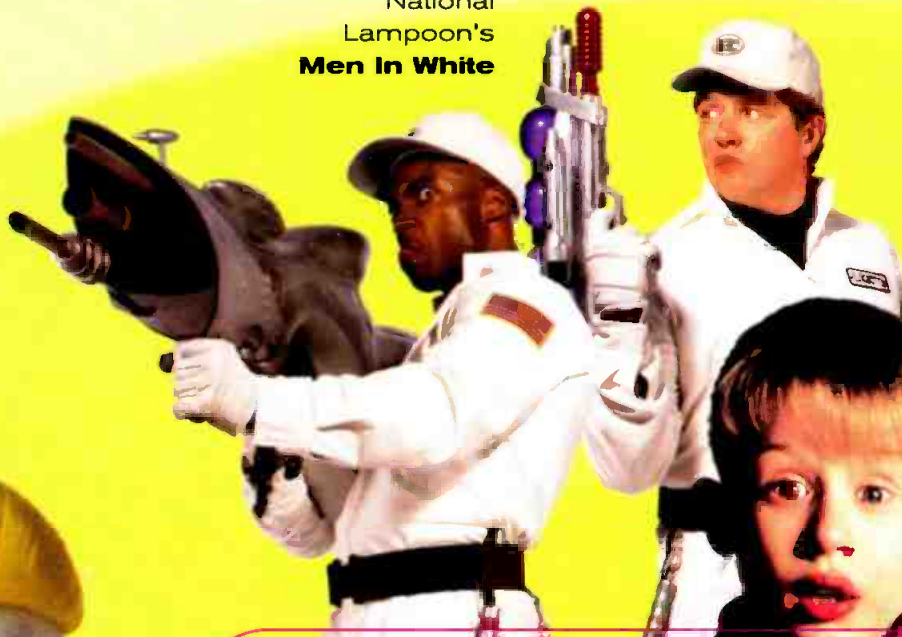


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Magic out of the game After only nine weeks, Magic Johnson is disappearing from the late-night TV scene, as Twentieth Television executives pull the plug on the former NBA star's underperforming talk/variety show. / 10

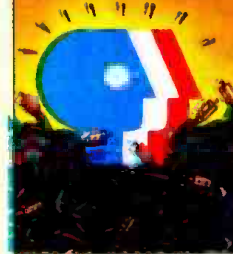
Bodenmann to head syndicators association

Allison Bodenmann was named president of the Syndicated Network Television Association, the new-and-improved successor trade group to the Advertiser Syndicated Television Association. / 11

CBS plays hide-and-seek with earnings Mel Karmazin thinks that investors dwell too much on the weakening results at CBS's broadcast network, so CBS is providing little detail on the performances of its individual business units. / 15

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PBS Keeps Its Head

Above Cable PBS executives, facing a growing menu of cable shows that look like the shows viewers used to find only on public TV, more than ever are turning to the tactics of their commercial counterparts in program production, promotion and distribution. / 21

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The expanding world of NEWS SERVICES

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Local news gets Rocky review A study from a Denver-based TV watchdog group says coverage of violence accounts for more than 40% of local newscasts. / 43

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Boulder won't build its own system Faced with a \$100 million price tag for a municipal cable overbuild, Boulder, Colo., has decided not to compete with incumbent MSO TCI Communications. / 47

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Nets After a management shuffle at Fox/Liberty Networks, Mark Sonnenberg is now executive vice president of Fox Liberty Ventures. / 50

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DTV Express hits Big Apple The Harris/PBS DTV Express visited New York last week, showing off a working DTV station in a mobile vehicle and offering technical demonstrations and seminars. / 54

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NBC invests in Intertainer NBC last week invested \$3 million in Intertainer, with an option to buy a lot more. NBC receives a 6% stake in Intertainer, a pay-per-view video service on PC screens, and it could buy up to 19% of the company for \$75 million. / 58

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Murdoch/Malone may be Primestar's prime stars

Latest deal has the two buying out MSOs; Justice approval uncertain

By John M. Higgins

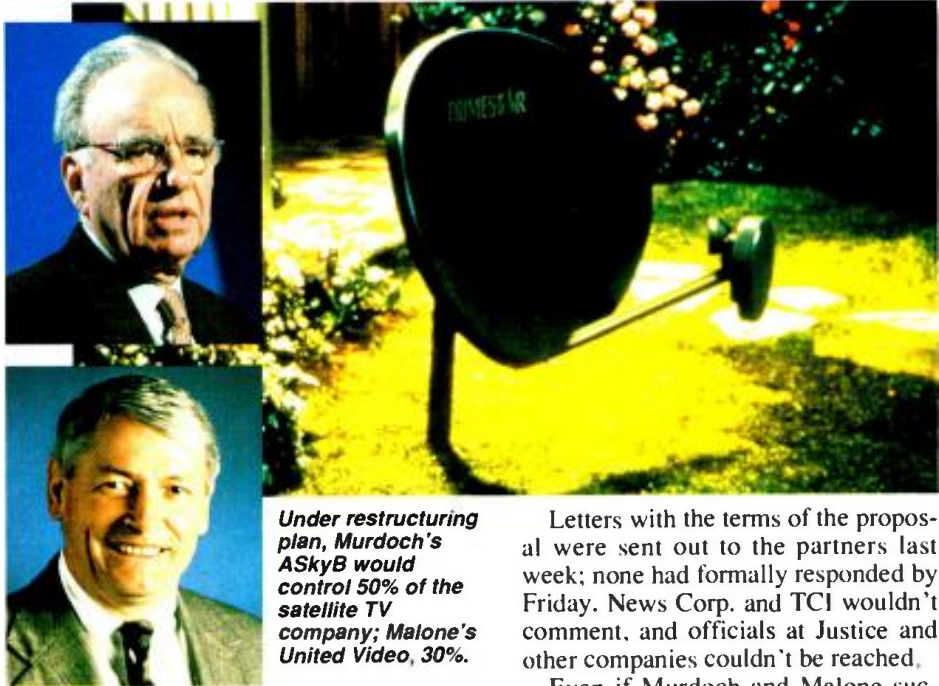
Rupert Murdoch and John Malone would come out on top at Primestar Inc. under a proposal to restructure the company to appease antitrust regulators trying to block the DBS company's planned acquisition of American Sky Broadcasting.

News Corp. Chairman Murdoch and Tele-Communications Inc. Chairman Malone's United Video Satellite Group Inc. are proposing to step in and take control of Primestar, buying out the company's four MSO partners.

The proposal is a big reversal for News Corp., which initially had agreed to merge ASkyB into Primestar in order to escape the DBS business. Now Murdoch could wind up controlling the operation.

But it's not at all clear that Justice Department antitrust division chief Joel Klein will sign off on the deal. In going to court to block the Primestar/ASkyB merger, his chief objection is that a Primestar owned by cable operators won't aggressively compete with cable systems for subscribers. Primestar believes it will work because the complicated series of transactions surrounding AT&T Corp.'s takeover of TCI largely distances UVSG from TCI's cable systems. However, UVSG essentially will remain a subsidiary of AT&T and be tied legally to the cable systems.

It is equally unclear that the cable operators will approve. All of them are either eager or at least willing to get out. But putting a competing subscription video system in the sometimes-ruthless hands of Murdoch and Malone is not an appealing prospect. "The guys are very nervous about turning a distribution system over to them," says an executive of one of the other Primestar MSOs.



Under restructuring plan, Murdoch's ASkyB would control 50% of the satellite TV company; Malone's United Video, 30%.

Under a proposal being considered by Primestar's various partners, TCI-controlled United Video Satellite Group would buy out MSOs that now control 61% of Primestar's stock for about \$968 million in cash and notes.

That comes to \$8 per share, about two-thirds of that in cash and the rest in bonds—about 45% above Friday morning's trading price.

At the same time, Murdoch and partner MCI Communications would put up ASkyB's coveted orbital slot for a high-powered DBS satellite, a satellite under construction and what one source involved in the deal would characterize only as "several hundred million bucks."

ASkyB would wind up owning almost 50% of the combined operation. UVSG would have about 30%, and the remainder would be in the hands of public shareholders—some of the larger ones including Malone and his associates—and General Electric Corp.'s satellite unit.

Letters with the terms of the proposal were sent out to the partners last week; none had formally responded by Friday. News Corp. and TCI wouldn't comment, and officials at Justice and other companies couldn't be reached.

Even if Murdoch and Malone succeed in their plan, they've got a huge amount of work ahead of them. Partly because of all the mayhem during the ownership of Primestar over the past year, the DBS operation's growth has slowed dramatically, and rivals DirecTV and EchoStar have pulled well ahead. "They've got so much catching up to do the deal almost doesn't matter," says one media analyst.

The ASkyB deal has been dragging on for months. News Corp. and MCI rattled the cable market two years ago by bidding \$682 million for the last remaining high-power DBS orbital slot at an FCC auction. After boasting and braying about their threat to cable, News Corp. and MCI realized that their prospects as the fourth entrant in the DBS market were bleak, so they agreed to merge the company into EchoStar. However, News Corp. executives clashed with EchoStar Chairman Charlie Ergen, so ASkyB scrapped the deal and agreed to a merger with Primestar for \$1.1 billion in

nonvoting stock—essentially covering the cost of the license and a satellite under construction.

To Primestar the ASkyB deal would be a godsend. As a medium-power service, Primestar requires subscribers to buy dishes twice the size of DirecTV and EchoStar units and can offer fewer channels. A high-power license would free the company of those handicaps.

But after a lengthy investigation, Justice sued to block the ASkyB deal, with Klein saying that DBS is critical to keeping cable rates in check and that the merger would harm consumers by lessening competition.

A surrender by the MSOs would certainly help to get clearance. A big ques-

tion is whether UVSG buying them out gets Malone and Murdoch anywhere.

UVSG is controlled by TCI Ventures, a "tracking-stock" subsidiary of TCI. TCI Ventures is being acquired by Liberty Media, another tracking-stock subsidiary of TCI. Ostensibly the economic interests of operations underlying tracking stocks are separate from those of TCI. But Liberty is largely owned by the same shareholders that control TCI—Malone and the family of late TCI founder Bob Magness—so Liberty and TCI are largely run in parallel.

However, TCI and Primestar officials are arguing to the DOJ that the AT&T deal changes that. Yes, Liber-

ty will, in a legal sense, still be a subsidiary of AT&T. But its shareholder base will be completely different from that of AT&T; Malone will have no executive role in the telco, and Liberty's economic interests will lie someplace other than the cable systems.

Even if Klein doesn't buy that, Primestar will be tied to an MSO system serving fewer than 25% of U.S. cable subscribers versus some 60% with its current owners.

"Under the AT&T deal Liberty is not going to be managed by anybody who's managing the cable company," says one industry executive familiar with the deal. ■

SMART adds P&G to ratings roster

General Motors also said to be close to supporting new competitor to Nielsen

By Steve McClellan

When Nielsen Media Research went public last month, the four major broadcast networks and a handful of key ad agencies moved quickly to embrace Statistical Research Inc.'s SMART service—not just as a TV ratings experiment, but as a measurement service that could break Nielsen's monopolistic hold on the market.

Last week, Procter & Gamble reportedly joined the growing ranks of SMART supporters: General Motors was said to be close to signing a commitment letter as well. A competing ratings service is not a done deal yet, with cable remaining the most conspicuous hold-out. But the industry seems as close to having a second national TV ratings service as it has been since AGB dropped out of the field almost a decade ago. If SMART does go forward, it would take at least two seasons to roll it out.

NMR's public spin-off sounded alarm bells along broadcast row and on Madison Avenue for several reasons. First, as part of the spin-off agreement, the ratings service acquired \$300 million in debt from former parent Cognizant Corp. In addition, NMR said that it will spend another \$300 million to upgrade the service for the digital era.

Those huge debt and upgrade commitments—combined with new pressure to generate consistent profits as a public company and coupled with long-standing unresolved complaints



Gale Metzger, president of Statistical Research Inc., is optimistic that his company will get the backing it needs to roll out a new national ratings service in two years. With close to a dozen signed letters of intent, Metzger says he's "more than halfway" toward the \$100 million in backing that SRI will need to launch the SMART service—assuming that all who sign letters of intent also sign binding subscription agreements.

about the reliability and consistency of Nielsen data—had many of the company's clients fearing that they would continue to get what they see as poor-quality service, but at higher prices.

Nielsen had announced earlier that it was developing a panel of 5,000 homes to measure personal computer use. Broadcasters say that presents Nielsen

with another major distraction from addressing problems with its mainstream media ratings.

The only solution, those clients say, is to have competition in the national TV ratings arena. Two weeks ago, Westfield, N.J.-based SRI, which has been developing the SMART ratings service for four years (using Philadelphia as its test market), said that the four major networks and some advertising agencies had signed letters of intent to enter "good faith" negotiations to become subscribers to SRI's new national TV ratings service (B&C, Aug. 3). The new service will cost \$100 million to roll out. In addition to ABC, CBS, Fox and NBC, those signing the letters of intent include BBDO, Grey, Optimum Media, Starcom Media Services, TeleVest and TN Media.

The broadcast networks have complained bitterly for years about alleged flaws in Nielsen's system, ranging from unexplained fluctuations in ratings to flagging cooperation from TV viewers to concerns about Nielsen's ability to measure ratings in the digital age. What angers the broadcasters most is what they say is an arrogant unresponsiveness by Nielsen to their complaints.

And it's not just broadcasters who complain. "Basically there is a great deal of dissatisfaction within the industry toward Nielsen," says Bill Croasdale, president of national broadcasting for Western International Media Group, a Los Angeles-based media-buying com-



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pany. "We've been screaming for years about the inaccuracies. Nielsen has done nothing, regardless of the pleading of the networks and the ad agencies."

Croasdale says that Nielsen is "slow to respond to new technologies. They didn't introduce the peoplometer until they had competition from AGB," which developed it first. "The only time it responds to anything is when there is a threat," Croasdale says. "Is SMART the be-all and end-all? Nobody knows yet."

Cable has problems with SMART. "We have substantial questions about the service," says USA Networks Research Director Tim Brooks. Among the concerns: SMART's ability to measure all subscribers to any particular cable network and its definition of prime time.

Another executive at one of the large cable networks says many on the cable side remember that SMART began strictly as a broadcast network initiative. "At first they didn't want even Fox, let alone cable, involved," the executive says. "There are questions about who stands to gain the most from this new service." ■

Nielsen rebuts SMART talk

In the complicated world of television ratings measurement, one thing is perfectly clear: Nielsen Media Research does not welcome competition, from SRI or anyone else. "Nobody is that stupid" to believe otherwise, says Jack Loftus, Nielsen communications vice president. And the company remains confident that it will continue to be best-qualified to offer an array of national network television, cable and syndication ratings in the future.

Nielsen has been on the offensive since SRI released its initial list of networks and ad agencies that signed letters of intent to subscribe to the service. As many of its clients were taking shots at it last week, Nielsen was aiming numerous barbs at the SMART system. Nielsen charged that SMART's developers haven't figured out how to measure cable or syndication and that SMART hasn't yet been proved to work in the digital environment. Executives at SRI and the cable and broadcast networks dispute these charges. USA Networks' Tim Brooks says he's not thrilled that SRI's service currently does not measure cable audiences within their own universes, but that he still is interested in the SMART alternative.

SRI executives acknowledge some outstanding issues with respect to tabulating syndication data, but that's more a function of sorting data, not gathering it, they say. As to digital, both SMART and Nielsen are still in the test phase, although the networks say they've seen a lot more test results from SMART than from Nielsen.

Nielsen also charges that as investors in SMART—the business plan calls for ABC, CBS, Fox and NBC to invest in SMART in exchange for nonvoting preferred stock—the broadcast networks will be calling the shots, thereby tainting the data. Broadcasters cite the nonvoting aspect of the stock. They also say they've kept Nielsen afloat for years (with annual fees now in the \$12 million range) without having a say in the process. —Steve McClellan

Magic benched

Buzzer sounds as NBA star's shot falls short in late night

By Joe Schlosser

After only nine weeks, Magic Johnson is disappearing from the late-night TV scene.

Twentieth Television executives decided late last week to pull the plug on the former NBA star's underperforming talk/variety show, *The Magic Hour*. Sources say stations outside the 22 Fox owned-and-operated outlets were preparing to downgrade the show starting this fall and that Twentieth executives could not justify the high-priced show in lesser time periods.

Sources say that *The Magic Hour*, excluding Johnson's \$5 million salary, cost Twentieth close to \$700,000 a week to produce. The studio also has spent another \$4 million–\$5 million launching the show and another \$2 million–\$3 million on such items as the set built for the show.

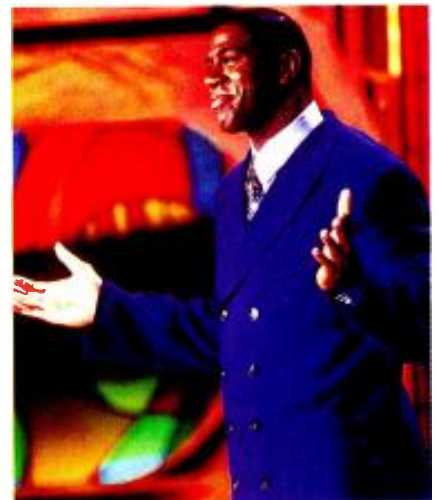
Twentieth actually stopped original production on the show last Thursday and opted to air a repeat of Johnson's

June episode with radio personality Howard Stern last Friday. *The Magic Hour* will remain in repeats through the balance of the summer, after which the fill-in-the-blank game starts for stations that signed on for *The Magic Hour* for the 1998-99 season.

Sources say the Fox O&Os have acquired several off-network programs that can be put in *The Magic Hour*'s place come this fall. Twentieth and Fox executives would not comment.

The Magic Hour averaged only a 1.6 national rating during its first two months on the air, according to Nielsen Media Research data. Last week the show equaled its best one-week ratings mark, scoring a 1.8 rating. The cancellation comes only two weeks after Twentieth Television executives brought popular comedian Tommy Davidson in as Johnson's sidekick.

Johnson's show entered the late-night scene after two pricey failures in the time period. *The Keenen Ivory Wayans Show* from Buena Vista and



The 'Magic Hour' cost \$700,000 a week to produce.

Columbia TriStar's *Vibe* both failed to generate any substantial audience in late night last year. *The Magic Hour* also debuted to heavy skepticism about Johnson's ability to move from the basketball court into the talk show arena and received a number of highly critical reviews right out of the gate.

"I think *Vibe* had a fighting chance; I think *Keenen* had a fighting chance. I don't think this show ever had a fighting chance," one top syndicator says. ■

Bodenmann to head syndicators association

Syndicated Network Television Association will launch with \$1 million-plus budget

By Steve McClellan

Syndicators unveiled their plan last week for a new trade group to better represent their advertiser sales efforts to the ad-buying community.

Allison Bodenmann was named president of the Syndicated Network Television Association (SNTA), the new-and-improved successor trade group to the Advertiser Syndicated Television Association (ASTA).

According to Dick Robertson, president, Warner Bros. Domestic Television Distribution, who led the nine-month effort to form SNTA, the organization will have an annual budget three times the size of the budget available to ASTA, which essentially was a one-man effort run by Tim Duncan. Robertson said SNTA's budget will be "well over" \$1 million, while ASTA's budget was well under \$500,000.

Bodenmann, a 20-year ad agency veteran, was senior vice president and broadcast director of New York ad agency Jordan, McGrath, Case & Partners. Her appointment was announced last Thursday (Aug. 6) at a press conference in New York.

Bodenmann said much of the increased budget would be used to develop research to better demonstrate the value of advertising in syndication programs.

The other big news announced at the press conference was that the barter sales units of two studio-owned syndicators that had not been ASTA members—Paramount Domestic Television Distribution and Columbia TriStar Television Distribution—are joining SNTA.

At the press conference Robertson said that he and other syndication executives felt a need to upgrade the ad sales organization because the business had grown from \$250 million in 1984 to one that now exceeds \$2 billion. "It had become evident that our business had outstripped the capabilities of ASTA," he said. With the addition of Columbia and Paramount, Robertson said, 87% of



Announcing the appointment of Allison Bodenmann as SNTA president last week were (l-r): Dan Cosgrove, Eyemark Media Sales; Dick Robertson, Warner Bros. Domestic Television Syndication; Bodenmann; Bob Cesa, Twentieth Television, and Ira Bernstein, Rysher Entertainment.

the dollars and 92% of the inventory generated by syndication advertising is represented by SNTA.

Robertson said the organization's mission is twofold: "bring more advertisers into the business and pound away at the [cost-per-thousand] differential between

syndication and network television."

Columbia TriStar Television Distribution President Barry Thurston said that his company has 10 syndicated shows with advertising going into the new season and that being a member of a trade group representing those interests "is more significant to us now." He

also said that the decision to strengthen the organization was key to Columbia TriStar's decision to join. The organization needs to communicate the fact that syndicated shows are capable of and frequently do generate broadcast network-sized ratings, he said.

Thurston, who sits on the board of the Television Bureau of Advertising (along with Robertson) pointed to the effectiveness of the TVB in bringing new business to spot television. A good part of SNTA's mission is to deliver similar kinds of results, Thurston said. ■

'Hard Copy' gets hard edit

Nolan dropped; change of name and focus in store for show

By Joe Schlosser

Paramount Domestic Television's nine-year-old syndicated news magazine series *Hard Copy* is getting out of the tabloid business and is getting a complete overhaul for the 1998-99 season.

The daily series is getting a new name, a new host and a new advertiser-friendly format, sources say. Barry Nolan, who had been with the show since its 1989 debut as a correspondent and anchor, will not be back in the fall. His co-anchor, Terry Murphy, was dropped from the show last month after Paramount executives failed to renew her contract. Paramount executives had no comment.

The once-dominant tabloid show has seen its ratings decline over the past few years, and its access time periods have all but dried up in many top markets. In the May sweeps, *Hard Copy* scored a 3.7 rating/9 share, according to Nielsen Media Research. A year earlier, the show had averaged a 4.3/10 in the May sweeps.

Sources say *Hard Copy* earned more than \$10 million last year for the studio, down considerably from its better days in the early 1990s. In comparison, sources say that Paramount news magazine *Entertainment Tonight* brings in more than \$50 million a year.

Sources say *Hard Copy* has let a number of its New York staffers go and will tape the next season from Los Angeles only.

The show's format will be less choppy, with longer, more in-depth stories dominating each half hour. Sources say a number of new names for the show are being considered by Paramount executives, including *First Person*. As for stations currently signed on for what was going to be *Hard Copy* in the 1998-99 season, Katz Vice President Bill Carroll says most station GMs likely will accept the new program, but may do so grudgingly.

