology Corp., is providing CBS Newspath with networked systems that integrate ASC’s NEWSFlash digital editing systems with multiple ASC VR300 video servers.

Although financial details of the

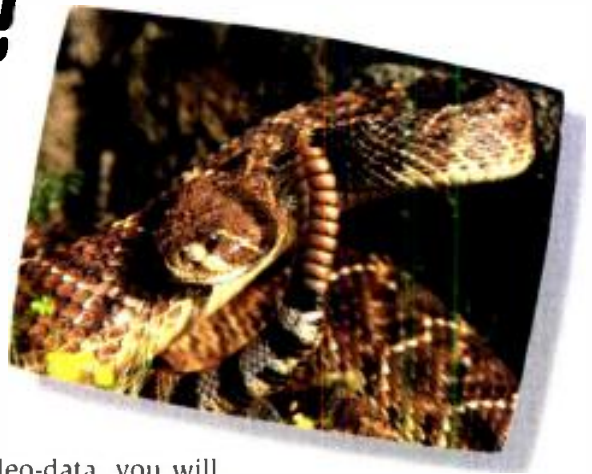
Channel RAID storage.

ASC’s proprietary FibreDrive technology allows the editing systems and the servers to have direct, simultaneous access to shared Fibre Channel RAID storage. News stories recorded on the VR300 servers are instantly available to multiple editors simultaneously, and the editors may perform independent operations on the same story without transferring files or spooling to tape. When the last edits are complete, the stories are available for instant playback and satellite distribution.





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# Tiernan bows HDTV encoders, decoders

Will demonstrate 720 P encoding at NAB

By Glen Dickson

**C**ompression supplier Tiernan Communications is entering the DTV encoder market at NAB '98 by introducing two ATSC-compliant HDTV encoders and an HDTV/SDTV integrated receiver/decoder.

San Diego-based Tiernan, which has already established itself in the broadcast market by supplying MPEG-2 digital SNG systems to CBS, is looking to supply DTV encoding for network contribution and distribution feeds as well as ATSC-compliant encoding to feed transmitters at affiliate stations.

Its flagship DTV product, the THE 1 DTV encoder, is a full-featured product that can support single-channel encoding in 1080 I, 720 P and 480 P formats, as well as multichannel 4:2:2 or 4:2:0 encoding in the 480 I standard. Tiernan has been developing a 720 P encoder since February 1997, says Tiernan vice president Keith Dunford,

who believes Tiernan will be one of the few companies to show a working 720 P encoder at the show.

"720 P encoding is distinctly more difficult than 1080 I," he says.

The four rack-unit THE 1 supports data rates from 10 Mb/s to 160 Mb/s and will sell for under \$200,000, which "is contrary to a lot of other people," says Dunford.

While the THE 1 can handle contribution, distribution or broadcast encoding, Tiernan's second encoder, the THE 10, is aimed squarely at local stations that want to get on the air with an HDTV signal. The two rack-unit THE 10, capable only of ATSC-compliant 1080 I or 720 P encoding, will sell for under \$150,000.

"It's an economy encoder," says Dunford. "It's downfeatured compared with the THE 1, with a very fixed input—you can put in SDI at 1.5 Gb/s or 360 Mb/s."

Right now, there are no plans to add 480 P or 480 I SDTV encoding capability to the THE 10, although Dunford says a \$10,000-\$15,000 add-on card to

support 480 I is conceivable.

Tiernan is also introducing a "network-grade" integrated receiver/decoder, the TDR6H. The modular TDR6H is designed to support either HDTV or SDTV decoding and will sell with HDTV/SDTV capability for under \$8,000. Customers will have to add a front-end modulator, such as a QPSK or DS3, on top of that price.

Tiernan is currently developing its own 8-PSK modulation gear, which Dunford says should "really be a benefit to HDTV more than anything else." He says 8-PSK modulation can achieve a data rate of up to 90 Mb/s on a 36 mhz transponder, which is what he thinks the networks will use for HDTV distribution.

The THE 1, THE 10 and TDR6H will probably begin shipping this June, says Dunford, and will definitely be delivered no later than Sept. 1.

At press time, Tiernan hadn't yet announced any broadcast customers for its DTV encoders, but Dunford says "a very big one" will probably announce a contract at NAB '98. ■

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**NAB '98  
PRODUCT  
SNAPSHOT**

## Philips Digital Video Systems

Philips Digital Video Systems is showing a full-bandwidth HDTV router, the GS-400 Venus Gigabit Router. The GS-400 is a 16x16 digital video router that handles bandwidths up to 1.5 Gb/s, allowing it to support both the 720 P and 1080 I HDTV formats. The GS-400 also integrates seamlessly with Philips' established Jupiter routing control system.

While Philips's routers will accommodate either interlace or progressive HDTV, the company is making a firm commitment to progressive for its DTV studio cameras. Philips will once again show the 720P HDTV PDT-9000 camera it developed with Polaroid Corp., but the real news in its booth is the new LDK 2000 TrueFrame progressive studio camera, which will support either 480P/30 fps or 480I/60 fps video in either the 4:3 or 16:9 aspect ratios.

The serial digital 601 output of the camera will fit within standard 270 Mb/s digital routing infrastructures and can be handled by existing production gear, which is a big reason why Fox has expressed an interest in the camera for its 480P/30 strategy (BROADCASTING & CABLE, March 30).

Philips isn't showing a 1080 I camera at NAB, even though it has developed a prototype model. "In camera technology, progressive is probably the way to go," says Jeff Rosica, vice president/GM of the North American sales organization for Philips Digital Video Systems. "480 P and ultimately 720 P is probably the way we'll focus for cameras ... there won't be a lot of 1080 I studio camera business." ■



Philips' GS-400 router can handle signal bandwidths up to 1.5 GB/s.





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**NAB '98  
PRODUCT  
SNAPSHOT**

**NDS**, a News Corp. subsidiary, is showing a complete system for compressed DTV transmission, including ATSC-compliant encoders, satellite modulation equipment, multiplexing gear and MPEG-2 splicing technology.

NDS is introducing a prototype 1080 I encoder, and will be running a demonstration of 480 P and 720 P encoding in which the Fox network is participating (Fox has committed to using NDS's compression engine and multiplexing gear for satellite distribution to affiliates).

The HDTV encoders, which will be suitable for either network distribution or affiliate broadcast encoding, will be available starting in the third quarter of this year. NDS already has an ATSC-compliant 480 I encoder available. NDS also will be showing ATSC-compliant receivers.

NDS also will be demonstrating its MPEG-2 splicing technology, which it first showed at the SMPTE show in New York last November. According to Barry Hobbs, NDS director of field engineering and support, NDS is beginning to make a product that can perform "near seamless" MPEG-2 splices with a delay of 300-500 milliseconds.

While broadcasters seem to have abandoned the splicing concept for inserting local commercials into DTV network feeds (electing to decode back to baseband instead), Hobbs says the technology still has broadcast applications in areas such as captioning: "MPEG splicing is not simply for video alone." ■



*NDS's ATSC-ready, end-to-end digital broadcast system is designed for U.S. networks and affiliates making the move to DTV.*

**NAB '98  
PRODUCT  
SNAPSHOT**

**JVC** is showing its first switchable 16:9/4:3 camera, the KY-D29W. This widescreen digital camera

has three 460,000-pixel 16x9 CCDs and uses 14-bit digital signal processing and three-dimensional Digital Noise Reduction circuitry for sharp, color-accurate images.



*JVC's new KY-D29W camera is switchable between the 16:9 and 4:3 aspect ratios.*

The camera, which is designed for both field production and studio use, has a 2/3-inch lens mount, an XLR microphone input with phantom supply, and can be docked to analog or digital recorders, including JVC's BR-D40 Digital-S recorder.

"The ability to record 16:9 is very important," says Dave Walton, JVC marketing communications manager, who thinks the KY-D29W will make a good SDTV acquisition system when paired with 4:2:2, 50 Mb/s Digital-S recorders.

Walton points out that the Digital-S format can also record 480 P/30 pictures; in that vein, JVC will show some prototype 480 P/30 cameras this week.

"As a transitional format on the way to HDTV, it's a much better rendition than standard 480-line interface," says Walton of 480P/30.

JVC also is introducing the DY-90 Digital-S camcorder, which is targeted at field production and newsgathering and is equivalent in size to the industry-standard Betacam SP camcorder; the MW-S1000 4:2:2 nonlinear editing system, which is designed to work with Digital-S, and two new Digital-S tape decks—the BR-D92 studio recorder and BR-D52 studio player—that bring four-channel independently editable audio to the Digital-S product line. ■

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**NAB '98  
PRODUCT  
SNAPSHOT**

**Quantel**

is showing its new Cachebox server, which is "a baby Clipbox with DVCPRO compression,"

according to Jeff Meadows, Quantel managing director. Cachebox was born out of an agreement announced between Quantel and Panasonic at the IBC convention in Amsterdam last September, in which Quantel agreed to use Panasonic DVCPRO chips to introduce DV-native compression to its products.

Meadows says Cachebox is designed to go into a Clipbox installation at the output of the Clipbox, where it could perform simple applications such as network time-delay. The small server can also be used a store-and-forward device for DVCPRO material coming from a tape deck, as it can take in DVCPRO data at four times the speed of real time. However, Cachebox won't be offering DVCPRO editing functionality. That application may have to wait until DVCPRO compression is implemented on the more robust Clipbox,



Quantel's Cachebox server uses Panasonic chip technology to support DVCPRO-compressed video.

which is something Quantel is currently working on.

"Cachebox will be sold as a stand-alone system, but it is an opportunity to offer people more flexibility in the system sense," says Meadows. "Most people use Clipbox in purely a transmission context, and we've produced Cachebox for the value it brings to its big brother." Meadows adds that Cachebox shares the same remote control protocol with Clipbox.

In the rest of its booth, Quantel will

be demonstrating its "step-by-step" approach to HDTV post production. The message, says Meadows, is to remind customers of the quality they can already achieve with their existing Quantel effects and editing equipment, even when post producing for a final HDTV product. He doesn't think Quantel cus-

tomers should be in a rush to buy full-bandwidth HDTV post gear until they have a way to pay back their investment.

"We want to reassure people that it's perfectly practical and eminently sensible to begin using their existing 601 architecture to produce high-definition programs," he says.

Quantel's equipment already can support 16:9 post production at the push of a button. The next step, says Meadows, is to incorporate "up-rez-ing" technology to convert a widescreen 601 image to HDTV. Meadows says that up-rez-ing already is employed by several European customers to transfer 601 material to film for commercials that run in movie theaters—which, he adds, is tougher than up-rez-ing to HDTV.

"We'll be inviting people to compare 1080 P/60 material with up-rezed 601," says Meadows. "They may struggle a bit."

Quantel is also introducing Clipnet, a new standards-independent networking system that supports data rates up to a gigabit and allows Quantel equipment to be connected to other Quantel systems and/or third-party systems. Clipnet can move clips from system to system at rates varying from below real time to 10 times faster than real time. Adding a Quantel up-rez node to Clipnet also provides the means to up-rez pictures from any system on the network.

"By putting an HD node on an otherwise 601 network, 601 pictures get published to the HD environment," Meadows says. He adds that Clipnet will be able to transport both HDTV and 601 pictures and will facilitate the intercutting of 601 and HD material on Quantel systems. ■

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# Cutting Edge

By Glen Dickson

PBS has chosen **Communications Engineering Inc.** of Newington, Va., to design, engineer and implement a comprehensive MPEG-2 server solution at its Technical Operations Center in Alexandria, Va. The integrated server system will use eight Hewlett-Packard MediaStream broadcast servers to originate 24 programming feeds to PBS member TV stations under the control of Louth automation software. "PBS was very impressed with the leadership demonstrated by HP in its MPEG-2 server technology," says Jim Seaman, PBS engineering manager. "For this mission, critical on-air system we are relying on HP's scalable and proven MPEG-2 solution to completely eliminate tape origination of all PBS feeds."

NBC has signed a multi-year contract extension to expand the broadcast transmission services it buys from **Williams Vyvx Services** (formerly known as Vyvx). NBC uses Williams Vyvx's fiber-optic capacity to backhaul news, sports and special event programming from various locations to its production centers in New York, New Jersey and North Carolina for editing or live broadcast to affiliates. The agreement between Williams Vyvx and NBC continues the current basic service commitment for dedicated

fiber and anticipates expanded occasional usage for several years. No other details of the agreement were disclosed.

**Quantel** has sold a fully-configured Hal 504 video editing suite to Group W Network Services, Stamford, Conn. The new Hal adds high-end graphics capability to the advanced production services at GWNS, which include a recently purchased Paintbox Express, four off-line suites, three serial digital online rooms, an analog/digital interformat suite and two fully equipped TV production studios. In other Group W Network Services news, the company is testing a digital caption and subtitle management and distribution system based on file transfers. The system, GWNS Global Captions, is designed to offer an integrated, cost-effective process during which the entire four-step closed-caption process—production, quality control, editing and insertion—is performed with limited manual effort and greater efficiency. Global Captions uses an Internet-based server network to manage seamless distribution of content between producers, cable channels, terrestrial networks, distributors,

studios, video libraries and caption/subtitle facilities, both domestically and internationally. The system runs on a workstation with Internet connectivity and an integrated encoder and uses file transfers to transport the program material through each step, eliminating the need to make dubs or mail tapes. The material can be scheduled and tracked at each step at the workstation, and the producer can review and



*Group W Network Services has just added a Quantel Hal to its post production arsenal.*

edit the material online. "With GWNS Global Captions we have devised an efficient way for programmers to respond to the FCC mandate requiring closed-caption," says Barry Fox, GWNS vice president/GM, entertainment. "The system also provides multilingual indigenous subtitling capabilities, an added value for global clients."

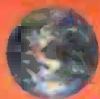
Transmitter manufacturer **Acrodyne Industries** of Blue Bell, Pa., has announced the formation of Acrodyne Digital Integration (ADi), a joint marketing initiative between Acrodyne and IMMAD+ECVS, a major audio/video and RF systems integrator. ADi will provide engineering, consulting, installation and maintenance ser-

vices for broadcasters as they transition to DTV. "There are 128 digital frequencies that have been assigned to broadcasters adjacent to and higher [than] their existing analog frequency which offer more than 350 opportunities to apply Acrodyne's Adjacent Channel Technology in the United States alone," says Stephen Pumple, chairman of IMMAD+ECVS parent company AZCAR Technologies. He adds: "Acrodyne's Adjacent Channel Technology provides an extremely cost-effective alternative to a broadcaster who would otherwise require a new and separate transmitter to broadcast in digital along with the existing analog transmission during this transition period."

**Discreet Logic** has sold 10 of its EDIT (formerly known as D-Vision) non-linear editing systems to Benedek Broadcasting. The Windows NT-based editing software from Discreet Logic is equipped with creative tools for compositing, keying and special effects. Benedek tested systems from Avid, Scitex and Panasonic before going with EDIT, which the station group intends to roll out to additional stations as part of its ongoing upgrade program. "After evaluating several systems, we recommended that Benedek Broadcasting invest in Discreet Logic systems now and for the long term," says Rick Stora, production manager for Benedek station WTAP-TV Parkers-



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## Cutting Edge

burg, W. Va. "From the first time we saw EDIT, we were impressed."

**Louth Automation** is providing a fully automated solution to Foxtel Australia's new digital facility, including program timing, media preparation and multichannel commercial and program playback. Foxtel, the pay-TV joint venture of News Corp. and Telstra, is using multiple Louth ADC-100 systems to manage 30 channels, along with Louth Air/Protect software to provide completely redundant backup. The whole system, which is remotely controlled by 14 Windows-based on-air work-

stations linked to seven LCP 20 remote control panels, runs eight Hewlett-Packard MediaStream server ports, 16 Sony Flexicarts, two Sony LMS systems, 23 Sony MC switchers and 18 Oxtel Imagestores, says Don Brooks, Foxtel engineering manager. The material is cached automatically from a combination of Sony LMS and a Flexicart, under the direction of Louth Autocache software, while Louth Turbomedia media management system is used to dub, segment and time all material.

**Andrew Corp.** has increased the warranty from one year to three years on its entire line of earth-station antennas,



Andrew Corp.'s earth-station antennas now have a three-year warranty.

of installation or 39 months from the date of shipment. The electromechanical drive systems, heating systems and electronic control systems on the antennas are guaranteed for 12 months

from the date of installation or 15 months from the date of shipment. **Sony** has sold a full complement of DVCAM digital gear to the City of San Diego's government access channel for its new production facility. The sale includes three DXC-D30 cameras, one DSR-1 for field acquisition, three DSR-80

including C-, Ku-, K- and X-band receive and/or transmit antennas; simultaneous C/Ku-band receive antennas, and transportable antennas. The new warranty stipulates that all Andrew earth-station antennas are free from defects in materials and workmanship arising under normal use and service. The warranty period is 36 months from the date

including C-, Ku-, K- and X-band receive and/or transmit antennas; simultaneous C/Ku-band receive antennas, and transportable antennas. The new warranty stipulates that all Andrew earth-station antennas are free from defects in materials and workmanship arising under normal use and service. The warranty period is 36 months from the date



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## Cutting Edge

recorders, two DSR-60 players, one DSR-30 editor-recorder, one DSR-85 high-speed editing recorder and an ES-7 digital video editing workstation. The equipment will be used to cover committee and other public meetings, as well as to produce studio-based content.

**Digital Transport Systems**, San Diego, says it has begun implementing the ATSC digital television standard in its current and future MPEG-2 test systems, including its Transport Stream Generator and Transport Stream Analyzer prod-

ucts, as well as the Network Generator under development, and should be shipping ATSC-standard products in the second quarter. The company already has a line of DVB-compliant products to serve the European market. "This added capability allows us to quickly deliver ATSC, DVB or both standards, implemented in a common platform," says Gene Jones, president of Digital Transport Systems.

Japanese broadcaster NHK is using **Scientific-**



*NHK is using Scientific-Atlanta PowerVu compression systems to launch two new digital services throughout Asia.*

**Atlanta's PowerVu** digital compression system to distribute two new digital services that launched April 1: NHK World TV, a free-to-air programming service, and NHK Premium TV, a pay channel. The MPEG-2/DVB-compliant PowerVu uplink

system has been installed in Tokyo at the Otemachi facility of KDD, Japan's international telecommunications carrier. A PowerVu Telco Interface Unit will allow the transmission of three multiplexed channels over a DS3 line to KDD's Ibaragi facility for satellite uplink via the PanAmSat-2 satellite. "To effectively deliver our new channels to our customers we needed a system that supported both PAL and NTSC reception," says Tomio Shimoyama, NHK's deputy director, international planning. "In addition to meeting that requirement, the PowerVu system also provides the high-quality digital video signal and secure conditional-

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## Cutting Edge

access capabilities that are essential to our successful launch and delivery of the new channels." Starting in October, NHK plans to use the PowerVu system to expand its programming availability by re-uplinking its signal from Singapore for distribution to the Middle East, Europe and Africa. NHK also plans an additional uplink of its signal from California to serve Latin America.

**OmniBus Systems** is providing a complete automation solution for MTV Networks Europe as MTV upgrades its transmission facility in London

from a tape-based plant to server operation. The retrofitted facility will broadcast seven music channels—MTV North, MTV South, MTV Central, MTV UK, VH1 Germany and VH1 UK—to subscribers across Europe. The OmniBus station automation system will provide distributed control of seven Hewlett Packard MediaStream MPEG-2 servers for playing material out to air and an eight-drive StorageTek archive server, with Fibre Channel networking connecting the systems. The OmniBus software will also control automatic clip titling, still store and logo-creation facilities. Each HP server will be assigned to an individual music channel and will

have storage capacity of 30-45 hours, while the StorageTek archive will store a total of 707,000 music videos. The OmniBus software will also interface with MTV Network Europe's internal channel management system, which will be used for scheduling.

**The Advanced Television Technology Center** (ATTC) is being recognized by the Smithsonian Institution in Washington for its role in testing the nation's new digital television system. ATTC's "Digital Television Testing" will become part of the Smithsonian's Permanent Research Collection on Information Technology Innovation in a ceremony today (April 6)

at 9:30 a.m. on the National Mall, when the 1998 Information Technology Innovation Collection is formally presented to the Institution.

"Advanced Television Technology Center is using information technology to make great strides toward remarkable social achievement in arts and entertainment," says Dr. David Allison, chairman of the National Museum of American History's division of information technology and society. The ATTC was nominated to the Smithsonian collection by Dr. Paul Liao, president of Panasonic Technologies Inc. and chief technology officer of Matsushita Electric Corp. of America. ■

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# NAB Convention Highlights

LVCC—Las Vegas Convention Center; LVH—Las Vegas Hilton

## SUNDAY, APRIL 5

- 9:00-9:30 a.m.** **Broadcast Engineering Conference opening keynote** with Robert Graves, chairman, Advanced Television Systems Committee, and Charles Morgan, chairman, National Radio Systems Committee. **LVCC N111**
- Noon-5:00 p.m.** **The Road to DTV, Part 1: Choosing the Right Operational Options** **LVH Pavilions 2-3**
- 4:00-5:30 p.m.** **Radio Opening Reception** **LVCC N238**

## MONDAY, APRIL 6

- 8:30 a.m.-6:00 p.m.** **HDTV Receiver Preview** **LVH Pavilions 4-8**
- 9:00-10:20 a.m.** **All-Industry Opening and Keynote Address** with Steve Jobs, co-founder, Apple Computer. **State of the Industry** address by Eddie Fritts, NAB president. **Presentation of the NAB Distinguished Service Award** to Jim Dowdle, executive vice president, Tribune Co. **LVH Barron Room**
- 10:30 a.m.-noon** **Multimedia Keynote Address** by Ronald J. Whittier, Intel Corp. **Sands 105**
- 12:30-2:00 p.m.** **NAB TV/TVB Joint Luncheon Keynote** (speaker: **Robert Iger**, president, ABC Inc.) and induction of **Bob Keeshan**, creator of "Captain Kangaroo," into the **NAB Television Hall of Fame**. Tickets required. Hosted by James G. Babb, NAB television board chairman, LIN Television, Charlotte, N.C., and Andy Fisher, TVB board chairman, Cox Communications, Atlanta **LVH Barron Room**
- 2:30-4:30 p.m.** **A Conversation with Industry Newsmakers** featuring **Neil Braun**, NBC-TV; **Preston Padden**, ABC-TV; **Larry Jacobson**, Fox Television; moderator: Brian Williams, MSNBC **LVH Pavilions 2-3**
- 4:30-6:30 p.m.** **NAB TV/TVB Welcoming Reception** **LVH Pavilions 4-8**
- 5:30-7:30 p.m.** **International Reception** **LVH Ballroom C**

## TUESDAY, APRIL 7

- 7:30-8:45 a.m.** **FCC Chairman's Breakfast** Presenter: The Honorable William E. Kennard **LVH Ballroom B**
- 8:30 a.m.-5:00 p.m.** **TVB Annual Marketing Conference** "Tomorrow's Outlook: Blue Skies or Stormy Weather?" Welcome and Update: Andy Fisher, TVB board chairman, Cox Broadcasting; Ave Butensky, TVB president **LVH**
- 9:00 a.m.-6:00 p.m.** **Exhibit Halls open** **LVCC, Sands**
- 9:00-10:15 a.m.** **NAB Multimedia Keynote Address** by Mitchell E. Kertzman, Sybase Inc. **Sands 105**
- 9:00-10:15 a.m.** **Annual State of Radio Sales Address** by Gary Fries, Radio Advertising Bureau **LVCC N235**
- Noon-1:30 p.m.** **NAB Radio Luncheon** Keynote address by **C.W. Metcalf**, author, humorist; Crystal Radio Award winners announced; induction of **Rush Limbaugh** into NAB Hall of Fame **LVH Barron Room**
- 12:15-1:45 p.m.** **NAB Communications and Connectivity Luncheon** Keynote speaker: Robert W. Kinzie, Iridium Inc. Ticket required **LVCC N246**
- 3:30-5:00 p.m.** **Regulatory Dialogue** featuring FCC commissioners Susan Ness, Harold Furchtgott-Roth, Michael Powell and Gloria Tristani and the National Telecommunications and Information Administration's Larry Irving **LVCC N245/247**

## WEDNESDAY, APRIL 8

- 8:00 a.m.-noon** **The Road to DTV, Part 2: A Business Plan for Today** **LVH Pavilions 2-3**
- 10:30-11:45 a.m.** **Political Broadcasting—An Update** **LVCC N234**
- 12:15-1:45 p.m.** **Technology Luncheon** Ticket required. Featured speaker, **Dr. Richard R. Green**, CableLabs, on "Digital Technology: A Collaborative Future." **Presentation of the Engineering Achievement Awards:** Radio recipient—**John Battison**, consultant; TV recipient—**Dr. Robert Hopkins**, Sony Pictures **LVH Barron Room**
- 1:00-2:15 p.m.** **Radio Gets Results—Sensational Radio Success Stories** **LVCC N235**

## THURSDAY, APRIL 9

- 9-10:30 a.m.** **Regulatory Minefields: How to Protect Yourself on the Digital Frontier** **Sands 202**
- 10:30 a.m.-noon** **The Web: Is it Really a Mass Medium?** **Sands 102**



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## Charter, MediaOne settle dispute

*Charter gets money; MediaOne keeps systems*

By Price Colman

**T**he nasty fight between Charter Communications and MediaOne Group over ownership of cable systems in Minnesota has ended.