"Most stations would probably have liked more notice, so they could give [the] new show the advance promotion it will need," Carroll says. ■

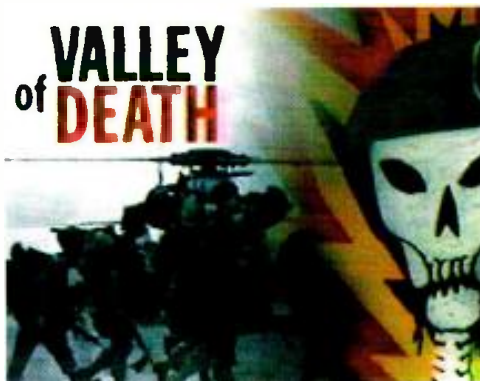
Ex-Green Beret sues CNN over Tailwind

By Dan Trigoboff

The Tailwind fallout continues for CNN. A Vietnam War veteran who participated in the operation is suing CNN and *Time* magazine over the discredited and disavowed report that U.S. soldiers used deadly sarin nerve gas in 1970 during a secret mission in Laos.

Former Green Beret Sergeant Keith Plancich seeks damages of \$100 million, contending he was defamed by the report's allegations that he and other members of a special unit killed women, children and American defectors during the operation. Plancich says his picture was repeatedly shown during the June 7 broadcast and in the corresponding June 15 *Time* article.

The CNN story was quickly attacked by military sources and scrutinized by other media entities, prompting an investigation by the Pentagon and an internal probe by



The 'Valley of Death' results in a \$100 million lawsuit against CNN.

CNN. In the CNN report, noted First Amendment lawyer Floyd Abrams found the charges against the military to be unfair and unsupported by the evidence, but the report did not say that the charges were untrue. The network apologized, retracted the story, accepted the resignation of one producer and fired two others—both of

whom have publicly maintained that the story was correct. Similarly, the military said it found no evidence to support the CNN report's charges and called the story "irresponsible."

Plancich's lawyer, Edward Horan, said the decision to sue was made after the CNN retraction. "He was dissatisfied," Horan said. "[CNN] never come out and said 'This story was false.' Of course," he added, "from a tactical standpoint, it would have been difficult for any person hired by CNN to say something that would have brought automatic liability."

CNN said it does not comment on legal actions. Abrams responded that he could not comment "in light of the fact that I did do the report, and I may be a witness."

Horan confirmed that the Miami federal courthouse where the suit was filed last week could host Abrams and "a parade" of journalism experts. "A lot of our investigative work has already been done by others, including Floyd Abrams" and the Pentagon, he said. Even though Abrams' report was "carefully worded," Horan said, it cites examples where CNN reporters put aside evidence that contradicted or blurred their findings. ■

FTC bars two alcohol ads

Cites boating safety violations in beer ad and low-alcohol claims in Kahlua spot

By Chris McConnell

The Federal Trade Commission plans to bar future broadcasts of two TV commercials for alcoholic beverages.

In a pair of settlements unveiled last week by the agency, Beck's North America and Allied Domecq Spirits and Wine Americas will be prohibited from distributing certain ads for Beck's Beer and Kahlua White Russian.

The Beck's settlement targets ads by the company depicting young adults on a boat, some of them holding bottles of beer while perching on the edge of the bow. Regulators said the spot may violate federal and state boating safety laws and struck a deal with Beck's that forbids the company from distributing commercials that depict people con-

suming alcohol on a boat while "engaging in activities that pose a substantial risk of health."

The FTC also cracked down on commercials calling Kahlua White Russian premixed cocktail a "low-alcohol beverage." Regulators said beverages must have an alcohol content of less than 2.5% alcohol by volume to qualify for the "low-alcohol" claim.

The FTC said that Kahlua White Russian weighs in at 5.9% alcohol by volume. The agency's settlement with Allied Domecq bars future spots representing beverages with a 5.9% alcohol by volume content as low-alcohol.

"Ads that underrepresent alcohol content pose a substantial risk to consumers," said Jodie Bernstein, director of the FTC's Bureau of Consumer Protection. The FTC will invite public

comments on both settlements before they become final.

In another action, the FTC last week ordered eight alcoholic beverage companies to supply information on their efforts to discourage ads to underage drinkers. Regulators said they want to study how well industry self-regulation in the area is working.

The companies—representing beer, wine and distilled spirits advertisers—were ordered to supply information about their efforts to ensure that product placements in movies and television are directed to an adult audience. The FTC also asked for information on company efforts to restrict minors from viewing Websites that promote alcoholic beverages and efforts to ensure that marketing on college campuses is directed to an adult audience. ■

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SONY

Hurting MGM lion seeks a partner

Time Warner, Fox, Disney among those approached

By Michael Stroud

MGM's decision to seek a merger partner or investor could be a tough sell.

The Hollywood movie and television studio, which confirmed last week that it has held early talks with unidentified companies about "business combinations," remains hobbled by debt and by losses of \$55 million in its second quarter alone.

The company has halted new television development for the next three to six months, conserving cash while seeking a partner. Instead, it will focus on putting out the 10 series already ordered, including *Magnificent Seven* for CBS and three series for cable and syndication: *Stargate SG-1*, *The Outer Limits* and *Poltergeist: The Legacy*.

In film, the company is trying to spring back from a long dry spell, with few hits other than its "James Bond"

franchise over the past few years.

Problems are compounded by the fact that other studios, such as Time Warner, control international distribution of many of MGM's prime movies, videos and TV shows for another one to three years.

The company's ongoing problems—despite diligent efforts by MGM Chairman Frank Mancuso—have pushed its stock down some 16% over the past month. MGM executives announced last week that the company would seek a capital infusion of \$250 million.

MGM already has begun floating its financials to potential buyers, sources say. But with a price tag—including debt—that could top \$2 billion, interest so far has been limited. And controlling shareholder Kirk Kerkorian is considered unlikely to sell unless he can command a substantial premium to the company's current \$17-\$18 trading range.

An MGM spokesperson declined comment. Officials at both Time Warn-



MGM's strapped TV division will concentrate on production of current offerings like 'The Outer Limits.'

er and Fox say they were not impressed in a first look at the studio's assets. Disney is also said to have kicked the tires. A Disney official couldn't immediately be reached.

"When it gets down to putting money on the table, I would expect domestic buyers wouldn't be as willing to put money on the table as overseas buyers," says analyst Dennis McAlpine of Josephthal, Lyon & Ross. "The big American studios already have libraries, production and distribution."

Possible European partners include Bertelsmann AG, Canal Plus and Carleton. ■

Miramax launches TV unit

Hires Billy Campbell, looks to attract 'Dawson's Creek' producer Kevin Williamson

By Michael Stroud

Disney's Miramax unit is looking to capitalize on its success in producing films like "Scream" to attract top producers and writers to the small screen.

Launched last week, Miramax Television already has made preliminary overtures to "Scream" and *Dawson's Creek* producer Kevin Williamson about developing programs for Miramax, sources say. Williamson couldn't be reached, and Miramax officials declined comment. Miramax also has hired veteran programming executive Billy Campbell to head the new unit, which could be the place where material developed for former *New Yorker* editor Tina Brown's new magazine venture at Miramax is turned into TV

programming.

The moves are part of the Disney unit's attempts to build a slate of comedies, dramas, made-for-TV movies, first-run syndication and talk shows to supply Disney's ABC and others.

The unit is the brainchild of Bob and Harvey Weinstein, the brothers who built one of the world's most successful studios and Academy Award mills on their ability to spot quirky quality—from "Scream" to "Pulp Fiction" to "The Piano."

Former CBS and Warner Bros. executive Campbell—who helped develop shows like *ER*, *Everybody Loves Raymond*, *Early Edition* and *Nash Bridges*—was lured to Miramax with the promise of great freedom to chart the new television unit's course.

"We've never gotten into specifics

about budgets," Campbell said in an interview. "Our goal is to be as successful [in making television shows] as they've been in movies, to back projects they feel passionate about. ... Many people were surprised that Miramax did 'The English Patient.' Then again, this is the same entity that was behind 'The Crying Game.'"

Campbell thinks he can attract seasoned movie talent to TV by promising more time to develop characters and plots than a two-hour movie allows. "The great thing about TV is that writers get at least 22 chances a year to put characters into scenes," he said. "If we're successful, that will drive a lot more creative people into television." At a time of fleeing viewers and declining ratings, he said, "that seems to be what the broadcast networks need and want." ■

CBS plays earnings hide-and-seek

Stops detailing results of units; profits for combined TV operations climb 4.5%

By Steve McClellan
and John M. Higgins

CBS President Mel Karmazin thinks that investors dwell too much on the weakening results at CBS's broadcast network—so he's clouding the numbers.

When CBS posted second-quarter earnings last week, the company did not detail the results of its individual business units, as it had previously. TV stations, the CBS TV network and CBS Cable now are lumped together under a single "television" heading.

And don't look for any greater clarity from CBS management's quarterly earnings conference call—they've scrapped it. One money manager said that top executives were upset when the call to discuss first-quarter earnings centered on the network's poor performance.

CBS stock was down \$2, to 31-11/16, last Wednesday (Aug. 5). That's when it released the results, which showed solid revenue and earnings gains. Analysts suggested that the stock was down because some Wall Street firms had overestimated CBS's second-quarter results. Others said the drop was a result of the overall market correction and of concerns that the slowing economy may spur some companies to reduce advertising budgets.

CBS reported a 22% gain in total operating profits, to \$127 million, for the quarter—on a 16% revenue gain, to almost \$1.5 billion. For the first six months, the operating profits were up more than fourfold, to \$263 million, on a 32% revenue gain, to \$3.4 billion.

The new television sector posted operating profits that were up 4.5%, to \$69 million, on a 14% revenue gain, to \$1.03 billion. For the first six months, the TV segments posted a combined threefold operating profit gain, to \$221 million, on a 38% revenue gain, to \$2.65 billion.

For radio, profits were up 29%, to \$146 million, on a 21% revenue gain, to \$456 million. Six-month radio results: profits up 34%, to \$215 million, on a 14% revenue gain, to \$786 million.

Solomon Smith Barney broadcast analyst Paul Sweeney says that CBS turned in a "very good quarter." Sweeney estimates that TV station revenue growth was up 10%, to 11%,

while cash flow was up 20%. The company's weak link continues to be the television network—which, he estimates, lost some \$30 million for the quarter, on a 3% revenue gain, to about \$655 million. That compares with a loss of \$22 million in the second quarter of 1997, on a 7% revenue drop, to \$631 million.

For radio, Sweeney estimates that same-station revenue growth was in the midteens, while earnings before interest, taxes, depreciation, and



Karmazin believes TV stations and networks should be seen as single business.

amortization (EBITDA) were in the "high 20 percent range."

A network spokesperson says that the TV numbers were consolidated because that's how CBS regards itself: as a single business of interdependent units. The analysts' call was dropped because CBS has become a streamlined media company now that the former Westinghouse Corp. has shed all industrial assets. "The numbers speak for themselves,"

the spokesperson says. ■

FCC gets tough on program access

By Chris McConnell

FCC commissioners last week moved to up the ante on program-access violations, threatening to impose fines and even damages on the most egregious violators.

"It's another arrow in the quiver," Commissioner Susan Ness said of the FCC's revised program-access rules, which call for imposing more fines on companies found guilty of discriminatory program pricing and some exclusive contracts. Additionally, the rules provide for the assessment of damages—payments by the violators to the company denied programming—in cases of "willful" program-access violations.

"The use of damages as a remedy is not new to the FCC," FCC Chairman Bill Kennard said, citing their use in enforcing common carrier rules.

Commissioner Harold Furchtgott-Roth opposed the decision to impose damages, saying that the agency lacks the resources to calculate damages fairly: "I fear that the Cable Services Bureau will expend as much, if not more time, assessing damages ... as on the basic question of liability." Commissioner Michael Powell said he hopes the FCC will impose damages

only "in the most extreme of cases."

But the two Republicans signed off on the rest of the revised rules, which also set deadlines for resolving program-access complaints. Complaints involving a refusal to sell programming now have a five-month time limit, while all other complaints must be resolved within nine months. The FCC also said companies that cite internal documents in defending against program-access complaints must provide copies of those documents to regulators.

As expected, the commissioners decided not to extend the program-access rules to cover programming distributed over fiber lines rather than via satellite.

Ameritech New Media, which had petitioned the regulators to get tougher on the access rules, praised the FCC action: "We're pleased the commission moved to provide swift justice for competitors and consumers and to impose financial penalties to discourage cable operators from violating its rules," said Ameritech New Media President Deb Lenart.

National Cable Television Association President Decker Anstrom countered that the FCC action "will deepen government involvement in the television marketplace." And, he added: "There's no evidence in the record to suggest that more government is needed." ■

Fox divided over chasing puck

Sources say network is leaning toward letting go of low-rated NHL

By Joe Schlosser

Top executives at News Corp. and its Fox Sports division are split over whether or not to renew their contract with the National Hockey League, sources said late last week.

Fox executives were caught off guard last week when Walt Disney made a preemptive bid for an exclusive five-year ABC/ESPN NHL package for what sources say is close to \$600 million.

Sources within Fox's executive ranks say that the network is leaning toward going without the NHL next season on its broadcast network, since the sport averaged only a 1.4 rating during the 1997-98 regular season. The NHL on Fox was down from a 2.0 rating in 1996-97. Fox Sports Net and its many regional branches carry NHL games on a local basis, and those contracts are separate from these negotiations.

"Some guys say we can't go without it, and others say it is ridiculous to pay that kind of money for a sport that is not doing anything in the ratings," one Fox executive said.

The surprisingly high Disney bid shocked not only Fox executives but also many in the television industry because of hockey's recent disappointing ratings—and because both Fox and Disney just signed multibillion dollar contracts for the NFL.

Fox and ESPN currently share the national broadcast rights to the NHL, and their respective contracts are up after the 1998-99 season.

Fox's current contract is a five-year deal worth \$155 million. ESPN and ESPN2's current seven-year cable deal cost the two networks just \$100 million back in 1992. A new package, ESPN executives say, would be divided among ESPN, ESPN2, ESPN Classic Sports, the co-owned ABC broadcast network and international broadcast.

Fox is said to have until Friday (Aug. 14) to make a counteroffer. ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

DTV tally

FCC officials at week's end said they had received or granted 69 digital TV construction permit applications for markets 11-30. DTV applications for the 84 stations in the markets were due Aug. 3. An FCC official said that applications for 15 stations were not accounted for but could still be at the FCC filing location in Pittsburgh.

NEW YORK

Thomson delays DTV sets

Thomson, which has about a quarter of the U.S. color-TV market, will not have DTV sets ready for consumer purchase this fall because of delays in the development of integrated circuits, Thomson confirmed last week. RCA- and ProScan-branded rear-projection sets will not hit stores until the first quarter of 1999, spokesman Dave Arland said, although some units may be available for dealer demonstration this fall. Hitachi's planned introduction of DTV sets this fall also may slip, because the manufacturer is relying on the Thomson chips.

Bud-ding author

Paxson Communications Chairman Bud Paxson has a new book coming out soon, "Threading the Needle." It will be coming to book stores around the end of August, just in time for the launch of Paxson's new network, Pax TV. It's autobiographical, with a good chunk devoted to "the story behind the network," Paxson says. He also talks about his "one-day retirement" after leaving the Home Shopping Network and before starting Paxson Communications. The book is being published by Harper Collins.

HOLLYWOOD

Judged the winner

Judge Joe Brown looks as though he will be the first sitting judge to have his own court TV series at the same time. The Memphis criminal court justice won his reelection bid last Thursday, handily defeating opponent Terry Harris in the Memphis 30th judicial district by a vote of 46,297 to Harris's 28,376 (absentee ballots have yet to be tallied). Brown's syndicated court series from Worldvision launches Sept. 14.

Younger, Shapiro move up at ABC

ABC promoted two of its senior executives last week. It named Laurie Younger, a senior vice president of ABC Inc. since November 1996, senior vice president and chief financial officer. Younger will be responsible for all financial matters within ABC and for ABC's human resources, purchasing and real estate and administration departments. She'll also continue to have oversight of the company's business affairs activities. Younger reports directly to company president Robert Iger. Before joining ABC, she was a business affairs executive at parent Walt Disney Co.

On the network's programming side, Angela Shapiro, who since 1995 has been ABC Daytime senior vice president, marketing and promotion, was named president of ABC Daytime. She replaces Pat Fili-Krushel, who two weeks ago was named president of the ABC Television Network (B&C, Aug. 3). Before joining ABC, Shapiro was a co-owner of several media businesses, including a small ad agency. She also co-founded *Soap Opera Digest* in 1975 and *Soap Opera Update* in 1988.

DBS must carry passes Judiciary Committee

*Coble amendments would allow 'local-into-local,'
but only if all stations are offered*

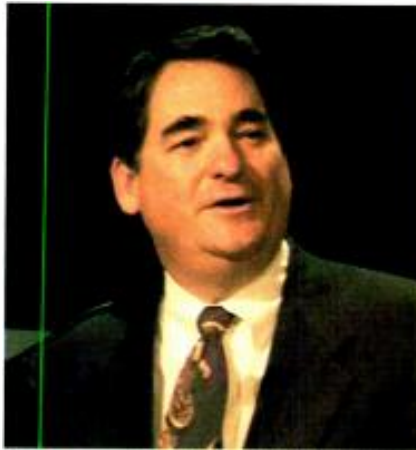
By Chris McConnell

Broadcasters won a legislative victory in the House Judiciary Committee last week, when lawmakers voted to establish a DBS must-carry law.

The committee members approved a series of amendments offered by Rep. Howard Coble (R-N.C.) that would allow DBS companies to provide a local-into-local service but also require them to carry all of a market's TV stations rather than just a few. Lawmakers added the amendments to a bill that would delay until Dec. 31, 1999, an increase in the royalty payments that satellite broadcasters pay on imported broadcast signals.

"The must-carry requirement is good for consumers and for the future of free, over-the-air television," says NAB President Eddie Fritts. "Local stations bring needed value to satellite packages and will give consumers a viable competitor to cable."

The measure still faces a series of legislative hurdles, most immediately a jurisdictional tussle with the House Commerce Committee. That commit-



*Telecommunications Subcommittee
Chairman Billy Tauzin opposes
Coble's amendments.*

tee approved an earlier version of the bill minus the DBS must-carry measures. Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) opposes the Coble amendments, preferring instead to deal with the DBS issues in a separate bill.

Last week, Tauzin spokesman Ken Johnson said that Tauzin plans to meet

with Coble and Judiciary Committee Chairman Henry Hyde (R-Ill.) to discuss the bill. "We're very concerned," Johnson said, adding that the DBS amendments could threaten to delay the satellite royalty fee hike. The congressional action follows a decision last year by the Copyright Office to increase the fees that satellite TV providers pay for imported network signals and superstations to 27 cents per subscriber per month, up from a range of 6-17.5 cents. Late last month the Senate approved legislation to block the fee increases until March 31, 1999.

Johnson added that Tauzin and Rep. Edward Markey (D-Mass.) hope to offer their own bill to deal with the DBS issues this fall.

DBS companies, such as EchoStar, have been lobbying Congress for legislation that would help them to include local broadcasters in the packages they offer subscribers. EchoStar currently offers local stations in about 20 markets.

But the satellite companies oppose a must-carry requirement, maintaining that there is not enough room on satellites to accommodate all the stations in a market.

"It would kill local-into-local," EchoStar Government Relations Director Karen Watson said of last week's must-carry action. "It's technologically inefficient."

Watson added that her company would be able to serve only six markets, rather than the current 20, if it were forced to carry each station in a market. ■

Opposites detract in video inquiry

Cable competition comments to FCC offer contradictory opinions

By Chris McConnell

Cable says competition in its business is fierce. Others say it is just as meager as ever.

Responding to the FCC's annual inquiry into the status of multichannel video competition, the two sides have presented widely divergent pictures of the business to regulators. Satellite companies and other competitors have stressed the cable industry's continued dominance over the business, while cable companies have pointed to the growth of DBS.

"In no other communications market has competition ever grown so rapidly as it has in the video marketplace during

the past five years," the National Cable Television Association told the FCC. The group said its multichannel competitors have signed up nearly 12 million subscribers during the past five years.

"It is competition, not regulation, that has spurred Cox to invest \$3.3 billion in the past five years to upgrade its cable infrastructure," added Cox Communications.

Satellite competitors didn't see it that way, stressing cable's continued market share. "Neither DirecTV as a provider nor DBS as a service has achieved a competitive position remotely on par with that of incumbent local cable operators, which continue to exercise mar-

ket power in the vast majority of local markets," DirecTV said.

The Satellite Broadcasting and Communications Association (SBCA) cited the issue of defining local broadcast service for purposes of enforcing the Satellite Home Viewer Act, which bars the importation of distant network signals to markets already served by a local station. "This is just one of the many barriers with which the DTH industry must deal in order to gain full competitiveness with cable," the SBCA said.

The National Rural Telecommunications Cooperative echoed the comments, maintaining that the lack of a clear definition of local service is pre-

venting subscribers from receiving local stations via satellite: "These statutory restrictions ... frustrate the ability of the satellite industry to compete effectively against the cable industry."

The Wireless Communications Association International called for stricter program-access rules. The group urged the commission to ask Congress to expand the rules to cover all cable networks and programming delivered via fiber as well as via satellite.

"It is now abundantly clear that cable operators are reconfiguring their facilities to take advantage of the fact that the program-access statute, as currently written, does not explicitly cover programming that is delivered via fiber," the group said.

Ameritech New Media also said that it still has trouble obtaining programming and argued that competition from sources such as DBS is not holding down cable rates. "Disturbing trends in the [multichannel video programming distributor] marketplace ... have grown progressively more serious," the company said. ■

Appeal to follow court's gambling ad ban

Broadcasters in New Orleans say they will seek Supreme Court review of a lower court decision upholding a national ban on casino-gambling ads on TV and radio.

The U.S. Court of Appeals for the Fifth Circuit in New Orleans upheld the ban once before, but the case was sent back by the Supreme Court, which said it was technically incorrect. In its July 30 affirmation of its earlier decision, the Fifth Circuit took a pointed poke at the nation's highest court, asking, "Has the Supreme Court gone over the edge in constitutionalizing speech protection for socially harmful activities?"

There is "a commonsense [sic] connection between promotional advertising and the stimulation of consumer demand for the products advertised," the court's ruling says. The federal government "may pursue a cautious policy toward the promotion of commercial gambling [with] one means at its disposal—a restriction on broadcast advertising." Other media are available for advertising and casinos can advertise as long as they don't refer to gambling, the ruling adds.

Gambling is "legal and sanctioned by the state of Louisiana—and in fact encouraged by the state of Louisiana. Why shouldn't we be allowed to speak about it?" said Don Cooper of the Greater New Orleans Broadcasters Association, which originated the case. "We most certainly will" appeal.

"We're disappointed with the Fifth Circuit's decision," said Dennis Wharton, spokesman for the National Association of Broadcasters. "Broadcasters should have the right to air advertising for legal products depending on what a local station believes is appropriate for the community." —Elizabeth A. Rathbun

PUSH seeks FCC hearing on Glencairn

By Dan Trigoboff

The Rainbow/PUSH Coalition has stepped up its campaign to examine whether group owner Glencairn Ltd.—despite purported minority ownership—is actually controlled by Sinclair Broadcasting. The coalition has asked the FCC to reject an LMA in which Glencairn would run Sullivan Broadcasting's KOKH-TV Oklahoma City.