Terms of the settlement weren't disclosed. But MediaOne will pay Charter at least \$30 million, as called for in the sales contract. Sources say the amount is probably closer to \$50 million—enough to cover Charter's debt and equity commitments, legal fees and then some.

In return MediaOne Group gets to keep cable systems encompassing 300,000 subscribers it never wanted to get rid of in the first place.

"It's done, we're finished, we're keeping the systems," said MediaOne Group spokesman Steve Lang.

Charter executives, while relieved to put the contentious and distracting affair behind them, were hardly jubilant.

"One side of me is very disappointed," said Charter President Jerry Kent. "Our organization poured heart and soul into this. We could have continued the fight, but in the end we're happy we can get on with life. We have a one million-plus subscriber company to run and other deals in the pipeline. We need to focus on those things."

It's likely Charter was feeling pressure from Warburg Pincus Ventures, the primary financial backer of the Minnesota acquisition, to resolve the matter. Since the first of the year, several other cable systems have come on the market, including Prime Cable's 300,000-subscriber Las Vegas systems. Charter is reportedly a bidder for those systems, and while the price tag

**"Our organization poured heart and soul into this. We could have continued the fight, but in the end we're happy we can get on with life."**

**—Charter President Jerry Kent**



is said to be about \$1 billion—a record-setting \$4,000 per subscriber—sources say Charter would have little problem obtaining the necessary debt and equity financing.

Even if Charter fails to win the Las Vegas systems—other bidders include TCI, Comcast and Cox—there are other attractive systems on the market, including those owned by Marcus Cable, that could complement Charter's existing clusters.

Only a week before the settlement was announced, Charter avoided what looked like it would be a protracted court fight, agreeing to send the dispute to binding arbitration. MediaOne Group officials said they'd been advocating such arbitration, noting that it was called for in the contract.

That hadn't stopped Charter from suing MediaOne parent US West in a Missouri court when the \$600 million deal imploded in February. Charter saw the lawsuit as a way to compel US West to honor terms of the sales agreement struck in May 1997. Charter filed suit the same day the deal was supposed to close, shortly after showing up at MediaOne offices in Boston to sign requisite documents that MediaOne officials refused to sign.

The deal had started to melt down late last summer, when US West announced it would split off cable-broadband and telephone companies into separate, publicly traded firms with separate boards of directors instead of keeping them as tracking-stock companies under the US West Inc. umbrella. US West's rationale, in part, was that the move would allow it to avoid a FCC divestment order enacted when US West purchased MediaOne precursor Continental Cablevision in 1996.

A so-called anti-buyout provision in U.S. telecommunications law prohibits a telephone company from owning cable television operations in regions where it provides local phone service. US West sought and received a temporary waiver on the anti-buyout provision when it struck the deal to buy Continental. After deciding to split cable and phone businesses, US West requested a further waiver extension through July 31 so that it could effect the split.

During late 1997 and the early part of 1998, Charter and MediaOne engaged in a heated lobbying effort to garner support for their respective sides. Charter lined up backing from several local franchising authorities, the enforcement arm of the Minnesota Public Utilities Commission, the Consumer Federation of America and ultimately the Clinton administration. US West, meanwhile, garnered the backing of several local franchising authorities that said MediaOne had committed to provide new products and services and appeared to be better equipped financially than Charter to do that.

In early March, two weeks after the aborted closing, the FCC's cable bureau stunned Charter officials by granting the additional waiver, effectively enabling MediaOne to retain the cable systems it had wanted to keep all along. ■

Greg Kiger



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# Disney Toons up with analog

Number of systems will put new cartoon channel on expanded basic

By Donna Petrozzello

**D**isney Channel conceived of its 24-hour animation network Toon Disney as a digital service, but the company now says it will pursue both analog and digital carriage for the soon-to-launch channel.

Two weeks before Toon's April 18 launch, Disney says it has lined up analog carriage for



Disney's new cartoon channel Toon Disney will feature a host of Disney classics including (top to bottom) Pooh, The Little Mermaid, Mickey and Donald. The channel launches April 18.



Toon on several MSOs and has locked in 3 million subscribers for analog deals.

Marcus Cable, Century Communications, Rifkin & Associates, Galaxy Cable, Classic Cable, Coaxial Communications and Americast have agreed to launch Toon on an expanded basic tier, according to Disney. Disney has also locked in carriage on EchoStar, serving one million DBS customers, and is negotiating for carriage on DirecTV, says Disney Channel/Toon Disney President Anne Sweeney.

Marcus has signed a systemwide carriage deal for Toon and is planning to roll out the channel in Burbank, Calif.; Birmingham, Ala., and Fort Worth to a combined 650,000 subscribers by June 1. The remaining systems will add Toon throughout early 1999, giving the network nearly a million Marcus subscribers.

David Intrator of Marcus Cable says launching Toon Disney on an expanded basic tier made more sense than spinning the network to a digital platform. Marcus is more apt to reserve its digital platform for pay-per-view and

pay-TV channels, says Intrator.

Marcus also sees co-branding potential for Toon Disney and Disney Channel. Over the past two years, Marcus has converted Disney Channel from a pay service to expanded basic in various markets. And, while Toon initially will be commercial-free, Marcus can run in-house

promo ads during local inventory—another plus for the MSO, he says.

"What better way to enhance our programming on expanded basic than with a brand name like Disney?" Intrator says. "It also made sense because it allows us to promote our branding initiative to consumers."

Disney is encouraged by the initial analog support for Toon, but executives say they won't abandon plans to pitch the network on a digital tier.

"What network turns down analog carriage?" says Shirley Powell, vice president of communications for The Disney Channel. "If the analog space is available, we want it. But we're very interested in digital strategies as well." Another Disney spokesperson describes Toon as "a digital-friendly service meant to be flexible for the operator."

Disney executives say they weren't offering extraordinary launch fees to drive analog carriage.

Charlie Nooney, senior vice president of affiliate sales and marketing, says all operators launching the service are getting conventional marketing support of about \$1 per subscriber, contrasted with the \$5-\$15-per-sub fees some networks have paid.

"We're not buying carriage," Nooney says.

Disney's launch of Toon is expected to affect Disney Channel, which incorporates a significant amount of Disney's animated library into its regular programming. Sweeney acknowledges that about 50% of programming for Toon Disney will be redundant but that the other half will be exclusive to the new network.

Meanwhile, Disney officials insist there are no immedi-





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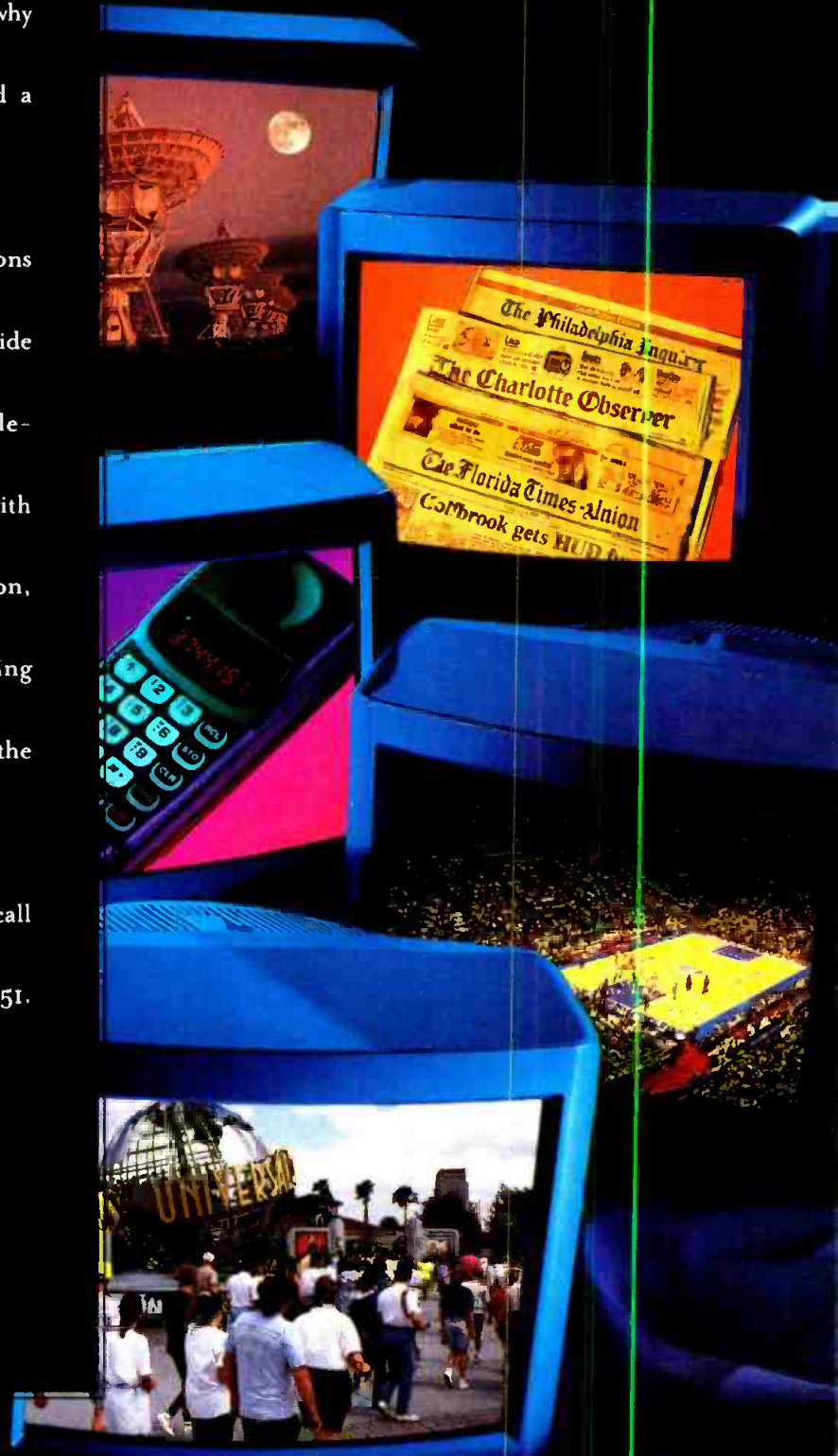
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**TWFanch-one Co.**  
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**Tele-Media Corporation of Delaware**  
Serving Lincoln County Pa - Sellersville Pa - and Dravestown Pa

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**FrontierVision Operating Partners L.P.**  
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**TCI American Cable Holdings II L.P.**  
a subsidiary of

**Tele-Communications Inc.**  
Serving Boone Ocean Springs Vicksburg and other areas in Alabama and Florida

and

**CableOne Inc.**  
a subsidiary of

**The Washington Post Company**  
Serving various areas in Virginia North Carolina and other states

See prospectus at 100  
Date sold: 1/27/97

As represented by the seller



<p><b>Triax Midwest Associates L.P.</b> Has acquired certain cable systems of <b>Triax Associates I L.P.</b> Serving northern Illinois including Mendota, Argo, North Western, Naperville, Rosemead, Lake County and communities near Kankakee, Ill.</p> <p>See reports 26-347 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>	<p><b>Mediacom LLC</b> Has acquired certain cable systems of <b>American Cable TV Investors 5 Ltd.</b> Serving La. parishes of east, central and western Louisiana</p> <p>See reports 26-330 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>	<p><b>Cablevision Systems New York City Corp.</b> A subsidiary of <b>Cablevision Systems Corp.</b> Has acquired the stock of <b>Cable Science Corp.</b> Serving Staten Island, N.Y.</p> <p>See reports 27-200 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>	<p><b>Mark Twain Cablevision L.P.</b> An affiliate of <b>Fanch Communications Inc.</b> Has acquired certain assets of <b>White River Cablevision L.P.</b> An affiliate of <b>Leonard Communications Inc.</b> Serving western Colorado in Eagle, Montezuma, Prince Lake and the Townships of Monte and Montezuma, Colo.</p> <p>See reports 48-007 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>	<p><b>G Force, LLC</b> Has acquired the assets of <b>Garden Isle Cablevision L.P.</b> An affiliate of <b>Rifkin &amp; Associates Inc.</b> Serving the southeastern area of the island of Kauai, Hawaii</p> <p>See reports 48-000 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>
<p><b>C Force, LLC</b> Has acquired the assets of <b>Kauai CableVision</b> An affiliate of <b>InterMedia Partners</b> Serving central Kauai, the island of Kauai, Hawaii</p> <p>See reports 48-000 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>	<p><b>Genesis Cable Communications L.L.C.</b> Has acquired certain assets of <b>Milestone Communications of North Carolina L.P.</b> Serving Wake County, N.C.</p> <p>See reports 49-1 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>	<p><b>Mediacom California LLC</b> Has acquired <b>Cox Communications Inc.</b> Serving the San Francisco Bay Area</p> <p>See reports 49-1 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>	<p><b>Time Warner Entertainment/Advance Newhouse Partnership</b> Has acquired <b>Davidson Cable T.V. Inc.</b> The <b>Pinewild Cable T.V.</b> Serving Pinewild, Lenoir, City Club and Beaver Ridge, Sandy Club in Moore County, N.C.</p> <p>See reports 49-2 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>	<p><b>Innovative Communications Corp.</b> Has acquired <b>Caribbean Television Services N.V.</b> Serving St. Maarten, Necker, St. A., and St. Eustatius, Saba, and St. Kitts</p> <p>See reports 49-4 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>
<p><b>Innovative Communications Corp.</b> Has acquired <b>St. Croix Cable TV Inc.</b> Serving St. Croix, St. John, and St. Thomas, U.S. Virgin Islands</p> <p>See reports 49-3 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>	<p><b>Northland Cable Properties Seven L.P.</b> Has acquired certain assets from affiliates of <b>Robin Media Group Inc.</b> A subsidiary of <b>InterMedia Partners</b> Serving the franchise, on-line, pay-per-view and around the clock services in the states of Alaska and Texas, U.S.</p> <p>See reports 49-4 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>	<p><b>Innovative Communications Corp.</b> Has acquired <b>BVI Cable TV Ltd.</b> Serving the British Virgin Islands</p> <p>See reports 49-5 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>	<p><b>United Mikronesia Development Association Inc.</b> <b>Marianas Cablevision Inc.</b> Has acquired the assets of <b>Tropic Isles Television Corp.</b> The <b>Saipan Cable TV</b> Serving Saipan, Tinian, and Rota, Northern Mariana Islands</p> <p>See reports 49-5 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>	<p><b>Blackstone Media L.L.C.</b> Has acquired certain assets of <b>Galaxy Telecom L.P.</b> Serving various communities in Alaska</p> <p>See reports 49-4 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>
<p><b>W.S. Acquisition Corp.</b> Has acquired the stock of <b>Western Systems Inc.</b> The <b>Guam Cable TV</b> Serving the island of Guam</p> <p>See reports 49-6 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>	<p><b>FrontierVision Operating Partners L.P.</b> Has acquired the Central Ohio cable television operation of <b>Cox Communications Inc.</b> Serving the areas of east, central, and western Ohio Mansfield, Columbus, and Dayton and Lucas, Ohio</p> <p>See reports 49-7 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>	<p><b>Northland Cable Television Inc.</b> <b>Northland Cable Properties Six L.P.</b> Has acquired certain cable assets from affiliates of <b>InterMedia Partners</b> Serving the franchise, on-line, pay-per-view and around the clock services in the states of Alabama, Greenwood and Sumnerville, S.C.</p> <p>See reports 49-7 Total subscribers</p> <p><b>DANIELS &amp; ASSOCIATES</b></p>		

# PERFORMANCE AND INTEGRITY.

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ate plans to make the Disney Channel an ad-supported operation—it has been commercial-free since its launch 15 years ago. However, some MSO executives contend that in markets where both Toon and Disney Channel appear on expanded basic services, the chance to market the channels as a package to advertisers could prove too attractive to ignore.

Toon's programming will tap Disney animation archives from the 1930s

to the 1990s, from early black-and-white cartoons featuring Mickey and Minnie through recently released animated theatricals. The channel will feature cartoons for kids ages 2-5 from 6 a.m. to 8 a.m. and from 4 p.m. to 7 p.m. weekdays.

In prime time, Sunday through Thursday, Toon will air short features and series with classic Disney characters. On Friday nights, Toon will feature an animated Disney theatrical release, and

Saturday, will be reserved for classic character-themed programming.

Sweeney says the interest from MSOs and consumers' response to Disney's theatricals portend well for Toon. "Our strategy of knowing what consumers want and staying near to cable operators is our approach to doing this," Sweeney says. "We don't want to just throw something up in the air and see if it sticks. We're not a spaghetti factory." ■

# Pop goes the cable channel

*AMC launching pop culture channel as Web, broadband and digital offering*

By Donna Petrozello

**A**merican Movie Classics' just-announced American Pop pop-culture entertainment network is an attempt to blend baby boomers' love of nostalgia and their fascination with emerging technology.

Designed for distribution over the World Wide Web, broadband and digital tiers, American Pop is being billed as "the first network to surface in the converging digital environment," says Kate McEnroe, president of AMC Networks.

American Pop will draw from archival films, newsreels, promotional films and even home movies to "tap into popular culture and our collective memories through shared visual experiences," she says.

"Consumers don't want more of the same," McEnroe says, referring to pay-per-view events and pay-movie networks. "They want networks with interactivity that covers all platforms. I'm not sure if consumers will find value in their 50th movie channel."

AMC will launch the Website and broadband network on May 1 and the digital channel in fourth quarter 1998, Josh Sapan, president of AMC's parent company, Rainbow Media Holdings, calls American Pop "paramount to our digital strategy."

"Consumers will expect brands to be pervasive across all media," he says. "A presence on a multitude of platforms is essential as entertainment brands continue to seek definition in the ever-changing media marketplace."



AMC's on-air family of Pop bottles

Rainbow and AMC are banking on MSOs and manufacturers to quickly roll out affordable digital set-top boxes to ensure American Pop's distribution as a full-scale network.

McEnroe anticipates a large-scale deployment of digital set-top boxes and high-speed modems "within the next 36 to 48 months." She also sees distribution of the network in a video-on-demand context after the initial digital rollout.

A strong element of American Pop's programming appeal will be its interactive capacity, McEnroe says. The network will host online auctions of memorabilia, online chat rooms and contests, and outlets for Web and broadband users to submit home movies.

For broadband, Pop will include regionally customized programming.

As a digital network, it will resurrect Godzilla movies and The Three Stooges movie shorts and will develop original shows about music, people and places prominent in pop culture from the 1930s through the 1980s.

The channel's kitsch appeal is enhanced with an on-air "Pop" family of animated soda bottles that will help Web users to navigate the site and segue programming segments on the broadband and digital network.

"We'll do a show on the history of the TV dinner, and then profile flea markets," says McEnroe. "We'll capture the collective, shared memories of Americans—not just about TV shows but about everything in pop culture."

AMC will announce the entire digital programming lineup at the NCTA conference in early May.

Rainbow is sinking "millions" into the launch of American Pop, says Sapan. Although Pop will not launch as an advertiser-supported channel, McEnroe says, AMC hopes the channel will reach a large enough audience within two to three years to change to an advertiser-driven model.

AMC is pitching American Pop as a way for cable operators to build consumer demand for their high-speed modem, online and upcoming digital tier packages, says Gemma Toner, senior vice president of development for AMC Networks. AMC also is banking on operators' ability to cross-promote the network.

While Cablevision systems are expected to be the first to pitch Ameri-



*"You really don't learn anything until you get out and start doing it."*



**Marvin L. Jones**  
Chief Operating Officer  
Tele-Communications, Inc.  
Member  
C-SPAN Board of Directors

**"I** was a machinist apprentice in a smelter machine shop in a Globe, Arizona copper mine. I met, through motorcycle racing, a gentleman, Ron Harmon, who was working for his brother Homer in the local cable system. I'd ride around in the truck with him. I thought it was the most fascinating thing in the world. Instead of being in a noisy, dirty, machine shop with very rigid things to do, you're master of your own hours. I applied for the job; got it; took a \$50-a-month cut in pay and started working twice the hours."

"I started as an installer-technician which was what they called them then because you did everything. I spent quite a bit of time in construction. After we finished the Yuma, Arizona system, I became the manager of it and just worked my way up."

"Somewhat like a wood chip in a rain barrel, I just kind of floated up as the industry grew. I owe an awful lot to Bob Rosencrans for giving me the opportunity to learn and grow and become what I've become today."

"I left home at an early age. In a lot of ways, I'm self-educated. I went back to school nights and did various things to do what I needed to do. I view education as nothing more than getting yourself in a place where you can learn. You really don't learn anything until you get out and start doing it."

"The major thing that I am doing here at TCI is putting the culture back in place. It had changed to a more centralized, top-down approach; now I'm going back the other way. You give management responsibility and authority to implement a plan we jointly agree upon. Give them the resources to do it and it's hard to lose."

"I would like to see C-SPAN available to every television household by some means. I don't care how it's done. I think this industry needs this type of service. I think that the more we can get a window into the workings of our government, the more it helps."

"I'll tell you why I think it's important. What needs to be done is completely unbiased, totally objective, warts and all, here's what it is, the-guy's-scratching-himself-so-what view of government. Because if you sanitize things, where do you stop?"

"I have learned from everybody that I've been associated with. That doesn't mean that I've liked everybody, but you always learn from them if you let yourself do it."

**C-SPAN**

Created by Cable.  
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can Pop as a broadband service. McEnroe says that AMC has targeted other MSOs in "highly clustered" regions that have announced plans to deploy digital boxes.

AMC also announced the reorganization of its senior brand management team in conjunction with the American Pop announcement.

Within AMC, Noreen O'Loughlin was promoted to executive vice president and general manager, from senior vice president of marketing for AMC. Mary Murano was promoted to executive vice president of distribution and affiliate relations of AMC, from senior vice president of sales and affiliate relations.

Martin von Ruden becomes senior vice president and general manager of Romance Classics, from vice president of public relations. And David Schring becomes senior vice president of acquisitions and programming for AMC Networks, from director of AMC's acquisitions and programming.

# Fellows exits MediaOne

*Says commute from Boston to Denver was too much*

By Price Colman

**D**avid Fellows is departing MediaOne Group effective today (April 6), adding to the list of former Continental Cablevision executives who have exited their new parent.

Fellows joins Bill Schleyer, Rob Stengel, Bob Sachs and Continental

founder Amos Hostetter on the "former" list. As it was for those executives, the relocation of the company's headquarters from Boston to suburban Denver was a crucial factor in Fellows's decision.

"For better or for worse, I'm tied to the Boston area," says Fellows, whose family reaches back 13 generations in New England history. "MediaOne



The jet lag was too much for Fellows.

thought enough of me to let me commute. But last November I was on 10 airplanes a week for more than a week in a row.... The travel got to be too much."

Fellows, who was senior vice president of engineering and technology and chief technology officer at MediaOne, is being replaced by three people: Bud Wonsiewicz, Stephen Van Beaver and Jerry Wolfer. Each of those executives will take over facets of Fellows's job, with Wonsiewicz acting as chief technology officer and reporting to chairman Chuck Lillis, Van Beaver handling engineering and operations functions and Wolfer serving as senior vice president of engineering.

Analysts share Fellows's perspective that his departure will have minimal impact on MediaOne.

"I used to think it was a big deal," says one analyst of the executive exodus. "But all the regional system people are in place."

Fellows's view: "I think MediaOne just cooks on."

Fellows has been instrumental in MediaOne's high-speed data efforts, first through MediaOne Express and more recently through the merger of MediaOne Express and Time Warner's Road Runner services. He'll maintain a consulting role with MediaOne's overall cable operations

## 25 PEOPLE'S CHOICE Top Cable Shows

Following are the top 25 basic cable programs for the week of March 23-29, 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.

Rnk	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHs (000)	Share
1	South Park	COM	Wed	10:00p	30	6.2	3.0	2,951	9.7
2	WCW Monday Nitro	TNT	Mon	8:00p	60	4.9	3.6	3,550	7.4
3	NASCAR/Transouth Financial 400	ESPN	Sun	1:00p	225	4.8	3.6	3,565	13.8
4	WCW Monday Nitro	TNT	Mon	9:00p	60	4.7	3.5	3,392	6.4
4	Thunder	TBS	Thu	9:00p	67	4.7	3.5	3,468	7.4
6	WCW Monday Nitro	TNT	Mon	10:00p	58	4.4	3.3	3,211	6.1
7	Rugrats	NICK	Thu	7:30p	30	4.1	3.0	2,980	7.2
7	Thunder	TBS	Thu	8:05p	55	4.1	3.1	3,015	6.8
9	Rugrats	NICK	Mon	7:30p	30	4.0	2.9	2,866	6.2
10	WWF Wrestling	USA	Mon	10:00p	60	3.7	2.7	2,678	5.4
10	Rugrats	NICK	Wed	7:30p	30	3.7	2.7	2,661	6.4
10	Rugrats	NICK	Tue	7:30p	30	3.7	2.6	2,544	6.2
10	NCAA Women's Championships	ESPN	Sun	8:30p	128	3.7	2.8	2,717	5.8
14	WWF Wrestling	USA	Mon	8:57p	63	3.5	2.6	2,530	4.6
14	Rugrats	NICK	Sat	8:00p	30	3.5	2.6	2,537	6.6
14	Academy Awards Pre-Show 1998	E!	Mon	7:00p	120	3.5	1.7	1,659	5.7
17	Doug	NICK	Mon	7:00p	30	3.4	2.5	2,433	5.7
18	Rugrats	NICK	Sat	10:00p	30	3.3	2.4	2,389	11.2
18	Rugrats	NICK	Fri	7:30p	30	3.3	2.4	2,353	6.4
20	Angry Beavers	NICK	Sat	10:30a	30	3.2	2.3	2,302	11.1
21	Tiny Toon Adventures	NICK	Sat	9:30a	30	3.1	2.2	2,191	10.0
22	Rugrats	NICK	Sun	10:00a	30	3.0	2.2	2,166	9.7
22	Hey Arnold	NICK	Sat	11:00a	30	3.0	2.2	2,166	10.6
22	Doug	NICK	Thu	7:00p	30	3.0	2.2	2,177	5.7
22	Rugrats	NICK	Thu	8:30a	30	3.0	2.2	2,175	12.3
22	Hey Arnold	NICK	Wed	8:00p	30	3.0	2.2	2,173	5.0

Sources: Nielsen Media Research, Turner Research



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through June—and likely for longer with the merged entity.

At Continental and subsequently at MediaOne, Fellows has been closely involved with Cable Television Laboratories, the industry research and development arm, and with the Society of Cable Television Engineers (SCTE), the industry's standards-setting organization.

At CableLabs, Fellows has been part of the MCNS/DOCSIS effort that is determining specifications for interoperable cable modems, devices that can work on any system and thus can be sold in retail outlets. Industry insiders and analysts cite the opening of a retail channel for cable modems as the most important driver for new revenue from high-speed data services.

Fellows acknowledges that as a result of his leaving MediaOne, his ability to have an impact on what's happening in cable high-speed data services has been altered.

"I give up that unique position I had, where I could set purchasing specifications at CableLabs, set standards at SCTE, and then write a \$1 billion purchase order for the product," he says. "I'm going back to being more of an evangelizer, more of a cheerleader."

As for the rumored combination of MediaOne Express/Road Runner and @Home, Fellows says it may be dead for now, but that could change.

"This is an industry of deal-makers," he says. "What's dead today

could be alive tomorrow. Our joint venture and the @Home joint venture share similar attributes. ... Even if they remain separate, they will be very much akin to each other."

Regardless of who's signing the

paychecks, Fellows says he's going to stay involved in meshing the Internet with cable.

"The Internet is going to change everything," he says. "Cable operators need to be at the forefront." ■

## Primestar all rolled up

*First phase of restructuring is completed*

By Price Colman

Nearly a year after announcing restructuring plans, Primestar has become a stand-alone national company. But it will still be some time before it's clear how well the nation's second-largest DBS provider can walk on its own.

Primestar last week announced it had completed phase one of its long-awaited restructuring, rolling up its cable backers' partnership interests into a new company, Primestar Inc.

To accomplish that rollup, Primestar is paying \$1,100 per subscriber to TCI Satellite Entertainment (TSAT), Time Warner, Cox, Comcast and MediaOne. The payments will come in a combination of cash—\$410 per customer—and equity that will translate into a \$478 million cash distribution.

Primestar, which will use some of its \$1.1 billion in debt as the source for the cash, next week will launch a road

show to sell \$500 million–\$750 million in high-yield debt. Once those bonds are sold, Primestar's debt load will increase to \$1.5 billion–\$1.85 billion.

TSAT will end up with a 37% ownership stake in the new Primestar, Time Warner/Newhouse 30%, MediaOne 10%, Comcast 10%, Cox 9% and GE Americom 4%.

"Although this is April 1, this is not a joke; we really have gotten it done," said Primestar President Dan O'Brien.

While the restructuring is a key move, bigger hurdles lie ahead.

First, Primestar needs regulatory approval to transfer TSAT's high-power licenses at 119 and 166 degrees west to Primestar. Second, and more important, Primestar needs FCC and Justice Department approvals to obtain News Corp.'s 28 high-power transponder licenses at 110 degrees. News Corp.'s licenses are the key facet of Primestar's plan to offer a robust high-power DBS service.

Meanwhile, Primestar will go ahead

## Comcast Philly hit by five-day outage

Up to 70,000 subscribers on part of Comcast Corp.'s Philadelphia system last week experienced a five-day cable drought triggered by a computer glitch that cut service.

The blackout was triggered when General Instrument Corp. technicians were upgrading software that controls the fully scrambled system's addressable converters. An errant command instructed all the converters to switch to a default channel, limiting subscribers on a suburban headend to watching only a pay-per-view barber channel.

Mike Doyle, Comcast regional senior vice president, said that he couldn't tell exactly what percentage of customers were affected, but the explosion of phone complaints made it "clear that this universe was a fairly large universe."

The outage sent GI and Comcast managers scrambling to repair the damage. Unable to isolate the affected customers, Comcast had to reauthorize each con-

verter one by one—140,000 units, since most homes have two or more TV sets. But the multicontroller that handles the authorizations churns out the commands at 1,000 hits per hour. That's normally a speedy pace, but in this case it would have taken almost a week to get everyone back on.

Monday, however, a GI team was able to rewrite the software to speed the process 15-fold, and the process was completed by Tuesday at noon, a GI executive reports. Doyle says that Comcast is still investigating the precise cause and has established procedures to prevent another such widespread outage.

In the meantime, the company is worried about keeping its customers happy and has given all subscribers a one-week credit on their bills whether they lost service or not. "We have taken the high road," Doyle says, explaining that he didn't want to annoy customers further by making them call in a complaint to get the refund.

—John M. Higgins



with a market test of a high-power service from TSAT's 11 transponders at 119 degrees. Beginning last weekend, Primestar initiated a promotional campaign for the service through Radio Shack stores in Dallas and Charlotte, N.C. Later this month, Primestar will begin offering a 120-channel, high-power service in those markets. Customers will be able to lease hardware or buy it at Radio Shack stores for \$199. Base price for the programming package is \$19.99 a month. Should Primestar obtain approval for the 110 slot, it intends to move the Tempo satellite currently at 119 degrees to 110 and expand the service to 225 channels.

As a condition of getting the 110 slot, Primestar is prepared to divest the assets at 119, O'Brien said, but he stressed that the company won't give them away. The News Corp. portion of the deal calls for News Corp. to swap the licenses at 110 degrees—which News Corp. partner MCI paid \$682.5 million for—in return for a 33% nonvoting stake in Primestar. The *Washington Post* two weeks ago reported that the Justice Department opposes that deal unless certain conditions are met.

"We have made statements to both agencies that we are willing to divest 119," said O'Brien. "We have not begun negotiations with either agency.

... We are willing to consider any type of reasonable approach the government might have, but we have not actually had those conversations."

Giving up the 119 slots for less than they're worth would be unacceptable, O'Brien said. The Justice Department reportedly also is seeking assurances that Primestar will compete with cable and that it will abide by program-access provisions in telecommunications law.

The FCC has linked decisions on the 119- and 110-degree license transfer; until the FCC rules, Primestar will have to wait to merge with TSAT and become a publicly traded entity. ■

## H E A D L I N E S

### Encore, MGM nix Asia deal

Encore International and Metro-Goldwyn-Mayer are terminating their 50-50 joint venture MGM Gold Networks (Asia) as a result of turmoil in Southeast Asian economies and the impact on financial markets. The companies say that the recessionary climate in the region had stretched the investment horizon for the two-year-old joint venture, making original profit goals unachievable. The MGM Gold channel, using programming from MGM's and United Artists film libraries, was launched in November 1996. The channel was available in China, Hong Kong, Indonesia, Malaysia, the Philippines, Singapore, Taiwan and Thailand. Both companies say costs associated with shutting down the venture will be minimal and that they will monitor Asian markets for future opportunities.

### Spring in the trenches

Cable executives will pick up their shovels again this month for the National Cable Television Association's second annual "In the Trenches" program. CEOs and general managers will get out and meet community leaders, front-line employees, customers and members of Congress during the initiative, which is part of NCTA's On-Time Customer Service Guarantee program. "This month-long effort is part of cable's ongoing commitment to customer service. It's an important part of cable's way of doing business—by demonstrating every day from every employee that

we're putting the customer first," says NCTA President Decker Anstrom.

### American Telecasting revenue down

American Telecasting Inc., the struggling wireless cable operator, expects revenue to decline even further this year and predicts that EBITDA (earnings before interest, taxes, depreciation and amortization) will run into negative territory. The disclosure came with American Telecasting's announcement of 1997 financial results. The company reported a net loss of \$52.5 million, or \$2.06 per share, and EBITDA of \$971,000, on revenue of \$59 million, down 4.8%. The net loss narrowed from \$98.4 million in the previous year, and EBITDA improved from a negative \$253,000 in 1996. But American Telecasting President Robert Hosttetter says the erosion of analog subscribers is likely to continue. The company has shelved plans to deploy a digital wireless cable product and will instead focus on marketing its WantWEB wireless digital data service. Hosttetter also says the company needs a strategic partner and substantial additional capital to achieve its business plan.

### Box milestone

General Instrument Corp. says it has shipped its millionth DCT-1000 digital set-top box. But even as that announcement comes, large cable operators such as Tele-Communications Inc. are moving to a more pow-

### HSN revenue down, cash flow up

Amid all the excitement about the Universal Television deal, Barry Diller's USA Networks Inc. saw revenue at its core Home Shopping Network operation rise a scant 1% during the Christmas selling season, but lower costs still allowed the unit to generate a 13% cash-flow increase. USA,



which had been known as HSN Inc. until chairman Diller acquired a majority interest in Seagram Co.'s Universal studio and basic cable network operation, saw the shopping network generate just \$284.7 million in revenue for the fourth quarter ended December, while cash flow totaled \$41.3 million. The network's product costs actually declined slightly, pushing gross margins up 1.5 points, to 40%. Companywide, assuming various deals other than the Universal and basic cable transaction had been in place the entire year, USA Networks' revenues rose 3%, to \$390.3 million, but cash flow jumped 16%, to \$57.5 million.

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## H E A D L I N E S

erful version of the box, the DCT-1200. GI also says that it has equipped more than 500 cable head-ends that pass some 25 million homes in North America with digital systems capable of delivering MPEG-2 digital video, video-on-demand, Internet access, interactive programming guides and other products and services.

### **International Channel in China**

The International Channel began delivering China Central Television's overseas service, CCTV-4, to cable operators April 1. The service, which will carry no license fees or packaging restrictions, will be part of International Channel's digital tier of ethnic services. International Premium Networks. CCTV-4 focuses on news, documentaries and entertainment, with programming primarily in Mandarin but with regular newscasts in English. International Channel is 90%-owned by Liberty Media Corp. and 10%-owned by John Sie's JJS Communications.

### **Superior performance**

Bresnan Communications has switched on a high-speed data network for Superior, Wis. The network links eight city departments, including the City/County complex, Board of Education, main fire hall, North and East End fire halls, public library, city garage and wastewater treatment plant. The network operates at speeds of up to 10 Mb/s and will replace the city's dial-up network.

### **Kudos for Bresnan**

The North Central Cable Television Association has awarded Bill Bresnan, president of Bresnan Communications, its 1998 Distinguished Service Award. The association cited Bresnan for his leadership in the cable industry and his commitment to service and quality.

### **Marcus, Post deal**

Marcus Cable Co. will sell cable systems encompassing about 71,500 subscribers to the Washington Post's Cable One as part of Marcus's plan to shed non-clustered systems. The sys-

tems that Marcus is selling are in Mississippi, Louisiana, Oklahoma and the Texas Panhandle. Waller Capital, which is representing Marcus in the sale, is also shopping Marcus systems in Illinois. Financial terms weren't disclosed, but at the industry benchmark of \$2,000 per subscriber, the deal would be worth some \$143 million. Marcus recently disclosed that it is exploring strategic alternatives for the company that could include an outright sale or an initial public offering of stock. Marcus Chairman Jeffrey Marcus has mentioned a \$3 billion price tag for the entire company, but analysts think an actual sale price would be well below that.

### **Broward sale closes**

Comcast Corp. says that it has closed on the sale of Jones Intercable systems in Broward County, Fla., encompassing 55,000 subscribers. Comcast's 55%-owned subsidiary Comcast MHCP Holdings, in which it is partnered with the California Public Employees Retirement System (CalPERS), paid \$140 million for the systems—an average of \$2,545 per subscriber. The systems are owned by one of Jones's managed limited partnerships; the sale is part of Jones's strategy of closing out the limited partnerships to simplify Jones Intercable's financial structure.

### **Converting Comcast**

Comcast Corp. says nearly all holders of 1.125% discount convertible subordinated debentures due 2007 and with a principal amount of \$541.9 million have chosen to convert the debentures into Comcast Class A special shares. The conversion ratio was 19.3125 shares of the special A shares per each \$1,000 principal amount of debentures.

### **Pirates must pay**

A federal judge in Seattle has awarded DirecTV and NDS Americas, a division of News Corp., \$2.27 million in damages in a piracy lawsuit the companies filed against defendants convicted of distributing counterfeit DSS access cards. Defendants Dennis DeFlorville and Randall Massner were assessed \$1.42 million and \$850,000, respectively.



## Midi wins South Africa license

The South African government has awarded its first privately owned national terrestrial TV license to Midi TV, a consortium 20%-owned by Warner Bros. The group beat out six rivals with backers such as News Corp. and United News & Media. Warner will initially invest \$20 million, with an option to increase its stake subject to state approval. Total startup is estimated at \$90 million. Midi will launch its mainly English-language channel, called e.tv, in October and expects to reach 65% of South Africa by 1999.

## Disney launches Middle East channel

Disney, with Middle East DTH service Orbit, launched a second Arabic-dubbed 24-hour entertainment channel for the region April 2. The platform, which launched in 1994, now has 27 channels and 170,000 customers.

## Canal+ takes HBO to court in Budapest

European pay-TV operator Canal+ is filing suit in a Budapest court to block Time Warner-owned pay channel and rival HBO from beaming its signals into Poland from Hungary. Canal+ says HBO Poland has an unfair advantage in originating from Hungary in that it does not pay license fees and does not follow the statutory 40% Polish programming requirement and Polish film investment.

## TF1 covets Eurosport stake

French broadcaster TF1 is negotiating to buy Disney's 33% stake in the Eurosport channel. TFI already owns a 34% stake in the channel, and Canal+ has 33%. TF1 CEO Patrick LeLay says Disney had tried over the past 18 months to gain control of the channel, but TF1 and the other major shareholder, Canal+, opposed the move.



## Entertainment on target

Polish pay-TV and cable operator @Entertainment says it is on track to launch the country's first digital DTH platform, Wizja TV, April 18. Test transmissions via Astra transponders began Feb.

26. The company expects to secure 9,000-15,000 subscribers per month during 1998.

## Telewest spills red ink

The UK's second-largest MSO, Telewest, upped its cable TV revenue 33.3% to £159.9 million (\$266.5 million) in 1997. The company's total revenue rose 33.2%, to £385.5 million, while net loss grew to £310 million, against £250 million in 1996. Cable TV churn increased slightly, to 34%, while cable penetration fell from 22.6% in 1996 to 22% in 1997.

## Telewest makes bid for General

Telewest has bid £666 million (\$1.1 billion) for General Cable, the UK's fifth-largest MSO. The merger would make Telewest the UK's largest MSO, surpassing Cable & Wireless.

## Canal+ in the red

French pay-TV group Canal+ reported a net loss of FF611 million (\$100.4 million) for 1997, and CEO Pierre Lescure doesn't expect the company to get into the black before 1999. Lescure says he expects 1998 losses to be similar to 1997's, adding that the results should "improve very significantly in 1999" and generate net earnings of FF1 billion by 2000.

## Free ball

DirecTV is offering the 1998 NFL Europe League (formerly known as the World League) season of 30 U.S.-style football games free to its 3.45 million subscribers. The season began Saturday, April 4, with the Amsterdam Admirals-Rhein Fire game. All games will appear on DirecTV channel 340.

—Michael Katz

# CABLE

## Special Reports

### TOP 25 MSO'S

Issue Date: April 20

Ad Close: April 10

### NCTA

(Bonus Distribution at NCTA)

Issue Date: May 4

Ad Close: April 24

### NCTA DAILIES

(Bonus Distribution at NCTA)

Issue Dates: May 5 and May 6

Ad Close: April 24

### PEABODY AWARDS/ ANIMATION

(Bonus Distribution at  
Peabody Awards)

Issue Date: May 11

Ad Close: May 1

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# Broadcasting & Cable's **Telemedia**

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

## Video Streaming

# Let them Entertain you

Sony, US West commit to online PPV as it heads for Philadelphia launch

By Richard Tedesco

**I**ntertainer Inc. has gained Sony and US West as heavyweight backers of its pay-per-view online business as it nears its first commercial introduction, in a Comcast cable system.

Sony and US West join Intel Corp. and Comcast Communications in committing unspecified "capital and technological resources" to Intertainer in a \$10.5 million round of financing. Intertainer seeks to remake the cable pay-per-view model via high-speed modem delivery of movies and other features. Comcast has been testing

the service in its Buena Park, Calif., system using Motorola modems.

The idea is to aggregate video content—including first-run PPV and classic feature films, music videos, fashion shows, how-to and self-help fare—and make it available for streaming at various prices. "It's pretty much the panoply of American culture," says Jonathan Taplin, Intertainer co-chairman and veteran Hollywood producer.

The commercial trial among 30,000 subscribers outside Philadelphia with Comcast is "just the first of

many deployments" this year, according to Taplin, who reports talks with Tele-Communications Inc. and Cablevision Systems Corp. A deployment with US West in Denver using DSL technology to deliver the video signals is also slated.

The participation of US West and Sony follows an initial \$5 million round of financing from Intel, Comcast and Connecticut-based Sterling Ventures.

Intel believes Intertainer is a sound concept and a good product, according to Claude Leglise, Intel video brand

market director. "The technology is particularly well accepted by the younger generation," says Leglise, who thinks acceptance among 18-34-year-olds also will be strong.

Intertainer aims to charge \$3.95 for first-run PPV films, \$1.99 for classics, 99 cents for TV programming and 50 cents for cartoons. Taplin claims to have trial licenses for content from 27 providers, including major movie studios. Commercial licenses for PPV online rights are expected to be in place within a month.

No formula for splitting revenue has been devised, says Taplin. Some 500 hours of video content will be available for the Philadelphia introduction, with Firefly supplying the technology to enable high-speed cable modem users to sort through it easily.

Intertainer uses an MPEG-1 Codec with a transport layer of its own design, which enables delivery of video at 30 frames per second, according to Taplin. Intertainer's technology sits on a Sun Microsystems Spare Ultra server in a Java-equipped headend.

In addition to the online PPV business, Intertainer is creating what Taplin describes as "robust video interactive services." These projects include a video-enhanced online bookstore with Barnes & Noble, a travel site with Amex that features video streaming of vacation cruises, and a Web boutique with Tommy Hilfinger and Armani. **TM**

## CNNfn recasts Website



CNNfn, seeking to enhance its appeal to investors who surf on the Internet, is recasting itself through a content deal with Infoseek.

CNNfn has partnered with NewsReal Inc., a spin-off from Infoseek's information unit, to create CNNfn Industry

Watch, a summary of top news from 20 industries, including telecommunications, computer, health care and banking. PC users can readily link to company overviews, stock quotes and other financial information through the service, which draws on 500 sources among International Wire services, trade magazines and newsletters.

In addition to tracking developments, users can

access a 30-day archive in the area of choice on CNNfn's site ([www.cnnfn.com](http://www.cnnfn.com)).

"By integrating CNNfn Industry Watch into our current news offerings, we're arming our millions of users with yet another powerful tool that keeps them ahead of the competition," says Lou Dobbs, CNNfn president.

CNNfn also added a Digital Jam section to its site last week, featuring single-page access to technology stocks, listings by industry sector and custom-tailored news feeds from The Red Herring and Newsbytes News Network. Users can access quotes from all recognized high-tech indices, including AMEX tech, Pacific Stock Exchange, Philadelphia Semiconductor and Morgan Stanley 35. Red Herring supplies daily news and features, and Newsbytes provides as many as 100 articles to Digital Jam daily.

In another data deal, Bridge Information Systems will provide real-time financial news to CNNfn via its proprietary news service, BridgeNewsSM. New York City-based Bridge, co-producer of the *Nightly Business Report*, maintains news bureaus in more than 90 locations worldwide.—Richard Tedesco



Audio Streaming

# 'Frontline' takes documentaries online

Online series will look at life of Christ, probe of Clinton

By Richard Tedesco

**F**rontline Online this week starts long-form audio-casts from the PBS series with the debut of a documentary on the life and legacy of Jesus.

A Website companion to the four-hour documentary launches as the two-hour prime time segments air on April 6 and 7 on PBS stations across the country. *From Jesus to Christ: The First Christians* examines the life and works of Christ and ends with the Jewish revolt against Rome a few centuries later. Interviews with a dozen New Testament experts examine revisionist Christian historical scholarship. Their comments through two hours of the series will be accessible online as well ([www.frontline.com](http://www.frontline.com)). "They serve as these great storytellers as well

as scholars," says Marrie Campbell, *Frontline* series editor.

A report in May on special prosecutor Kenneth Starr and his investigation of President Clinton will present a full audio-cast of the documentary. Other upcoming treatments—the search for war criminals in Bosnia and the effort to eradicate marijuana use in the U.S.—may also include extensive audio excerpts from the on-air broadcasts, with captions enabling PC listeners to know who's speaking.

*Frontline* will use AudioNet's technology for its



first effort in making the substance of a documentary available in audio online. Segments selected focus on the life of Jesus and controversies surrounding authorship of the Gospels, according to Camp-

bell. Access to images of Kumran, the desert community of the Christian Essene sect, and Masada, the last fortress of Jewish resistance to Roman imperialism, are also available on the site.

Maps of major archaeological sites, including early

Christian communities, can be found on the site. *Frontline's* early Christianity site also gives PC users links to Library of Congress copies of the Dead Sea Scrolls, the oldest existing copies of sacred Jewish and Christian texts.

Supplemental information provides background about archaeological discoveries that

have transformed New Testament scholarship over the past decade. The site also provides curriculum materials for teachers interested in topics related to the documentary in the classroom. **TM**

## Telemidia Briefs

### The high cost of surfing

The \$19.95 monthly Internet access fee appears to have been officially scrapped.