Sinclair, PUSH says, already owns KOCB-TV Oklahoma City and appears to be attempting to use Glencairn to avoid FCC duopoly rules that bar ownership of two TVs in the same market. "The relationship between Sinclair and Glencairn does not appear to be arm's length," PUSH says in an FCC filing. "[F]or example, Sinclair seems to be purchasing KOKH-TV and then giving it to Glencairn for zero consideration. If Sinclair is permitted to use Glencairn to evade the television duopoly and cross-interest policies, no large broadcaster will have an incentive to deal with small and minority broadcasters as equal partners."

Neither Sinclair nor Glencairn would comment on the filing, but Sinclair

Government Relations Director Mark Hyman has called the charge that Sinclair is controlling Glencairn "baseless."

The Chicago-based PUSH, which is led by civil rights leader the Rev. Jesse Jackson, is asking the FCC for an evidentiary hearing to determine whether Glencairn has any assets beyond FCC licenses: any employees—including attorneys—unaffiliated with Sinclair; financial control of its own assets, and a business plan.

PUSH also contends that Sinclair has appeared to hold itself out as controlling Glencairn stations. "Based on the evidence expected to be adduced at the hearing," PUSH says, it asks the FCC to deny the LMA application.

If Glencairn President Eddie Edwards "is a real broadcaster," PUSH says, "he will ultimately welcome this scrutiny, which can only result in him achieving greater independence from Sinclair and enhance his opportunity to grow his company—if it is his company."



Jesse Jackson's PUSH says Sinclair and Glencairn are too close.

Rainbow/PUSH attorney David Honig raised the "alter ego" issue in a July 1 FCC filing that questioned an LMA between Sinclair's KABB-TV San Antonio and Glencairn's KRRT-TV Ker-ville, Tex.

Baltimore-based Sinclair and Glencairn have 13 LMA deals. Edwards, who is black, owns all the company's voting stock; however, TV station groups like

Post-Newsweek, First Media and Pulitzer and public interest group the Media Access Project complain that the LMAs give Sinclair an unfair advantage, citing the ownership of Glencairn's equity. Edwards owns only 3% of the company, according to Securities and Exchange Commission filings. Ninety percent of Glencairn equity is held in nonvoting stock in trusts owned by Carolyn Smith, mother of Sinclair President David Smith. She also owns another 7% of equity. ■



WASHINGTON WATCH

By Chris McConnell

More power to 'ya

FCC Chairman William Kennard is OK with Senate legislation that would give low-power TV stations a status boost. The measure would create a new Class A designation for qualifying LPTV stations, giving them primary



Bill Kennard

spectrum right all other spectrum users except full-power TV stations. LPTV stations have been pushing for the action as a means of alleviating the squeeze that digital TV will put on them.

"I have no major concerns with the bill," Kennard wrote late last month in a letter to Sen. Wendell Ford (D-Ky.). Kennard added that the FCC already has collected public comments on similar proposals at the commission and plans to launch a rulemaking on the issue later this year. In his letter to Ford, the FCC chairman also had warm words for the low-power broadcasters: "Many LPTV stations are minority and women-owned, thereby enhancing diversity of ownership throughout the broadcast industry. Let me assure you that I share your view that we should explore ways to give low-power stations primary status."

Haney speaks

House Commerce Committee lawmakers probing the FCC's planned

move to the new Washington's Portals development last week finally heard from one of the key figures in their investigation. Since last fall the committee has been probing a \$1 million payment that Tennessee real estate developer and Portals investor Franklin Haney made to Washington lobbyist Peter Knight. Last week, Haney told lawmakers that the payment was for three years of legal work and that the payment was not contingent on the FCC's move to the Portals. "I owed Knight this fee no matter what happened with the Portals or any of the other projects he worked on," Haney told the lawmakers.

He also said that he had hired Knight and former Senator James Sasser to help him navigate "the bureaucratic waters" of Washington. "As a newcomer from Tennessee, I needed Washington wisdom, credentials and credibility," he said. The committee hopes to hear next from Knight and Sasser.

The FCC and the General Services Administration (GSA), meanwhile, continue to bicker over the planned move. In a July 30 letter to the commission, GSA's William Potterton told FCC officials not to keep GSA out of the loop in its dealings with contractors supporting the move. Potterton cited FCC letters to contractors instructing them not to share information about their work without the FCC's consent. "We hope

and trust that the letters ... are not reflective of an intent by FCC to restrict GSA's access to the contractors," Potterton wrote.

A win for WIPO

Movie and recording industry leaders last week were cheering a House vote to sign off on two international agreements on online copyright protection. The vote clears the way for Senate ratification of the two World Intellectual Property Organization (WIPO) treaties aimed at preventing illegal distribution of copyrighted material over the Internet. "We are grateful to Republicans and Democrats who joined together to stop the thievery



Jack Valenti

of American intellectual property," Motion Picture Association of America President Jack Valenti said. "Today's vote represents a crucial step forward," added Recording Industries Association of America President Hilary Rosen.

Time out

NBC wants more time to work out its digital TV plans in Chicago, New York and Miami. In three July 31 letters to the FCC, the broadcaster asked for additional time to file construction permit applications for DTV stations in the three markets. NBC said it is still dealing with tower siting problems in Chicago and New York and is trying to switch to a different DTV channel assignment in Miami.

Shari Lewis remembered

FCC Commissioner Susan Ness last week responded to the death of TV performer Shari Lewis (see "Fates & Fortunes," page 77) by stating that "the sun is just a little bit dimmer. We as a nation are deeply indebted to Shari Lewis for her devotion to children's educational television." Ness cited Lewis's FCC testimony during the commission's consideration of children's TV rules. "Her remarks inspired us to forge ahead to increase the demand at home for quality educational programming for our children."

No satisfaction

FCC Commissioner Harold Furchtgott-Roth still is not satisfied with the FCC's response to provisions of the 1996 Telecommunications Act requiring it to conduct a biennial review of its rules. Responding late last month to the FCC's proposal to streamline cable paperwork requirements, Furchtgott-Roth commended the effort but said it should not be confused with "complete compliance" with the law. "The FCC is not planning to 'review all regulations issued under this Act,'" Furchtgott-Roth said. "Nor has the commission issued general principles to guide our 'public interest' analysis and decision-making process."

The streamlining proposal invites comment on whether the FCC should cut down on the amount of information it requires cable operators to collect. The effort asks whether there are alternate sources from which members of the public can obtain the information.

PBS Keeps Its Head Above Cable

Bigger events, bigger promotion budgets, bigger take from successful shows are all part of the new game plan for public television

By Chris McConnell



In a Miami Beach convention hotel, broadcasters watch glitzy previews of upcoming shows and listen to the plans for the fall season. There is talk of last year's ratings, encroaching cable channels and possible counterattacks on the competition. This year there will be on-screen logos, an emphasis on their broadcast "brand" and—most important—big-audience "event-oriented" shows buttressed by expanded promos and press coverage.

But the anticipated buzz won't be about a sitcom finale or the Super Bowl. At this meeting, the PBS annual gathering of noncommercial broadcasters, they are talking about how to gather eyeballs for new documentaries on Frank Lloyd Wright, glassblowing in Venice and a three-parter on a struggling Nebraska farm family.

"We're going head-to-head with the big guns," advertising and promotion chief Carole Feld tells the room in her fall-season pep talk, stressing that noncommercial does not mean noncompetitive.

It's a broad-ranging sentiment that PBS executives have adopted in the face of a growing menu of cable shows that look like the sort of fare viewers used to find only on public TV. And so to keep the noncommercial broadcast enterprise from becoming a mere poor man's cable, seen only by those unable to pay a monthly bill, PBS officials more than ever are turning to the tactics of their commercial counterparts in program production, promotion and distribution.

"We're very aware of the competition," says PBS Executive Vice President John Hollar. "As a result, we're very aware of what makes us different from cable."

"Most cable channels would be delighted to have us off the screen, but we're here to stay," adds PBS President Ervin Duggan. He is quick to recite a barrage of numbers to support the claim, including PBS's national prime time ratings, which have held steady at a 2.2 average.

Mr. Cable's vicious neighborhood

Despite such numbers, however, public broadcasters are anything but complacent as they consider what they call cable's "look-alike" channels.

In Miami, advertising and promotion head Feld warns the public broadcasters that the cable guys and even commercial broadcasters have "awakened with a vengeance" to children's programming. Viacom's Nickelodeon even boasts of Nielsen figures showing more children ages 2-5 watching Nickelodeon's *Blue's Clues* than *Sesame Street*.

And a tour of any TV guide reveals a slew of cable networks specializing in program genres once the nearly exclusive realm of PBS. The public broadcasters now find themselves contending with the likes of The History Channel, A&E, Discovery Channel, The Disney Channel and The Family Channel, each filling the day with shows like *Biography* (A&E), *Wild Discovery* (Discovery) and *20th Century with Mike Wallace* (History Channel).

"The reason for PBS's existence is no longer valid," says

A&E spokesman Gary Morgenstein, who points to his own network's "upscale" efforts, including an original mystery series. "The words 'commercial' and 'noncommercial' have lost their impact."

Others in the cable industry downplay any competition with public TV, despite similarities in programming. "We view PBS as a complementary service," says Discovery Networks President Johnathan Rodgers. "Our competitors are people who go after advertising dollars."

"To me the competition is everyone, including computers," adds Anne Sweeney, president of Disney Channel. "PBS is not our target."

But the assertions do not comfort local public broadcasters, who say they feel the same heat as commercial stations. "We're having to work harder," says Jon Cooper, general manager of KNME-TV Albuquerque, N.M. "They're a serious threat," says WXEL-TV West Palm Beach, Fla., President Jerry Carr of the cable channels.

And the threat does not stop with siphoned viewers. With more outlets looking for documentaries and children's programming, PBS is facing unprecedented pressure to keep existing and new shows from popping up on other channels.

Just this year, cable channels engineered two key defections. In April, Nickelodeon bought the rights to the entire Children's Television Workshop—including *Sesame Street* reruns—for its planned commercial-free educational network, The Noggin. The deal came on the heels of Discovery Communications' pact with the BBC to deliver a BBC America cable channel. Like the Nickelodeon channel, the BBC channel will carry reruns once available in the United States only on PBS.

Other defections have

included Scholastic Productions' decision last year to sell reruns of the PBS animated series *The Magic School Bus* to Fox for broadcast this fall.

"There is increasing competition for original productions," says Tom Dvorak, programming director at WMVS(TV) Milwaukee, Wis. At KBDI-TV Denver, General Manager Ted Krichels voices frustration that *More Tales of the City* appeared on cable rather than on PBS, as the first version of the Armistead Maupin stories did. Krichels thinks the service needs to cultivate some new programming territory to stay ahead of the pack.

How to get to Sesame Street

PBS executives and producers say staying ahead of the pack means putting more time, money and substance into their shows than cable channels can.

"What makes PBS different is the quality," says Blackside Inc. President/Executive Producer Henry Hampton.

Other PBS loyalists voice similar sentiments, contending that depth and substance set the PBS schedule apart from the competition, no matter how many World War II documentaries or animated series the cable channels assemble.

"We are the gold standard of children's programming,



PBS is eyeing *'The Farmer's Wife'* as its key fall show. The program airs Sept. 21-23.

regardless of the number of outlets," Duggan says.

"I can't watch an A&E documentary," adds PBS crown jewel filmmaker Ken Burns, assailing the "thin" substance of cable documentaries as well as the commercial interruptions. "All of a sudden I'm being bombarded [with commercials], so I leave," he says.

David Grubin Productions chief David Grubin cites public television production cycles of two to three years, with producers focused on crafting definitive works of scholarship rather than commercial hits. "It's not just about commerce," Grubin says. "We take time."

Duggan points to one Grubin project on the domestic side of Abraham Lincoln's presidency (*A House Divided*) that will have been five years in the making when it airs on Lincoln's birthday in 2000.

"We're in no hurry just to get something to the screen," Duggan says. He uses an array of numbers to support the PBS claims on quality, including home video sales (projected at \$32 million for fiscal year 1998) and this year's take at the Peabody Awards (10).

Highlights during the upcoming season will include the Ken Burns/Lynn Novick documentary *Frank Lloyd Wright*. In November the broadcaster will air its first high-definition program when it transmits *Chihuly Over Venice*, a show featuring the works of renowned glassblower Dale Chihuly.

In the public affairs department, *Frontline* in September will deliver its three-part show (*The Farmer's Wife*) tracing the efforts of a Nebraska farm family to save their farm.

While extolling the quality of such shows, Duggan and others at PBS also concede the growing difficulty of keeping them off cable, even as reruns. Duggan adds that PBS must create new opportunities for producers to keep the best shows on public TV.

Can you say ancillary shares?

Keeping the best shows means, in part, coming up with more money. And PBS has embarked on a broad range of commercial ventures designed to enhance its programming war chest.

Deals include pacts with Warner Home Video to distribute home videos of PBS programming, an agreement with the Reader's Digest Association to develop programs for broadcast on PBS as well as international distribution, and an arrangement with Warner Bros. Records to create a PBS Records label.

The deals also extend to shares in toys and books associated with PBS shows, something the service has been criticized for passing up in earlier years.

"You can assume that when we do a new contract with *Barney* or establish a deal with the *Teletubbies*, ancillary shares of the toy and book revenue are a part of the contract," Duggan says. "That is the way the new PBS does business."

Producers like Blackside's Hampton say they notice a

new business style. "There has been an increasing set of negotiations for royalty shares," he says.

Duggan won't discuss the PBS take in video, toy and book ventures his service is striking. But he says the deals collectively have added \$100 million to the PBS budget over the past four years.

The PBS president adds that if PBS meets its target, the service's national programming budget in 2000 will be larger than the entire PBS budget was when he got there in 1994.

Hollar points to the videos as a big contributor to the bottom line. *Lewis & Clark: The Journey of the Corps of Discovery* has sold 100,000 copies. *Stephen Hawking's Universe* has notched more than 60,000 sales. Overall, PBS education products and services took in more than \$29 million in 1996 and another \$47 million last year. Hollar voices hopes that the educational products and services unit will up its take to \$63 million in 1999 and pass the \$70 million mark in 2000.

"We return almost all of that to good programming," Hollar adds.



Duggan (right, shown with Burns in 1994) says his new deal with Burns gives PBS exclusive broadcast and video rights.

In addition, PBS has teamed with its largest producing stations to chase corporate underwriting as one unit rather than as a patchwork of individual and even competing entities. That unit, called PBS Sponsorship Sales, took in some \$30 million last year, half of it from new corporate underwriters.

For the past four years, the PBS national corporate underwriting total has averaged about \$85.5 million per year. With the contributions, however, have come criticism that the corporate "messages," sometimes 30 seconds in length, look too much like commercials.

Overall, PBS says it took in \$247 million in operating revenue in 1997, up from \$200 million the previous year. About \$30 million of that came from the Corporation for Public Broadcasting, with another \$129 million coming from the member stations. The PBS educational products and services branch, which includes the PBS Home Video label, earned about \$47 million, up from \$29 million in 1996. PBS says it spend most of the 1997 revenue—about \$161 million—on programming and promotion.

While bolstering its production budget, PBS also is moving to stem the migration of producers and shows to cable. Duggan and others say that previous arrangements provided competing channels easy access to PBS reruns.

"Five years ago, we attempted to rent programs for a short time," PBS Chief Operating Officer Bob Ottenhoff says, adding that the arrangement made shows like *Barney* famous without allowing PBS to share in any of the after-broadcast revenue. "We've solved that problem."

Ottenhoff adds that PBS now all but requires Internet rights for programming it broadcasts and also looks for video rights and DBS rights. "We don't want to see [a program] migrate somewhere else."

PBS's new contract with Burns, for instance, gives PBS exclusive broadcast and home video rights to the documen-

taries, Duggan says.

Duggan and Ottenhoff also concede that their pursuit of "back-end" business is a work in progress. Big producing stations, such as WGBH-TV Boston, in the past have gone after some of that revenue themselves in order to support program production.

WETA-TV's Rockefeller agrees that her station tries to recapture revenue from local production, but insists those opportunities are few and far between. "There's a lot of talk about the potential profit of programs ... but you have to remember that 90% of the programming does not return a profit," she says.

"We're changing the economic model of how you fund programs," Ottenhoff says. "Change means bumps in the road."

Duggan points to the performance of the PBS Home Video label and insists that stations are better off throwing in their lot with PBS rather than chasing post-broadcast revenue on their own.

"Why set up a pathetic little card table out in the mall, when you can place your product with Neiman Marcus?" he asks.

Won't you be my viewer?

Duggan's comparison applies to more than the PBS pitch to its member stations.

Seeking to reassert its place among the A&Es and Discovery Networks, PBS is pouring more resources into promoting its shows and its "brand" as the last word in children's and documentary programming.

In Miami, Carole Feld tells stations that PBS is increasing its promotion budget 17%, to \$15 million this year, to boost awareness of the PBS brand. She adds that the service is "focusing on programs that have the potential to generate a lot of press."

PBS now puts about 7%-8% of its funds toward promotion and plans to up that to 10% by 2000, PBS Executive Vice President Kathy Quattrone says. She adds that the increased emphasis on promotion is aimed at making sure that viewers know they are watching PBS and not one of its cable competitors. "It has become more difficult to make people aware," she says.

The promotion efforts include a new series of spots designed to split billing time with local stations. In an approach dubbed "co-branding," the spots plug a station's local call letters along with the PBS logo.

The service also is dabbling with on-screen logos. PBS's Ottenhoff, for instance, says the service plans to put a bug on its first high-definition broadcast this November. He adds that public television is not ready for full-time on-screen logos, but that PBS plans to run the bugs with other significant events.

"We're trying to be a little more competitive and consistent," Ottenhoff adds. "The branding and the identification are extremely important."

He adds that some stations are taking a cue from NBC and experimenting with attaching their channel number to PBS, resulting in a local ID like "PBS-12," for instance.

Station overlap: one of these things doesn't belong

PBS also has taken a cue from the commercial networks in revising its distribution system.

In the past few years PBS has managed to convince its member stations to start airing prime time shows at the same time, allowing PBS to better promote the shows to viewers and underwriters. About 90% of the member stations participate in same-night carriage.

Now PBS is looking to make more modifications to its distribution system, with projects aimed at cutting competition between overlapping stations while possibly expanding distribution to home satellite.

Ottenhoff says public broadcasters need to be realistic about maximizing their channel "shelf space" and confronting challenges from such new technologies as DBS.

PBS now offers a DBS service to viewers outside the reach of local stations, but Ottenhoff thinks public broad-

casters should start looking at providing a service for all DBS subscribers. PBS already has plans for three DBS channels set for launch later this year, he adds. But those plans hinge on an FCC rulemaking that will establish a public interest set-aside for DBS.

PBS executives also want to deal with local public stations that overlap each other and compete for the same viewers, a problem Duggan cites as one of the greatest facing public television.

"The waste of valuable resources makes the overlap problem untenable," Duggan told broadcasters in Miami.

His plan calls for creating a second, "complementary" PBS service that would run on one of the stations at least part of the time. Quattrone suggests that the secondary service will carry counterprogramming, such as prime time children's fare. While plans call for starting small—perhaps only six hours per week—the new service could start appearing on stations as early as next summer.

In the meantime, Duggan and others at PBS point out that ratings have held steady in the face of cable competition, while commercial broadcasters have seen steady erosion. And Quattrone sees them moving up instead of down.

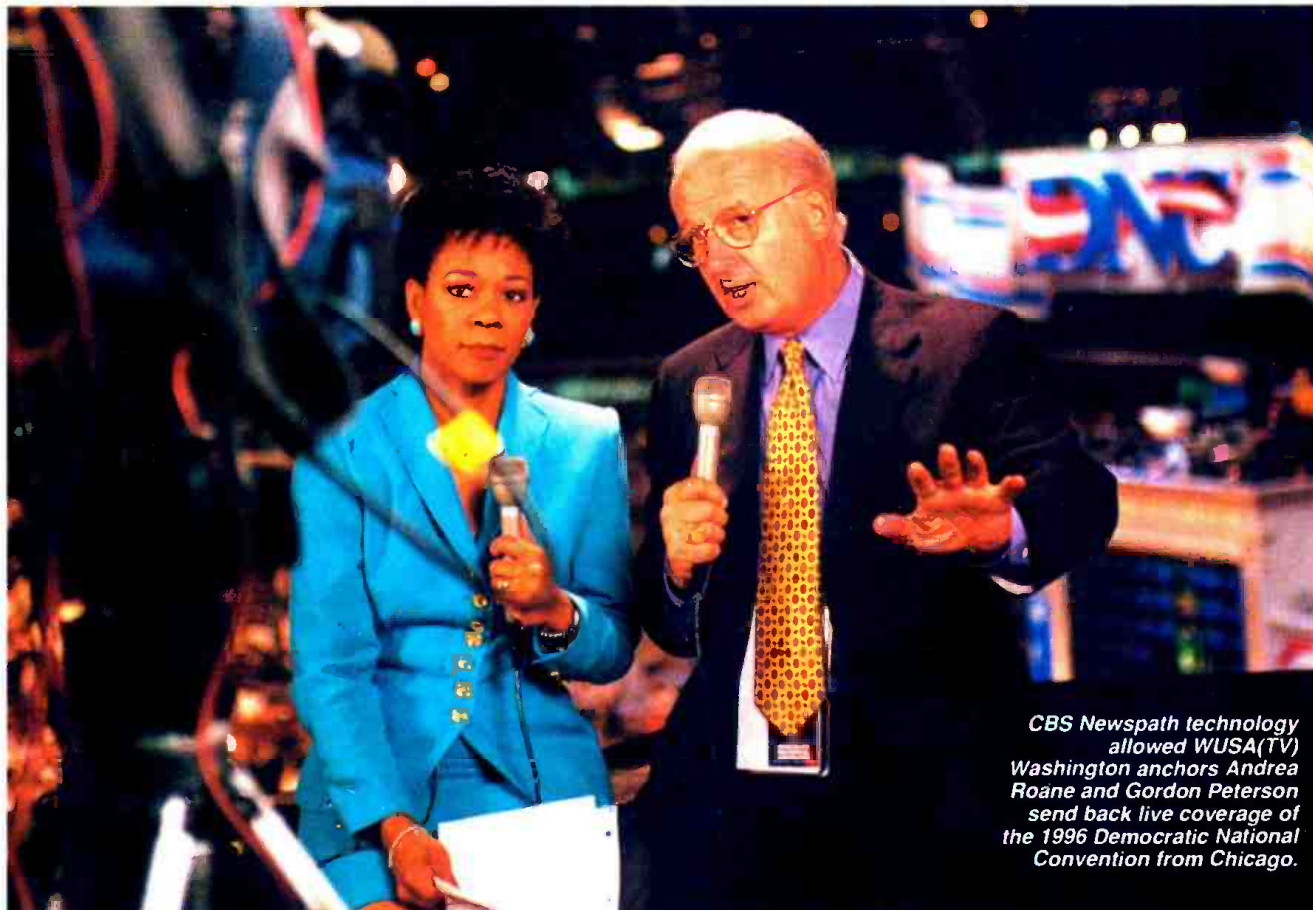
"I think it's definitely possible to increase our broadcast audience," she says.