Even as America Online last week raised its rates to \$21.95 per month, Microsoft's WebTV Networks revealed plans to pump the monthly access price up to \$24.95 for its WebTV Plus service, which requires the purchase of a \$199 receiver box. WebTV will hold the \$19.95 monthly line for the moment on its basic WebTV Classic service. The WebTV Plus offers multimedia capabilities that users can't get in the basic box, including a 1 GB hard drive to enable automatic downloading of Web content.

Meanwhile, AT&T says it intends to drop its \$19.95 flat monthly fee, adding 99 cents per hour for each hour of Internet usage beyond 150, beginning on June 1.

WebTV attributed its move to the appeal of the service, which claims to be drawing an average of 41 hours per month online among its 150,000 subscribers. "The features that have led to such high usage are unfortunately more costly to deliver than simple Internet access," says Steve Perlman, WebTV Networks president.

The upward mobility in fixed flat rates started with AOL's move to add

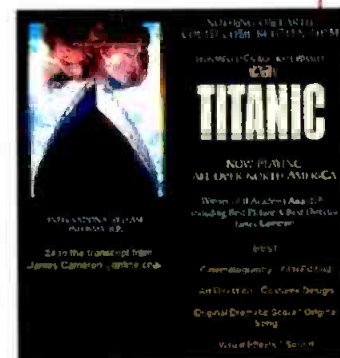
\$2 to the going rate. That went into effect last week.

The U.S. Internet-using universe is estimated at 55 million PC operators and growing.

MCI, Netcom and GTE all charge a \$19.95 flat monthly rate for their Internet access services, but GTE reportedly is contemplating a shift if its users' hours online continue to escalate. Average time online is now up to 32 hours per month for GTE's Net customers, up from 22 hours per month a year ago.

### Titanic tops movie sites

Having swept the Oscars, "Titanic" is dropping its anchor online. The Paramount Pictures Website for the film about the doomed luxury liner claims 400 million hits since its launch last November. Daily Web traffic on the site ([www.titanic-movie.com](http://www.titanic-movie.com)) has been at a level of 6.8 million hits daily since it won 11 Academy Awards on March 23. The site pushed more than 5 terabytes of data, including



Websites

# NBC Launches into music

By Richard Tedesco

**N**BC becomes an online music marketer this month with "shops" on its Website, co-branded with its new equity partner, Launch Media Inc.

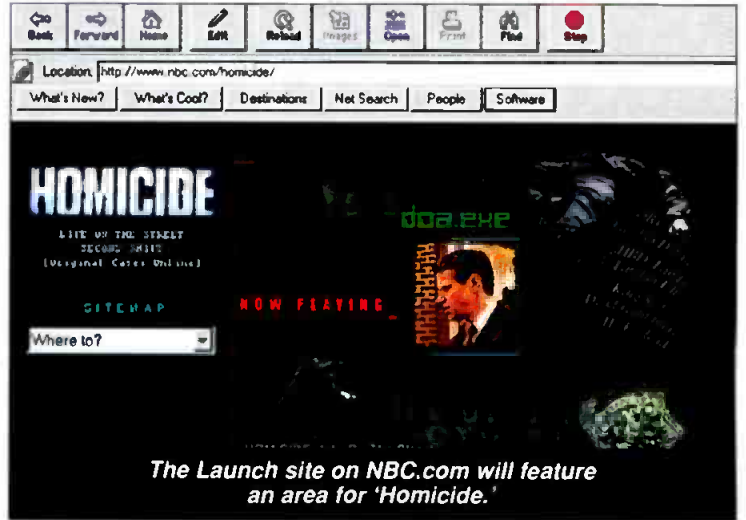
NBC is picking up the minority equity stake in Launch as one of several equity investors in a \$22 million round of financing. Intel Corp., NBC's InterCast partner, is also in the deal, as are GE Capital, Phoenix Partners, Allen & Co., Arts Alliance and Avalon Technology. Intel participated in a \$7.5 million investment in Launch with other companies last year.

"We're very interested in doing whatever we can to make music an important application for PCs," says Claude Leglise, Intel video brand marketing director.

The co-branded Launch site on NBC.com will feature mul-

timedia music content from NBC shows, with areas for *The Tonight Show* and *Homicide* set to debut this month. The site also will enable access of some content from Launch's own site (www.mylaunch.com). Looking to extend commercial opportunities across all cross-media platforms, NBC plans to debut Launch through InterCast and the software that NBC is co-developing with Wink. "We've looked at all means of generating online revenue," says Shawn Hardin, vice president/ executive producer of NBC Digital Productions. Launch "absolutely extends" to NBC's other enhanced TV projects, Hardin says.

Launch is close to a deal for a broadband service to be delivered on @Home, the multi-cable operator high-speed modem service, according to Dave Goldberg, Launch CEO. Goldberg



claims that his site is now drawing 3 million page views monthly after six months online.

NBC and Launch also plan to create co-branded sites for NBC affiliates participating in the network's Interactive Neighborhood initiative, which is creating localized

sites for each affiliate.

Santa Monica, Calif.-based Launch is a music marketer that emphasizes its editorial side, publishing a bimonthly subscription CD-ROM (\$19.95 for six issues) with reviews, concert clips, and interviews—in addition to what it puts online for free. **TM**

## Telemedia Briefs continued

streaming video and audio clips, to 9 million U.S. Web addresses. Paramount has an array of seven international sites serving Titanic fans on the Internet abroad.

### SportsLine, iVillage pair for women's sports site

SportsLine USA and iVillage are pairing to create a co-branded Women's Sports Arena on CBS SportsLine. The arena will provide in-depth coverage of five major women's sports, including basketball, golf, tennis, figure skating and hockey. Highlights, scores and statistics from the WNBA and the ABL will be featured, along with coverage of the LPGA, the WTA, Olympic figure skating stars and the U.S. women's hockey team.

### GI strikes silicon deal with Broadcom, Motorola

General Instrument Corp. will tap Broadcom, Motorola and QED for silicon components to power its DCT series of advanced interactive set-top boxes. Irvine, Calif.-based Broadcom also will integrate advanced features—including modem functionality—in GI's DCT-5000+ next-generation digital set-tops, to be introduced in early 1999. GI emphasized its cost-cutting strategy in announcing the deals with the three suppliers. Financial terms were not disclosed. Tele-Communications Inc. honcho John Malone recently declared his opposition to a chip deal with Intel Corp. in order to keep digital set-tops in the \$300 range. GI is a major digital set-top supplier for TCI.

### Intel's Grove drops CEO title, keeps chair

One of Intel Corp.'s founders, Andrew Grove, steps aside as CEO in May. Craig Barrett, Intel president/COO, will take his place. Grove, 61, widely recognized as one of the key figures in the computer industry, will remain as Intel chairman, concentrating on what he calls "broad strategic issues." Grove was named president in 1979, 11 years after the company's founding, and became CEO in 1987.

### The Hub spins out on AOL

America Online has unplugged The Hub, its content site co-developed with New Line Cinema. AOL decided it was already reaching its Generation-X members through content from MTV and Rolling Stone, an AOL spokesperson said. Originally touted as an incubation site for content that would migrate from online to on-air, The Hub was a 50-50 joint venture that produced suggestive content, such as Arousal Guide and Luscious Lists. But the spokesperson indicated that AOL will look at salvaging pieces of content from the defunct project.—Richard Tedesco





# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

Want to own your own Low Power FM radio station for less than the price of a new car? Any city. Learn how at website [www.concentric.net/~radiotv](http://www.concentric.net/~radiotv) or call Mr. Skinner 954-340-3110

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WERO/WDLX is looking for the right person to lead the best broadcast sales department in eastern North Carolina. Please send a complete resume including references and a letter telling us why you are the right person for this position. Extensive broadcast sales experience is a must and prior sales management would be helpful. We are looking for a well-rounded person who will work with our staff on the streets as well as carry a list. Send all resumes to Webster A. James, Vice President/General Manager, P.O. Box 1707, Washington, North Carolina 27889. WERO/WDLX and Pinnacle Broadcasting are Equal Opportunity Employers.

### HELP WANTED TECHNICAL

Engineer Virgin Islands: Harris 10 kw FM transmitters, combiners, satellites; RF; and computer literate. Send CVI, salary needs, etc: Chairman, PO Box 85111, Hallandale, FL 33008.

### HELP WANTED NEWS

News Writers/Editor: Established DC area group seeks Cyber Newshounds and Editorial Guru to launch Internet news service to cover politics, government, culture. Hard News, straight journalism. Good pay, excellent benefits. Rush resume to Scott Hogenson, Conservative News Service, 113 South West Street, Alexandria, VA 22314. Fax 703-683-9736. EOE

**Now Hiring! Family News in Focus** is looking for an energetic, accomplished broadcast professional to work in its Washington DC Bureau. Duties include gathering and reporting news from Congress and the White House as related to the campaign to protect, preserve and defend traditional Judeo-Christian values. Miscellaneous administrative duties also entailed. Must be an excellent "on-air" talent with at least 10 years experience in radio news reporting and production. Fax or e-mail resume to Greg Pepe in our Human Relations Department. Fax: (719)531-3359; e-mail:hrmail@FOTF.org.

### HELP WANTED ANNOUNCER

Mature announcer interested in small market. Congenial working conditions, low stress, live full service operation. Send resume and tape to WTTT, 185 S. Washington Street, Tiffin, OH 44883. EOE.

### HELP WANTED HOST

**Pentecostal religious radio ministry is seeking host/producer** for new national talk show. Applicant must have demonstrated ability to lead discussions on topics such as: Christian issues, salvation, youth ministry, drug abuse/treatment, women's/men's ministry, the power of the Holy Spirit, and family topics, among many others. Please send resume and non-returnable tape to: Jeff Nene, General Manager, Media Ministries, 1506 Boonville, Springfield, MO 65803.

### SITUATIONS WANTED MANAGEMENT

GM. Experienced in construction, start up, LMA, multi-station operation, and bottom line management. Seeking position in small market, west/southwest. Dennis 561-219-4515.

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**Experience + Success = Profits. Your Profits!** 23 years Major/Medium/Small Market GM/GSM successful experience. Your confidential inquiry to: (815)436-4030. Midwest/Illinois preferred.

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## TELEVISION

### HELP WANTED SALES

**National Sales Manager.** Manage the National Rep. Effort. Will work with the rep. in presenting all information pertinent to selling the station. Ability to communicate effectively and establish strong relationships with national agencies and clients. 3 to 5 years major market television sales experience required. Strong organizational skills essential. Sales research, market knowledge and strong packaging skills crucial elements to successful performance. Extensive travel required. Send resume to: KTVI/FOX 2, Human Resources Director, 5915 Berthold Avenue, St. Louis, MO 63110. Jobline: 314-644-7414.

**National Sales Manager.** WTLV has an immediate opening for a National Sales Manager to direct all national sales efforts - working with our Representatives in developing sales presentations to market the station. Responsibilities include building communication between national reps, clients and the station and developing strong client and agency contacts. WTLV is an EOE. Send resumes to Jerry Campbell, VP/GSM, WTLV, 1070 East Adams Street, Jacksonville, FL 32202.

**National Sales Director, Account Executives.** The Regional News Network (WRNN-TV) with 2,225,000 homes in the New York Tri-State area is seeking Account Executives and a National Sales Director to head its New York Office. Excellent compensation and incentives. The Regional News Network, 62 Southfield Ave., Stamford, CT 06902, Christian French, Fax (203)967-9442.

**National Sales Manager:** WEAU-TV, the dominant NBC station in the La Cross/Eau Claire market is seeking a self-motivated and organized professional to lead our national sales effort. Candidates should have national sales experience or three years experience as a successful local sales rep. Sharp negotiating skills as well as experience handling agency business is required. Send resume to: WEAU-TV, Executive Secretary, PO Box 47, Eau Claire, WI 54702. EOE.

**National Sales Manager.** Central Texas WB affiliate is looking for a National Sales Manager. Qualified candidate has 3-5 years independent TV/National rep experience, negotiates and manages inventory effectively, is a positive team player and has strong written and oral skills. Knowledge of BIAS traffic system and solid regional agency relationships a plus. Reply to Box 01356 EOE.

FOR DAILY CLASSIFIED UPDATES...

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**Local Sales Manager.** NBC affiliate in Fort Smith, Arkansas, looking for aggressive Local Sales Manager. Must have 5-years broadcast sales experience. Will lead local sales staff along with hiring, training and evaluating. Should have knowledge of TV Scan, BMP TV Works and Bias traffic system. Should possess good computer skills and understanding of inventory control. New business development a must. No phone calls. Send resume to: GM, KPOM NBC-24, P.O. Box 4610, Fort Smith, Arkansas 72914. EOE.

**Local Account Executive:** WDZL, the WB affiliate is looking for a high energy individual who has the desire to win and can perform in a highly competitive market. Candidate should possess excellent communication skills, a creative outlook on selling, service oriented and have exceptional organizational skills. Knowledge of computer based TV research tools a plus. Minimum 1 year experience in TV sales or related field. College degree preferred. If you are that person don't tell us, show us. Send resume and cover letter to Human Resources at WDZL, 2055 Lee Street, Hollywood, FL 33020. No phone calls please. A Tribune Broadcasting Station. EOE.

**General Sales Manager.** FOX Television Austin O&O is seeking a General Sales Manager responsible for National, Regional and Local time sales and for the scheduling of commercial announcements. Responsibilities include training and motivating a highly-qualified team of sales managers and employees whose goal will be to generate the maximum amount of revenue consistent with sound business practices. Establish and communicate sales policies, goals, rates, budgets and sales projections. Develop and coordinate all sales promotional/client "added value" campaigns. Oversee/direct the traffic department to maximize inventory control. 3 to 4 years of television sales management, local and/or national experience. Computer literate. Excellent oral and written communication skills. Knowledge of Enterprise traffic system. Ability to work closely with Finance Department. Submit cover letter and resume to: Human Resources, KTBC-TV/FOX, 119 E. 10th Street, Austin, TX 78701. Reference position title on envelope. No phone calls, please. EEO Employer.

**Bay News 9 is Tampa Bay's 24-hour news channel** and we have the following position available. **National Account Manager:** This position will require making sales presentations to advertising agencies and clients, developing new business, building long term relationships through creative advertising ideas that meet each client's individual needs. Strong rating negotiation, presentation and organizational skills as well as exceptional working knowledge of research tools and a proven track record with new business development a must. Good computer skills, knowledge of media research such as Nielsen, Media Audit, Scarborough or MRI preferred. We will consider equivalent combinations of education and experience, but must have prior cable or radio sales experience. As part of Time Warner Communications, Bay News 9 offers a competitive salary and benefits package. Please send salary requirements and cover letter to: Bay News 9, 7901 66th Street N., Pinellas Park, FL 33781.

**Act Now! "The Home of Classic TV"** WJYS-TV62 is seeking highly aggressive sales reps with a minimum of 2-3 years experience in TV, Radio, Cable Ad Sales or Print. Sales reps must have the ability to sell creative concepts. Starting salary \$32,000 base plus 15% commission with benefits. Fax resume to: (708)633-0382 Attn: GSM

**Account Executive - WGNO-TV, ABC26, New Orleans,** a Tribune Broadcasting station is looking for an outstanding candidate to fill an AE position. Life as ABC is good. Requires 3-5 years broadcast sales experience with major account selling and new business development skills. We'll give you the numbers, TVWorks, Scarborough, BMP, CMR and excellent benefits. You give us 126%. Send resume and cover letter to Keith Cibulski, WGNO-TV, #2 Canal St.-Ste 2800, New Orleans, LA, 70130; fax (504)581-2182; eMail KCibulski@tribune.com. No phone calls. EOE.

**Account Executive.** KCNC-TV, the CBS owned and operated station in Denver, seeks a dynamic individual to fill a significant position on their local sales staff. Candidates should have 3-5 years TV sales experience, possessing skills in major agency negotiations and direct retail account management. Leadership qualities and a marketing perspective in growing business are a must. This is a unique opportunity with a great company in one of the West's fastest growing markets. Contact the Director of Sales 303-861-4444 or send resume to KCNC-TV, 1044 Lincoln Street, Denver, Colorado 80203.

**Account Executive/Chicago.** Join one of the country's fastest growing station groups. O&O TV seeks Account Executive. Heavy emphasis on New Business Development at both major agencies and clients. Minimum 5 years television experience, with above average knowledge of syndicated research sources. Bilingual (Spanish/English) preferred but not required. Reply to Box 01354 EOE.

**HELP WANTED NEWS**

**Producer/Reporter**

We seek a freelance News Producer/Reporter with experience in producing medical or health related news programming. Most work will be in the NY Metro area, however some travel may be required. Send resume and VHS tape to Ben at: University News, 83 Cromwell Avenue, Staten Island, N.Y. 10304

**General Assignment Reporter.** WNDU-TV is looking for a smart, aggressive, creative general assignment reporter. We're looking for someone who can enterprise and break stories. Two years experience as a reporter needed, and experience with microwave and satellite lives is a plus. Send resume and non-returnable reel to: WNDU-TV, Attention: Human Resources, Position #00202, P.O. Box 1616, South Bend, IN 46634. OR e-mail your resume to JOBS@WNDU.COM. WNDU-TV is an Equal Opportunity Employer.

**Weeknight Anchor.** WFMZ-TV in Allentown, PA is still looking for someone to co-anchor our 10 p.m. newscast. We are a DVCPRO shop with 6 newscasts a day, multiple live trucks, helicopter, etc. We need someone who can handle a heavy workload, reporting for the early evening newscasts, then writing and anchoring for 10 p.m. Send non-returnable VHS tape to Brad Rinehart, WFMZ-TV, 300 E. Rock Road, Allentown, PA 18103. Previous applicants need not reapply.

**Reporter.** If you like hard news, getting the big story and have top notch live skills we have a reporter position open for you. Amateurs and feature reporters need not apply. Join number one in all key demos NBC powerhouse. Send tape to: Mona Alexander, News Director, WFMJ, 101 West Boardman Street, Youngstown, Ohio 44503. EEO. No phone calls.

**Videographer.** FOX News in Fort Myers/Naples market is searching for two photographers. One year experience required. Send non-returnable tape and resume to Chris McKinney, Chief Photographer, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

**This job is not for everyone!** We want someone who can deliver news with personality and be an active participant in one of the industry's most talked about morning programs. The Morning Mix in Peoria, Illinois is looking for that unique combination of talent and personality to help carry this cutting edge program to the next level. Send non-returnable tapes and resumes to Duane Wallace, News Director, WMBD-TV, 3131 North University, Peoria, IL 61604. EOE.

**Television Newsroom Assignment Editor-NBC 26** seeks an experienced person to "run the desk." Successful candidate will coordinate reporters and photographers in daily planning and scheduling. Excellent communication and organizational skills a must. Previous experience preferred. Send resume to: Personnel, WGBA NBC 26, P.O. Box 19099, Green Bay, WI 54307-9099. Equal Opportunity Employer.

**Sports.** Top ten independent, major league rightsholder with a reputation for sports excellence, is looking for a superior communicator who can shoot, edit, write, anchor and go live. Must have at least 2 years experience. This job is demanding but rewarding, so only those who truly want to work hard need apply. No phone calls please. Send resume and tape to: Pauline Pratt, Human Relations Manager, WABU-TV 68, 1660 Soldiers Field Road, Boston, MA 02135. EOE.

**Senior Graphics Designer.** CLTV News, Tribune Company's 24-hour regional cable newschannel located in suburban Chicago, has an opening for a Senior Graphics Designer. This position is responsible for the channel's on-air look; oversees the work of the design staff; creates on-air graphics and animation; creates graphics for our web site; and provides art direction to creative services producers. Previous TV graphics experience is required, preferably on Quantel, Paintbox or ColorGraphics DP-MAX. As part of Tribune Company, we offer excellent employee benefits at our state-of-the-art studios. Send non-returnable tape and resume to Marketing Director, CLTV News, 2000 York, Suite 114, Oakbrook, IL 60523; fax 630-571-0489.

**Reporter.** WXII-TV (NBC in Winston-Salem, NC) needs enterprising, aggressive reporter for its live-equipped Davidson Co. newsroom. Ideal position for self-starter who knows news. Send non-returnable VHS tape of work that best demonstrates your enterprise and live reporting skills to: Personnel, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27106. No phone calls. EOE.

**WKRC-TV News has an immediate opening** for a full time and part time Videographer. Full time candidates should have a minimum of two years shooting and editing experience and the ability to perform well under deadline. No phone calls. EOE. Send resumes, tapes and/or application: WKRC-TV Attn: Business Office - FT/PT, 1906 Highland Avenue, Cincinnati, Ohio, 45219. An Equal Opportunity Employer



**Producer/Director.** WOTV/ABC in Battle Creek, MI. 37th market has an opportunity for full-time producer/director. Must have experience directing and switching live newscasts. Non-linear editing and shooting skills a plus. Broadcast degree preferred. No phone calls, please. Send resume and non-returnable aircheck with directors track to: Pat Linehan, Production Manager, c/o WOOD-TV8, 120 College SE, Grand Rapids, MI 49503. WOTV/ABC is an EOE.

**Photojournalist.** WTOL-TV, a photographer friendly news operation, is looking for another talented photojournalist to join our news team. Must be a great storyteller with or without a reporter. Ideal candidate will be highly motivated, creative, and a team player. College degree preferred. One year of experience a must. Respond with resume and tape to Personnel Administrator-99, WTOL-TV, PO Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

**News Promotions Producer.** Are you a newscast producer who's looking for new challenges? If you write terrific teases and want a change of pace, send a resume and tease writing samples to Frank Volpicella, News Director, WAFF-TV, 1414 North Memorial Parkway, Huntsville, AL 35801. EEO.

**News Producer.** Producer wanted for #1 station in the 38th market. We have all the hardware. What we need is someone who knows how to use it. If you have a tape which shows an innovative approach to presenting the news, and two years producing experience, please contact us via mail. Please send your resume, references and non-returnable tape to (no calls, please): Patti McGettigan, Executive Producer, WOOD-TV8, 120 College Avenue, SE, Grand Rapids, MI 49503. WOOD-TV8 is an Equal Opportunity Employer.

**News Producer.** WJBK/FOX 2 Detroit. If you are ready for the "Top 10," send tape, resume, and cover letter to: Neil Goldstein, VP/News, WJBK-TV, PC Box 2000, Southfield, MI 48037-2000. EOE/M/F/D/V.

**News Producer.** Midwestern ABC affiliate that thinks big needs a news producer who thinks big. Our toys include a helicopter and a satellite truck. If you have a four year degree and experience with demonstrated ability to recognize local news, motivate people, and assemble a compelling newscast, you are the right fit. Send resume and writing examples to Personnel Coordinator, KCRG, PO Box 816, Cedar Rapids, IA 52406. EOE.

**Assignment Editor.** Do you like to take command, be in control? WKOW-TV, Madison, Wisconsin, is looking for you. We need your skills for our main assignment desk position. If you like to develop story ideas, manage crew assignments, and be at the center of breaking news coverage, this is the place for you. Internet experience is a plus. Send resume, references, and a brief news philosophy before April 10, 1998 to: Human Resources - Assignment Editor, WKOW-TV, 5727 Tokay Blvd., Madison, WI 53719. WKOW-TV is an Equal Opportunity Employer.

**News Director: WCBD-TV2, NBC in Charleston,** Charleston, SC, needs a top flight News Director with solid background in investigative and enterprise reporting, plus high energy, high content newscast. Will consider Executive Producer or Assistant News Director with this experience. This is a national, award-winning news team that needs very good leadership. Send resume and cover letter regarding philosophy, awards, and salary requirements to GM, WCBD-TV, 210 W. Coleman Blvd., Mt. Pleasant, SC 29464. M/F, EOE, drug test required.

**News Director.** WETM-TV (Smith Broadcast Group station), the NBC affiliate for Elmira, NY has an opening for News Director. Candidate must possess the confidence, creativity, and leadership skills necessary to lead the market's dominant news station. Must be able to teach and motivate news staff with diverse experience levels. Experience in all phases of newsroom operation a must. Including writing, shooting, editing, producing, reporting, and anchoring. Multi-market experience a plus. Duties will include co-anchor noon news. Send inquiries and resume to: General Manager, WETM-TV, Box 1207, Elmira, NY 14902. Smith TV of NY is an Equal Opportunity Employer.