Quattrone also points to research showing PBS retaining a sizable chunk of "exclusive" devotees. While a majority of History Channel and Discovery Channel viewers also tune into PBS, most PBS viewers still are not switching the other way, according to the research. PBS, for instance, says 88% of its viewers don't watch The History Channel, 65% don't watch Nickelodeon and 62% don't watch Discovery Channel.

"By every objective measure we are upholding the quality of what we do," Duggan says. "I don't see any concern we will become a viewing ghetto."



PBS will enter the high-definition era Nov. 9 with 'Chihuly Over Venice.'



CBS Newspath technology allowed WUSA(TV) Washington anchors Andrea Roane and Gordon Peterson send back live coverage of the 1996 Democratic National Convention from Chicago.

Nets expand to fill news hole

Stations want more: more news, more live coverage, more technological assistance

By Kim McAvooy

When it comes to news, local TV stations want more of it, and they want it live. Helping to meet that demand are the leading broadcast network affiliate news services and their major competitor, CNN Newssource.

For example, CBS affiliate WGNX(TV) Atlanta, which uses CBS Newspath and CNN Newssource, estimates that, on average, 10% to 15% of its three daily newscasts include material from the services.

To help satisfy the huge appetite that local TV stations have for news, news services this year are increasing live coverage both nationally and regionally, adding more business and sports news and offering greater technological assistance.

Must-see news

"Stations are telling us they need more news for their morning shows," says Sharon Houston, executive producer, NBC News Channel. "We've been trying to increase live shots ... we added morning live shots on a daily basis out of Washington."

Bob Horner, president of NBC News Channel, agrees. "It's been a very active year for live shots." For the first six months of 1998, the channel provided its affiliates with 3,373 live shots—an average of 562 per month. Of those 3,373 live shots, 1,185 were generic and 2,188 were custom shots. NBC News Channel has 213 affiliates.

During the first six months, NBC affiliates called on News Channel's Washington bureau for assistance on 5,017 stories or news items, Horner

reports. Of that number, News Channel provided some live material for at least 3,855.

News Channel's renovation and expansion of its Washington bureau has paid off, according to Horner. "We have remote lines in from every major news source and a lot of space for affiliates." When the Monica Lewinsky story broke, more than 20 NBC affiliates came to Washington. "They brought big contingencies. We were able to handle all that in our new facilities with no problem," Horner says.

"We're feeding 250 stories a day. Most days that equals four to six hours of total rolling video," Horner adds. That breaks down to 22 feeds a day on weekdays and about 16 feeds a day on weekends, he explains.

"We do 30 hours a week of local news, and we need a lot of material to

SPECIAL REPORT NEWS SERVICES

fill that time," says Jim Loy, news director at NBC affiliate WOOD-TV Grand Rapids, Mich. News Channel is an "excellent" service, he says.

"They're quick and provide a wealth of material. In my part of the country they serve us well on a regional basis ... we like to have everything that's available," Loy says. His station's demand for news is so great that it also uses Conus, a newfeed service that operates as a cooperative (see page 32), as well as CNN Newsource.

Generally, stations don't seem to mind paying for more than one service. Neither CNN nor the broadcast affiliate news services would reveal what they charge. However, all said they are comparable in expense and that stations pay according to market size. One example given was that stations in the smallest market might pay a few thousand dollars while those in the largest market could be charged several hundred thousand dollars.

But as Loy points out, "We think we need to have all the sources we can get."

Based in Charlotte, N.C., News Channel also has staff in New York, producers in Miami and Tampa, Fla., a reporter in Atlanta, a regional producer and reporter in Denver and several people in Los Angeles who handle news in the West.

News Channel's formula for coverage appears to be working. "They're outstanding. We use them for regional, national and breaking news," says Bruce Whitaker of KXAN-TV Austin, Tex. But like others in the local news business, KXAN-TV, which airs three and a half hours of news on weekdays, obtains additional material from Conus.

News Channel is also concentrating on technology and is converting its news operation in Charlotte to digital. All news material is now recorded



NBC NEWS CHANNEL

Bob Horner is president of NBC News Channel, whose Washington bureau has been busier than usual this year.

and edited digitally and feeds are distributed digitally, Horner reports. By the end of October, News Channel hopes to finish the project by adding a digital routing system and digital switches.

Horner says they are also working on delivering a broadcast-quality video-on-demand service to affiliates. "We want to put everyone on the system. We're trying to make this happen and not add on any cost to affiliates."

Eye on news

"Affiliates want more of everything, particularly in the morning," says John Frazee, vice president, news services, CBS Newspath. The news service is providing 206 affiliates with some 300 to 450 stories a day, Frazee says.

"Sports is one area they [affiliates] really wanted to be in a position to take advantage of," he says, adding that Newspath is expanding its sports service this month.

Newspath will supplement its regular sports feed during football season with two special NFL feeds. They're designed to fit with CBS's NFL coverage

and to help stations air pregame shows.

On Thursday and Friday evenings, CBS affiliates will receive a feed that includes file tape of the week's games, breaking news and coaches' press conferences. On Friday afternoons, Newspath, in conjunction with CBS Sports, will use the network's NFL analysts to talk with sports directors from local affiliates. Affiliates in markets with teams will have access to the analysts first; then any and all affiliates can talk to the CBS talent, who will be used on a rotating basis.

Newspath also offers Newspath Gameday, a feed every Sunday during football season from 9:30 to 11 p.m., with

game highlights and postgame interviews.

Sports is not the only area in which Newspath has shored up its resources. With interest in financial news on the rise, Frazee says the service has added two business correspondents, increasing the staff to eight.

The financial reporters supply material for stations to use on morning news shows, provide individual stories for affiliates and look at the entire market day.

Newspath, which is particularly proud of the progress it has made in converting to digital SNG, says it now has 198 SNG trucks worldwide. And this summer it will begin testing a news-on-demand system with some affiliates.

Newspath operates 13 regional offices; largest, in Miami, handles regional, overnight and weekend feeds. Newspath offers a feed every hour, 24 hours a day, Frazee says.

Like its competitors, Newspath has placed strong emphasis on regional news. "We have the largest number of people dedicated to regional news," Frazee says.

TV news is good

ABC NewsOne also has sent its correspondent around the globe. "Stations are doing more news. Their appetite



John Frazee, VP, news services, CBS Newspath



SPECIAL REPORT NEWS SERVICES

goes beyond domestic news, and they want some kind of live presence," says Don Dunphy Jr., vice president of affiliate news services. Roughly 200 ABC affiliates use NewsOne, receiving 16 hours of feeds a day.

"We had people in Kuwait when we thought something might happen with Iran. We had people in Cuba covering the Pope. We have a correspondent based in London," Dunphy says. In January, when the Lewinsky story broke, 25 affiliates went to Washington. "We had to set up a facility, provide them with work space and satellite time."

Dunphy says that NewsOne offers live shots to stations to use during every local news hour; they do about 10,000 custom live shots a year. New-



One also offers a variety of reports covering medical, consumer and entertainment news.

"ABC does a good job. Its regional feeds are quite good now. If we want something special they'll get it for us," says David Vincent, news director, WLOX-TV Biloxi, Miss. Vincent says that NewsOne has improved to the point that his station no longer needs an extra service.

Bob Williams, news director, WCJB(TV) Gainesville, Fla., says: "ABC NewsOne is doing a good job. ... We're getting more live material, and they've stepped up their coverage of breaking news." His station also relies on Conus and CNN, Williams says. Using all three is expensive, but "we want to collect the maximum amount of stories as we can."

This January, NewsOne made its NewsOne Net, a digital browser system, available to all affiliates. "Producers can call up a week's worth of NewsOne material on their desktop computers," Dunphy says. Fifty stations are using the system. NewsOne also is working on a plan to convert to digital SNG.

CNN Newsource rules

There's little doubt that CNN Newsource continues to dominate the news-feed business with its base of 500 affiliates of both network and independent stations. The broadcast networks would rather see affiliates drop Newsource, but clearly many stations feel they need CNN as a backup.

At KFVS-TV Cape Girardeau, Mo.,



CNN Newsource, which moved into new Washington studios in April, is offering its generic live shots feed earlier in response to stations, says Jack Womack, executive VP of CNN Headline News (top); heading up the Washington bureau is Skip Loescher.

which airs 90 minutes of news each weekday, it's essential to have as much news as possible, says Mike Beecher, the station's news director. So it relies on CBS Newspath. CNN Newsource and Conus (see page 32).

Beecher says that each service has strengths. However, he believes Newsource is the best when it comes to breaking news. "CNN Newsource is primarily our protection for breaking news or anything major," he says.

Holly Steuart, news director, WROC-



ABC NEWS NEWSONE

Andrea McCarren is a Washington correspondent for ABC's NewsOne, while Don Dunphy Jr. is vice president of ABC's affiliate news services.



It's a Boy!!!

[actually, it's two.]

FOX News Channel is pleased to announce the birth of a new show -- "The Beltway Boys," Saturdays 6:30PM ET & Sundays 9:30PM ET. The program, hosted by Fred Barnes and Morton Kondracke, tracks Washington's stars on the rise and predicts those who may crash and burn.

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Cape Girardeau, MO



TV Rochester, N.Y., agrees: "CNN may be a little better on breaking news." She also finds CNN's business, medical and entertainment features helpful. As a CBS affiliate, however, Steuart says that the station prefers Newspath. "We like to use CBS when we have a choice, but we don't always have a choice."

Newssource says that its affiliate base has grown in the past year. It attributes that increase to the fact that more stations are doing news. "We've brought on board WB stations and Fox affiliates," says Susan Grant, president of CNN Newssource Sales.

Responding to the growing demand for live shots this year, Newssource moved up the start time for its feeds that supply customers with generic live shots. "We're the first one out with generic live shots," maintains Jack Womack, executive vice president of CNN Headline News.

And the service has added a 30-minute weekend sports feed; there are now 11 feeds each weekend day. It offers 12 feeds a day Monday through Friday. That's an average of 300 stories each weekday and 200 on weekend days. Some 70 franchise pieces and features are offered each week.

Other efforts to beef up its coverage include the hiring of two new correspondents. Newssource has four correspondents in Atlanta, one in Washington and one in Los Angeles.

Perhaps even more important is CNN's renovation of its Washington bureau. "We tripled our work space in Washington to accommodate visiting affiliates," says Steve Donahue, vice president of CNN Newssource.

"We have to respond now more than ever to the demand for news," Donahue says. He says that when the Monica Lewinsky story broke, CNN was helping more than 20 affiliates in Cuba cover the Pope. Newssource had to redeploy staff from the West Coast to beef up Washington and handle more than a dozen affiliates who showed up in Washington to cover the Lewinsky story.

Princess Diana's funeral was another example of strong local station interest. Donahue says. "We were in London nine days, we had 11 affiliates there and provided over 900 live shots."

CNN has a new digital video-on-demand service, but so far only 15 to 20 affiliates have installed or ordered the service. ■

Fox's NewsEdge comes into its own

News service has more feeds, staff and service

By Kim McAvoy

Fox NewsEdge is making a concerted effort to cut into the market for major network news services.

NewsEdge began a major expansion last November. It tripled its staff to just under 150, increased the number of weekly feeds to 25 per day, added weekend feeds and hired seven reporters. It is now supplying Fox affiliates with news material 24-hours, seven days a week. News bureaus were added in Atlanta, Boston and Dallas and existing bureaus were expanded in Los Angeles, San Francisco, Chicago, Miami and New York.

"They've made amazing strides in the past year," says John Poister, executive producer of news at WPGH-TV Pittsburgh. His station is one of the 102 Fox affiliates now offering news.

"When we first used NewsEdge, we were somewhat disappointed. Live shots were iffy, and they couldn't always deliver. We had to rely on CNN Newsource," Poister says. But he says the service has improved so much that the station has decided to go for the NewsEdge feed first and use CNN's Newsource as a backup. "Sometimes CNN does a better job, but we hope to use Fox more."

Although Fox does not have affiliates in every market that can contribute material to NewsEdge, Poister believes the service is doing "a more than adequate job." One of the problems with CNN, he adds, is that "every station in Pittsburgh is a CNN affiliate," making it harder to air exclusive material.

"We've been working diligently on improving our service," says Brian Jones, vice president of newsgathering



Brian Jones is Fox vice president of newsgathering

for NewsEdge. Of the 25 feeds each day, Jones says there are more than 400 items that are not repeated. He says NewsEdge also has added special feeds—such as its Fox Files, which contains material

about Fox programming. "For example, we took people backstage for the 'X-Files' movie. We offer a different Fox File every week," he says.

Material from Fox News Channel also is rolled into the feeds, Jones says. And there is the SportsEdge feed that provides affiliates with 100 to 200 items daily.

"We're doing, on average, custom live shots every day. We were all over the Princess Diana memorial, the Super Bowl and other major news events," Jones says.

NewsEdge has also established D.C.Edge, a unit of producers, reporters and editors that helps affiliates with their Washington news needs. News from D.C.Edge is part of the service's mid-Atlantic regional feed.

And the service has set aside computers and work space for affiliates to use at NewsEdge bureaus.

"NewsEdge is doing a better job accommodating station needs," says David Bennallack, news director at

KFOX-TV El Paso, Tex. "They have good reporters, and they're available when we need them."

But he also believes that NewsEdge does not have the variety or depth offered by other services. KFOX-TV "relies heavily" on CNN Newsource, Bennallack says. CNN is "more consistent," he adds, but "Fox keeps improving."

NewsEdge also began charging affiliates in April. Jones, who would not discuss dollars and cents, says stations are charged by market size, and that fees are comparable to the fees charged by NewsEdge competitors.

However, Bennallack says some affiliates thought that the fees "were out of line with what the service was offering." His station is working out an agreement with NewsEdge on charges.

Initially, the service was not worth paying for, says WPGH-TV's Poister. But that has changed, and Poister is especially pleased with NewsEdge's Northeast feed. "That alone has made the service worth more to us." ■

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CNN
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Conus covered the fires that ravaged central Florida in July.

CONUS: A regional power

Eight hubs deliver national, regional news, plus the latest from inside the Beltway

A strong regional presence is Conus's ace in the hole with its members.

For stations like KFVS-TV Cape Girardeau, Mo., whose news territory includes 42 counties in four states, being part of the Conus news cooperative is essential. "It fills a niche for markets like ours," says Mike Beecher, news director at KFVS-TV.

Conus oversees eight regional news hubs and delivers 19 national and regional news feeds daily. It provides its 115 members with 500-700 stories every week.

Covering news in adjacent markets would be tough for KFVS-TV without Conus. The station does not have its own SNG truck and must rely on Conus to provide it with the necessary SNG protection, Beecher explains.

WTVF(TV) Nashville relies on Conus for regional news. "They're very good at coordinating regional coverage," says Tom Beach, assignment manager at WTVF. "We use them a lot."

Conus also offers stations access to a custom news operation in Washington. Conus Washington Direct has



DCeXtra's "Washington WatchDog" Terry Turner keeps an eye on the government for Conus members.



Conus President Charles Dutcher says it has been a banner year for its Washington coverage.

bureaus at the White House and on Capitol Hill, two state-of-the-art television studios and four satellite uplink paths.

DCeXtra is a 10-minute digital feed from Washington, which includes the top story of the day packaged as a custom-tailored report.

Three times a week, stations can receive hard-news features from DCeXtra's Washington WatchDog.

"It's been a banner first year for DCeXtra," says Charles Dutcher, president of Conus. He believes the service helps local stations to make their newscasts "hyper-local."

"DCeXtra bottom-lines the impact of Washington's happenings. After all, decisions made in the nation's capital about children's health care, tobacco

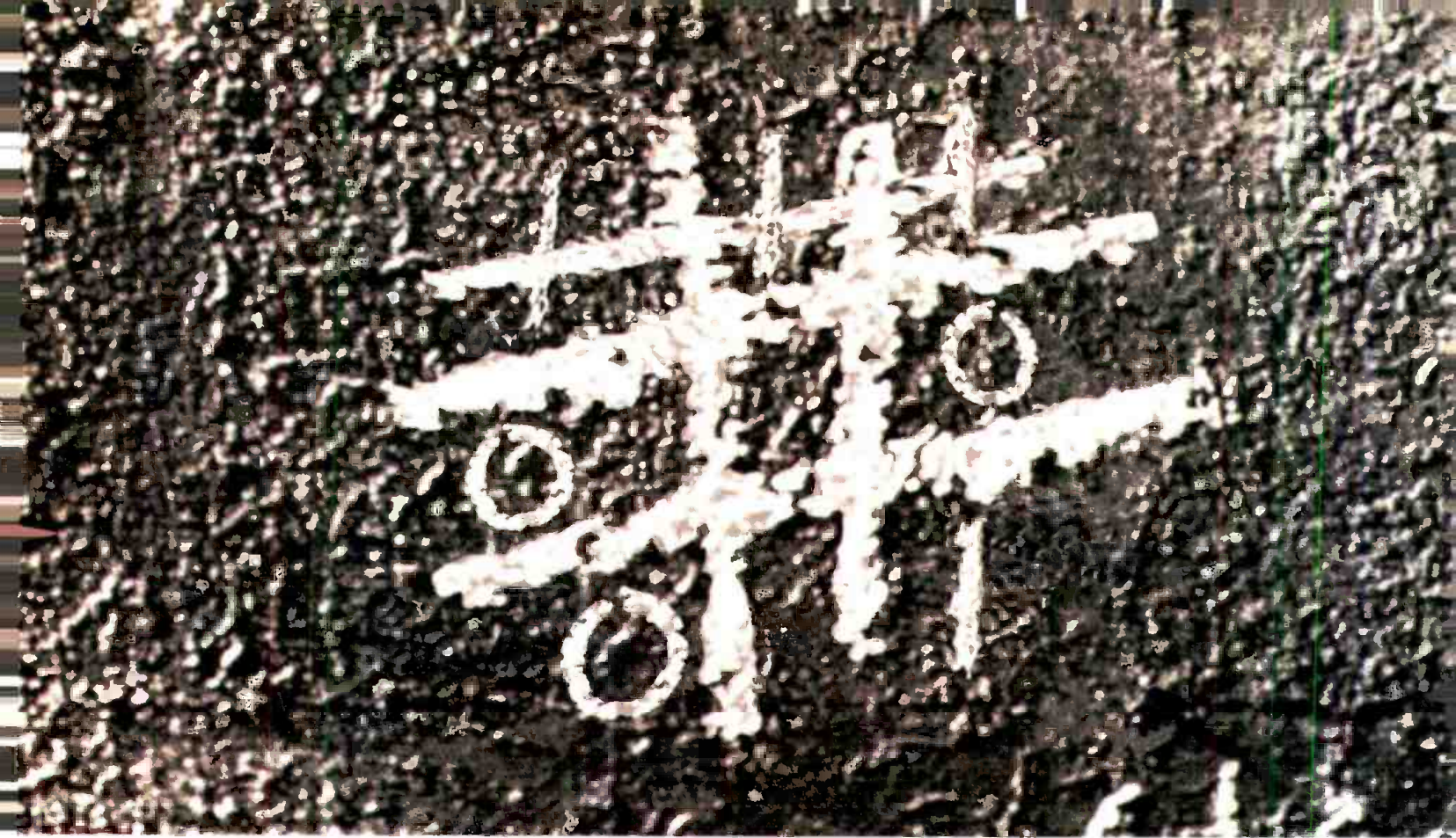
legislation, government pay raises and fraud against senior citizens ultimately cross into the city limits where your viewers live," Dutcher says.

Also this year, Conus is particularly pleased with its regional coverage of wildfires in central Florida. "We did work for at least 20 stations," Dutcher says. Conus also is concentrating on covering every major sports event. "We've found there is an awful lot of interest in sports. We've made a commitment to be there."

In September, Conus will offer members a new consumer business feed containing material from new programming ventures. Dutcher says the news service has acquired *First Business*,

an early morning half-hour business news program formerly produced by the U.S. Chamber of Commerce. It's also producing *American Times*, a half-hour "family-sensitive" news program, and *On the Money*, produced on behalf of Knowledge Television and offering personal finance advice and information.

Next year Conus hopes to distribute all its feeds digitally. All news material brought into Conus is recorded and edited digitally. The service is working on a cross-platform system that will allow Conus members to share resources across network lines, Dutcher says. ■



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Battling for global (news) supremacy

With purchase of WTN, APTV squares off with Reuters in competition to supply global news

By Kim McAvoy

The international news feed business is no longer a three-way race.

The purchase of Worldwide Television News (WTN) by AP's international video news service, APTV, leaves Reuters TV (RTV) as the only other major provider in the battle to supply broadcasters around the globe with news.

This two-way competition is likely to be heated, since RTV also was interested in buying WTN. However, ABC News, which owns 80% of the WTN operation, said in June that it had a deal with AP.

The sale, believed to be valued at \$53 million, also includes an arrangement by which ABC News will subscribe to APTV, and ABC's affiliate news service, NewsOne (see story, page TK), will supply material to APTV.

ABC decided that WTN no longer "fit in" with its business strategy as a broadcast network, according to Eileen Murphy of ABC News.

RTV and WTN have been considered the two leading global news services. Now, APTV, with the addition of WTN, is likely to give RTV a serious challenge.

APTV executives say they are not ready to discuss how WTN will fit into the news organization. APTV has full-time video newsgathering facilities in 70 bureaus and has more than 200 clients, including NBC, MSNBC,



CNN, CBS, Fox News Channels and Univision, among others. WTN, which has some 120 bureaus worldwide and more than 75 clients in the U.S., provides international coverage for ABC and the BBC.

Preparing for the upcoming expansion, APTV in June named Derek Taylor chief executive and managing director of APTV. Taylor had been with Independent Television News, which owned 10% of WTN. (Nine Network Australia also owned 10% of WTN.) He succeeds Stephen Claypole, who is now international director of the broadcast division of AP.

"We're trying to bring a global reach to our customers that is timely, accurate and reliable," says James R. Williams, vice president and director of broadcast services for AP. APTV's primary service provides top international news stories as well as regional coverage in North America, Latin America, Asia and Europe.

Williams says one of APTV's fastest-growing businesses is its custom coverage of the Middle East, which produces Arabic-language reports for major broadcasters in the region.

Its Sports News Television (SNTV) brings broadcasters sports highlights and breaking sports news from around the world. APTV puts sports feeds on the satellite seven times a day.

APTV's special services unit, which offers tailored facilities support to broadcasters, appears to be in demand. It provided support for this year's French World Cup, June 24-26, with four uplink facilities. It also



APTV cameraman Miguel Gil (r) and a member of the Kosovo Liberation Army in Kosovo. Gil's coverage of the escalating conflict between ethnic Albanian guerrilla fighters and Serb forces was exclusive to APTV.

Amanda Stultz reports on consumer news from Reuters TV's Washington studio.

"We're trying to bring a global reach to our customers that is timely, accurate and reliable."

—James R. Williams, AP vice president and director of broadcast services

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SPECIAL REPORT NEWS SERVICES

mounted operations in Belfast for coverage of the Northern Ireland assembly; in Albania for coverage of growing tensions in Kosovo, and from four sites in China for coverage of President Clinton's visit to China.

Meanwhile, at Reuters, the service remains committed to TV news. "Although WTN would have been nice to have, we are aggressively focused on several other specific plans to develop the business, including improvement and enhancement of customer service; incorporation of digital TV into our offering, and developing more regional content—in addition to the strong international content our service already provides," says Phillip Melchior, director of media business for Reuters Group.

RTV's 24-hour news feed service, World News Service (WNS), which reaches some 900 TV broadcasters worldwide, remains its core business. It has 73 TV bureaus and provides 2,200 stories a year for clients that include NBC, CNN, Fox News Channel, BBC, ITN and NHK.

Last fall, Reuters began a new ser-

"We are aggressively focused on enhancement of customer service, incorporation of digital TV ... and developing more regional content."

—Phillip Melchior, Reuters director of media business

vice. Reuters Business Network (RBN). Offered Monday through Friday. RBN includes three 75-second packaged business segments geared for the local station market in the U.S., as well as a *Reuters Financial Report*, anchored from the New York Stock Exchange; a *Reuters Consumer Report*, anchored from Washington, and a *Newsmakers Report*, which looks at financial newsmakers of the day.

Reuters also expanded its service last year with a daily 15-minute global entertainment news feed, Showbiz

Daily. And at the end of this year, RTV hopes to

have a NewsBreakers segment for delivery to both broadcast and online service markets. Reuters will take the top global news stories of the day and package them for airing with the Reuters brand. "Broadcasters are looking for more packaged material that they don't have to do anything with," says Bob Keyes, vice president of sales and marketing for RTV.

RTV also is looking at expanding its regional feeds in Asia and Latin America, he says.

Like its chief competitor, RTV was on the scene for live coverage of such major news events such as Princess Diana's funeral, the Pope's visit to Cuba, U.N. Secretary Kofi Annan's arrival in Baghdad and Kosovo talks in London, among others.

RTV also is concentrating on customer support. Last month it launched a 24-hour global help desk to assist its TV customers. And RTV wants to do more facilities management, Keyes says, to help clients on location and to provide them with satellite coverage. ■

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* Live from the NY Stock Exchange

RADIO NEWS: Many sizes fit all

Consolidation has increased the competition to serve station's news needs

By Andrew Bowser

As competition among radio news providers becomes more cut-throat, many of America's radio news services want to mold their news product into as many audience-specific forms as possible.

Deregulation and consolidation have increased the stakes.

Some stations report cutting back network news feeds in favor of local news or no news. Others rely more than ever on a variety of news service products, including rip-and-read text, satellite- or ISDN-fed audio reports and live phone Q and As with network reporters. Service providers are scrambling to stay relevant.

"With precious little talking real estate available," says New York-based radio consultant Walter Sabo, "The service providers that aren't arrogant enough to think their definition of news is the only definition are thriving."

Radio industry consolidation has led owners to downplay local news departments, with many transferring the news reading task to on-air personalities. Yet format diversity has not diminished significantly, so the kind of information a station needs remains driven by its demographics.

"A lot of stations have to do more with less," says Corinne Baldassano, general manager of AP Radio Networks. "You have fewer people doing a lot more work, so the more you can give customers what they need, when they need it and in form they need it, they will use it a lot more."

AP's newest product to address that need is a daily package called "Cooler Copy" that compiles the offbeat stories (audio and text) that come across the AP feed throughout the day. Even though they already had access to those



Co-anchors of 'Bloomberg Morning Show' Jim Kingsland and Tom Moore.

stories individually, harried AP affiliates quickly seized on the convenience of the package. "It was as though it was a brand new thing," Baldassano says.

ABC Radio Networks has the largest audience in radio news, reporting that 149 million people listen to its various products. The network has picked up some prominent affiliates over the past few years, including WBAL(AM) Baltimore, KTRH(AM) Houston and WTMJ(AM) Milwaukee. Even so, the ABC Radio Networks affiliate count has been flat, hovering around 3,000 since at least 1996.

What is going up for ABC, according to vice president Bernard Gershon, is interest in its five-year-old *Business Week*-branded news report. "The number of subscribers is up, and we have calls from interested radio stations," he says. Current subscriber

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count is 179, up from 170 last year.

A roller-coaster stock market has sparked interest in financial news by radio stations and groups, and Bloomberg News Radio is attracting a lot of attention.

At least some portion of Bloomberg's reports are broadcast by 230 U.S. radio stations, including 100 network affiliates that take every hourly report; the company-owned WBBR(AM) New York, which broadcasts 24 hours a day, and a few clones

around the country that duplicate WBBR's signal.

Competitors are watching closely. Peggy Belden, director of broadcast services for the 18-year-old Wall Street Journal Radio Network, says her affiliate count has decreased from about 180 before deregulation to 150 today—partly because of deregulation but mostly because of Bloomberg. "They are very aggressive," she says. "They have similar products and they are out

there clearing radio reports in exchange for inventory, as we do."

Bloomberg is targeting its radio news feed to sports fans with the 60-second, three-times-daily *Business of Sports* report. Launched eight months ago, it is carried on some 70 stations. Five stations carry its urban-targeted 60-second spots, including WLIB(AM), one of the two biggest urban stations in New York. The company is talking to stations about carrying its new Hispanic-targeted business report.

But Michael Bloomberg, despite his aggressive grab for mass-market media, has positioned himself in interviews lately as somewhat of an anti-evangelist of business news for the average guy: supply is up, but he's still waiting to see definitive numbers confirming increased demand for hard business news. "We are in the middle of the biggest boom market in the history of the stock market, so there is the perception that listeners care more about business and finance," he told BROADCASTING & CABLE.

True, Bloomberg's radio affiliate base is growing, along with revenue.

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ABOUT THE CENTER

The Center on Crime, Communities & Culture of the Open Society Institute seeks to create a better understanding of and support for effective and humane responses to crime in order to enhance the safety of all communities. The Center supports innovative programs and research in criminal justice and public safety and provides fellowships to people committed to becoming leaders in the field. The Center seeks projects representing a variety of viewpoints and is committed to protecting the integrity and independence of each Fellow's work.

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Bloomberg fills news holes

Television stations looking to fill their news holes with live material can also count on Bloomberg Television. Another key player in the news feed business, Bloomberg has launched several new services this year. Stations can now receive a live report twice a day from the New York Stock Exchange (at noon and 5 p.m.). The noon report is updated for each time zone. Broadcasters also can get live reports from the London and Tokyo markets, and Bloomberg is offering stations access to breaking news from its 100 bureaus around the country.

Bloomberg, which has 120 affiliates, also prepares custom-tailored reports for stations in key markets, such as WCBS-TV New York. Those new features are in addition to the two-minute *Bloomberg Morning Business Report* and its *Evergreen Technology Report*. Bloomberg clients also get a news wire service and access to a local stock index.—Kim McAvoy

yet still he's skeptical about the public's appetite. "Yes, an awful lot of people now own equity, but it's also true that most of those equities are not in stocks—they are in mutual funds."

Ken Charles, director of programming and news for WSYR(AM) and WHEN(AM) Syracuse, N.Y., says that "What we need [from news service content] is not only information, but relevance," he says. "The problem with Bloomberg and *Wall Street Journal* is that when they start talking about the Nikkei [stock index], I don't think 999 out of 1000 people in a mall have ever heard of it." For WSYR, which runs a news/talk format, the only thing that tests lower than business news, according to Charles, is sports scores.

But Harvey Nagler, vice president of CBS News's radio division, says the average listener cares more about the stock market. "Business and finance has become a higher priority," he says. "It's become a pocketbook issue." Some of the broadcast reporters hired to extend the reach of Internet-based CBS Marketwatch

news service have, since the beginning of the year, contributed consumer-friendly financial reports to the radio network.

For national events, news director Charles says his stations use less network news content than they did five years ago, forgoing even a top-of-hour network broadcast in favor of local news, which is the station's number-one draw. But what he wants most from networks is simple—speedy coverage of breaking national news. When there's an event as important as the Capitol shooting, he wants immediate coverage, regular updates and relevant long-form programming. And he wants radio-tailored coverage, not a television feed plugged into the radio pipeline. He says that the degree to which the network delivers all of that "can make or break local affiliates."

To serve smaller markets, radio news networks are delivering more custom calls, in which an on-air personality at the local affiliate gets the opportunity to interview a network reporter live at the

scene of breaking news.

And the affiliates seem to like it. Charles, for example, cites the availability of custom calls as "one thing that pushed us over" from CBS to ABC network news about two years ago. CBS has not ignored the demand, providing "thousands" of reporter availabilities, according to VP Nagler.

Some networks that don't provide custom reports are making efforts to custom-tailor the sound or at least some of the content of reports. CNBC Business Radio, for example, frequently provides customized closing credits, live local Q and As or other material to help localize the piece, according to Bart Tessler, vice president of news for Westwood One Radio.

Likewise, CNNRadio provides live Q and As and custom-tailored closing credits. But Robert Garcia, general manager, doesn't foresee any change in the content of the network's news feeds, which are carried by 500 domestic and 60 international affiliates. "I'm proceeding on the notion that stations and listeners want straight, hard, mainstream news with no gimmicks, bells or whistles," he says. ■

News on demand

From sports to consumer, courts to cars, here's a sample of the services that stations can look to for help

ABC News Radio—24-hour daily news, including crisis coverage, special reports, newscasts, sports, business and public affairs (212) 4556-5107

AccuWeather—Weather, including local forecasts for radio and TV (814) 234-9601

Agence France-Presse—General and economic news in six languages; photo service; infographics in four languages (202) 289-2700

American Urban Radio Network—Hourly newscasts, commentaries, reports from the White House and Capitol Hill, special reports on African-American concerns (212) 714-1000

AMI News—Skiing, camping, fishing reports for radio and TV (510) 254-4456

Archive NewsPhoto—More than 20 million photos, stills and engravings

covering 3,000 years of history, including up-to-the-minute news and celebrity photos (212) 620-3955

Broadcast News Ltd.—General news, live sports and remote broadcasts for radio and TV (416) 364-3172

Business News Network—24-hour daily business news, market reports, financial advice, live reports from NYSE, business talk, lifestyle talk shows (on weekends), longer-format programming, *Business Day* (3-hour program) for radio (719) 528-7040

CBS News Radio—24-hour, daily news, special reports, updates, news-feed and hard-copy service, newscasts and crisis coverage (212) 975-3615

CBS Radio Networks—*The Gill Gross Show* discusses news, politics and pop culture; call-in radio program (212) 975-7807



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E Patrol—Environmental TV vignettes on such issues as recycling, energy conservation and littering (913) 393-4455

Entertainment News Calendar—Daily entertainment news (212) 421-1370

ESPN/Sports Ticker—24-hour sports news and information (including real-time scores) delivered to printers, newsroom computers and PCs (201) 309-1200

Hammer Distributing—Car-care news inserts for TV (740) 264-7585

Health News on Location—Health and dental news (214) 820-4827

Ivanhoe Broadcast News—News on medical breakthroughs, health and crime prevention; syndicated (407) 423-8045

Kiplinger's Personal Finance Report—Daily news report showing viewers how to live better by learning how to manage their money (781) 861-8713

Medialink—Unrestricted audio and video from corporations and industries (including entertainment, health care, technology and finance) trade associations and government agencies (212) 682-8300

Nasdaq Stockline—Stock market reports, including customized local stock reports and up-to-the-minute business news and information for radio (202) 728-8379

News Broadcast Network—Daily satellite feeds of video and audio news releases to stations and news programs; satellite and radio media tours (212) 889-0888

News Travel Network—Travel-related programs (415) 439-1212

Potomac News Service—Live coverage

from Capitol Hill, customized for local stations (202) 783-6464

Reuters America Inc.—Breaking news edited for broadcast; national and international news, economic and financial news, sports and entertainment (202) 783-6464

Salem Radio Networks—Top- and bottom-of-the-hour newscasts (972) 831-1920

Shadow Broadcast Services—Customized traffic, news, sports, weather and format-sensitive features for radio stations; syndicated programs (213) 312-1270

Sports Byline USA—Late-night and overnight sports talk programming; call-in long-format shows (800) 783-7529

Sports Newsatellite—Daily sports feed with highlights and features for early and late news; exclusive sports service for NBC News Channel (201) 807-0888

The Sports Network—24-hour real-time sports information via satellite for radio, TV and the Internet (215) 942-7890

Talk America—Headlines, sports and weather news for radio available by satellite (781) 828-4546

The Television Syndication Co.—News feature insert packages on such subjects as quick meals, effective parenting and traditional and alternative medicinal approaches to common ailments and aging (407) 788-6407

TV Direct—Daily news feeds, live shots, custom reports; crew, newsroom, archive and studio support (202) 467-5600

USA Radio Network—Top- and bottom-of-the-hour newscasts, updates, sports and business, presidential news conferences, weekly radio address, campaign coverage, health and financial news (214) 484-3900

WOR Radio Network—News/talk programming covering consumer affairs, pets, health, public affairs and psychological topics; *The Bob Grant Show* (212) 642-4533

Friendly leads first-run at KW

Syndicator president emphasizes that its next big push will be into cable

By Joe Schlosser

King World Productions has named Andy Friendly president of its first-run programming division, and production has started on the syndicator's two new series set for this fall. Plans have also changed for the company's planned talk/variety co-production with NBC.

Friendly, the son of former CBS producer Fred Friendly, had been the executive vice president of programming at the company since 1995. Friendly received a new three-year contract, and his authority within the company has been expanded into a number of new arenas.

"Three years ago everyone was writing the company off and saying that we were going to be sold," Friendly says. "No one really believed in our ability to turn the company around and become a programming force again. Under Michael and Roger King's leadership and with my team, we have been able to do it, and this is really only the beginning."

Besides running the production on King World's three upcoming syndicated series—talk shows with Roseanne and Martin Short and a revamped version of game show *Hollywood Squares*—Friendly emphasizes that his and King World's next big push will be in cable television.

"We want to be in the cable business—and we have several projects through our new kids division that are sitting at cable networks, close to happening, and several other talent-driven shows that are coming together," says Friendly, who was vice president of prime time programs and program development at CNBC in the early '90s.

Asked whether King World is interested in buying a cable network of its own, Friendly said: "I hope that we will, because we would be very good in that business. I know that side of the industry from my days at CNBC, and I know Michael and Roger [King] have looked at several things, and I believe that down the road we will be in that business."

Friendly's promotion comes only a week after Jules Haimovitz stepped down as King World's president and chief executive officer. King World

executives say that Friendly's promotion has nothing to do with Haimovitz's move and that the company is currently looking to fill Haimovitz's soon-to-be vacant position.

Two of Friendly's top projects for 1998 started making serious strides in production last week, as *Hollywood Squares* taped its first 10 episodes and *Roseanne* began taping practice shows with celebrity

guests. Friendly says the taping on *Hollywood Squares* was the "smoothest first two days" on any show with which he has been associated. He says Whoopi Goldberg, who is the show's permanent center square star, was joined by Brian Austin Green and Jeffrey Tambor. In the coming weeks, Rosie O'Donnell, Patrick Swayze, Garth Brooks and others will fill a square.

As for *Roseanne*'s soon-to-launch talk show, Friendly says former White House spokeswoman Dee Dee Myers is among those who have sat in for test runs. This week, Friendly says, King World will begin taping shows that can be used for holiday and other purposes.

"Right now we're getting *Roseanne*



Andy Friendly

used to being on the stage and learning what I call the grammar of television," Friendly says. "What camera to look at, how to throw to a commercial and other important talk show items. We'll start taping the real shows the Friday before the show's Monday [Sept. 14] premiere."

Friendly says Ellen DeGeneres and Bill Cosby are among the guests who have been booked for the

early shows. He also says the wheels have started to turn on King World's announced talk show project with comedian Martin Short, which is scheduled to debut in syndication in fall 1999. Friendly says King World executives are looking at potential executive producers and have begun discussions with station groups about Short's show.

In a related production note, Friendly says that plans for a King World- and NBC-produced daily talk/variety show to follow NBC's *Today* show have been altered. NBC and King World are now talking about co-producing a show for a later daypart, Friendly says, but not for the 9 a.m. slot originally planned. ■

Wurtzel tops ABC brand management



ABC has named Alan Wurtzel senior vice president of media development, brand management and research, reporting directly to company president Robert Iger. Wurtzel had been senior VP, magazine and long-form programming, ABC News, for the past five and a half years.

Wurtzel will be responsible for brand management at ABC, and he will oversee research activities throughout at company, including at ABC-TV, ESPN, Disney/ABC Cable and Buena Vista Television. With all of the challenges facing network television, Wurtzel says, "now is a great time to take a look at the environment and our business objectives and remake a lot of the rules and be sure we're getting the best use of our brands and assets."

Wurtzel is a 20-year ABC veteran. Before his news stint he was senior vice president, marketing and research services; before that he ran the standards and practices unit at the network.

—Steve McClellan



By Dan Trigoboff

Pulling the plug on plumbers

Providence-New Bedford, R.I., station WLNE(TV) pulled a public safety report and apologized to local police after complaints that reporters posing as plumbers to demonstrate the tactics of con artists were frightening area citizens. A pair of thieves posing as utility workers had been working the Providence-Pawtucket area, police chief William Devine said, and an elderly local woman was robbed of \$750 when one thief ransacked her home while the other distracted her with a phony inspection.

Channel 6 attempted to demonstrate how easy it is for con men to gain access to homes, and reporter Margie O'Brien traveled with a news crew pretending to be plumbers making unsolicited house calls. Station vice president and general manager Tom Long said the intent of the story was public interest. Police received many complaints from citizens already frightened by news of the local con men. "I know what they were trying to do, but why frighten the neighborhood?" Devine said. O'Brien's story ran once, in a daytime report, but was dropped for the evening news.

"It was a mistake," said Long, "and the

reporter was reprimanded. We reviewed our procedures, and we've moved on."

Boston tower brings down the house

WLVI-TV Boston was knocked off the air last Tuesday when a 100-foot crane and the radio communications tower it was carrying fell into the station's building on Morrissey Boulevard, near the



A fallen tower left WLVI-TV Boston hoping for clear skies

Boston Globe. No injuries were reported, although the one-story structure was left with a substantial gash in its roof ("We've got a skylight," one staffer joked.) WLVI-TV was able to broadcast a few hours later through feeds provided by WPIX(TV) New York, also owned by Tribune Broadcasting. Using WPIX feeds, the WB station expected to be back on the air with its own schedule by late Tuesday—and back in the building by Thursday. The crane was putting the tower on top of a nearby building for use by several area radio stations.

Buenos dias Los Angeles

Los Angeles's KTTV(TV) began simulcasting its weekday shows *Fox 11 Morning News* at 6 a.m.

and *Good Day LA*. at 7 a.m. in Spanish, via the Secondary Audio Program. The station says they will be the only morning news programs in Los Angeles offered with a Spanish simulcast.

From Miami to Miramar

After nearly 50 years in Miami, WTVJ(TV) is moving to Miramar, Fla., becoming the first major network affiliate to be headquartered in Broward County. Station president and general manager Don Browne noted that the new location is between major metro areas Miami and Fort Lauderdale and said the move should expand the station's reach. The station had sold its Miami property for nearly \$12 million to the federal government—which will build a courthouse there—and has been looking for a new home. Broward courted the station vigorously, offering a reported \$1 million in incentives.



WRC-TV Washington continued live broadcasts related to the Capitol shootings covering the funerals of the fallen officers.

Continuing coverage

Coverage of the shootings at the U.S. Capitol in Washington and their somber aftermath demonstrated that even the biggest national story is local and often remains news locally long after the network trucks have gone

home. Virtually all of broadcast and cable television dropped scheduled programming at the first sign of the shootings. But a week later two Washington stations—NBC's WRC-TV and Fox's WTTG(TV)—continued to preempt schedules with live broadcasts of services, (when the families allowed them to) allowed to; and the funeral processions. In a company town where government is the company, WRC-TV vice president, news, Doug Lougee commented, "our entire community of federal and government workers had a connection to this story." The station reported "extraordinary" positive response to its coverage and few complaints about missing soap operas and talk shows.

"When a city loses two police officers in a single day, that's a major story from a local perspective," said Katherine Greene, news VP at WTTG. "We felt this deserved more than typical crime coverage."

Big Easy's Early retirement

After nearly four decades, J. Michael Early, 81, president/GM of WWL-TV New Orleans, is retiring on Aug. 28. Early has headed the A.H. Belo Corp. station since 1961. Jimmie B. Phillips, WWL-TV's general sales manager/station manager, will assume Early's responsibilities as VP/GM. Under Early's watch the station won five Peabody awards, a national Emmy and three Edward R. Murrow awards, among others.

All news is local. Contact Dan Trigoboff at (202) 463-3710, fax (202) 429-0651 or e-mail to d.trig@cahners.com.

CBS is high on movies

Network plans more in-house productions following season's success

By Michael Stroud

While NBC and ABC are rethinking their commitment to traditional movies-of-the-week, CBS is ramping up.

Following its best prime time movie showing in a decade on Sunday nights, the network will add Tuesday to its movie night lineup in 1998-99 and plans to increase the number of films it makes under its own CBS Productions banner.

The network scored its best Sunday night movie showing in 10 years last season, ranking number nine among all households and attracting an average of 19.4 million viewers, according to Nielsen Media Research. The network had 20 of the top 24 movies last season, led by *What the Deaf Man Heard*.

"Each one of these movies has been an event," says vice president of movies and miniseries Sunta Izzicupo, alluding to other networks' emphasis on "event" miniseries, such as NBC's *Merlin*.

To give CBS more creative and financial control, Izzicupo plans to ramp up in-house production of movies from an expected five movies in 1998 to nine or 10 the following year to as many as a dozen the year after. That would give it a stake in about 20% of the 50 or so movies it makes each year. Izzicupo stresses that the majority of CBS made-for-TV films will still come from a wide range of producers that the network depends upon for diversity.

"A dozen [movies a year] in-house would sate us," Izzicupo says. "You sell these things as packages in the foreign market, so the more of them you have, the better."

CBS Productions' 1998-99 slate of made-for-TV movies includes *Beyond the Prairie*, the true story of Laura Ingalls Wilder, about the author of "Little House on the Prairie," and *Monday after the Miracle*, a sequel to *The Miracle Worker*, a TV movie and feature film about Helen Keller's life.