**News Director in the news Capital.** WJLA-TV/ABC7 is looking for a News Director who can continue our effort to become the dominant news station in Washington, DC. You need major market expertise in news management, marketing, meters, talent negotiations, unions, digital technology, research, Internet and overall proven leadership skills in an exceptionally competitive market. Send resume to Director of Human Resources, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008. Minorities and women encouraged to apply. EOE.

**News Director** for desirable NW 100+ market. Organized news professional and motivated teacher/team-builder to inspire "young" staff. Product-oriented news director or seasoned executive producer looking for "quality of life." Send letter, resume, salary history, references and tape of your product by 4/13/98 to GM, KMTR, 3825 International Court, Springfield, OR 97477. EOE.

**News Director.** Top 40 FOX affiliate. FOX 17 WXMI is searching for an experienced News Director to join its management team in launching the market's first 10:00 pm news program. If you have what it takes to build a #1 news team from the ground up; the spirit, attitude and desire to be part of a progressive, upbeat team of professionals; and would like to work in a state-of-the-art digital news operation, send your resume to Human Resources Coordinator, FOX 17, WXMI, 3117 Plaza Drive NE, Grand Rapids, MI 49525. EOE.

**Image Researcher/Archivist:** AP GraphicsBank seeks a television news graphics researcher/archivist to be based at our headquarters in Washington, DC. You would find photos and elements suitable for constructing news graphics, then caption and enter them into a computer database. Candidate must be familiar with Photoshop. Willing to work odd hours, including nights. Please send resume and letter to: Assistant Managing Editor/Television Graphics, Associated Press, 1825 K Street, NW, Suite 710, Washington, DC 20006. EEO/AA.

**News Director.** Are you up for a challenge? Can you build a "state-of-the-art" news department from the ground up? Rare opportunity to participate in the startup of a major market news department with a live evening newscast seven days per week and associated weekly news specials. Qualified candidate must be a proven leader, mentor, and budgeter. Our News Director will be an aggressive, high-energy, creative, organized and detailed, goal oriented person who is fluent in English and Spanish. The successful candidate will have extensive news management experience and be a seasoned journalist intimately familiar with all operational facets of a successful news department. You should possess a college degree in a broadcast or business related field. All inquiries will be held in the strictest of confidence. Now is the time to put your innovative and entrepreneurial skills to work. Please provide a detailed letter and resume outlining your qualifications to Box 01353 EOE.

**KDVR - the FOX O&O** in Denver. An opportunity to live and work in one of the nation's finest cities. KDVR is constructing a new, state-of-the-art facility in preparation for a FOX-style news launch. These positions will be on the ground floor of KDVR's expansion. *News Graphic Designer.* KDVR is seeking a hands-on design director to create and produce cutting edge on-air graphic look. Images on demo reel should demonstrate captivating visual communication style. Hands-on experience with Paintbox and Mac based graphics systems required. Must have news graphic experience and excellent communication skills. EOE. *Senior Promotion Writer/Producer.* We are seeking an outstanding candidate for image and episodic promotion of news and entertainment programming. Spots on demo reel should connect objectives with creative sell. Hands-on non-linear and computer editing skills required. Must have news promotion experience and excellent communication skills. EOE. Please send a resume and non-returnable reel to: Human Resources, KDVR FOX 31, 501 Wazee Street, Denver, CO 80204. Please indicate which position you are applying for, EOE.

**Full Time Producer (Ivanhoe Broadcast News)** Full time producer for national weekly news series. Candidates must have five years experience as a special projects news producer or reporter. Outstanding writing, copy editing, graphic sense, field producing and organizational skills a must. Interest in women's issues a plus. Producer must relocate to Orlando, Florida. Send resume and non-returnable tape of stories to: Jean Bauman, Executive Producer, Ivanhoe Broadcast News, 2745 West Fairbanks Ave., Winter Park, FL 32789 or e-mail jbauman@ivanhoe.com.

**Florida's News Channel** is looking for talented people in all news and production areas for its 24 hour digital all-news statewide cable network that premieres this August. If you're hard-working, able to handle extreme deadlines, and are ready to be a part of a new concept in television news, including virtual reality news sets, then send your resume, tape, and philosophy to: News Director, P.O. Box 12069, Tallahassee, Florida, 32317-2069. No phone calls please. Positions open at the Tallahassee headquarters and bureaus around the state.

**Newscasters, Sportscasters, Weathercasters, interested in representation?** Need help moving up to your next opportunity? Send VHS tape and resume or call Steve Porricelli. SP Management, 6 Shamrock Lane, Newtown, CT 06470. 203-758-9394.

**Executive Producer.** KPVI-TV/Oregon Trial Broadcasting Company (NBC) has opening for successful candidate with a minimum of 2-years experience line producing, a passion for news, great story telling abilities and the capability to tackle the challenges of a very competitive small market. Send resume, news philosophy and recent aircheck to: Tonia Ellis, News Director, 902 East Sherman Street, Pocatello, ID 83201. E.O.E.

**Executive News Producer.** WXIA-TV is looking for a dynamic and energetic executive news producer. We want you, if you are a creative thinker with sound journalism skills. Someone who can handle late breaking decision making in a calm orderly style. Someone who knows how to handle a big breaking story and has the production skills to deliver customer centered television. We are looking for an aggressive hands on news manager who knows how to create compelling television. We're looking for someone who can create, manage, and grow major market newscasts. If this is you, and you are interested in working in one of the fastest growing, most competitive news markets in America, please send last night's aircheck and a detailed news philosophy to: Attn: VP/News Director, WXIA-TV, PO Box 77010, Atlanta, GA 30309. EOE M/F.

**Consumer Reporter.** KWTW is expanding its investigative unit to include a full-time Consumer Reporter. Daily duties include gathering and airing enterprise stories with the help of a field producer. Occasional duties include aiding the investigative staff with research and undercover work. Requirements include 2-3 years commercial tv on-air experience and a college degree. Send resume and non-returnable tape to Billy Gavitt, KWTW, PO Box 14159, OK City, OK 73113. EOE M/F.

**Chief Photographer.** We're a Top 40 station looking for someone to put some organization, quality control, and energy into our photo staff. We will complete our transition to digital gear this summer. We have all the tools. We're Number One! We want to stay there. We require a minimum of five years experience. Previous management experience is a plus. We'd like to see your tape, resume and hear how you think a photo team should be organized and coached. Reply to Box 01357 EOE.

**Chief Meteorologist.** A midwest ABC affiliate where weather is a primary focus, is looking for a Chief Meteorologist to anchor five, six and ten o'clock newscasts. Must have meteorological degree and at least 2 years experience. NWA and AMS seals are a plus. Send tape and resume to Pat Livingston, News Director, WHOI-TV, 500 N. Stewart Street, Creve Coeur, IL 61610. WHOI-TV, A Benedek Broadcasting station encourages women and minorities to apply.

**Associate Producer.** Excellent entry-level opportunity to get on the Producer track. This is not a position for beginning reporters. You will support various newscasts with writing and pre-production and learn newscast production from one of the hottest teams in the country. We need a college graduate with journalism degree preferred who has sharp news judgement, excellent writing skills and a positive team-oriented attitude. Tapes/resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

# There's always something new...

Imagine masterminding live event coverage that lets editors playout sequences with dissolves between scenes, or provide sophisticated timeline-based drag-and-drop package editing. Wonders like these never cease at Tektronix. Our LVS Event Management System is the fastest digital disk recorder-based multi-channel, live production system available. It recently revolutionized sports coverage at the 1998 Winter Games in Nagano, Japan. Make your career the main event at Tektronix.

Visit us at Booth # 11614  
at NAB 98

## Portland, OR Opportunities

### • Software Design Engineering Managers - Profile Software

Lead and manage a dynamic team of software engineers developing video disk recorder products. Requires 7+ years of technical and leadership experience in the video and/or networking industry coupled with a BSCS (MS preferred).

### • Software Design Engineering Managers

Manage a software team in the development, testing, release and support of real time software for industry-leading network computers and Windows-based terminals. Requires a BSCS and 5+ years' software development and technical management experience (MS preferred).

### • Product Marketing Managers - Video Servers

Develop market requirements for the next generation video server product line. Requires a BS degree with 5+ years' marketing experience with high tech products (MBA preferred).

### • Product Marketing Managers - Production Switchers

Develop market requirements for specific products for HDTV and next generation digital production switching equipment. Requires a BS degree with 3-5+ years' experience.

### • Research Engineer/Scientist

Responsible for identifying and developing next generation video technologies as part of Video Technology research. Also develop distributed and scalable multimedia databases that support content-based retrieval and browsing. Requires an MS/Ph.D. in EE or CS and 2-3+ years' experience.

### • Hardware Design Engineering Managers

### • Hardware Engineers - Storage Engineering

### • Software Engineers - Profile Software

### • Product Development Program Managers

To be considered for openings in Oregon, mail your resume to: Tektronix, Inc., Professional Staffing, Dept. BC/0406/KF, MS 48-JOB, P.O. Box 500, Beaverton, OR 97077; fax to: (503) 685-4996; or e-mail your resume to: careers@tek.com **Please indicate Dept. BC/0406/KF on all correspondence.**

## Grass Valley, CA Opportunities

### • Software Design Engineers

### • Hardware Design Engineers

### • Product Marketing Managers

To be considered for Grass Valley openings, mail your resume to: Tektronix, Inc., P.O. Box 1114, Dept. BC/0406/KF, MS N4-2H, Grass Valley, CA 95945, Attn: Ron Marengo; fax to (530) 478-3808; or e-mail to internet address: ron.marengo@tek.com **Please indicate Dept. BC/0406/KF on all correspondence.**

For more information, visit us on the WWW at <http://www.tek.com> Principals only, please. All employment offers are contingent upon successful completion of our pre-employment drug test. Tektronix is an equal opportunity/affirmative action employer.

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## ASST. DIRECTOR OF ENGINEERING

WLS-TV, the ABC O & O in Chicago, is seeking an experienced technical manager to oversee its day-to-day engineering operations, and to play a significant role in the station's transition to digital TV.

Qualified candidate should have significant experience in broadcast engineering, including: maintenance; in-house and remote operations and design; capital planning and implementation; and knowledge of physical plant systems and technical construction. Interested applicants must possess excellent verbal and written communication skills, and should have prior experience working with collective bargaining units. Working knowledge of networking systems, PC and Mac platforms, AutoCad and Excel is a must. A degree in a technically related field or equivalent experience is required. Send resume and salary history to:

**Kal Hassan**  
**Director of Engineering**  
**WLS-TV**  
**190 N. State Street**  
**Chicago, IL 60601**

WLS-TV is an equal opportunity employer. No phone calls accepted.



TV Chief Engineer. KOED-TV, Tulsa, is seeking a hands on chief engineer with a strong transmitter background along with the studio maintenance experience to be responsible for the transmitter maintenance and supervision of 2 Maintenance Engineers. Need supervisory and organizational skills. 3 years RF broadcast experience required. Great opportunity for someone in an Assistant Chief Engineer position. Send resume to Personnel, Oklahoma Educational Television Authority, PO Box 14190, Oklahoma City, OK 73113. AA/EEO.

Engineer. Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with a solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicants to travel and/or live abroad. A minimum of 5 years experience and engineering degree are required. Send resume to Roscor Corporation, 1061 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 847-803-8089, to the attention of V. Schwantje.

Master Control Operator. On-air switching, recording satellite feeds. This position will require over-night and weekend shifts. Please send a resume to Operations Supervisor, PO Box 490, Austin, Texas 78768. Closes April 10, 1998. EOE.

Television/Technologies. Studio Maintenance Engineer with MII experience. Troubleshoot and repair all broadcast equipment. Knowledge of computers including Windows. Good understanding of broadcast technology, including digital video, audio, non-linear editors and automation systems. SBE certification a plus. EOE. Send resumes to: KMAX-TV, 500 Media Place, Sacramento, CA, 95815. JD3-1.

Chyron iNFiNiT Operators. Join the graphics team handling daily news and preproduction for WSB-TV, Atlanta's #1 station. Lead position: Minimum 2 years experience on Chyron and Picturebox preferred. Second position: Minimum 1 year experience on Chyron and Picturebox preferred. Paintbox, Mac experience helpful. We need hard workers, team players. Sense of humor essential. Send resume, references and salary history ASAP to Debbie Williams, WSB-TV, 1601 West Peachtree Street, NE, Atlanta, GA 30309 or Fax 404-897-7529.

### HELP WANTED PROMOTION



### PROMOTIONS WRITERS/PRODUCERS

WTTG, FOX O&O in Washington, DC, seeks promotion writers/producers to join our award-winning Creative Services Department. We're looking for team players with news experience and strong copywriting/concepting skills. Must have two years experience and be comfortable in a post-room environment.

### Think you have a killer tape ...show us your spots!

Rush resume and non-returnable reel to: Mary Talley, VP/HR, WTTG FOX 5, 5151 Wisconsin Avenue, NW, Washington, DC 20016.

No phone calls please.  
 EOE/M/F/D/V.

Promotions Writer/Producer: WESH-TV, the NBC affiliate in Orlando is seeking a writer/producer who is able to create well-written, well-crafted persuasive promotion that fits marketing plan. Non-linear editing a plus. Send non-returnable reel and resume to Paul Greeley, Director of Marketing and Promotion, WESH-TV, P.O. Box 5476 97, Orlando, FL 32854. An Equal Opportunity Employer. No Phone Calls, please!

Promotion Writer/Producer. Are you a highly creative, self motivator? Here's an opportunity for you to be the best you can be with Post-Newsweek Orlando station. Lucky producer must have solid experience in all phases of production, including location shooting, writing, graphic and visual skills. Duties include producing daily news topicals, news series, image promotion and special assignments for radio and TV. AVID experience and understanding of on-line digital editing a plus. At least two years promotional experience is required. Send resume and reel to Kym Peoples, Promotion Manager, WKMG-TV, 4466 John Young Parkway, Orlando, FL 32804. EEO.

News Promotion Hot Shot! You want to make a name for yourself? KFMB-TV in San Diego is building a top-notch Creative Services team. We're now looking for a key producer who can turn out the hottest stuff in town. If you've got at least 2 years experience producing attention-getting news promotion that gets tune-in results, we want to see your reel. If you're a hands-on craftsman with AVID experience - that's a real plus! This is the job for a pro who wants to push the envelope and grow even more! If that's you, rush your resume and tape to Promotion Manager, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. EOE/MF. No phone calls please!

Broadcast Designer. CBS owned KUTV is looking for a full-time broadcast designer artist to join its Creative Services team in one of America's most beautiful cities. Minimum of 3 years experience in TV news graphics. Mac knowledge preferred. Send resume and tape to: KUTV/CBS Ch-2, Marketing Director, 2185 South 3600 West, Salt Lake City, UT 84119.

### HELP WANTED FINANCIAL & ACCOUNTING

Billing Coordinator- Major Television Production and Post-Production Facility seeks polished, responsible individual to handle computer billing and financial duties. Post-production experience a must! Production billing in animation, special effects, live action, effects composing and design preferred. Great figure aptitude and excellent communication skills are required! Please fax resume to: (212)629-5976.

### HELP WANTED PRODUCTION

Video Producer- Entry Level Position. Wide range of projects. Production managing experience, strong medical background, editing and people skills required. Salary commensurate with experience. Full benefit package. Send reel/resume to PR/SF: Edelman Public Relations Worldwide, 1500 Broadway, NY, NY 10036. Fax 212-704-0113. No phone calls please.

Video Producer- Minimum 3-5 years experience on wide range of projects: Broadcast/corporate/long format. Account group skills, strong writing ability, medical background, creative post-production experience required. World's largest independent public relations company. Salary commensurate with experience. Full benefit package. Send reel/resume to PR/SF: Edelman Public Relations Worldwide, 1500 Broadway, NY, NY 10036. Fax 212-704-0113. No phone calls please.

Production Manager- Major Television Production and Post-Production Facility seeks a junior producer with 3 years min. exp. Ideal candidate must have knowledge of graphics, animation and design. Please fax resume to (212)629-5976.

Post Production Editor. Are you a creative post production editor who'd like to work in a state-of-the-art digital post suite? Boston's NBC affiliate is seeking a post editor who has experience compositing graphics and editing promos. Must have thorough understanding of digital post environment, including DVS 6000 switcher, BVE 9100 editor and DME 7000 DVE. If interested, please forward a tape and your resume to: Human Resources, WHDH-TV, 7 Bulfinch Place, Boston, MA 02114. An EOE, M/F/D/V.

**HELP WANTED MISCELLANEOUS**

**Post Production Senior Editor and Coordinator** (Ivanhoe Broadcast News) Take America's largest producer of medical news into the nonlinear age. Short term editing in an analog world. We need a creative decision maker to help shape our stories. This Senior Editor needs to help research and set up non linear on-line editing suite this year. Assist general post production planning and graphics. We're looking for experience and commitment. Send resume and non-returnable reel to Jean Bauman, Executive Producer Ivanhoe Broadcast News, 2745 West Fairbanks Avenue Winter Park, Florida 32789. Or e-mail jbauman@ivanhoe.com.

**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 1998. 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.

**Broadcast Personnel Needed.** ENG Field Operations with Camera and Microwave experience. Videotape Editors, Studio Operators, and Maintenance. For the Midwest. Would commence spring/summer 1998. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax: 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

**Broadcast Personnel.** Technical Directors (GVG 300 Switcher with Kaleidoscope). Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (Infinit), Still Store Operators, Tape Operators (Beta), Maintenance (plant systems experience - distribution and patching), Lighting Director Engineer. Employment would commence spring/summer 1998. Out of town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

**HELP WANTED PROGRAMMING**

**Program Director:** Seeking a highly motivated Program Director for CBS/UPN LMA in Top 50 market. Two years programming experience preferred; college degree preferred. Send cover letter and resume to: Human Resources, WHP-TV 21/UPN 15 WLYH, 3300 North Sixth Street, Harrisburg, PA 17110. EOE/MF.

**Belo owns 17 television stations reaching 14% of the country including: 4 ABC affiliates, 6 CBS affiliates, 5 NBC affiliates, 2 FOX affiliates, and operates (via LMAs): 3 UPN affiliates and one unaffiliated. Belo is an Equal Opportunity Employer.**

The following jobs are presently open at the stations listed below. When sending your resume, please indicate (by job number) in which position you have interest.

**Tulsa, OK, KOTV CBS  
Tape Editor**

Send non-returnable tape with resume. #BC5-01-1

**Tucson, AZ, KMSB FOX  
Studio Engineer**

Minimum 3 years experience and versatility in all types of studio equipment. #BC5-02-1.

**San Antonio, TX, KENS  
CBS Producer**

Responsible for providing newscasts. Must be well organized with excellent writing skills and able to meet deadlines. Person will also relieve News Producers and work on special projects. Send resume, newscast tape and scripts. #BC5-03-1.

**Spokane, WA, KREM CBS  
Graphic Artist Design Director**

Are you an experienced graphic artist ready to take the next step to oversee our station's graphic look and design? Minimum 2 years broadcast design experience utilizing Mac based platform and Photoshop. #BC5-04-1.

**Boise, ID, KTVB NBC  
Executive Producer**

Minimum 5 years experience. Send non-returnable tape with resume. #BC5-05-1.

**Hampton-Norfolk, VA, WVEC ABC  
Senior Operations Technician**

5+ years of technical experience. Associate's Degree in Technology/Electronics, proven ability to operate SNG/ENG vehicles. #BC5-06-1.

**Sacramento, CA, KXTV ABC  
Assignment Editor**

Minimum 2 years experience and BA in Communications. Send non-returnable tape with resume. #BC5-07-1.

**Honolulu, HI, KHNL NBC  
Anchor/Reporter**

Minimum 4-5 years experience in medium to large market. Send non-returnable tape with resume. #BC5-08-1.

**St. Louis, MO, KMOV CBS  
Assignment Editor**

Minimum 2 years experience. Requires leadership skills. Send non-returnable tape with resume. #BC5-09-1.

**Houston, TX, KHOU CBS  
Local Sales Manager**

Minimum 2-3 years experience in television sales management. #BC5-10-1.

**Charlotte, NC, WCNC NBC  
Technical Operations Manager**

Minimum 6 years experience in broadcasting technical operations. #BC5-11-1.

**Seattle, WA, KONG NBC  
Director of Sales and Marketing**

Minimum 5 years experience in Management/TV. #BC5-12-1.

**Portland, OR, KGW NBC  
Maintenance Technician**

Responsible for trouble-shooting and electronic maintenance of broadcast, computer and telephone systems including project design and installation of new systems and equipment. #BC5-13-1.

**Dallas, TX, Dallas Cable News Channel  
General Sales Manager**

Minimum 5 years experience in sales media. #BC5-14-1.

**New Orleans, LA, WWL CBS  
Director of Sales and Marketing**

Minimum of 5 years sales management experience. #BC5-15-1.

**Seattle, WA, KING NBC  
Anchor/Reporter**

Minimum 4 years experience in medium to large market. Send non-returnable tape with resume. #BC5-16-1.

**Dallas, TX, WFAA ABC  
Anchor/Reporter**

Minimum of 1-2 years anchor experience and 3-4 years experience in major market reporting. #BC5-17-1.

**Louisville, KY, WHAS ABC  
Maintenance Technician**

Minimum 3-5 years experience in supporting news department, repair and troubleshoot video tape recorders, ENG maintenance and SNG equipment, and maintenance of BetaCam and SX formats. #BC5-18-1.

Send resume in confidence to:

**BELO**

Belo TV Group, Attn: Job # \_\_\_\_\_  
14th Floor  
A.H. Belo Corporation  
PO Box 65237  
Dallas, TX 75265-5237





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- Baltimore - WBFF/WNUV-TV - FOX /WB Promotion Writer/Producer**  
 Candidate should have 2-3 years promotion writing and producing experience at a TV station. Strong writing and conceptual skills a must. Hands-on editing experience a plus. Degree preferred. No beginners please. Pre-employment drug testing. BC#73
- Charleston, WV - WCHS-TV-ABC News Assignment Editor**  
 Immediate opening for someone who knows local news is more than just cops and courts. Previous desk experience desirable. Excellent people skills essential and knowledge of live shot logistics a must. Send resume and references. BC#74
- Flint - WSMH-TV-FOX Senior Account Executive**  
 Must have three to five years broadcast sales experience or equivalent. Please send resume, cover letter and salary requirements. BC#75
- Indianapolis - WTTV-TV-IND Producer/Director**  
 Produce, write, shoot and edit long-formal programming and commercials. Send resume, cover letter and non-returnable VHS tape by April 20. BC#76
- West Sacramento - KOVR-TV-CBS Topical Writer/Producer**  
 Needed for weeknight News. At least 3 years experience required. BC#77
- Asheville-WLOS-TV-ABC Executive Producer**  
 Ideal candidate must be an innovative producer and a team player. Four-year college degree required. Send resume and tape. BC #78
- Asheville-WLOS-TV-ABC Sports Reporter/Photographer**  
 Looking for person passionate about covering local sports. Must be able to shoot and edit videotape. Send tape and resume. BC #79
- Oklahoma City - KOCB-TV-WB Production Assistant**  
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- Various Locations Writer/Producer-Promotions**  
 Create promotion material for news, programming and overall station image. Ability to concept and write enticing on-air TV and radio spots. Must be able to utilize research to target key demo. Will direct talent and supervise on-location, studio shoots. Must be able to meet tight deadlines. Being a self-motivated, self-starter a big plus. Send resume. BC#70
- Various Locations Engineering Personnel**  
 Join a leader. Chief, Assistant Chief and Broadcast Maintenance Engineers needed in various Sinclair markets. FCC license and/or SBE Certification required. Must have proven ability to work as a team member, manage resources, lead people and problem solve. Send resume. BC#72

Mail your resume in confidence immediately to:  
 Broadcasting & Cable, 245 W. 17th Street, NY, NY 10011, Attn: Job # \_\_\_\_\_



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### VICE PRESIDENT/CREATIVE SERVICES:

Sr. management professional to develop, implement & direct the Station's on-air presentation, program promotion, news promotion and advertising (including radio promotion); and promotional activities w/in community. Must possess solid, progressive; & demonstrated experience in developing & implementing innovative & contemporary creative concepts and "on-air" look. Five (5) to seven (7) years promotion experience in major market. Must continuously demonstrate strong strategic management, organizational, and communication skills.



For immediate consideration, send letter of interest & resume (incl. non-returnable reel for VP/Creative Services) via fax @ 202-895-3286 or mail to: Mary Talley, VP/Human Resources, WTTG/FOX 5, 5151 Wisconsin Avenue, NW, Washington, DC 20016. EOE/M/F/D/V.