The focus on more in-house movies is part of CBS Television President Leslie Moonves's plan to have the network own more of its own programming. In 1998-99, CBS will own a stake in about 58% of the shows it airs, compared with about 38% the year before.



Typical of CBS's character-driven movie fare is 'Blue Moon,' starring Sharon Lawrence in a story about an extended family in the fishing business.

Even excluding in-house productions, CBS has traditionally made far more made-for-TV movies than NBC or ABC, which rarely make more than a few dozen original movies per year. NBC and ABC have said they plan to focus more energy on miniseries over the next few seasons.

Recognizing Izzicupo's strong record as vice president of movies since 1995, Moonves expanded her responsibilities to include miniseries in March.

While ABC, NBC and Fox have promoted big-budget event movies, Izzicupo has focused on delivering strong, character-driven movies each week.

The new season will feature more of

the same, including a true life-based film, *Point Last Seen*, starring Linda Hamilton as a missing-persons tracker whose own children are abducted by an abusive husband.

Producers Jaffe-Bronstein recently finished casting *My Father's Shadow*, the true story behind the Sam Shepard case, which inspired *The Fugitive* TV show and Harrison Ford's hit movie. Peter Strauss will play the title role in the film, which is slated to run toward the end of 1998.

One wild card: As Moonves reshapes the network's 1998-99 schedule to appeal more to younger audiences and men, he could decide to put other programming on Tuesday night. *60 Minutes II*, set to debut in midseason, could be a contender.

For her part, Izzicupo says that some of her films may skew a little younger or more male in the coming season, but not at the expense of the core female audience that has been loyal to CBS films over the years.

"My goal is to invite in my core audience while inviting in some others as well," she says. ■

Local news gets Rocky review

Media watchdog says that violence dominates newscasts

By Dan Trigoboff

Coverage of violence accounts for more than 40% of local newscasts, according to a study from the Rocky Mountain Media Watch (RMMW), a Denver-based public interest group that frequently criticizes TV news.

In its report, *Not in the Public Interest*, RMMW says it analyzed content from one day's newscasts on 102 stations in 52 metropolitan markets. RMMW Executive Director Paul Klite said March 11 was selected because there was no overriding national or international story that day, providing a more typical local newscast. RMMW assigned grades to stations based on what it calls its "mayhem index"—measuring the percentage of airtime given to stories about crime, disaster, war and terrorism. The average

mayhem index for programs in the sample was just over 40%.

Some stations offered about double that average, RMMW says, identifying KSAZ-TV Phoenix, WSB-TV Atlanta, WOOD-TV Grand Rapids, Mich., and KNBC Los Angeles, as "consistently near the top for mayhem in all of RMMW's surveys."

"They've got a very successful formula for attracting viewers," says Klite. "It's not a good formula for educating citizens. That imbalance needs to be addressed."

Cited by RMMW for "presenting quality programs that provide empowering information to viewers" were KVUE-TV Austin, Tex.; New England Cable News; KTCA-TV Minneapolis-St. Paul, and KTVU(TV) San Francisco.

RMMW has consistently complained that TV news accentuates the

negative to the detriment of reports on education, the environment, poverty, arts, science, labor, transportation and government. In February, RMMW asked the FCC to deny license renewals to four Denver stations—KCNC-TV, KMGH-TV, KUSA-TV and KWGN-TV—contending that the stations' newscasts suffer from "toxic TV news syndrome," with stories about crime, disasters, war and terrorism accounting for more than half the newscasts. The FCC rejected the petition in May, finding the group's analysis irrelevant to license renewal applications.

"This is a group that has a predictable agenda," says Barbara Cochran, president of the Radio-Tele-

vision News Directors Association," and it's no surprise that their survey supports their agenda." Cochran had not seen the study when contacted by BROADCASTING & CABLE, but was familiar with its conclusions. "The study is very value-laden. What some see as an overemphasis on crime, others might see as accurate reporting on important news in their community. Their criticisms are at odds with surveys on viewer satisfaction. If content is so bad, why are so many people watching? Stations that do well are stations that offer a good mix."

Among the stations most severely criticized, reaction ranged from "surprised" to "flabbergasted." Doug Ban-

nard, vice president, news, for KSAZ-TV, criticizes the one-day review, commenting that "We never know what's happening from day to day. Our job is to cover what it is that's going on and try to put it into perspective. 'Murder du jour' isn't something we strive to put on every day."

Similarly, WOOD-TV news director Jim Loy says he reexamined his newscast from March 11 and found it "difficult to understand the conclusions drawn" by RMMW. "While we share the concern over the quality of local broadcast news," Loy said, "we reject any suggestion that WOOD-TV and News 8 broadcasts are contributing to a decline in the public well-being." ■



GET WITH THE PROGRAM

By Michael Stroud and Joe Schlosser



They grow up so fast: Jonathan Taylor Thomas leaves 'Home.'

Taylor Thomas's lifestyle 'Improvement'

Home Improvement's Jonathan Taylor Thomas will end his appearances as a regular cast member after this season, as ABC's long-standing hit enters what may be its final season. Taylor Thomas, who plays one of star Tim Allen's sons, wants to continue his high school

studies in preparation for entering a top university, his publicist said. The 16-year-old star is expected to guest star in several episodes next season. *Home Improvement* is produced by Disney's Touchstone and Wind Dancer Productions.

Guinness's record

Fox's latest summer reality launch, *Guinness World Records*, finished ninth in Nielsen prime time ratings in its debut last week, beating out reruns of *Frasier* and *Dharma & Greg*. The show is part of Fox Entertainment Group Peter Roth's push to air more summer fare, particularly reality-based shows. The network recently also began airing its own prime time news magazine, *Fox Files*.

Wind dancing

Home Improvement's fate after the 1998-99 season remains an open question (see above), as does the whereabouts of

the show's producer, Disney-based Wind Dancer. The production company, embroiled in a law suit with Disney over *Home Improvement*, recently fulfilled its contract with the studio, and is considered likely to seek a new in-house production deal that would give it more autonomy. One frequently floated possibility: Fox, which is enthusiastic about Touchstone/Wind Dancer's latest comedy, *Costello*.

Azaria gets 'stressed'

Actor Hank Azaria, a regular on NBC's *Mad About You*, will voice the title character on the network's *Stressed Eric* animated series, set to air at 9:30 p.m. on Wednesday (Aug. 12). The series, about a stressed-out working man, was a hit in Britain. In the U.S. version, Eric will be an American abroad. Azaria has previously voiced characters on Fox's *The*

Simpsons. The series is NBC's first prime time animated production since *Mr. Magoo* more than 30 years ago.

CBS movie moves

CBs has named Michael Wright vice president of movies for television and miniseries at its CBS Productions in-house production unit. Wright, who has overseen production on highly rated CBS made-for-TV movies, such as *The Long Way Home* with Jack Lemmon, was previously director of movies for television at CBS Entertainment, which oversees CBS Productions. Wright will report to Sunta Izzicupo, vice president, movies for television and miniseries, at CBS Entertainment.

A Petty at the wheel

NASCAR driver Kyle Petty has been named host of Raycom Sports' upcoming syndicated series for children, *NASCAR Think Fast!* The FCC-friendly offering has been cleared in 129 markets representing more than 80 percent of the country. The series will feature NASCAR stars taking a racing tack (or maybe tach) on life lessons and science.

JULY 27-AUGUST 2

Broadcast network prime-time ratings according to Nielsen



PEOPLE'S CHOICE

Although it only has a few weeks left in first-run, 'Seinfeld' remains a powerhouse; its 10.6/19 helped give NBC another Thursday win.

Week 45	abc	CBS	NBC	FOX	U/PIN	WB
	6.7/12	6.1/11	7.5/13	5.8/10	1.7/3	2.3/4
MONDAY	8:00 36. America's Funniest Home Videos 6.1/11	31. Cosby 6.4/12	23. NBC Movie of the Week—No One Would Tell 6.7/12	46. Melrose Place 5.7/11	102. In the House 1.8/3	94. 7th Heaven 2.1/4
	8:30 13. 20/20 8.0/13	23. Ev Loves Raymd 6.7/12		57.11 107. Malcolm & Eddie 1.7/3	102. Good News 1.8/3	
	9:00 38. The Practice 6.0/11	23. Ev Loves Raymd 6.7/12	42. Ally McBeal 5.9/10	107. Sparks 1.7/3	96. Buffy the Vampire Slayer 2.3/4	
	9:30 63. Murphy Brown 4.9/8	63. Murphy Brown 4.9/8				
10:00 38. The Practice 6.0/11	38. 48 Hours 6.0/11	6. Dateline NBC 9.2/16				
10:30						
TUESDAY	8:00 31. Home Imprvmt 6.4/13	8.3/15	64. Mad About You 4.8/10	66. King of the Hill 4.6/9	102. Moesha 1.8/4	98. Buffy the Vampire Slayer 2.2/4
	8:30 51. Soul Man 5.4/10		57. 3rd Rock fr/Sun 5.2/10	53. King of the Hill 5.3/10	110. Clueless 1.6/3	
	9:00 65. Spin City 4.7/8		21. Frasier 7.0/13	9. Guinness World Records* 8.2/14	107. In the House 1.7/3	94. Dawson's Creek 2.4/4
	9:30 49. Dharma & Greg 5.5/9		16. Frasier 7.4/13		102. Clueless 1.8/3	
10:00 57. NYPD Blue 5.2/9		5. Dateline NBC 9.6/17				
10:30						
WEDNESDAY	8:00 36. Dharma & Greg 6.1/13	66. The Nanny 4.6/10	57. The Pretender 5.2/10	53. Fox Summer Movie Special—Terror in the Mall 5.3/10	111. The Sentinel 1.5/3	102. Wayans Bros. 1.8/4
	8:30 49. Two Guys, a Girl 5.5/11	7. Style & Substnc 4.3/8	53. 3rd Rock fr/Sun 5.3/10			90. Jamie Foxx 2.6/5
	9:00 26. Drew Carey 6.6/12	16. Public Eye with Bryant Gumbel 7.4/13	29. Working 6.5/11	100. Star Trek: Voyager 1.9/3	90. The Wayans Bros. 2.6/5	
	9:30 74. Ellen 4.4/8	33. Chicago Hope 6.3/11	15. Law & Order 7.5/13		85. Steve Harvey 2.9/5	
10:00 9. PrimeTime Live 8.2/14						
10:30						
THURSDAY	8:00 66. Teens: Growing Up on TV 4.6/9	42. Promised Land 5.9/11	11. Friends 8.1/16	26. World's Scariest Police Chases 6.6/13	70. Fox Files 4.5/8	
	8:30 70. Peter Jennings Reporting: The American Game 4.5/8	23. Diagnosis Murder 7.3/13	13. Suddenly Susan 8.0/15			
	9:00 70. Peter Jennings Reporting: The American Game 4.5/8	11. 48 Hours 8.1/15	3. Seinfeld 10.6/19			
	9:30 70. Peter Jennings Reporting: The American Game 4.5/8		2. Just Shoot Me 10.7/19			
10:00 70. Peter Jennings Reporting: The American Game 4.5/8		4. ER 9.7/18				
10:30						
FRIDAY	8:00 57. Sabrina/Witch 5.2/12	44. Kids/Darndest 5.8/14	48. NBC Friday Night Movies—Stand Against Fear 5.6/12	96. Getting Personal 2.3/5	93. Getting Personal 2.5/6	87. Millennium 2.7/6
	8:30 78. Ghosts of Fear St. 4.2/9	44. Candid Camera 5.8/13				
	9:00 70. Boy Meets World 4.5/10	6. Unsolved Mysteries 5.7/12	34. Dateline NBC 6.2/13			
	9:30 65. Teen Angel 4.6/9	33. Nash Bridges 6.0/12				
10:00 16. 20/20 7.4/15						
10:30						
SATURDAY	8:00 74. AFC-NFC Hall of Fame—Tampa Bay Buccaneers vs. Pittsburgh Steelers 4.3/10	78. Early Edition 4.2/10	82. TV Censored Bloopers 3.5/8	70. Cops 4.5/11	KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 96.0 MILLION HOUSEHOLDS: ONE RATINGS POINT IS EQUAL TO 380,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PREMIERED SHOWS • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY	
	8:30 74. AFC-NFC Hall of Fame—Tampa Bay Buccaneers vs. Pittsburgh Steelers 4.3/10	74. Magnificent Seven 4.4/9	78. NBC Saturday Night Movie—Timecop 4.2/9	53. Cops 5.3/12		
	9:00 84. Am Fun Hm Vid 3.3/7	29. Walker, Texas Ranger 6.5/13		51. AMW: America Fights Back 5.4/11		
	10:00 84. Am Fun Hm Vid 3.3/7					
10:30						
SUNDAY	7:00 87. Wonderful World of Disney—Ernest Rides Again 2.7/5	1. 60 Minutes 11.2/25	81. TV Censored Bloopers 3.7/8	82. World's Funniest! 3.5/8	112. The Parent 'Hood 1.4/3	
	7:30 87. Wonderful World of Disney—Ernest Rides Again 2.7/5	7. Touched by an Angel 8.7/17	22. Dateline NBC 6.9/13	61. The Simpsons 5.1/10	100. The Parent 'Hood 1.9/4	
	8:00 2E. ABC Sunday Night Movie—Falling Down 6.6/12	6. CBS Sunday Movie—Buffalo Girls, Part 1 7.4/13	38. NBC Sunday Night Movie—Pandora's Clock, Part 1 6.0/11	34. King of the Hill 6.2/12	98. Sister, Sister 2.2/4	
	8:30 2E. ABC Sunday Night Movie—Falling Down 6.6/12			61. The X-Files 5.1/9	90. The Smart Guy 2.6/5	
9:00 2E. ABC Sunday Night Movie—Falling Down 6.6/12				85. Unholy Evening After 2.9/5		
9:30 2E. ABC Sunday Night Movie—Falling Down 6.6/12				87. Steve Harvey 2.7/5		
10:00 2E. ABC Sunday Night Movie—Falling Down 6.6/12						
10:30						
WEEK AVG	5.3/10	6.8/13	6.5/12	5.1/10	1.7/3	2.3/4
STD AVG	7.7/13	8.9/15	9.6/17	6.5/11	2.6/4	2.9/5

Top 10 metros control 23% of U.S. buying power

Study finds nearly one in five Americans live there

By John Merli

A new profile of the top 10 radio markets in the U.S. finds that each mega-market has an adults 18-plus reach of 95%, and the top 10 collectively house 19% of the nation's estimated 267.5 million consumers. More important for advertisers, the study says that consumers in these top 10 markets account for 23% of the nation's purchasing power (\$962 billion).

The profile, produced by Interep Research using Simmons spring 1998 and Arbitron winter 1998 data, records a median household income in the top 10 metros of about \$39,600, some \$6,200 higher than the U.S. median. (Tempering this is the fact that several top-10 metros are among the areas with the highest cost of living in the nation.) Nationally, nearly 30% of all \$100,000-plus households are within the top 10 markets.

Arbitron ranks the top 10 radio met-

ros as New York, Los Angeles, Chicago, San Francisco, Philadelphia, Detroit, Dallas-Fort Worth, Washington, Houston-Galveston and Boston.

Interep suggests that the top 10 metros capture listener demographics that make spot radio buys a good choice for advertisers who wish to augment their national buys. The profile reports that the nation's very largest markets, compared with the rest of the country, have a higher concentration of single people (50% vs. 42%) with spendable income; demos that skew younger than the national norm (60% vs. 54%); a higher percentage of college graduates (26% vs. 22%); high concentrations of ethnic groups (especially blacks, Hispanics and Asians), and heavier than normal users of radio.

While adults in the top 10 markets read newspapers and magazines more than the national norm, among all electronic media only radio posts an above-average percentage of heavy users. ■

How to kill a radio station

Increasing spot units and disregarding research are two surefire ways to kill a promising radio outlet, says the Wimmer-Hudson Research & Development group. In its monthly newsletter, *The Learning Curve*, the firm lists five actions that radio broadcasters should avoid in these days of increased competition and consolidations. Here's an abridged rundown of the no-no's:

1. Eliminate marketing and promotion. "With so many stations owned in one market, there is no need to advertise and promote."

2. Forget personalities. "Forget the fact that listeners still enjoy hearing personalities."

3. Eliminate research. "The 'Wall Street focus' says it's too costly to 'find out what people want so we can give it to them.'"

4. Don't test your TV commercials. "Just pick something that looks good. Don't worry if the spot conveys the wrong message."

5. Increase spot units. Wall Street "demands more revenue. Add more units per hour." —John Merli



Radio revenue streak continues in June

Radio's combined local and national sales revenue gained 13% in June, compared with June 1997, with national sales rising 16% and local ad dollars jumping 12%. The new figures, compiled using the Radio Advertising Bureau's index of more than 100 markets, marks the 70th consecutive month of record radio revenue increases.

Through the first half of this year, local sales were

10% above the comparable period last year, with national revenue posting a 14% gain over 1997. June's statistics were highlighted by double-digit jumps in all five geographic regions for national sales—including a whopping 23% in the Southeast and impressive 22% hikes in both the Midwest and Southwest. The East had the lowest national sales jump, at 11%. For local revenue, four regions recorded 11%-13% growth, with the Southwest posting a 9% increase.

Hall of Fame names

The Museum of Broadcast Communications has four new inductees for its Radio Hall of Fame. Or five, depending on how you count. The duo of Tom and Ray Magliozzi, who host *Car Talk* on National Public Radio, will be among those inducted on Oct. 11 in Chicago. The Magliozzis got their start in 1977 on WBUR-FM Boston and joined NPR's weekend programming 10 years later. "The hardest-working man in radio," disk jockey Tom Joyner, also will be recognized. Joyner once simultaneously hosted the number-one morn-



Tom Joyner

ing show in Dallas and the top afternoon drive show in Chicago. He now hosts the nation's top urban morning show, *The Tom Joyner Morning Show*. Ernie Harwell, for 32 years the voice of the Detroit

Tigers, also will be inducted, as will Interep Chairman Ralph Guild. Following advice-talk host Laura Schlesinger's withdrawal, the Chicago *Sun Times* reports that Casey Kasem, king of the syndicated countdown shows,

has agreed to host the induction ceremonies Oct. 11, airing live from the Chicago Cultural Center. For information on the \$500-per-plate ceremony, contact (800) 860-9559.

Boulder won't roll its own

Decides not to build municipal system that would have been competitor of TCI

By Price Colman

Faced with a \$100 million price tag for a municipal cable overbuild, Boulder, Colo., has decided not to go into competition with incumbent MSO TCI Communications.

Boulder and TCI have been haggling over cable service for years. In 1996, the conflict came to a head.

Boulder officials and TCI had reached agreement on terms of a franchise renewal. In

an unusual though not unprecedented move, the franchise renewal proposal went to a public referendum. It was rejected by a 2-to-1 margin.

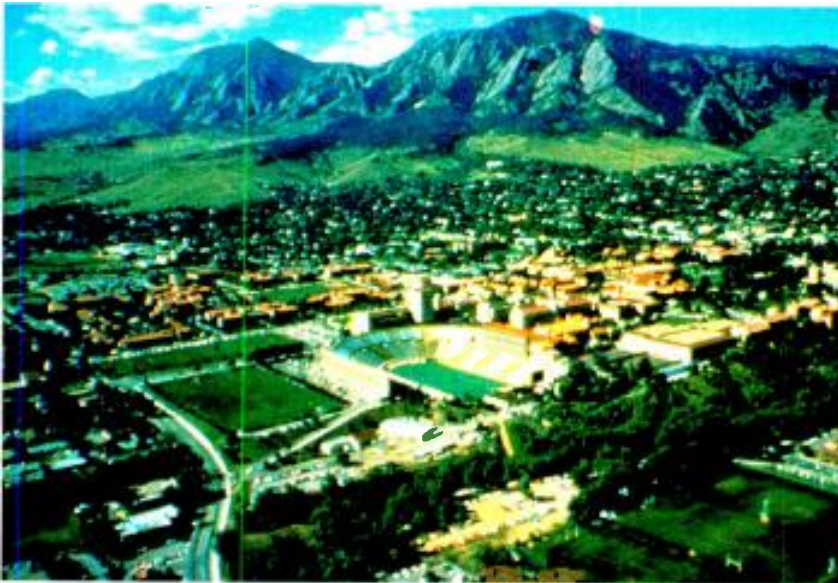
Voters' biggest criticisms were TCI's poor customer service in the community of 90,000 residents and slow going in providing new products and services, particularly high-speed Internet access.

Soon thereafter, city officials decided to explore the possibility of building their own cable-telecommunications system. The city contracted with Alta Broadband, a Niwot, Colo.-based telecommunications firm, to conduct a feasibility study.

Results of the one-year, \$15,000 study were mixed. It projected that a Boulder municipal system serving city offices, businesses and residences could generate as much as \$720 million in revenue over a 15-year span (2001-2016). But it also estimated construction costs of \$100 million or more.

"There were no surprises" in the study, says Boulder telecommunications coordinator Richard Varnes. "We knew it would be costly. The only thing that was uncertain was recovering costs or making a profit."

Because the number of operational municipal cable and telecommunications systems in the U.S. is relatively small—around 20—the data was in-



The city of Boulder balked at a \$100 million price tag.

conclusive, Varnes says. That uncertainty was enough for the Boulder City Council members to decide not to spend an additional \$300,000 for a more detailed study.

With deregulation of the electrical utility industry looming, a number of municipalities are exploring or have embarked on municipal cable overbuilds. In many cases, cable service is

only one of several components in the systems and typically is an attempt to leverage the infrastructure to generate incremental revenues. For the few that are operational, profits, where they exist, are slim, and expenses, particularly for programming, are high.

Boulder officials may have been put off by problems, including cost overruns, that Tacoma, Wash., has encountered building a municipal telecommunications system there.

Construction costs, originally set at about \$60 million, have ballooned to nearly \$100 million, and the system is not yet complete.

Increasing competition, particularly from high-speed data providers, was another factor, says Varnes. "If [the council] thought there was no competition, they might have taken a second look at the cost issue," he says. ■

Your Choice chooses to fold

Discovery says cost is too high for low number of boxes

By Donna Petrozzello

Facing mounting losses, Discovery Communications Inc. and Liberty Media Corp. have decided to pull financial support for Your Choice TV, a venture that industry sources estimate cost the partners at least \$25 million to launch and could have cost an additional \$25 million in marketing and affiliate services before it broke even.

Discovery says it approved a recommendation by the management team of Your Choice to shut down the channel as of Aug. 30. Discovery was a 51% investor and Liberty a 49% investor in the customized digital-tier channel,

which has attracted just 55,000 subscribers since its launch in October 1997. Liberty also holds a 49.2% ownership interest in Discovery.

Your Choice TV was the brainchild of DCI Chairman John Hendricks. He conceived of the eclectic programming service nearly six years ago, when cable operators were optimistic about a swift rollout of digital set-top boxes and predicted the emergence of a 500-channel cable universe.

Unfortunately, those boxes have not swept the market as swiftly as cable networks had hoped. Discovery spokesman Jim Boyle says that "the reality is that Your Choice TV is a costly service to operate, and the number of

digital set-top boxes out there currently isn't enough to support it." Digital boxes in homes will number 1.1 million by year's end, according to Paul Kagan Associates.

Your Choice spokesperson Julie Lucas says that the company's managers voted to shutter the channel because of "the uncertain future of digital cable." Lucas says unclear must-carry rules and vague plans from manufacturers and cable operators regarding the deployment of digital set-top boxes contributed to the company's decision.

"There isn't just one villain here; it's a combination of factors," says Lucas.

"We'd been hearing from a number of cable operators



Your ChoiceTM

that they just weren't sure what their plans were for digital deployment, and they were uncertain about the future of must-carry legislation."

Lucas says the company may decide to resurrect the service in a few years if the digital landscape becomes more secure and more promising. She says that the patents and technology employed in launching Your Choice's programming mix of HBO movies,

sports, daytime soap operas and C-SPAN are protected, and the service can be revived at any time.

MSO Southwest Missouri Cable rolled out Your Choice initially on its digital tier serving Springfield. Your Choice also was launched on digital tiers by several major MSOs in large

markets, including Cox systems in New Orleans, Hartford, Conn., and Los Angeles; Tele-Communications Inc. systems in Los Angeles, San Francisco and Detroit, and 21st Century systems in Chicago, among others. It was also carried on an analog tier by 21st Century Cable systems, serving Chicago. ■

CBS revs up with Pennzoil

Company makes package deal that covers all CBS media

By Steve McClellan

CBS said last week it has made a first-of-its-kind deal with Pennzoil, which will advertise across all CBS media, including the broadcast network; owned TV and radio stations; TNN, and TDI, the company's outdoor advertising subsidiary.

The companies declined to talk about specific terms, but sources say that the one-year agreement calls for Pennzoil to spend about \$25 million for advertising. The deal kicks in during the first quarter of 1999.

Pennzoil Marketing VP Clyde Beahm says that the deal represents a "new way of doing business" for the motor oil products company, in which it will be able to leverage its brands' exposure for greater impact. Pennzoil will sponsor NCAA basketball and NASCAR races on CBS-TV; NASCAR and other racing events on TNN, and sports, weather and traffic reports on the CBS-owned TV and



radio stations and outdoor bus displays.

Pennzoil previously has been a sponsor of both CBS television network and TNN cable network programming. This particular deal came through the cable side, according to Lloyd Werner, executive vice president, sales and marketing, Group W Satellite Communications.

Werner says that representatives from each of the sales departments at CBS divisions (network, stations, cable, radio, outdoor) are meeting regularly to try to develop other advertising deals that cross all CBS media.

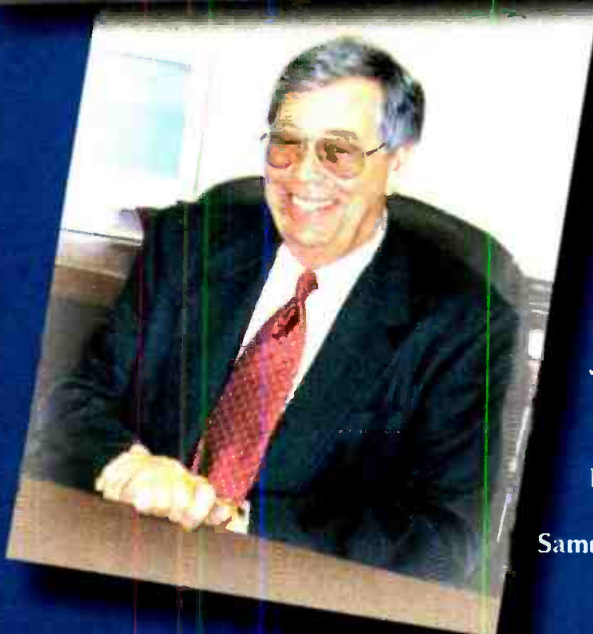
Werner says that CBS will not be giving discounts to cross-media advertisers for buying such packages. "The real advantage is [how easy] we make it to get out the client's message and the added value." Added value includes opportunities to sponsor contests, participate in unique ways on various Web sites and even pinpoint specific areas in given markets through local media. ■



Presidential gathering

Patricia Sullivan (bottom row, fourth from left), had a large rooting section for her induction as president of the Southern California chapter of American Women in Radio and Television. Other Southern California AWRT chapter presidents—12 former and one future—joined her at the Museum of Radio and Television in Beverly Hills last week. Top row (l-r): Jeanne De Vivier Brown (1974-75); Helen Neilsen Allen (1971-73); Dayna Adams (1994-95); Barbara Riegle (1982-83); Donna Cox Wells (1984-85); Mari Aala Massakas (1989-90), and Phoebe Beasley (1977-78). Bottom row (l-r): Stacey Kumagai (1999-2000); Nancy Akers (1991-92); Shirley Jackson (1997-98); Sullivan; Fran Zone (1986-87); Cristy Trembly (1996-97); Phyllis Lycett (1980-81).

“Every cable operator should get up and say, ‘Look what we’re doing with C-SPAN.’ It’s something good they can shout about.”



**James N.
Whitson**

Retired Executive
Vice President
Sammons Enterprises

Member
C-SPAN Board
of Directors

“If you think C-SPAN’s important, you’ve got to have carriage so people can see it. If you don’t think it’s important, then don’t carry it. But I don’t believe that. It is important. That’s the reason we had 100 percent carriage, because that meant every customer we had could see it.”

“Even today, there are people who don’t know that cable television created and paid for C-SPAN. I think that’s just terrible. It may be one of the best things the industry ever did from a public affairs standpoint. And yet the industry not only didn’t get credit for it, they often didn’t want credit for it. Every cable operator should get up and say, ‘Hey, look what we’re doing with C-SPAN.’ That wouldn’t cure all the PR problems the industry has had, but at least it is something good they can shout about.”

“I went to a lot of schools growing up—some seven or eight—so I was not at any place for very long. My father managed a chain of stores called White’s Auto Stores in Texas and Oklahoma. They transferred him to manage different stores, mostly around Texas. Then, he was in the Navy during WWII, so we moved back to Oklahoma for two or three years.”

“I started out in pre-dental and discovered early on that chemistry and I didn’t get along too well. I took an accounting course and liked it, so I decided to major in accounting. Although I was in various accounting positions over the years, I never wanted to pursue it as a profession.”

“I came to Sammons because of a friend, Keni Mutzel, who had been at Coopers & Lybrand and had gone to Sammons Enterprises, the holding company—he was the chief financial officer and later became president. One day, he and Charlie Sammons asked if I’d consider going to the cable operation as president. I didn’t know anything about it, but I was given the opportunity. The cable operation was fairly small. Over the years we built it into a significant part of the business. It was sold in 1996.”

“I miss the cable business some; miss a lot of the people that I used to have contact with. Part of the reason I miss it, I think, is because I was younger then. As my father once said, ‘The reason the good ol’ days were the good ol’ days is because you were young, not because they were so good.’”

C-SPAN[®]

**Created by Cable.
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Sonnenberg tops Fox/Liberty Nets

Named executive VP; Liguori replaces him as president of FX cable network

By Donna Petrozzello

A management shuffle at Fox/Liberty Networks last week placed FX Network President Mark Sonnenberg atop Fox Liberty Ventures as executive vice president, where he'll oversee Fox Sports Net—among other cable networks in which Fox/Liberty Networks holds a stake.

Replacing Sonnenberg is Peter Liguori, formerly senior vice president of marketing at Fox/Liberty Networks.

Sonnenberg says he made the move to oversee more sports-related networks for Fox. In addition to Fox Sports Net, Sonnenberg will oversee Fox Sports World, the U.S.-based



Mark Sonnenberg (l) wants to oversee more sports-related programming. He is succeeded by former Fox/Liberty VP, marketing Peter Liguori



channel for international sports coverage, and CTV Sports Net, the Canadian counterpart to Fox Sports Net.

An avid sports fan, Sonnenberg was instrumental in creating a block of sports programming on Saturday

nights on FX. Sonnenberg also will have a role in overseeing Fox's investments in Fit TV, FXM: Movies from Fox, Speedvision and Outdoor Life Network.

Liguori, whose credits include a 10-year stint as vice president of consumer marketing at HBO, says that, for now, he'll stick to FX's programming approach, a mix of off-net series, original and acquired movies, original comedy series and sports targeted to adults 18-49, with a focus on men 18-34.

"We'll be for adults who want challenging programming and who want programming that's on the edge," says Liguori. "We don't want to program for a demographic, but for a psychographic. We'll be a general entertainment network with a very specific, very defined voice." Liguori says FX's new programming mantra is "please watch responsibly."

Liguori says he has no plans to add more sports to FX, which has rights to Major League Baseball, college football, college basketball and boxing. Liguori also says that there will be no change in FX's plans to debut new original movies and new comedy series from comics Penn and Teller and comedy troupe The Groundlings later this year.



CABLE'S TOP 25

PEOPLE'S CHOICE

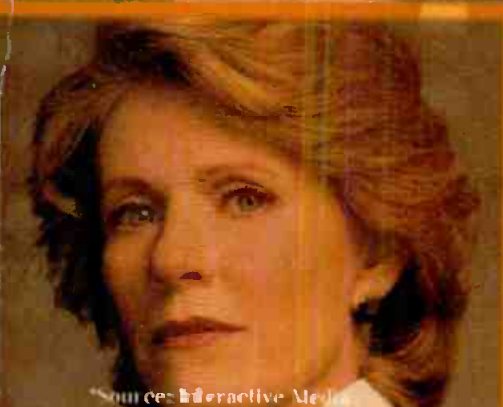
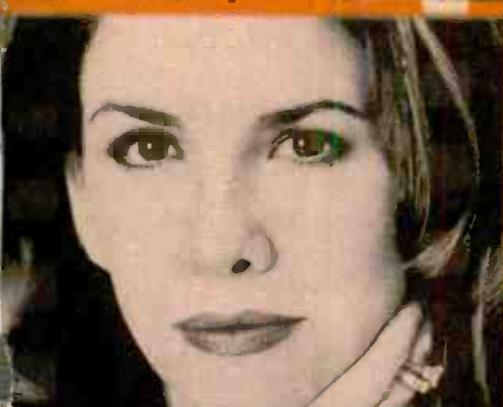
TNT's 'WCW Monday Nitro' lineup ranked as three of basic cable's top 10 shows for the week of July 27-August 2.

Following are the top 25 basic cable programs for the week of July 27-Aug. 2, 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. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating	Cable U.S.	HHs (000)	Cable Share
1	WWF War Zone	USA	Mon	10:00P	65	5.5	4.1	3,574	9.2
2	WCW Monday Nitro	TNT	Mon	10:00P	61	4.8	3.6	3,467	8.0
2	WCW Monday Nitro	TNT	Mon	9:00P	60	4.8	3.6	3,420	7.6
4	WCW Monday Nitro	TNT	Mon	8:00P	60	4.6	3.4	2,305	8.0
5	WWF Raw	USA	Mon	8:57P	63	4.2	3.2	3,260	6.7
6	South Park	COM	Wed	10:00P	30	3.9	2.1	3,092	6.3
7	WWF Sunday Night Heat	TBS	Sun	7:00P	60	3.7	2.8	2,973	7.7
8	MLB: New York vs. Seattle	TNT	Sun	8:00P	179	3.4	2.6	2,891	6.1
9	Movie: 'Beverly Hills Cop II'	USA	Sun	5:03P	117	3.2	2.4	2,730	7.3
9	Rugrats	NICK	Sun	10:00A	30	3.2	2.4	2,382	11.6
11	Real World VII	TBS	Tue	10:00P	30	3.1	2.2	2,375	5.2
12	Diagnosis Murder	NICK	Mon	9:00P	60	3.0	2.2	2,356	4.8
12	Movie: 'The Wrong Man'	NICK	Sun	8:00P	120	3.0	2.2	2,331	5.3
14	NFL Exh: Green Bay vs. Kansas City	USA	Sat	10:15P	233	2.9	2.2	2,310	7.4
14	Angry Beavers	NICK	Sun	10:30A	30	2.9	2.2	2,303	10.0
14	Rugrats	NICK	Fri	10:00P	30	2.9	2.2	2,223	5.5
17	The Brady Bunch	ESPN	Tue	10:00P	30	2.8	2.1	2,202	4.8
17	Rugrats	NICK	Fri	11:00A	30	2.8	2.1	2,184	6.0
17	Rugrats	NICK	Mon	7:30P	30	2.8	2.1	2,141	5.3
17	Pacific Blue	NICK	Sun	8:00P	60	2.8	2.1	2,135	5.1
17	Rugrats	NICK	Fri	7:30P	30	2.8	2.1	2,127	6.5
17	Diagnosis Murder	NICK	Wed	9:00P	60	2.8	2.1	2,108	4.7
17	Rugrats	NICK	Thu	7:30P	30	2.8	2.1	2,101	5.5
17	The Brady Bunch	NICK	Tue	10:30P	30	2.8	2.1	2,100	4.9
17	Rugrats	USA	Fri	9:30P	30	2.8	2.1	2,098	5.3

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Pirates fined \$31 million

A federal court in Seattle has awarded DirecTV and News Corp. division NDS Americas more than \$31 million in damages from 15 defendants who sold counterfeit digital satellite system access cards and other devices. The most recent damage awards are on top of some \$3 million the court ordered several other defendants to pay last year. DirecTV and NDS sued the defendants in June 1996, claiming an international conspiracy to develop, manufacture, distribute and sell counterfeit access cards and other devices that would allow owners of digital satellite systems to illegally obtain DirecTV and USSB programming. In concluding the case, the court imposed permanent injunctions against the defendants to prevent any future piracy. Key defendants are Jim Gallucio of West Milford, N.J., a former authorized DirecTV retailer, who was ordered to pay \$9.28 million; Marty Mullen of New London, Ont., doing business as Cyber One and Studio One in the Cayman Islands, ordered to pay \$5.09 million; David Balmes of Las Vegas, ordered to pay \$2.53 million, and a group led by Norman Dick of Victoria, B.C., ordered to pay \$14.76 million.

Building in DirecTV

DirecTV and Thomson Multimedia have signed an agreement to jointly develop and distribute advanced DBS receivers and to integrate DirecTV reception capability in Thomson digital TVs. The memorandum of understanding between the two companies includes a provision for DirecTV parent Hughes Electronics to take a 7.5% stake in Thomson and a seat on its board of directors. The alliance also calls for the companies to work together to deploy digital terrestrial television and related digital services, including access to the Web through enhanced TV services, software downloads and other interactive TV services.



Road Runner trumpets numbers

Road Runner, the Time Warner/MediaOne high-speed Internet service, says it has cracked

the 100,000-subscriber mark. A third MSO, Advance/Newhouse, also is a partner in the venture, along with PC heavyweights Microsoft and Compaq. The service is currently available to 5 million households nationwide under the Road Runner and MediaOne Express brands.

TCI/Adelphia combo complete

Tele-Communications Inc. and Adelphia Communications Corp. have completed their partnership to combine cable television systems in western New York, northeastern Ohio and northwestern Pennsylvania. The venture, one of more than a dozen that TCI is creating with other MSOs, will serve 470,000 customers plus the Empire Sports Network. TCI owns 33.3% of the venture; Adelphia has a 66.7% stake and will manage the operation.

TCI Media restructures

TCI Communications' advertising unit, TCI Media Services, has reorganized its regional management structure into four groups. Group West, based in San Francisco, will be headed by new group vice president Ken Weichert and will encompass California, Nevada, Oregon, Washington, Idaho and Montana. Jerry Ferch will serve as group VP of Dallas-based Group South, which includes Texas, Colorado, Utah, Louisiana, Oklahoma, New Mexico, North and

South Dakota, Wyoming and Nebraska. Group North, based in Chicago and headed by group vice president Chip Longfellow, includes Illinois, Michigan, Northern Indiana, Wisconsin, Minnesota, Missouri, Iowa and Kansas. Judi Boyett Heady was named group VP for Nashville-based Group East, which includes Tennessee, Kentucky, southern Indiana, Maryland, North and South Carolina, Ohio, Pennsylvania, western New York, Washington, New Jersey, Alabama, Florida and Georgia.

Cable One deals done

The Washington Post Co. says its Cable One subsidiary has completed acquisition of cable systems in Mississippi and Texas encompassing some 72,000 subscribers from Marcus Cable. Financial terms weren't disclosed, although at a typical \$2,000-per-sub figure, the deal would be worth about \$144 million. The Marcus systems were among those the Dallas-based operator was shopping before its acquisition by Paul Allen was announced. The Post Co. also says that Cable One completed the sale of 14 small systems with about 29,000 subscribers in Texas, Oklahoma, Missouri and Kansas. The buyers were not identified. HPC Puckett represented Cable One in the sale. Those deals worked out to an average of about \$1,000 per subscriber, and the Post will record a one-time, pretax gain of about \$30 million in the third quarter of 1998. Cable One now has some 720,000 subscribers in 17 states.

Daniels backs free airtime

Wants to offer political ad spots on Carlsbad, Calif., system

By Price Colman

Cable pioneer Bill Daniels is throwing his hat in the political ring—not as a candidate but as a reformer.

Daniels wants to provide free airtime for campaign advertising for federal candidates in his Carlsbad, Calif., system, encompassing about 70,000 subscribers. To do that without violating federal campaign spending laws, he needs an advisory opinion from the Federal Election Commission—and that's just what he's requesting.

The underlying idea of Daniels' proposal for an eight-week free airtime period leading up to the November election is to build momentum behind the campaign finance reform movement.

"Bill thinks the electoral process has gone haywire and, as he says, money is really at the root of this," says Daniels & Associates spokesman Bob Russo. "He feels Americans are sick of what's going on."

By giving U.S. House and Senate candidates free airtime for political ads, Daniels figures he can reduce their dependence on fund-raising and their ties to special-interest groups, a conclusion he shares with many in Washington. In his proposal to the FEC, Daniels contends the ads essentially would be political commentary and, as such, exempt from the ban on corporate contributions and protected by the First Amendment.

There is some FEC precedent supporting Daniels' proposal. In 1982, the commission issued an advisory opinion in favor of allowing superstation WTBS(TV) Atlanta to give two hours of free airtime to the Democratic and Republican National Committees. Conversely, a similar 1992 request by radio station owner EZ Communications was rejected by a 3-2 commission vote.

Daniels recognizes he may be fighting an uphill battle within the cable industry itself. In letters to boards of various industry groups, including the NCTA, CATA, SBCA and C-SPAN, Daniels says he doesn't expect immediate support but asks for open-mindedness. Industry opposition to his proposal, if it materializes, would more

likely be based on economic rationales than political philosophy.

During the 1996 presidential election year, cable generated some \$6 million in revenue from political ads, compared with about \$400 million for broadcasters, according to New York-based Competitive Media Reporting.

In his letter to the various boards, Daniels acknowledges the potential economic hit, estimating that an eight-week free-airtime period for political ads would be worth about \$100 million to the cable industry overall if the ads were purchased.

Meanwhile, if the FEC does give him the green light, Daniels wants to see others in the cable industry and also the broadcast sector follow suit.

"He thinks broadcasters should have been doing this for decades," says Russo. ■

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C T A M
TOOL OF THE TRADE

DTV Express hits Big Apple

Harris/PBS project offers digital television demonstrations, seminars

By Glen Dickson

The Harris/PBS DTV Express visited New York last week, offering local broadcasters a chance to see a working DTV station in a 66-foot mobile vehicle and to attend technical demonstrations and seminars that will help prepare them for the digital transition.

The Harris/PBS truck, whose major sponsor is Philips, has a full complement of DTV production, master-control and transmission equipment donated from more than 40 manufacturers. The vehicle also has DTV receivers set up in a living room environment, where broadcasters and other invited guests could watch material that included a movie segment shot on HDTV tape, a multicasting demonstration and a mock newscast complete with ancillary DTV data.

The DTV Express is visiting 40 cities; PBS secures experimental

licenses in each market to broadcast both DTV and NTSC signals from the truck's Harris transmitter. In New York last week, the DTV Express was broadcasting on channels 61 and 62. The idea was to demonstrate co-channel interference between DTV and NTSC signals—the DTV Express engineers solve the co-channel interference problem by using a band-pass filter—and also to offer a comparison of DTV and NTSC pictures.

DTV Express engineers also demonstrated the so-called cliff effect encountered by the 8-VSB signal by lowering its transmitted power to simulate a Grade B signal. DTV Express Engineering Director (and Harris engineer) Graham Jones and PBS Senior Engineering Manager Ed Williams said that the 8-VSB signal actually has more of a "shelving area" of 2 dB than a hard cliff—that is, within that 2 dB range a viewer can see some blocking and noise in the picture

before it freezes and goes black.

"In that 2 dB, it goes from perfectly acceptable to unacceptable," said Williams. But Williams added that the 8-VSB system reaches the cliff effect "by default," because of the huge amount of forward error correction built into the system to ensure a perfect picture at increasing distances from the transmitter. At some point the system can't accommodate for all the errors and just gives up, which is still "much better than gradual degradation," Williams said.

Jones and Williams also demonstrated the effects of multipath interference by introducing echoes into both DTV and NTSC signals. The demonstration showed the ability of the truck's consumer-grade Zenith set-top receiver to greatly minimize multipath interference through its adaptive equalizer, Jones says. The DTV signal's multipath resistance also is superior when compared

HD VISION taps Snell & Wilcox switchers

High-definition facilities firm HD VISION of Irving, Tex., has upgraded its post-production and mobile operations with the addition of two Snell & Wilcox HD 1024 digital production switchers.

The purchases are part of a facility upgrade by HD VISION, whose high-definition services include production, post-production, equipment rental and engineering. One HD 1024 will be installed at the company's facility in Irving. The other unit, with a built-in 32x32 HD-SDI routing switcher, will be integrated into the company's small mobile production truck. HD VISION also is adding three HD cameras to the seven-camera truck.

The 24-input Snell & Wilcox switcher, introduced at NAB '98, sells for \$160,000-\$200,000. It offers a 1.5 Gb/s full-bandwidth high-definition platform for the transition to DTV. According to Charles A. Pantuso, director of engineering and founding partner of HD VISION, the switcher includes a fully digital switcher, DVE, color corrector and chroma keyer package. It was the color correction feature that attracted him to the product, he says: "Particularly in



An S&W HD 1024 digital switcher

this new age of 'camcorder HD,' where you're shooting without an engineer, you're going to have more need to actually fix the pictures than you do now."

While Adolpho Rodriguez, Snell & Wilcox director of marketing, would not disclose how many HD 1024 orders have been placed, he says that the product has been well-received, and he expects orders to increase as more stations make their transition to DTV. Rodriguez says that in addition to the HD 1024's DVE capabilities, another major selling point is its ability to switch between 720P and 1080i.