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Responsible for overseeing all aspects of the daily show, from content to production to promotion. Must be a team leader and manager - someone who is relentless and creative coming up with compelling content for the morning audience. Qualified candidates must be well read and possess the following: excellent people skills, exceptional control room demeanor, superb writing and production skills, ability to work under pressure and tight deadlines. Three years television producing experience preferred.

### PRODUCER

Creative genius who can consistently recognize and generate compelling and promotable who segments. Must be able to work on multiple projects as well as possess strong writing, research, and production skills. Should know how to locate guests, even on short notice. On-line control room producing skills, special event field producing, special projects or assignments desk experience a plus. Three years television producing experience preferred.

### ASSOCIATE PRODUCER

Strong computer research and writing skills, ability to generate show segment ideas, working knowledge of all aspects of television production, and attention to detail are musts. Field producing experience a plus.

### PHOTOGRAPHER/EDITOR

Excellent photography, storytelling ability, organizational skills, ability to work well under pressure. Minimum 3 years experience in operating electronic newsgathering equipment and editing videotape. AVID editing experience a plus.

Qualified candidates should send tapes and resumes to:

Kim Nordt-Jackson  
 Program Manager  
 KTRK-TV  
 3310 Bissonnet Street  
 Houston, Texas 77005

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If you are ready to dedicate yourself to this challenge, please send a detailed resume to: **Office of the President, New England Cable News 160 Wells Ave., Newton, MA 02159**

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**Government Affairs Coordinator**

- Excellent admin. and organizational skills
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- Strong writing skills, report-writing and preparation
- Contract review and writing exp.
- Legal/paralegal or governmental affairs exp. a plus.

**ATTN: Marty Burris**  
**FAX (312) 470-2130.**  
**Call (312) 470-2100.**

**HELP WANTED TECHNICAL**

**BROADCAST  
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Global sports entertainment company, headquartered in Stamford, CT, seeks individual with 3 to 5 years experience with BETACAM (including Digital); 1" VTR maintenance skills...G/VG switcher and DVE skills a plus. Please forward your resume to: Human Resources Department/TV-B



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The National Digital Television Center, located in Denver, Colorado, originates 88 channels of video and compresses, authorizes and distributes over 500 channels for DBS, Cable and Digital Cable systems. The NDTC is operated by TCI. The NDTC continues to grow and opportunities are opening for broadcast engineers, uplink engineers, encoder specialists and related fields. TCI is an equal opportunity employer. Desire to learn and a track record successfully dealing with technological challenges in related fields can substitute for direct experience. Drug and background checks are required. For consideration, send your resume and requirements to:

**National Digital Television Center**  
 Attn: Amy Volleberg  
 4100 East Dry Creek Road  
 Littleton, CO 80122  
 Fax: 303-267-7150  
 Email: volleberg.amy.k@tci.com

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**Uplink Site Manager:** We are seeking a self motivated, broad based, engineer to oversee the installation and operation of our new North Los Angeles uplink facility.

**Encoder Systems Specialist:** NDTC operates VCI+, DCI, DCH, SA and other video compression, encoding, and encryption. If your interests lie in computer networks, video and compression systems, we are interested in talking to you.

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**Broadcast Technician:** Successful candidates will have two plus years experience in component level VTR repair (Beta, Digital Betacam, etc.) and video monitor repair. Tektronix Profile and Alamar automation experience highly desirable. A high level of digital and analog audio and video knowledge and computer skills is essential.

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The qualified candidate must possess a college degree preferably in English or Communications, excellent verbal and written communication skills, proofreading, computer (Microsoft Windows) & organizational skills, 3-4 years PR/Communications experience preferably in broadcasting or Public Relations industry. Background in documentary/news (network or cable) PR essential.

For immediate consideration, please forward or fax your resume with salary requirements to:



**A&E Television Networks**  
 Attn: Human Resources Dept./PRMGR  
 235 East 45th Street  
 New York, NY 10017 OR  
 FAX: (212) 907-9402  
 NO PHONE CALLS PLEASE  
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# For the Record

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

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

## OWNERSHIP CHANGES

### Dismissed

**Butler, Pa.** (BTC-980109EH)—WBUT Inc. for WBUT(AM): voluntary TOC from Robert C., Charlotte M. and W. Frank Brandon to Victoria A. Hinterberger, Scott W. Briggs, Daniel Vernon and Linda Harvey. *March 26*

**Butler, Pa.** (BTC-980109EI)—WBUT Inc. for WISR(AM): voluntary TOC from Robert C., Charlotte M. and W. Frank Brandon to Victoria A. Hinterberger, Scott W. Briggs, Daniel Vernon and Linda Harvey. *March 26*

**Butler, Pa.** (BTC-980109EJ)—WBUT Inc. for WLEZ-FM: voluntary TOC from Robert C., Charlotte M. and W. Frank Brandon to Victoria A. Hinterberger, Scott W. Briggs, Daniel Vernon and Linda Harvey. *March 26*

**Silsbee, Tex.** (BAL-980120EA)—Jewel P. White and Associates for KKAS(AM): voluntary AOL from Jewel P. White and Associates to Andres Bocanegra. *March 25*

**Silsbee, Tex.** (BALH-980120EB)—Jewel P. White and Associates for KWDX(FM): voluntary AOL from Jewel P. White and Associates to Andres Bocanegra. *March 25*

### Granted

**Jacksonville, Ala.** (BTC-980311GF)—United Broadcasting Network Inc. for WNSI(AM): involuntary TOC from Helen Dorsey to Randall L. Frank, trustee. *March 24*

## NEW STATIONS

### Dismissed

**Talking Rock, Ga.** (BPH-951030MB)—Charles A. McClure for FM at 100.1 mhz, 3.53 kw, ant. 130 m. *March 27*

**Talking Rock, Ga.** (BPH-951030MD)—Carmen D. Trevitt for FM at 100.1 mhz, 1.85 kw, ant. 179 m. *March 27*

**Gladstone, Mich.** (BPH-970403MC)—Todd Stuart Noordyk for FM at 105.5 mhz. *March 30*

**Gallup, N.M.** (BPH-941213MC)—Red Rock Broadcasting Co. Inc. for FM at 101.5 mhz, 6 kw, ant. 100 m. *March 30*

### Returned

**Greenfield, Calif.** (BPED-971205MF)—Prunedale Educational Foundation of Central Calif. Inc. for noncommercial FM at 89.9 mhz. *March 26*

**Lodi, Calif.** (BPED-971113MD)—Educational Media Foundation for noncommercial

FM at 89.7 mhz. *March 25*

**Valparaiso, Ind.** (BPED-970721MD)—The Lutheran Association Inc. for noncommercial FM at 91.1 mhz. *March 24*

**Kinder, La.** (BPED-970807MB)—Positive Programming Foundation for noncommercial FM at 90.3 mhz. *March 24*

**Ralston, Neb.** (BPED-970828ML)—Positive Programming Foundation for noncommercial FM at 88.1 mhz. *March 25*

### Filed

**Hornbrook, Calif.** (980319MN)—Hornbrook Development Center Inc. for noncommercial FM at 90.5 mhz. *April 1*

**Hornbrook, Calif.** (980319MM)—Oregon Educational Radio Services Inc. for noncommercial FM at 90.5 mhz. *April 1*

**Durango, Colo.** (980319ME)—Public Broadcasting of Colorado Inc. for noncommercial FM at 88.5 mhz. *March 31*

**Harrington, Del.** (980320MD)—Eagle's Nest Fellowship Church for noncommercial FM at 88.7 mhz. *March 27*

**Harrington, Del.** (980320MM)—Mary V. Harris Foundation for noncommercial FM at 88.7 mhz. *March 30*

**Key West, Fla.** (980318MF)—Broadcasting for the Challenged Inc. for noncommercial FM at 90.1 mhz. *March 30*

**Key West, Fla.** (980317MA)—S.F. Broadcasting Corp. for noncommercial FM at 90.1 mhz. *March 26*

**Key West, Fla.** (980316MD)—Southernmost Educational Inc. for noncommercial FM at 89.1 mhz. *March 31*

**Thompson, Ga.** (980319MI)—American Family Association for noncommercial FM at 89.9 mhz. *March 31*

**Rathdrum, Idaho** (980225MO)—CSN International for noncommercial FM at 90.3 mhz. *March 23*

**Peoria, Ill.** (980319MG)—Broadcasting for the Challenged Inc. for noncommercial FM at 90.7 mhz. *March 31*

**Peoria, Ill.** (980319MJ)—Sirius Syncope Inc. for noncommercial FM at 90.7 mhz. *April 1*

**Cascade, Iowa** (980319MP)—Cascade Community Radio Inc. for noncommercial FM at 88.9 mhz. *April 1*

**Denton, Md.** (980320MP)—Positive Alternative Radio Inc. for noncommercial FM at 88.7 mhz. *March 31*

**Massey, Md.** (980320MK)—University of Maryland Eastern Shore for noncommercial FM at 88.7 mhz. *March 27*

**Potomac, Md.** (980212MD)—The Main Event for developmental broadcast station at 88.1 mhz. *March 20*

**Nantucket, Mass.** (980319MH)—Broadcasting for the Challenged Inc. for noncommercial FM at 89.5 mhz. *March 31*

**East Tawas, Mich.** (980320MF)—Northern Christian Radio Inc. for noncommercial FM at 90.9 mhz. *March 27*

**Lake City, Mich.** (980220MF)—Great Lakes Community Broadcasting Inc. for noncommercial FM at 104.9 mhz. *March 27*

**Lake Orion, Mich.** (980317MB)—Lake Orion Community Schools for noncommercial FM at 90.3 mhz. *March 26*

**Farmington, Mo.** (980306MC)—Southeast Missouri State University for noncommercial FM at 88.9 mhz. *March 23*

**Great Falls, Mont.** (980318ME)—Broadcasting for the Challenged Inc. for noncommercial FM at 91.5 mhz. *March 30*

**Great Falls, Mont.** (980320MD)—Family Stations Inc. for noncommercial FM at 91.9 mhz. *March 30*

**Great Falls, Mont.** (980320MG)—Pensacola Christian College Inc. for noncommercial FM at 91.5 mhz. *March 27*

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,753
Commercial FM	5,554
Educational FM	1,934
<b>Total Radio</b>	<b>12,241</b>
VHF LPTV	558
UHF LPTV	1,490
<b>Total LPTV</b>	<b>2,048</b>
FM translators & boosters	2,890
VHF translators	2,249
UHF translators	2,730
<b>Total Translators</b>	<b>7,869</b>

Service	Total
Commercial VHF TV	557
Commercial UHF TV	645
Educational VHF TV	125
Educational UHF TV	242
<b>Total TV</b>	<b>1,569</b>

### 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

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**Ponca, Neb.** (980318MD)—St. Gabriel Communications Ltd. for noncommercial FM at 88.1 mhz. *March 30*

**Elizabeth City, N.C.** (980319ML)—American Family Association for noncommercial FM at 88.3 mhz. *April 1*

**Hickory, N.C.** (980316MB)—American Family Association for noncommercial FM at 89.1 mhz. *March 26*

**Bismarck, N.D.** (980320ME)—Family Stations Inc. for noncommercial FM at 91.9 mhz. *March 27*

**Cleveland, Ohio** (BPCDT-980318KE)—WKYC-TV Inc. for WKYC-TV: new digital television facility at ch. 2, 7 kw, ant. 296 m., 6600 Broadview Rd., Parma, Ohio. *March 25*

**Coos Bay, Ore.** (980320ML)—CSN International for noncommercial FM at 90.5 mhz. *March 27*

**Emigrant Valley, Ore.** (980319MO)—Emigrant Valley Christian Church for noncommercial FM at 90.5 mhz. *April 1*

**Florence, Ore.** (980320MH)—The State Board of Higher Education for FM at 91.7 mhz. *March 27*

**Portland, Ore.** (BPCDT-980317KF)—King Broadcasting Co. for KGW(TV): new digital television facility at ch. 46, 960 kw, ant. 09 m., 299 NW Skyline Dr., near Portland. *March 25*

**Salem, Ore.** (980324MA)—Western Baptist College for noncommercial FM at 90.3 mhz. *March 31*

**Dillon, S.C.** (980225MP)—CSN International for noncommercial FM at 90.5 mhz. *March 23*

**Dell Rapids, S.D.** (950629MA)—Lee O. Axdahl for FM at 95.7 mhz, 10.5 kw, ant. 155 m. *March 25*

**Bell Haven, Va.** (980319MD)—Mary V. Harris Foundation for noncommercial FM at 89.1 mhz. *March 30*

**Cape Charles, Va.** (980311MD)—American Family Assoc for noncommercial FM at 89.1 mhz. *March 26*

**Cape Charles, Va.** (980320MI)—Stockton Christian Life College Inc. for noncommercial FM at 89.1 mhz. *March 27*

**Chase City, Va.** (980318MG)—Central Va. Educational Telecommunications Corp. for noncommercial FM at 90.1 mhz. *March 30*

**Eastville, Va.** (980320MN)—By the Cape Broadcasting Inc. for noncommercial FM at 89.1 mhz. *March 30*

**Heathsville, Va.** (980318MH)—Central Va. Educational Telecommunications Corp. for noncommercial FM at 89.1 mhz. *March 31*

**Richland Center, Wis.** (980309MC)—Richland Center Fellowship for noncommercial FM at 89.3 mhz. *March 23*

**FACILITIES CHANGES**

**Dismissed**

**Clinton, Ind.** (BMPED-980313IC)—Word Power Inc. for WPFM(FM): change TL, main studio, ERP, ant. *March 23*

**Corydon, Ind.** (BMPH-951121IC)—Jacor Communications Inc. for WSFR(FM): change ERP, TL, ant. *March 26*

**Blowing Rock, N.C.** (BP-970603AA)—High Country Visitors Information Network for wxit(AM): change frequency and power. *March 25*

**Georgetown, S.C.** (BPH-970117IC)—Root Communications Group LP for wwxm(FM): change TL, ant. *March 30*

**Filed/Accepted for filing**

**Des Arc, Ark.** (980319MK)—American Family Association for new FM: change TL, ant., main studio, ERP. *April 1*

**Long Beach, Calif.** (980316IC)—LBI Radio License Corp. for KBUE(FM): change ERP. *March 26*

**Mohave, Calif.** (BMPED-980318IB)—Santa Monica Community College for KCRH(FM): change ERP, TL, class, ant. *March 26*

**Mountain View, Calif.** (980313MI)—St. Francis High School of Mountain View for KSFH(FM): change frequency. *March 26*

**Rosamond, Calif.** (980316ID)—Oasis Radio Inc. for KAVC(FM): change ERP. *March 26*

**San Francisco** (980320IB)—TMS License Calif. Inc. for KSOL(FM): change ERP, ant. *April 1*

**Fort Collins, Colo.** (980319IC)—Jacor Communications Inc. for KPAW(FM): change ant. *April 1*

**Monroe, Conn.** (BPED-980313IB)—Monroe Board of Education for WMNR(FM): change ERP, DA pattern. *March 23*

**Eatonton, Ga.** (980317IE)—Middle Georgia Communications Inc. for WMGZ(FM): change TL, ERP, class, ant. *March 26*

**Roswell, Ga.** (980309IE)—Dogwood Communications Inc. for WAMJ(FM): upgrade to 298C3. *March 23*

**Richmond, Ind.** (980317IF)—Brewer Broadcasting Corp. for WQLK(FM): change ant. *March 26*

**Dodge City, Kan.** (980309IH)—Goodstar Broadcasting of Kansas License LLC for KOLS(FM): change ant. *March 31*

**Hays, Kan.** (980309IC)—Radio Inc. for KJLS(FM): upgrade to 277C. *March 23*

**Hill City, Kan.** (980309ID)—Radio Inc. for KKQY(FM): change ERP, ant. *March 23*

**Lexington, Ky.** (BPH-980317IC)—Citicasters Co. for WMXL(FM): change ERP. *March 26*

**Manchester, Ky.** (980311IB)—Manchester Communications Inc. for WTBK(FM): upgrade to 289C3. *March 23*

**Harpwell, Maine** (980305MC)—Bible Broadcasting Network Inc. for WYFP(FM): change ant. *March 23*

**Houston, Miss.** (980316MC)—Southern Cultural Foundation for WJZB(FM): change TL, main studio, ERP, frequency, ant. *March 26*

**Meridian, Miss.** (980312IA)—Broadcasters & Publishers Inc. for WJBO(FM): change

TL, ant. *March 23*

**Natchez, Miss.** (980323IA)—American Family Association for WASM(FM): change TL, main studio, ant. *April 1*

**Marshfield, Mo.** (980313ID)—KGSP LP for KKLH(FM): change TL, ERP, ant. *March 26*

**Omaha, Neb.** (BPH-980227IH)—Webster Communications Co. for KEFM(FM): change ant. *March 31*

**Las Vegas** (BMPCT-980312KE)—KUPN Licenses Inc. for KUPN(TV): change TL, ant. *March 25*

**Santas Fe, N.M.** (BMPCT-980311KF)—Acme TV Licenses of New Mexico LLC for KAUC(TV): change TL, ant. *March 20*

**Waterloo, N.Y.** (980312IC)—Lake Country Broadcasting Inc. for WNYR-FM: change ERP, ant. *March 23*

**Wilmington, N.C.** (980319IH)—Cape Fear Radio Company for WMNX(FM): change ant. *March 31*

**Harrison, Ohio** (980318IC)—Vernon R. Baldwin Inc. for WNL(TV): change TL, ERP, ant. *March 31*

**Lebanon, Ohio** (980319ID)—American Radio Systems License Corp. for WYLY(FM): change ERP. *April 1*

**Portland, Ore.** (BPCT-980317KE)—King Broadcasting Co. for KGW(TV): change ERP, ant. *March 25*

**Pittsburgh, Pa.** (BPH-980128IJ)—Shamrock Broadcasting Co. Inc. for WWSW-FM: change ant. *March 23*

**Ponce, P.R.** (BP-980316AC)—Ponce Broadcasting Corp. for WLEO(AM): change TL. *March 26*

**Tazewell, Tenn.** (BP-980311AE)—WN(TT) Inc. for WN(TT)(AM): change hours of operation. *March 20*

**Conroe, Tex.** (980319IE)—South Texas Broadcasting Inc. for KKHT(FM): change ant. *April 1*

**Jacksonville, Tex.** (980302IE)—Herbert L. Bell, receiver for KLJT(FM): change ERP. *March 20*

**Mercer Island-Seattle, Wash.** (BP-980316AB)—Bellevue Radio Inc. for KIXI(AM): change ant. *March 26*

**Seattle, Wash.** (BMP-980312AB)—New Century Seattle License Partnership for KJR(AM): change ERP, TL, ant. *March 20*

**CALL-SIGN ACTIONS**

**Granted**

**Ponte Vedra Beach, Fla.**—Clear Channel Metroplex Licenses Inc. for WTLK-FM: change to WBGB(FM). *March 1*

**Brunswick, Ga.**—Marmac Communications LLC for WPIQ(AM): change to WSN(AM). *March 6*

**Nampa, Idaho**—Citicasters Co. for KBKK(AM): change to KFXD(AM). *Feb. 27*

**Decatur, Ill.**—Paxson Communications Corp. for WFHL(TV): change to WCPX(TV). *March 6*

**Ocean Pines, Md.**—Demarva Broadcast-

## For the Record

ing Co. for WLFX(FM): change to WQJZ(FM). *March 1*

**Harwichport, Mass.**—Boch Broadcasting LP for WJCO(FM): change to WYST(FM). *March 1*

**Bay Springs, Miss.**—Blakeney Communications Inc. for WIZK-FM: change to WKZW(FM). *March 6*

**Lexington, Mo.**—Allur-Kansas City Inc. for KCCX(FM): change to KNRX(FM). *March 1*

**Sunrise Beach, Mo.**—Community Broadcasting Inc. for KAXJ(FM): change to KCRL(FM). *March 1*

**Villas, N.J.**—Marc Scott Communication sInc. for WFNN(FM): change to WWZK(FM). *March 1*

**Binghamton, N.Y.**—U.S. Broadcast Group Licensee LPI for WMGC-TV: change to WIVT(TV). *Feb. 26*

**Canadaigua, N.Y.**—Citicasters Co. for

WMHX(FM): change to WISY(FM). *March 1*

**Honeoye Falls, N.Y.**—Citicasters Co. for WRCD(FM): change to WMAX-FM. *March 1*

**Irondequoit, N.Y.**—Citicasters Co. for WMAX-FM: change to WYSY(FM). *March 1*

**Statesville, N.C.**—Statesville Family Radio Corp. for WTLI(AM): change to WIST(AM). *Feb. 27*

**Portland, Ore.**—Western Broadcasting Co. for KKEY(AM): change to KKG(AM). *Feb. 28*

**Pittsburgh, Pa.**—SFXPA LP for WVTY(FM): change to WDRV. *Feb. 27*

**El Paso, Tex.**—Magic Media Inc. for KSET(FM): change to KATH(FM). *Feb. 23*

**El Paso, Tex.**—UN2JC Communications Ltd. for KJLF-TV: change to KKWB. *March 1*

**Rockport, Tex.**—Coastal Bend Radio Active Inc. for KZJM(FM): change to KAJM(FM).

*March 1*

**Sterling City, Tex.**—GBE of Abilene LLC for KAKR(FM): change to KKC(FM). *Feb. 27*

**Smithfield, Utah**—KNUC Inc. for KNUC(FM): change to KGNT(FM). *March 1*

**Renton, Wash.**—Kriz Broadcasting Inc. for new AM: change to KYIZ(AM). *Feb. 23*

**Green Bay, Wis.**—Evangel Ministries Inc. for WGBW(FM): change to WEMY(FM). *March 6*

**Newcastle, Wyo.**—University of Wyoming for new noncommercial FM: change to KUWN(FM). *Nov. 12*

### Rescinded

**Tucson, Ariz.**—Rex Broadcasting Corp. for KCUB(AM): change to KOAZ. *Oct. 23*

**Alberta, Va.**—Broomfield Broadcasting Inc. for new FM: change to WAEF. *July 15, 1996*

—Compiled by Sara Brown

## OpenMike

Write to us at <http://www.broadcastingcable.com>

### Remembering Ray Scott

EDITOR: Ray Scott was both a splendid gentleman and a talented broadcaster (see "Fates & Fortunes," page 175). I would like to share just one story that profiles him.

In the fall of 1960 at the Campbell-Mithun advertising agency in Minneapolis, we had just acquired another major sports package for broadcast sponsorship by [one of our clients], Theo. Hamm Brewing Co. It would be Minnesota's first Major League Baseball team, the Twins (né Washington Senators), to begin play in the spring of 1961.

Art Lund, our vice president of broadcasting, and I assumed the responsibility of auditioning several dozen audiotapes from applicants—including many of America's foremost baseball announcers—for the one open play-by-play position. (We had already filled one play-by-play spot with Bob Woolf, who moved with the Senators from Washington, and the color man was to be Halsey Hall, a popular local sports personality.)

Both Art and I felt that Ray Scott should be considered, since Hamm was a one-quarter sponsor of CBS's NFL regional telecasts featuring the Green Bay Packers, and Scott, who called these games for CBS, was

immensely popular in the Upper Midwest.

When invited, Ray replied that he would be interested so long as we understood that his repertoire had not yet included baseball. With that he went home to Pittsburgh, recruited an engineer from KDKA and put on tape a simulated Twins radio broadcast that clinched the job for him. To this day, I don't think Twins owner Calvin Griffith ever knew that "Scottie" had never before done baseball.

By the 1970s, I owned a company that produced exclusive coverage of major sports events for independent radio networking. I called on Ray time and again to describe live beauties such as British Open and U.S. Open golf. Even though Ray could not personally hit a golf ball more than a hundred yards, he was as superb with his succinct, dramatic golf calls as he was in describing football and baseball, which he couldn't play either.

Goodbye for now, Ray. We love you, guy.—Robert N. Wold, Laguna Niguel, Calif.

### Water-damage help needed

EDITOR: We need help from any engineer who has experience with water-damaged TV and radio hard-

ware. We recently built a new TV and radio studio in Telluride, Colo., that suffered massive water damage from a ruptured sprinkler system in expensive condos above our studios.

Over 160,000 gallons of water collected above us and crashed through carpet and ceiling tiles onto all of the hardware. In addition, the facility was unattended for two hours before we got word of the problem. All the hardware was turned on with the VCR fans sucking heavy steam into the gear. Cold outside air and warm inside temperatures created a massive steam environment that lasted seven days before the four inches of water and carpet could be removed.

We consider everything a loss. Even if some components work, they do not work in harmony as a total unit or suite. St. Paul Insurance has refused to pay our claim or make any settlement offer. They believe we should dry it out and go with it or that we are crooks. Our position is that the gear may fail as parts dry out and crack in the future and that we cannot count on this Beta SP, Chyron suite to be reliable. If anyone has had experience with a similar problem, please call or write me—Bill Varecha, general manager, KKCO(TV), 2325 Interstate Avenue, Grand Junction, Colo. 81435; (970) 243-1111, fax (970) 243-1770



# Datebook

## THIS WEEK

**Through April 8**—MIP-TV, European television convention and exhibition presented by the *Reed Midem Organization*. Palais des Festivals, Cannes, France. Contact: (212) 689-4220.

**April 6**—*Association for Maximum Service Television (MSTV)* annual membership meeting. Las Vegas Hilton, Las Vegas. Contact: April Lee, (202) 861-0344.

**April 6-7**—*Television Bureau of Advertising* annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (212) 486-1111.

**April 6-9**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**April 7**—*Association for Maximum Service Television (MSTV)* annual engineering breakfast. Las Vegas Hilton, Las Vegas. Contact: April Lee, (202) 861-0344.

**April 8**—*Broadcasters Foundation* American Broadcast Pioneers Breakfast. Las Vegas Hilton, Las Vegas. Contact: G. Hastings, (203) 862-8577.

**April 8-9**—"High-Speed Data to the TV and PC: Beyond Convergence," conference presented by *Kagan Seminars Inc.* Park Lane Hotel, New York City. Contact: Deborah Kramer, (408) 624-1536.

**April 10-11**—20th annual *Black College Radio* convention. Renaissance Hotel, Atlanta. Contact: Lo Jelks, (404) 523-6136.

## APRIL

**April 13-15**—Pennsylvania Cable Academy, presented by the *Pennsylvania Cable & Telecommunications Association*. Penn State Conference Center, State College, Pa. Contact: (717) 214-2000.

**April 14**—Fifth annual T. Howard Foundation fund-raising dinner, presented by the *Satellite Broadcasting and Communications Association*. Tavern on the Green, New York City. Contact: Jennifer Snyder, (703) 549-6990.

**April 15**—Deadline for nominations for the 1998 *National Education Association Awards* for the Advancement of Learning Through Education. Contact: (202) 822-7211.

**April 15**—SkyFORUM IX, direct-to-home satellite TV business symposium presented by the *Satellite Broadcasting and Communications Association*. Marriott Marquis Hotel, New York City. Contact: Jennifer Snyder, (703) 549-6990.

**April 16**—43rd annual Genii Awards, presented by the Southern California chapter of *American Women in Radio and Television*. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (213) 964-2740.

**April 16**—"How Do I Get My Show on the Fall Schedule?" *Hollywood Radio and Television Society* newsmaker luncheon. Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

**April 16**—"New Satellite Products: Distribution Channels for the Next Millennium," forum presented by the *Satellite Broadcasting and Communications Association*. Marriott Marquis Hotel, New York City. Contact: Jennifer Snyder, (703) 549-6990.

**April 16-19**—*New Mexico Broadcasters Association* 52nd annual convention. Sheraton Uptown, Albuquerque. Contact: Paula Maes, (505) 881-4444.

**April 16-19**—SkiTAM '98, program of events to benefit the U.S. Disabled Ski Team, presented by *CTAM of the Rocky Mountains*. Vail, Colo. Contact: Deborah Kenly, (303) 267-5821.

**April 17-18**—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott Quorum, Dallas. Contact: Diana Heidgerd, (972) 991-2100.

**April 21**—*Broadcasters Foundation* Golden Mike Award. Plaza Hotel, New York City. Contact: G. Hastings, (203) 862-8577.

**April 23**—*American Sports Broadcasters Association* 13th annual Hall of Fame Dinner. New York Marriott Hotel, New York. Contact: (212) 227-8080.

**April 25**—*Radio-Television News Directors Association* spring training conference. Doubletree Hotel Pentagon City/National Airport, Wash-

ington. Contact: Rick Osanski, (202) 659-6510.

**April 27**—*Foundation of American Women in Radio and Television* 23rd annual Gracie Allen Awards. Lincoln Center, New York City. Contact: (703) 506-3266.

**April 28**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**April 28-29**—"The Future of Television and New Media in Germany," conference presented by *Kagan Seminars Inc.* Kempinski Hotel Vier Jahreszeiten, Munich. Contact: Deborah Kramer, (408) 624-1536.

**April 29**—*Federal Communications Bar Association* luncheon featuring AT&T President John Zeglis. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**April 29-30**—"Wireless Telecom Values: The Digital Divide," conference presented by *Kagan Seminars Inc.* Park Lane Hotel, New York City. Contact: Deborah Kramer, (408) 624-1536.

**April 29-30**—"Latin American Cable and Pay TV," conference presented by *Kagan Seminars Inc.* Biltmore Hotel, Coral Gables, Fla. Contact: Deborah Kramer, (408) 624-1536.

## MAY

**May 2**—Fourth annual *Geller Media International* Producers Workshop. Radisson Empire Hotel, New York City. Contact: (212) 580-3385.

**May 3-6**—Cable '98, 47th annual *National Cable Television Association* convention and exposition. Georgia World Congress Center, Atlanta. Contact: Bobbie Boyd, (202) 775-3669.

**May 5**—*Women in Cable & Telecommunications* annual accolades breakfast. Westin Peachtree Plaza, Atlanta. Contact: Mary Daviau, (312) 634-4230.

**May 6**—Fred Friendly First Amendment Award Luncheon honoring Tom Brokaw, hosted by *Quinnipiac College*. The Metropolitan Club, New York City. Contact: (203) 281-8655.

**May 8**—Ninth annual meeting of the *National Association of Shortwave Broadcasters*. Holiday Inn—National Airport, Arlington, Va. Contact: (703) 416-1600.

**May 14-16**—*National Transistor Association* annual convention for operators of auxiliary broadcast stations. Holiday Inn—DIA, Denver. Contact: Susan Hansen, (303) 423-0780.

**May 15**—Closing date for submission of papers for the 48th annual *IEEE Broadcast Technology Society* broadcast symposium. Contact: (703) 739-5172.

**May 15-17**—*Federal Communications Bar Association* annual seminar. Kingsmill Resort, Williamsburg, Va. Contact: Paula Friedman, (202) 736-8640.

**May 17-20**—38th annual *Broadcast Cable Financial Management Association* conference. Hyatt Regency Hotel, New Orleans. Contact: Mary Teister, (847) 296-0200.

**May 18-19**—*Kentucky Cable Television Association* annual convention. Radisson Plaza Hotel, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

**May 18-20**—"Cable & Satellite 98: The European Broadcast & Communications Event," presented by *Reed Exhibition Companies*. Earl's Court 2, London. Contact: Elizabeth Morgan, (203) 840-5308.

**May 19**—Fifth annual *International Radio & Television Society Foundation* awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**May 21**—*Federal Communications Bar Association* luncheon featuring FCC Commissioner Gloria Tristani. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**May 21-27**—22nd annual *National Association of Black Owned Broadcasters* spring broadcast management conference. Half Moon Golf Club and Resort, Montego Bay, Jamaica. Contact:

(202) 463-8970.

**May 27-29**—*North American National Broadcasters Association* Sixth International Broadcast News Workshop. CBC Broadcast Centre, Toronto. Contact: Paul Ferreira, (416) 598-9877.

**May 30**—*Radio-Television News Directors Association* spring training conference. Wyndham Garden Hotel-Buckhead, Atlanta. Contact: Rick Osanski, (202) 659-6510.

## JUNE

**June 1-2**—*New Jersey Broadcasters Association* annual Convention and Mid-Atlantic States Expo, presented in association with the *Maryland-Delaware-D.C. Broadcasters Association*. Atlantic City Hilton Casin Resort, Atlantic City. Contact: Phil Roberts, (888) 652-2366.

**June 2-4**—*International Conference on Consumer Electronics* technical conference. Los Angeles Airport Marriott. Los Angeles. Contact: Jim Richards, (802) 872-2800.

**June 3-4**—"European TV Sports," conference presented by *Kagan Seminars Inc.* Waldorf Hotel, London. Contact: Deborah Kramer, (408) 624-1536.

**June 4**—1998 *Radio-Mercury Awards*. Marriott Marquis Hotel, New York City. Contact: G. Hastings, (203) 862-8577.

**June 5-7**—*Georgia Association of Broadcasters* annual convention. Hyatt Regency Hotel, Savannah, Ga. Contact: (770) 395-7200.

**June 5-7**—"Civic Journalism: On the Air," workshop sponsored by the *Radio-Television News Directors Foundation* and the *Pew Center for Civic Journalism*. Sheraton Austin Hotel, Austin, Tex. Contact: Kathleen Graham, (202) 467-5216.

**June 7-9**—*NIMA International* European conference. Excelsior Hotel, The Lido, Venice, Italy. Contact: (202) 289-6462.

**June 7-10**—9th annual Management Seminar for News Executives, presented by the *Radio-Television News Directors Association* and the *University of Missouri-Columbia School of Journalism*. University of Missouri-Columbia School of Journalism, Columbia, Mo. Contact: John Richardson, (573) 882-4201.

**June 17-20**—*PROMAX/BDA* annual conference and exposition. Toronto Convention Centre, Toronto, Ontario. Contact: Linda Nichols, (310) 788-7600.

## SEPTEMBER

**Sept. 17**—*BROADCASTING & CABLE* Interface XII conference. New York Grand Hyatt, New York City. Contact: Cahners Business Information, (212) 337-7053.

**Sept. 23-26**—*Radio-Television News Directors Association* international conference and exhibition. San Antonio Convention Center, San Antonio, Tex. Contact: Rick Osanski, (202) 467-5200.

## OCTOBER

**Oct. 26-28**—*Southern Cable Telecommunications Association* Eastern Show. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall, (404) 255-1608.

**Oct. 28-31**—*Society of Motion Picture and Television Engineers* 140th technical conference and exhibition. Pasadena Convention Center, Pasadena, Calif. Contact: (914) 761-1100.

## NOVEMBER

**Nov. 9**—*BROADCASTING & CABLE* 1998 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Cahners Business Information, (212) 337-7053.

## DECEMBER

**Dec. 1-4**—The Western Show, conference and exhibition presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 429-5300.

**Major Meeting dates in red**

—Compiled by Kenneth Ray  
(ken.ray@cahners.com)

## Former hippie grounded in history

**B**orn in Los Angeles and raised not too far from the big Hollywood studios in the San Fernando Valley, Meryl Marshall—president of the Academy of Television Arts and Sciences—never thought about getting into show business while she was growing up.

But a few years after she graduated from law school, the self-described former hippie and 1960s activist had her first contact with Hollywood.

After working for two years in the Los Angeles County public defenders office, Marshall went into private practice in the late '70s and wound up in court fighting NBC.

Marshall represented a woman who had been charged with resisting arrest at a demonstration. NBC's Los Angeles affiliate was the first on the scene; Marshall, trying to prove that her client was innocent, subpoenaed NBC's video of the incident.

"We ended up doing a little battle in court on whether or not her First Amendment rights were being violated," says Marshall. "And I was arguing that the rights of the defendant were more important than that of the freedom of the press." (Marshall's position proved ironic later when she joined NBC's legal department.)

During the case against NBC, Marshall and NBC's then-West Coast counsel, Donald Zachary, became friends. "We both knew that until that case was settled we couldn't do any kind of business together. After the case was concluded and my client was released, Don started to send me NBC employees who had one problem or another."

In 1979, Zachary offered Marshall a senior attorney position with NBC in Burbank, Calif. During the next eight years Marshall moved up the NBC ranks.

"As opposed to the law department being a separate entity that everybody was afraid of, we became part of a very proactive approach to solving problems," Marshall says. "We [convinced] each of the departments that if they got involved early with the law department, we would help craft solutions to problems before they would happen. And in fact they did avoid legal problems and were able to push the envelope further as well."

In 1980, Marshall became NBC assistant general counsel in New York. Part of the reason she was asked to take the job, she says, was to help handle a libel case brought by Wayne Newton. Newton had



*"I have a desire to make sure the past is remembered accurately and that we learn from it."*

### Meryl Marshall

**President, Academy of Television Arts and Sciences, North Hollywood, Calif.; president, Two Oceans Entertainment Group, Sherman Oaks, Calif.; b. Oct 16, 1949, Los Angeles; BA, sociology, University of California—Los Angeles, 1971; JD, Loyola Marymount University, Los Angeles, 1974; deputy public defender, Los Angeles County, 1975-77; partner, Markman & Marshall, Los Angeles, 1978-79; NBC, Burbank, Calif.: senior attorney, 1979-80; director of programs, talent contracts and business affairs, 1980; assistant general counsel, New York City/Burbank, 1980-82; VP, compliance and practices, 1982-87; VP, program affairs, Group W Productions, Los Angeles, 1987-92; founded Two Oceans Entertainment Group, 1992; current academy position since October 1997**

sued NBC over a promotional spot for the *NBC Nightly News* that questioned whether the entertainer's purchase of the Aladdin Hotel in Las Vegas had Mafia ties. "They felt my criminal law background and legal background with NBC were a good combination for the position, as well as [for] the Newton case."

Marshall spent only a year in the Big Apple, returning to Los Angeles as vice president of compliance and practices. "I liked being closer to the product, and there is a lot more entertainment work in Los Angeles. In New York, it was more corporate."

Shortly after her return to California, Marshall joined the Academy of Television Arts and Sciences. She became involved in such topics as audit and finance, bylaws, future media and violence.

Through Ed Vane, then head of Group W and also a member of the academy, Marshall made her move from NBC's legal department to more creative territory. She joined Group W Productions in 1987 as vice president of program affairs and helped to bring such syndicated fare as *Teenage Mutant Ninja Turtles* and *Emergency Response: On Scene* to air.

"I wanted to learn the creative side of the business," Marshall says. "So we kind of struck a deal where I would bring my legal and strategic management skills over to Group W, and Ed would mentor me in the more specific details of development."

After two years on the domestic side, Marshall went to work in the international market. She spent two years developing and producing products in and around Europe and then left Group W in 1992 to start her own TV production studio, Two Oceans Entertainment Group. One of the Two Oceans projects is HBO's critically acclaimed children's series *Happily Ever After*.

While her career has been taking off, Marshall has continued to take an active role in the academy. After three terms as treasurer and two as governor of the production executives' peer group, Marshall was elected president last October.

One of the many projects Marshall is spearheading is the Archive of American Television, which captures lengthy interviews with some of the great television pioneers.

"I have a desire to make sure the past is remembered accurately and that we learn from it," Marshall says. "We have to use it to inspire the future." —Joe Schlosser



# Fates & Fortunes

## BROADCAST TV

**Jerry Harbin**, general sales manager, WNDY-TV Marion, Ind., joins WXIN(TV) Indianapolis in same capacity.

**Robert Finkel**, VP, finance, CBS Enterprises/Eyemark Enterprises, joins KTTV(TV) Los Angeles in same capacity.



**Wach**

**Michael Wach**, managing partner/president of stations, BGI Broadcasting Inc./Alpha Broadcasting Inc., joins WNYW(TV) New York as VP/GM. Appointments at Paxson Communications Corp.'s

Pax Net: **Robert Hyland**, West Coast manager, Competitive Media Reporting, Los Angeles, joins as VP, Western region, Los Angeles; **Michael Schweitzer**, executive VP/managing director, Western International Media, joins as VP, Southern region, West Palm Beach, Fla.; **Lewis Freifeld**, VP/GM, WSYT(TV) and WNYS-TV Syracuse, N.Y., joins as VP, Eastern region, New York.

**Jim Vescera**, head of advertising and promotion department, ABC, joins NBC, Burbank, Calif., as VP, on-air promotions and NBC 2000.

**Shelly Maxwell**, GM, WLAB(TV) Nashville, joins America's Voice television network, Washington, as VP, programming.

**Mark Wilcox**, account executive, KATU(TV) Portland, Ore., named national sales manager.

**Maryanne Maguire**, VP/manager, Katz Network Dimensions, Dallas, joins Katz Hispanic Media, Dallas, as VP/regional manager.

Appointments at Katz Continental Television, New York: **Jose Villafine**, sales assistant, named research analyst; **Eric Fleischer**, **Ellen Dolan** and **Scott Halpin**, research analysts, named senior research analysts; **Emily Jacobs**, sales assistant, named research analyst.

Appointments at Katz American Television, New York: **Rosario DiMaggio**, sales assistant, named research analyst; **Mark Gaydos**, research analyst, named research manager; **Kathi Thornton**, sales

## Kerschbaumer joins 'Digital Television'

Ken Kerschbaumer, managing editor of *Television Broadcast* magazine, joins *Digital Television*—



BROADCASTING & CABLE's sister publication—as editor, Kerschbaumer began working at Miller Freeman, PSN as assistant editor in 1991 and worked his way up to managing editor in 1995. He was also managing editor of *TV/Europe* magazine from 1994 to 1997 and of *Government Video* magazine from August 1997 to March 1998.

BROADCASTING & CABLE's sister publication—as editor, Kerschbaumer began working at Miller Freeman, PSN as assistant editor in 1991 and

worked his way up to managing editor in 1995. He was also managing editor of *TV/Europe* magazine from 1994 to 1997 and of *Government Video* magazine from August 1997 to March 1998.

executive, named team manager, Los Angeles.



**Calabrese**

**Peter Calabrese**, president of television, Out of the Blue Entertainment, joins KQED(TV) San Francisco as VP/television station manager.

**Gary Wordlaw**, VP, news, WJLA-TV Washington, joins

WTVH(TV) Syracuse, N.Y., as president/GM.

**Cullie Tarleton**, GM, WCCB(TV) Charlotte, N.C., adds additional duties of VP, television, Bahakel Communications.

**Ronald Furman**, VP, prime time sales,

ABC Television Network, joins The Univision Network, New York, as executive VP, sales and marketing.

## PROGRAMMING



**Gamba**

**Therese Gamba**, director, advertising and promotion, Columbia TriStar Television Distribution, joins Worldvision Enterprises, New York, as VP, marketing.

**Katherine Carpenter**, U.S. programming consultant, Granada International Television, joins the Corporation for Public Broadcasting, Washington, as VP, programming.

**Kerry Novick**, director, international sales and co-productions, Fox Lorber, joins Children's Television Workshop, New York, as director, marketing and program development, Asia/Latin America.



**Cornish**

**Stephen Cornish**, sales manager, Europe, 20th Century Fox International Television, London, named VP/managing director.

**Jerry Smallwood**, senior VP, sales, and **Frank Slugas-ki**, VP, sales and marketing, A-Pix Entertainment, New York, named executive VP and senior VP, respectively.

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is the person **we deliver.**



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**Hans Fischmann**, production coordinator and designer, interactive game shows, joins LMNO Productions, Los Angeles, as manager, new media.

## JOURNALISM

Appointments at WPBF(TV) West Palm Beach, Fla.: **Marguerita Sucierto**, executive producer, *Morning Show*, KSTP-TV St. Paul, joins as producer, 11 p.m. newscast; **Emily Thompson**, weekend producer, WXIN(TV) Indianapolis, joins as producer, 5 p.m. weeknight newscasts; **Brad Clore**, chief videographer, WVIR-TV Charlottesville, Va., joins as videographer/editor.

**Steve Brown**, investigative reporter, WKBW-TV Buffalo, N.Y., joins Fox News, Chicago, as a correspondent.

**George Smith**, anchor/reporter, WTNH-TV New Haven, Conn., joins WHDH-TV Boston as weekend sports anchor.

Appointments at WIXT(TV) Syracuse, N.Y.: **Bill Colley**, reporter, WTVH(TV) Syracuse, joins as news director;

**Steve Craig**, anchor/managing editor, WICZ-TV Binghamton, N.Y., joins in same capacity; **Lisa Lovell-Ayres**, producer, WYOT(TV) Scranton, Pa., joins as executive producer; **Brian Montgomery**, meteorologist, WBNG-TV Binghamton, joins in same capacity; **Jim Ehmke**, chief videographer, WICZ-TV, joins in same capacity; **Kristen Miranda**, reporter, named morning anchor.

**Lisa Wolfe**, director, operations, Providence, R.I., and the New England Weather Bureau, joins Metro Networks as director, operations, Washington.

**Gail Plewacki**, investigative reporter, joins KSTP-TV's investigative unit, St. Paul, in same capacity.

**Nick Simonette**, news director, WHAS-TV Louisville, Ky., joins KENS-TV San Antonio, Tex., as director, news.

## RADIO

**Gary Blum**, local sales manager, WNEW(FM) New York, named general sales manager.

**Kate Parnau** joins WRNJ(AM) Hackensack, N.J., as account manager.

**Rod Zimmerman**, VP/GM, KMOX(AM) St. Louis, joins WBBM(AM) Chicago in same capacity.

**Vince Welch**, sports director, WNDY-TV Marion, Ind., joins WIBC(AM) Indianapolis in same capacity.



Lewis

Appointments at Jones Radio Network, Englewood, Colo.:

**Steve Lewis**, morning show host, WKSJ(FM) Asheville, N.C., joins as host, U.S. Country morning show; **Bill Western** and **Larry Shipley**

join the on-air staff at Jones's Classic Hit Country. Western will do mornings (6-11 a.m.), and Shipley will work overnights (1-6 a.m.).

Appointments at United Station Radio Networks Inc., New York: **Patrick Kramer**, staff producer, *Super Country with Ben and Brian*, named production director; **Jeanine Uttaro**, associate producer, named production coordinator.

**Brian Benedick**, sales manager, Eastman Radio, Chicago, transfers to Eastman Radio, New York.

**Charles Gerding**, sales manager, Sentry Radio, Minneapolis, transfers to Sentry in Atlanta.

**Judy Houston**, VP/manager, Katz Radio, Minneapolis, transfers to Katz Radio, Chicago; **Scott Taylor**, senior account executive, Katz Radio, Chicago, named manager, Minneapolis office; **Mark Edwards**, senior account executive, Katz Radio, Boston, named sales manager.

**Mark Masepohl**, director, sales,

### New Weather Team



Stanley



Shankle

Appointments at The Weather Channel's new department devoted to developing local and digital products, Atlanta: **Bahnsen Stanley**, GM, Travel Channel, joins as senior VP; **Lisa Shankle**, VP, affiliate sales, Eastern region, The Interactive Channel, Dallas, joins as VP,

KTRH(AM) and KBME(AM) Houston, named director, sales, Houston, Chancellor Media Corp (owner).

**Patty Steele**, evening news anchor, WCBS(AM) New York, joins WBIX-FM New York as co-host, *Danny Bonaduce in the Morning* show.



Pierson

**Carol Pierson**, director, Federation services, National Federation of Community Broadcasters, San Francisco, named president/CEO.

**Monte Maupin Gerard**, VP/GM, WFMS(FM) Indi-

anapolis, named VP/market manager, Indianapolis radio stations, for the Susquehanna Radio Co.

**Eddie Webb**, on-air host, KUPD-FM Tempe, Ariz., joins WRCX(FM) Chicago as afternoon drive host.

## CABLE

**Ray Giacomelli**, director, research, Sci-Fi Channel, New York, named VP, audience analysis, USA Networks.

Appointments at ESPN, Bristol, Conn.: **Dick Glover**, senior VP, ESPN Enterpris-



Glover



Fearing

es, named executive VP, programming; **Judy Fearing**, senior VP, marketing, assumes the additional responsibilities of brand management and business development.

Appointments at Bresnan Communications, White Plains, N.Y.: **Edward Bennett**, lawyer, Sanford C. Bernstein & Co., joins as associate general counsel; **Benedict Caiola** joins as international account manager.

Appointments at MTV, New York: **Ken Benson**, program director, KKRZ(FM) Portland, Ore., joins as VP, music programming; **Tony Dunaif**, director, market development, MTV



Networks, named VP.

**Tony Dolle**, outdoor communications manager, Cabela's, joins The Nashville Network, Nashville, as manager, communications, TNN Sports Information.



*Chili*

**Terry Chili**, director, marketing and affiliate sales, Home Team Sports, Bethesda, Md., named VP, marketing, programming and affiliate sales.

Appointments at A&E Television Networks, New

York: **Susan Leventhal**, executive producer, History Television Productions, named VP; **Howard Zaremba**, VP, special markets, named VP, affiliate sales, Mid-Atlantic region; **Susan Feinberg**, director, affiliate sales, Western region, named VP, Denver.

## ADVERTISING/MARKETING PUBLIC RELATIONS



*McClintock*

**Dana McClintock**, director, Olympic Communications, CBS Sports, named director, communications, CBS Corp., New York.

**Gordon Robertson**, associate creative director, D'Arcy Masius Benton &

Bowles, St. Louis, named VP/creative director.

**Jack Kirby**, executive VP, National Media Corp., Philadelphia, named president.



*Issari*

Appointments at Worldlink, Los Angeles: **Mehraz Issari**, director, sales, named VP; **Sue Abruzzese-Thorman**, VP, program sales, Fox Sports Net, joins as director, business development, Worldlink East;

**Ginny Malley**, account manager, direct response advertising, Landmark Networks Inc., joins as sales manager, Worldlink East.

**Henry Hoberman**, partner, media and communications group, Baker & Hostetler, Washington, joins ABC Inc., New York, as VP, litigation and employment practices.

Appointments at The Advertising Council, New York: **Ken Ulmer**, manager, public relations; **Diana Sciocchetti**, project manager, Commitment 2000, and **Carol Riddle**, manager, media analysis, all named directors.

Appointments at Seltel, New York: **Frank DeMarco**, GM, San Francisco, named VP/GM; **Chris Gray**, sales executive, Raycom Sports, joins as GM, Charlotte.

## ALLIED FIELDS

**Selburn Narby** and **Anthony Gianni**, editor, Modern Telecommunications Inc., New York, join National Video, New York, as online editors.

**Michael Taylor**, executive producer, Encore Santa Monica, Santa Monica, Calif., named senior VP/managing director.

**Beth West**, director, promotion, on-air promotion, Lifetime, joins T-Pot International, New York, as director, business development.

**C. Bradley Hunt**, VP, technology, all Post Inc., Burbank, Calif., joins Cintel Inc., Valencia, Calif., as president/CEO.

## ASSOCIATIONS/LAW FIRMS

**Philip Roberts**, executive director, New Jersey Broadcasters Association, elected president of the Broadcast Executive Directors Association.

The Association of Public Television Stations has elected officers for the 1998 board of trustees, Washington: **Jerry Wareham**, president/GM, WVIZ-TV Cleveland, relected as chairman; **Beth Courtney**, executive director/GM, Louisiana Public Broadcasting, elected as vice-chair; Howard Bell, at-large trustee, relected as vice-chair. New members joining the board: **Gene Fondren**, lay representative, KLRU-TV Austin, Tex.; **Steve Bass**, VP/station manager, WGBH-TV Boston; **Allen Pizzato**, GM, WSRE(TV) Pensacola, Fla.

## INTERNET

Appointments at Discovery Channel Online, Bethesda, Md.: **Randy Rieland**,

history and technology editor, named executive editor; **Andrew Cary**, senior producer, New Jersey Online, joins as managing editor.

## SATELLITE/WIRELESS

**Robert Behar**, founding partner/president/CEO, Hero Productions, Miami, joins GlobeCast North America, New York, as president/CEO.



*Thorne*

**Gary Thorne**, president/CEO, Audio King, Minneapolis, joins U.S. Satellite Broadcasting, St. Paul, as VP, business development.

**Perry Wilder**, director, off-line services, Musicam Express,

Louisville, Ky., named senior director of services, Valencia, Calif., office.

## DEATHS

**Ray Scott**, 78, sports broadcaster, died March 23 at Fairview-University Medical Center in Minneapolis after a long illness. During the past seven years Scott underwent heart surgery and a kidney transplant. He also suffered from prostate cancer. Scott's broadcasting career began in 1937 in Johnstown, Pa. The voice of virtually every type of sports event, he was most known as the voice of the Green Bay Packers for 18 years during the 1950s and '60s. Scott retired in 1997 as host of a nationally syndicated radio program. He is survived by his wife, Bonnie; and seven children.

**Keith N. Cripps**, 60, cable television executive, died March 28 of cardiac arrest in Sebring, Fla. He retired five years ago from Amzak Corp., an international cable operator. In 1979 Cripps moved to the U.S., from Ontario, Canada, to work with Amzak. There, he was responsible for the construction and development of cable systems in Philadelphia, St. Louis, Minneapolis, Corpus Christi, Tex., and the Caribbean. He is survived by his wife, Mary, and two daughters.

—Compiled by Jenise Smith  
e-mail: d.smith@cahners.com

**Seinfeld averaged a 8.2 household rating/13 share in access, down 6% in rating from February 1997**, according to a Petry Television analysis of the February Nielsen local-market ratings. Demos were off slightly too. In fact, all top five sitcoms in access were down, with second-ranked *Home Improvement* dropping the most—20%—from a household 8.6/16 in February 1997 to 6.9/13 in February 1998. According to Petry's Dick Kurlander, the Olympics may have been a factor, but a minor one, because the games did not air in access: "Some viewers could have shifted their viewing to prime time." In late night, *Seinfeld* was first in households, with a 6.8/15, flat from the previous February. *Frasier* was second, with a 6.0/10, up 13% in rating, and *The Simpsons* was third with a 3.9/8, up 22% in rating.

**NBC concluded first quarter 1998 with a 29% advantage over its closest prime time competitor** in the adults 18-49 demo, up from 15% during first quarter 1997, according to Nielsen Media Research.

The network scored a 6.7 Nielsen rating/18 share, compared with a 6.8/18 in 1997. NBC said its first-quarter advantage is the largest posted by any network in at least 18 years.

**KOMO-TV Seattle officially began broadcasting high-power digital SDTV on ch. 38 last week.**

After a faltering attempt to broadcast *Rosie* at 3:43 p.m., the transmission was up and running again at 4:35 p.m. "We're still working out the bugs, and it's on and off," says Donald Wilkinson, VP/engineering director for the station's parent company, Fisher Broadcasting. "We're learning a lot about UHF transmitters, I assure you." The ABC affiliate is simulcasting its NTSC programming using a DiviCom encoder. It began testing DTV in January 1997.

**ABC has scheduled a demonstration of 720-line progressive DTV transmission for the NAB '98 convention this week.** Local ABC affiliate KTNV(TV) will broadcast a 720 P HDTV signal with both film transfers and HDTV video, which was pre-encoded using the

Grand Alliance encoder at WHD-TV, the model HDTV station in Washington. The 720 P bitstream was captured at WHD-TV on a Sen-core server, which has been sent to KTNV to feed a Harris 8-VSB DTV transmitter. In other ABC digital news, O&O KABC-TV Los Angeles and affiliate WCVB-TV Boston have placed orders for 720 P encoders from Harris/Lucent Technologies.

**Paxson Communications and DIC Entertainment have reached an exclusive deal** for the Walt Disney subsidiary to provide weekend children's programming to Pax Net. Paxson's forthcoming broadcast network will air three hours of DIC children's programming on Saturdays and two more on Sundays. Paxson executives stress that all the programs will be FCC-friendly and family-oriented. Pax Net launches Aug. 31 and has affiliates in 42 of the top 50 markets.

News Corp.'s **Fox Group** has acquired the Los Angeles Dodgers, and now it's **looking to get a piece of the Los Angeles Lakers.** Fox executives acknowl-

edged that the company has had discussions, but would not elaborate further. A published report said Fox wants to buy 10% of the NBA franchise and possibly 40% of a proposed arena in downtown Los Angeles.

**ABC will lay off about 50 staffers** (about 1% of the network's total workforce) in an effort to cut costs. "Like every other organization, we're constantly searching for ways to operate our businesses more efficiently and productively," said ABC Television Network president Preston Padden through a spokesperson. "We're not on the verge of major layoffs." The cuts are part of the annual budget review process, which will be completed later this spring.

**CBS has tapped The Associated Press to provide it with its next-generation Electronic News Production System** for all of its television and radio news operations. ENPS will replace several different newsroom computer systems currently running on some 400 workstations used by CBS News.

**The news director at**

## DiviCom, JVC team to build HDTV encoder

JVC and compression supplier DiviCom have agreed to develop a high-definition encoder that will support the 1080 I and 720 P HDTV formats and the 480 P standard-definition format.

The product, MediaView MV40-HD, will be based on DiviCom's latest standard-definition encoder, the MediaView MV40. As such, it will use the DVxpert compression chip from DiviCom parent company C-Cube Microsystems. JVC will write the core software, or microcode, that will drive the HDTV system.

At press time last week, Takeo Shuzui, president of JVC parent Victor Co. of Japan Ltd., was scheduled to travel to this week's NAB convention to talk about the MV40-HD and the rest of JVC's HDTV plans.

According to Robin Wilson, DiviCom director of marketing, the DiviCom/JVC encoder will be marketed to

the U.S., Japan and Europe through dealers for both companies. It will support both the ATSC and the DVB transmission standards. It also will be able to switch between 4:2:0 and 4:2:2 MPEG-2 encoding to serve both local station broadcasts and networks.

The MV40-HD won't be demonstrated until this fall, according to Wilson, and no target price for the encoder has been disclosed. However, Wilson says that the prices should be competitive with those of other HDTV encoders that have been introduced recently. Wilson says that adding 480 I encoding capability drives up the price of an HDTV encoder and that customers are better off buying a separate 480 I encoder if they need one. "A 480 I encoder costs around \$50,000, while just the option to do 480 I in an HD encoder adds \$70,000 to the cost," says Wilson. "It's a software issue."—Glen Dickson



## Bestowing honors

Industry excellence was recognized last week with both Peabody and Robert F. Kennedy awards.

The Peabodys are given by the University of Georgia's Henry W. Grady College of Journalism and Mass Communication for achievement in radio, TV and cable programming. **Radio winners:** KGO(AM) San Francisco; KFGO(AM) Fargo, N.C.; Southern Regional Council; Focus on the Family, and Murray Street Enterprise and Jazz at Lincoln Center, for NPR. **Television winners:** WRAL-TV Raleigh, N.C.; ABC News *Nightline*; PBS's *The NewsHour with Jim Lehrer*, KQED(TV) San Francisco; KTCA-TV St. Paul and Middlemarch Films; Barraclough Carey Productions, for Channel 4 London and The History Channel; P.O.V./The American Documentary and the Independent Television Service; New England Cable News; Les Films d'Ici, La Sept-Cinema, Centre European Cinematographique Rhone-Alpes and Bravo/The Independent Film Channel; Euroarts Entertainment, OHG & SDR arte and Bravo and Denmark Radio; Florentine Films/Hott Productions

and WETA-TV Washington; WGBH-TV Boston (three awards); BBC (two awards); HBO and Carlton Television in association with the CBC; WNET(TV) New York; ABC, The Black/Marleys Co. and Touchstone Television (for *Ellen*—the puppy episode); NBC and Fatima Productions (for *Homicide: Life on the Street*); ABC and Sarabande Productions and 20th Century Fox Television (for *Nothing Sacred*); HBO Pictures and the Thomas Carter Co.; TNT, a Mark Carliner production (for *George Wallace*); FASE Productions, for PBS, and Big Feats! Entertainment, a unit of Lyrick Studios, for PBS. CBS walks away from the Peabodys with two institutional awards, for *Sunday Morning* and *60 Minutes*. And individual Peabodys went to Carol Marin and Ted Turner. The awards will be presented at ceremonies on May 11 in New York.

The Kennedy awards are presented for coverage of the problems of the disadvantaged. Winners are CBS's *60 Minutes*; ABC News *Nightline*; WGBH-TV Boston, and Cinemax.  
—Sara Brown

**WPLG(TV) Miami will not have to go to jail after all.** Area police were able to track down the people who had shot a videotape of a confrontation between a policeman and a citizen—without taking the tape itself. Prosecutors had thought that the tape—believed to have been shot by Polish tourists who took it to WPLG—was needed to find witnesses who could help to determine whether the policeman had used excessive force. WPLG had resisted a subpoena for the tape, with news director Tom Doerr—who has since left the station for a consulting job—and acting director Omar Sobrino prepared to go to jail. The amateur filmmakers turned out to live locally.

National Public Radio President **Delano E. Lewis** announced last Friday that he is leaving the post effective Aug. 1. Lewis says he wants to teach, lecture and write a book about his

experiences since he joined the program supplier in January 1994.

**Turner Network Television has pumped up its original production budget by 146%** and has announced plans to produce two new series and more than two dozen original movies during 1998-99.

**Showtime has entered into a co-financing, production and distribution deal with Granada Entertainment** that gives the network 12 original movies which will air as Showtime original pictures.

**The House Judiciary Committee last week passed a bill intended to protect copyrighted material on the Internet.** It would make illegal any devices that allow users to circumvent copyright restrictions; it also would limit the liability of online service providers (OSPs) for copyright violations by network users. A

deal worked out by copyright holders and OSPs would allow OSPs to take down upon notice any material located on their network that violated copyright laws. Language codifying that deal will be added to legislation before it reaches the House floor. The Senate Judiciary Committee still needs to mark up similar legislation.

**Sen. Conrad Burns (R-**

**Mont.) plans to introduce legislation to reform the international telecommunications satellite industry** when Congress returns from spring recess at the end of this month. Hearings on the issue are scheduled for April 29. Sen. Daniel Inouye (D-Hawaii) introduced satellite reform legislation last year, but the bill has not moved in the Senate.



“The guy says we'll be able to get HDTV, SDTV, analog and digital cable, DBS and the Internet, plus it makes a handy drying rack for all our fine washables!”

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Incorporating The Fifth Estate TELEVISION Broadcasting

## Viva Las Vegas

Broadcasters are gathering in the gambling capital of the nation this week. Never before has the Las Vegas venue seemed so appropriate.

The stakes could scarcely be higher for the industry as it pays its money and takes its chances on a variety of possible HDTV/DTV combinations. Of course, the broadcaster equivalent of those big plastic cups is not filled with quarters but with millions of dollars, and the payoff is no less than broadcasting's future.

Lacking a card counter or a crystal ball, we're not going to attempt to predict how the cards will fall. Judging from the digital format announcements made last week or planned for the show, the big game is finally about to begin. Its exciting just to be near the table.



While we're on the subject of money, broadcasters this week are unveiling their study putting a value on the industry's annual public service commitment. If accurate, that figure—\$6.8 billion—is impressive by itself (particularly considering that radio and TV stations' combined total cash flow last year was \$9.4 billion)—but it does not tell the whole story. Anticipating the critics, NAB took the conservative route and did not include hours volunteered by station staffers; the cost of off-air campaigns such as hotlines and health fairs, or the loss of ad inventory because of news coverage of local emergencies or crises. Add the value of those to the pot and the figure would be much higher.

Not surprisingly, broadcasting's most vocal critics were not satisfied with the \$6.8 billion figure. But fortunately for the public, whose service is being evaluated, neither was the NAB. "We think this is the very baseline from which to work," says NAB President Eddie Fritts. "Will we do more next year? Yes."

## Paper chase

"Most broadcasters want to do the right thing. They're completely honest when they file their applications. I'm willing to take their word for it." More Eddie Fritts? No. FCC Chairman Bill Kennard, explaining last week why he wants to streamline the FCC filing procedures and cut down on the paperwork. "I spent a lot of years trying to get minor modifications through for clients. They wanted to move their transmitter three-quarters of a mile. ... You'd have to file your application, get the FAA approvals, and it would sit. Sometimes you'd have to go up to Capitol Hill and get a letter from a congressman just to move a transmitter—unopposed." Sounds like the voice of experience.

Kennard is hardly the first to try to reform the process, but we applaud each attempt to save a few more trees and spare broadcasters (and their lawyers) from some aggravation.

## Won't you come home, Bill Paley

When Howard Stern was asked about the seeming incongruity of his planned new late-night show—complete with strippers, drunken dwarfs and nudity—airing on stations of the Tiffany network, his response was: "Tiffany is a stripper's name." And Tiffany doesn't seem to mind either. As Mel Karmazin put it: "It will make more profits for the CBS stations in that time period than they have ever made."

We were planning to defend: (1) Howard Stern's right to be tasteless; (2) Eyemark/CBS's right to make its own editorial decisions about the programming it produces, and (3) the right of stations to choose what they put on the air. We still defend those things—but on this week's page, we seem to have run out of room.

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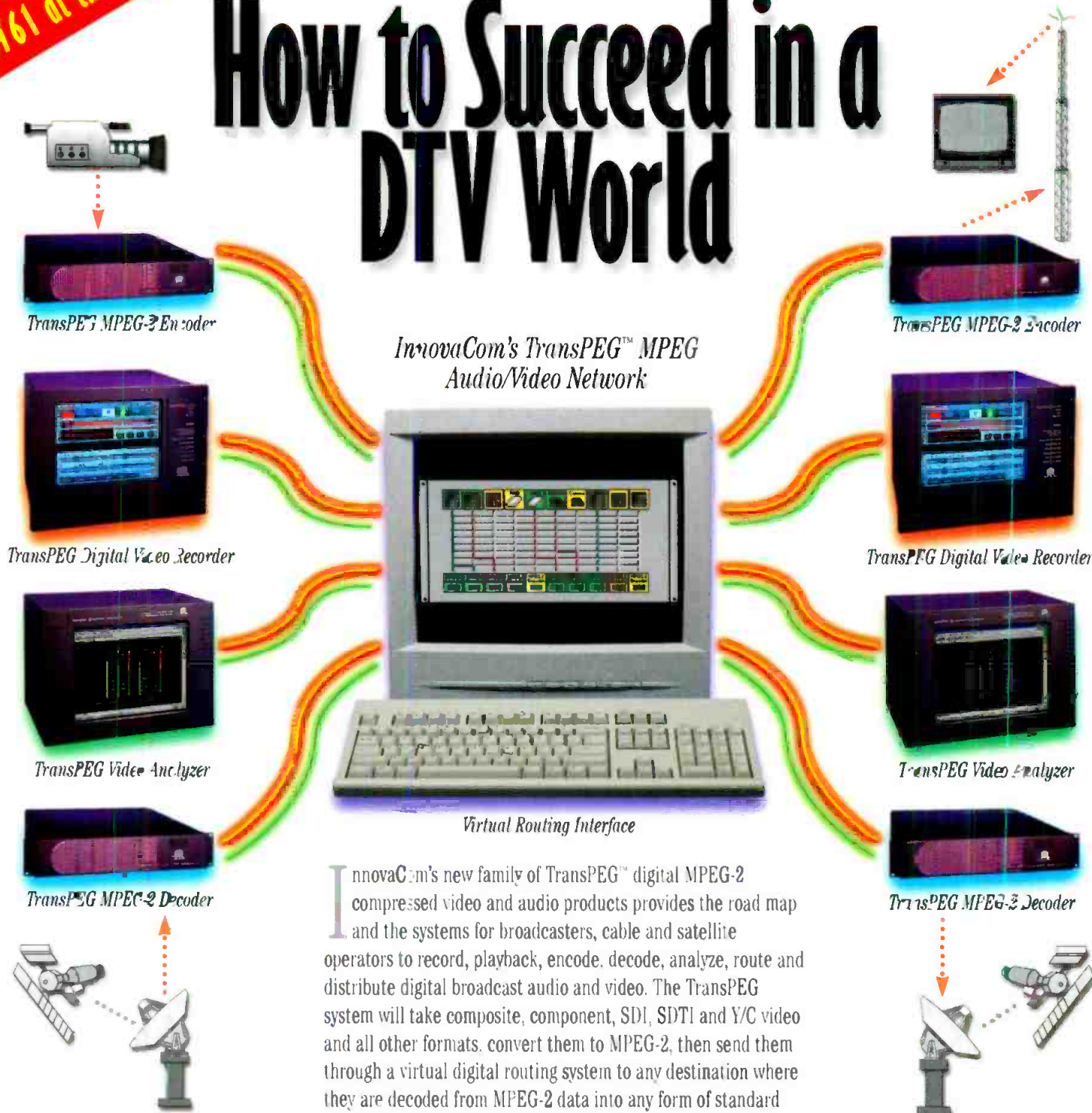
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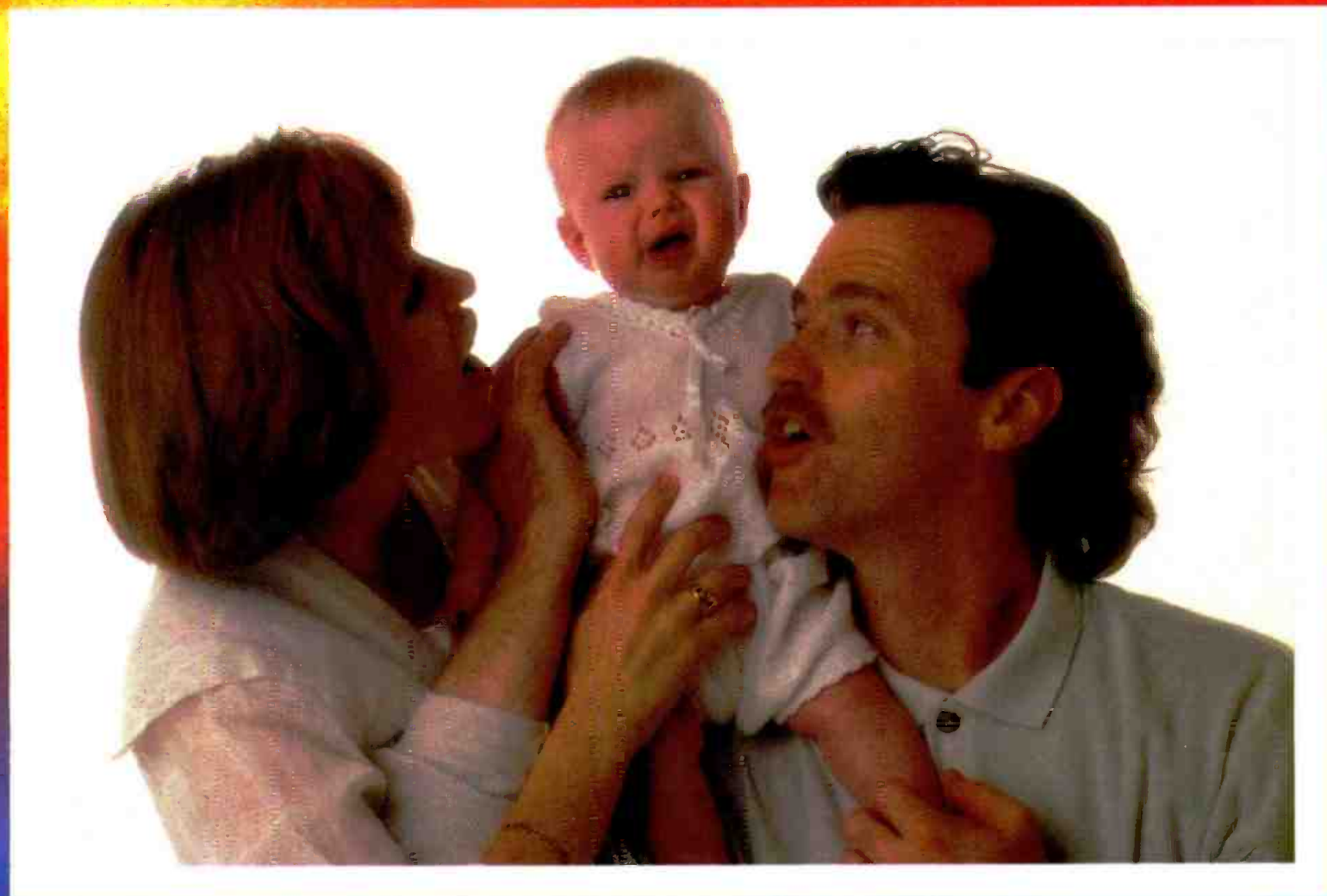
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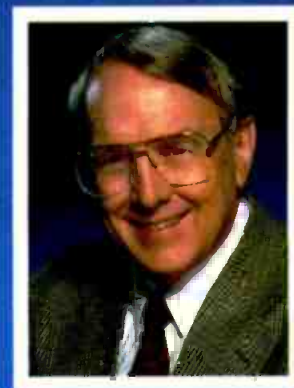
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