HD VISION, which started in 1993, plans to continue its expansion with the addition of a 16-camera mobile unit next year. Pantuso says the company is considering buying a Sony HDTV production switcher, which offers more input and output capabilities for larger projects. He also says that he would consider buying another Snell & Wilcox HD 1024 if the company expands its capabilities. The HD 1024 has 25 output buses available for use outside the switcher.

—Karen Anderson

with the NTSC signal, Williams said.

Jones added that the performance of the Zenith consumer-grade receiver seems to be comparable to the "blue-rack" Grand Alliance unit, also made by Zenith, that has been used in major DTV reception tests.

"The nice thing is having a lot of digital signal processing in the adaptive equalizer," he said. "In areas like [New York], it's a major issue."

While the Harris/PBS truck was hosted by PBS station WNET(TV) New York, its business and engineering seminars related to DTV were open to all local broadcasters. A Harris spokesperson said that the 47 attendees of the DTV Express seminars included representatives from ABC, CBS, NBC and Fox.

The DTV Express also was able to receive DTV signals from WCBS-HD, the experimental DTV station run by CBS on

ch. 33 in New York, by using an outdoor antenna on the truck. Williams said he watched upconverted 4:3 material that was a simulcast of WCBS-TV's NTSC programming, as well as some HDTV footage taped at the Nagano Olympics. He was impressed that he was able to pick up the experimental signal in one of the biggest "concrete canyons" in New York City, the alley behind Lincoln Center where the DTV Express was parked. ■

WAAY-TV chooses Betacam SX

Alabama station spends \$2.4 million on digital tape gear

By Karen Anderson

WAAY-TV Huntsville, Ala., has sealed a three-year deal with Sony, purchasing \$2.4 million in Sony Betacam SX gear for the station's transition to digital broadcasting.

The Smith Broadcasting NBC affiliate's order includes 21 DNW-A100 hybrid recorders that will work in tandem with 21 DNE-700 editing systems; WAAY-TV also has added a DNW-A220 portable editing system. The station, which will replace its aging Sony and JVC cameras with Sony DNW-7 and DNW-90 switchable 4:3/16:9 cameras, also has ordered DNW-A30 digital playback machines.

Donny Seymour, WAAY-TV chief engineer, says he chose the Sony gear because of the station's past relationship with the company and Sony's history of good technical support. The station has purchased JVC production equipment in the past and was dissatisfied with the company's technical support, Seymour says. He adds that as a small-market station, WAAY-TV



Betacam SX cameras are among the gear ordered by WAAY-TV.

upgrades its equipment only every eight to 10 years, so the equipment requires constant maintenance.

"JVC stuff just took us to the bottom," Seymour says. "JVC just couldn't get the stuff running. I've got equipment in here that's 15 or 18 years old from Sony, and I can call right now and buy every piece down to the nut, bolt and spring for those three-quarter machines. That means a lot. I've got cameras from JVC that are one year old that I can't get parts for today."

He claims that unless a station's engineers attend JVC training classes and

receive certification, the company won't offer technical support: "So I can buy \$4.5 million worth of their equipment, and they're not going to support it."

Dave Walton, JVC marketing and communications manager, says that while he could not remark specifically on WAAY-TV's situation, he says JVC offers a 24-hour technical support hotline that is available to all Digital-S customers regardless of whether the customer attended the classes. "We most certainly support all of our customers whether they attend JVC training classes or not, although we recommend that stations send their technicians for training if they do want to do the work themselves," Walton says. "We go out of our way to make sure they have adequate training."

Walton also says that JVC has received a lot of positive feedback recently from satisfied Digital-S customers, including Fox News Channel and Fox Sports Channel.

The Sony purchase is just part of WAAY-TV's estimated \$4 million station overhaul, Seymour says. It also has purchased an Odetics commercial playback machine and is reviewing file server systems. The station has installed its Acrodyne solid-state DTV transmitter. While WAAY-TV has not decided on a DTV antenna, Seymour expects to make a decision during the next six months. ■

Don't go grey

Chyron 2nd-quarter earnings down

Company undergoes restructuring after \$4.8 million loss

By Glen Dickson

Graphics, routing and automation supplier Chyron has reported a loss of \$4.8 million for second quarter 1998, which includes restructuring and other nonrecurring charges of \$3.9 million.

The restructuring charges relate to two moves that Chyron has made to refocus on its core graphics, routing and automation businesses. First, Chyron is selling its Trilogy Intercom division in a management buyout for gross proceeds, inclusive of payment of intercompany debt of \$3.8 million in cash and notes, plus a 19% interest in the new company. (Chyron will record a pretax gain of \$1.1 million on the Trilogy sale in the third quarter.) Chyron also is putting its Concerto desktop compositing software division up for sale and has taken a charge of \$2.9 million to cover the Concerto assets as well as severance and disposition costs.

In another move that doesn't affect current earnings, Chyron has restructured its investment in virtual set supplier RT-SET by canceling its option to purchase up to 51% of the company. In return, Chyron has received 533,000 shares of common stock that had been issued to RT-SET.

"We're cleaning up three investments that were made before I got here that

were not strategic," says Chyron President Ed Grebow. He notes that Trilogy is a "distant third" in the intercom market, behind Telex and Vitec, and isn't a core business. As for RT-SET, Grebow says it is one of a half-dozen players in a business that he doesn't think is taking off quickly. And Grebow says "we're either selling or getting rid of" the Concerto desktop group.

"It's a tough, price-sensitive business that doesn't market to broadcasters," he says. "It doesn't seem like something we should be making any investment in."

Besides the restructuring charges, Chyron's net revenue for the quarter

was down to \$21.1 million, from \$21.9 million for the same period in 1997.

"Sales were soft, and broadcasters have not yet significantly begun to buy digital television equipment," Grebow says. "We're getting orders, but they're not robust. The real problem is the industry is soft because people are uncertain what to do about digital. But we'll continue to make a big investment in HDTV and digital equipment."

Grebow expects earnings to pick up in the second half, when Chyron will start to see payment for big routing orders it has received from DirecTV and CBS. ■

B&C adds tech reporter

Karen Anderson has joined BROADCASTING & CABLE'S New York office as staff writer for the technology section, where she is reporting on the latest developments in broadcast television and cable engineering. She comes from *Television Broadcast*, where she was assistant editor, covering new technology, equipment and applications for news, sports and post-production. She also reported on television stations' transition to digital broadcasting in *TVB's* monthly "Market Watch" section.

Anderson received a BA in communications from Hofstra University, where she also held an internship as a staff writer at *Newsday*. After college she did a brief stint as a production assistant at Cablevision's 24-hour news channel, News 12 Long Island. She can be reached at (212) 463-6432 or via e-mail at kmanderson@cahners.com



Charter taps S-A for St. Louis rebuild

Cable MSO Charter Communications has selected Scientific-Atlanta to supply it with network equipment for a complete upgrade of its 4,200-mile system in St. Louis. Terms of the deal were not disclosed. The upgraded system will offer Charter's

By Karen Anderson and Glen Dickson

165,000 St. Louis customers more channels and new digital interactive services. The fiber-based upgrade is due for completion in about three years. It will include S-A headend equipment, nodes, amplifiers and taps and initially will be capable of passing 750 mhz, with potential

future expansion to 870 mhz.

Scitex ships Version 2 of Sphere

Scitex Digital Video is now shipping Version 2



Scitex Digital Video is now shipping Version 2 software for its StrataSphere workstation.

software for its Sphere line of workstations, including Sphere, MicroSphere, DigiSphere, VideoSphere and StrataSphere. Version 2 features widescreen aspect-ratio support and a Quick-Time 3.0-native file format, which delivers cross-platform compatibility with the new Sphere Windows NT codec. Version 2 for the high-end StrataSphere delivers faster compositing speed, enhanced title capabilities and a graphics package that incorporates Commotion Version 1.5 from Puffin Designs.

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NBC takes stake in Intertainer

Network links with Comcast, US West, Intel, Sony in streaming business

By Richard Tedesco

Joining four other corporate pioneers on the cutting edge of the commercial online video business, NBC last week invested \$3 million in Intertainer, with an option to buy a lot more.

For its money, NBC receives a 6% stake in Intertainer, a pay-per-view video service on PC screens, and could buy up to 19% of the company for \$75 million, based on a Intertainer valuation of itself exceeding \$400 million. Those are the terms of the deal according to Jonathan Taplin, Intertainer co-chairman, who doesn't expect NBC's 19% option to preclude his company doing deals with the other broadcast networks—although he claims he's not soliciting: "We're very happy with the strategic partners we have."

The largest single stake among the partners—7%—is held by Comcast Corp. US West owns 6.5%, with Intel Corp. and Sony Corp. each holding 4.5% of the Santa Monica, Calif.-based start-up.

That group will begin to realize returns on their investments this fall, when Intertainer launches the video service—which relies on high-speed 'Net connections—in a test of 200 households in Comcast's Willow Grove, Pa.,

**The offer to PC users is:
streamed video of first-run
features (after they've hit the
cable PPV market) for \$3.95
apiece, with 24-hour access
and VCR functionality
for each buy.**

system outside Philadelphia. There are nearly 3,000 @Home customers on that 38,000-subscriber system, suggesting a high PC penetration. Shortly after Willow Grove goes up, Intertainer is set to debut in Denver as an option on US West's DSL service, according to Taplin, who is aiming for two more major-market launches and 1,000 Intertainer users by year's end.

That's a point of critical mass in Intertainer's business plan, according to Taplin, who says, "at 1,000 subscribers, it becomes a very economical proposition."

The offer to PC users is: streamed video of first-run features (after they've hit the cable PPV market) for \$3.95 apiece, with 24-hour access and VCR functionality for each buy. Inter-

tainer also markets a menu of kids shows for 50 cents apiece.

Intertainer has content deals in place with major studios, including Warner Bros., Sony, and Buena Vista. Paramount Pictures is the notable holdout.

Another nascent online video venture, DivaTV, has similar revenue-sharing pacts in place with the major studios—Paramount excepted—to reproduce their content on the 'Net. Diva is deployed in four systems on a limited basis: Lenfest Communications' Philadelphia system; Adelphia Communications' Lansdale, Pa., system; Cablevision Systems Corp.'s Monmouth County, N.J., system, and Rifkin Associates' Roswell, Ga., system. That's a potential base of 350,000 subscribers if they segue into full commercials launches.

At the moment, Diva claims 1,500 regular customers paying \$3.95 for first-run titles and \$2.95 for vintage films selected from a menu of 250-300 titles at each system. Half-hour TV shows are re-streamed for 99 cents, with packages of kids content available for \$9.95 a month.

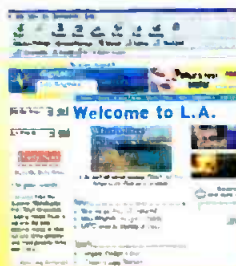
Diva's underlying support comes from Sarnoff Corp., which developed the original platform and set-top box technology as RCA Labs. Diva's current configuration, an add-on box that coexists with analog set-tops, migrates

AOL Digital City gets NetCenter address

America Online struck a deal with Netscape last week to give AOL's Digital City local guide sites a presence on a co-branded online "channel."

The Netcenter Local Channel in Netscape's Netcenter resource site will contain links to the top 50 U.S. metro markets that AOL Digital City now serves with its localized information service. It's supposed to premiere within the next 60 days. A dozen cities were added to the Digital City roster last month, including San Antonio, Tex.; Buffalo, N.Y.; Albuquerque/Santa Fe, N.M.; Richmond, Va., and Nashville.

From AOL's perspective, Digital City's potential audience grows by the 8 million visitors that Netcenter draws monthly. AOL currently claims it's drawing 3 million PC users per month to its various Digital City sites, according to Paul DeBenedictis, Digital City president, who says the



Digital City has a home on Netscape.

venture is way ahead of such competitors as Microsoft's Sidewalk, which is currently expanding through NBC's Interactive Neighborhood station sites.

AOL claims that its Los Angeles Digital City site is now profitable and that its Washington site is nearing that point. DeBenedictis predicts that all 50 Digital City sites will start turning a profit sometime in 1999 as AOL seeks to strike a 50/50 balance in traffic it draws for Digital City from its own subs and from 'Net surfers.

In this initial Web distribution deal, Netscape will sell national ads for the site, with AOL handling local sales.

Meanwhile, AOL claimed a 665,000 jump in subscriber-ship during its fourth quarter, ended June 30. It realized income of \$134 million for the year, on \$2.6 billion in revenue—up from \$1.7 billion in revenue one year ago, when it recorded a net loss of \$13.4 million. —Richard Tedesco

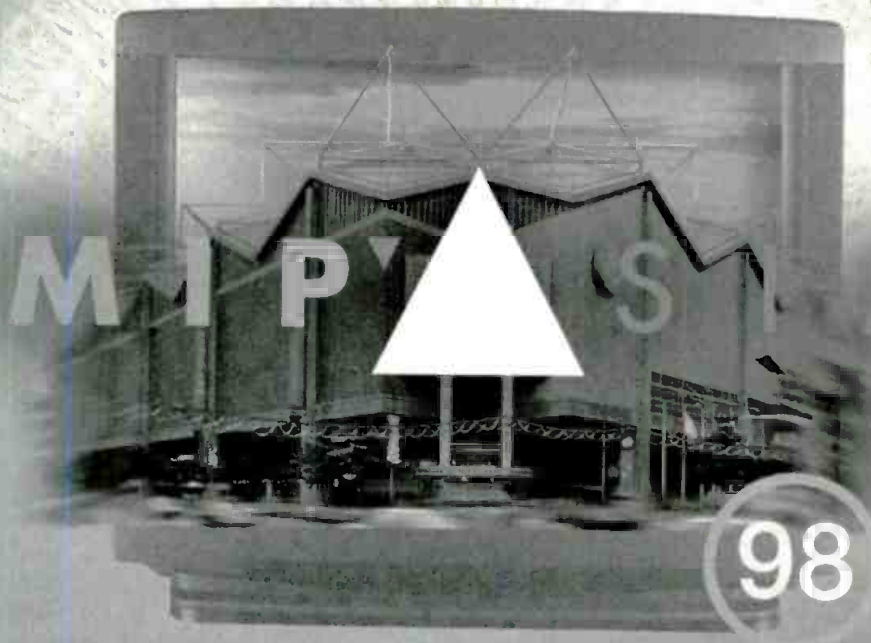
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to a software solution in digital set-tops, according to Alan Bushel, Diva president. Bushel says his company is holding talks with "everyone."

Intertainer is talking to other MSOs and telecos too, as it aims at being in 10-20 markets by the end of 1999, according to Taplin. He hopes to achieve 10% penetration for the service in 1999.

Doubtless that's encouraging news to

the four partners who preceded NBC with a total capital outlay just north of \$15 million for their respective pieces of Intertainer in two initial rounds of financing. "MBC sees Intertainer spurring VOD online. "What we're about here is making bets on what has to happen for digital platforms to develop," says Tom Rogers, NBC executive vice president of business development. ■

ICTV nears commercial rollout

The long-awaited debut of ICTV's multimedia PC/TV cable service is now set for a 25,000-subscriber system in St. Joseph, Mo., during the fourth quarter.

St. Joseph Cablevision will offer its subscribers five hours of Internet access on their TV screens through ICTV's format for \$9.99 per month. Each additional hour costs \$1.99; a family package for \$5.99 will give non-addressable households three hours of monthly access.

ICTV is continuing its test with Cox Cable in Santa Barbara, Calif., with no word on when that test segues into a commercial launch. But Wes Hoffman, ICTV president, says he expects to close on several of the dozen proposals ICTV has made to both large and small MSOs.

ICTV provides operators the headend infrastructure to offer Internet access via TV, along with other interactive services. It also provides the \$250 keyboard and modem set-up the subscriber requires.

Cox owns 30% of ICTV, which also counts Lauder Partners and IBM among its equity partners. —Richard Tedesco

Warner Online woos 'Friends' fans

By Richard Tedesco

Friends devotees who can't get enough of the NBC series when it hits syndication this fall can surf for favorite video clips and other content on a site that Warner launches this week (www.friendstv.com).

In addition to viewing episode clips in RealVideo, PC users will be able to download screen savers and icons, take interactive tours of the *Friends* set and compete for weekly prizes in trivia contests. They'll also be able to participate in chat rooms and transmit customizable multimedia greeting cards enabled by technology from Intel Corp. to—who



Video clips and more from your 'Friends' at Warner Bros.

else?—friends.

More than 150 of some 200 TV stations carrying the series in syndication beginning this fall will maintain links to the *Friends* site. A "front door" on the local sites will give the stations some local ad opportunities.

Warner's sites, among the most popular online entertainment destinations, include *Seinfeld.com* and *RosieO.com*. The latter claims to be drawing particularly well with women 18-49, a difficult demographic to capture online. ■

Broadcasting & Cable
ONLINE

The big news on the Internet is
Broadcasting & Cable Online.
With 24-hour access to over 30 sections
of the latest industry news,
www.broadcastingcable.com is an
address you'll want to bookmark.

SITE OF THE WEEK

www.kirotv.com

KIRO 7 Newsroom
Behind Your Northwest News Station

Eye of the Needle

The Eye of the Needle camera, just like *CBS.com* Seattle on KIRO-TV's Custom Area Tour, is operated via remote control from KIRO-TV, providing a view of the Seattle area for our viewers. It's located on the uppermost roof of the Space Needle - the base of the old tower (for you 1962 World's Fair fans). The 's

THE NEWS TEAM

KIRO-TV has the Northwest's largest broadcast news team. Come 140 news professionals that give you the region's most comprehensive coverage.

Story Desk
News Tips, Chat, News, This is the right place.

KIRO-TV Seattle CBS, ch. 7

Site features: Eye of the Needle camera, a constantly refreshed vista of the Seattle skyline from the Space Needle; local news, sports and weather reports; adding archived clips from newscasts this month, with live online simulcasts of noon and 5 p.m. newscasts streaming by September; link to CBS.com

Site launched: November 1996

Site director: Tom Wallace, senior producer, Cox Interactive Media

Number of employees: 15 regular staff in local Cox Interactive studio

Design: Cox Interactive Media

Streaming technology: RealVideo

Traffic generated: 15,000-20,000 page views weekly from an average of 8,000 different users

Advertising: Banners bought by Microsoft and Toyota

Revenue: N/A

Highlight: KIRO-TV recently began alpha/beta testing of content created for Microsoft's WebTV for Windows format, a datacasting feature of its Windows 98 operating system; KIRO-TV will embed text of news headlines, weather and sports bulletins via the vertical blanking interval of the broadcast signal

Cox City Sites strategy: Seattle is one of 15 markets where Cox Broadcasting, KIRO-TV's owner, has built digital studios, with the dual purpose of supporting its stations' Websites as it develops Cox City Sites, the working name of its local information directory project

—Richard Tedesco

CHANGING HANDS

The week's tabulation of station sales

TVs

WKBN-TV Youngstown, Ohio

Price: \$39.44 million

Buyer: Youngstown Television License LLC, Charlotte, N.C. (Richard L. Gorman, CEO); also owns two AMs and three FMs

Seller: WKBN Broadcasting Corp., Youngstown (Warren P. Williamson, principal); also owns WKBN-AM-FM Youngstown

Facilities: ch. 27, 871 kw vis, 87.1 kw aur, ant. 1,430 feet

Affiliation: CBS

COMBOS

KFQD(AM), KHAR(AM), KMXS(FM), KBRJ(FM), KEAG(FM) and KWHL(FM)

Anchorage, Alaska; KXRO(AM)-KDUX-FM Aberdeen, and KWIQ-AM-FM, KKRT(AM), KKRv(FM) and KVYF(FM) Moses Lake, all Wash.

Price: \$33 million

Buyer: Morris Communications Corp., Augusta, Ga. (W.S. Morris III, CEO); also owns two AMs and two FMs

Seller: Pioneer Broadcasting Company Inc., Seattle (Elizabeth Williams, president); also owns KRBZ(FM) Reedsport, Ore.

Facilities: KFQD: 750 khz, 50 kw; KHAR: 590 khz, 5 kw; KMXS: 103.1 mhz, 27 kw, ant. 180 ft.; KBRJ: 104.1 mhz, 55 kw, ant. 62 ft.; KEAG: 97.3 mhz, 100 kw, ant. 593 ft.; KWHL: 106.5 mhz, 100 kw, ant. 89 ft.; KXRO: 1,320 khz, 5 kw; KDUX-FM: 104.7 mhz, 48 kw, ant. 360 ft.; KWIQ(AM): 1,020 khz, 2.5 kw day, 500 w night; KWIQ-FM: 100.3 mhz, 100 kw, ant. 194 ft.; KKRT: 900 khz, 1 kw day, 78 w night; KKRv: 104.9 mhz, 6.3 kw, ant. 1,312 ft., and KVYF: 103.3 mhz, 25 kw, ant. 243 ft.

Formats: KFQD: news; KHAR: MOR; KMXS: hot AC; KBRJ: hot country; KEAG: oldies, news; KWHL: rock; KXRO: AC; KDUX-FM: classic rock; KWIQ(AM): country; KWIQ-FM: country; KKRT: sports; KKRv: new country, and KVYF: sp. target audience

Broker: Media Services Group Inc.

WKKR(FM) Auburn, WMXA(FM) and WTLM(AM) Opelika, WZGM(AM) Pepperell, Ala. and WCJM-FM West Point, Ga.

Price: \$4,425,000

Buyer: Fuller Broadcasting Co., Opelika (Gary Fuller, president); no other broadcast interests

Seller: Root Communications Group LP, Daytona, Fla. (Jim Devis, presi-

PROPOSED STATION TRADES

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

THIS WEEK

TVs \square \$39,440,000 \square 1
 Combos \square \$42,665,000 \square 5
 FMs \square \$31,250,000 \square 5
 AMs \square \$22,290,000 \square 7
 Total \square \$135,645,000 \square 18

SO FAR IN 1998

TVs \square \$4,780,037,000 \square 48
 Combos \square \$1,214,840,107 \square 159
 FMs \square \$523,405,837 \square 183
 AMs \square \$361,069,599 \square 123
 Total \square \$6,879,352,543 \square 513

SAME PERIOD IN 1997

TVs \square \$3,942,306,684 \square 72
 Combos \square \$5,829,673,404 \square 200
 FMs \square \$1,631,906,243 \square 254
 AMs \square \$255,781,761 \square 141
 Total \square \$11,659,668,092 \square 667

SOURCE: BROADCASTING & CABLE

dent); owns/is buying 31 radio stations
Facilities: WKKR: 97.7 mhz, 1.35 kw, ant. 476 ft.; WMXA: 96.7mhz, 730 w, ant. 682 ft.; WTLM: 1520 khz, 5 kw; WZGM: 910 khz, 1 kw day, 81 w night, and WCJM-FM : 100.9 mhz, 1.85 kw, ant. 235 ft.

Formats: WKKR: country; WMXA: hot AC; WTLM: adult standards; WZGM: urban gold, and WCJM-FM: country
Broker: Serafin Bros. Inc.

KELA(AM)-KMNT(FM) Centralia, Wash.

Price: \$4 million

Buyer: Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crawl, president, Radio Division; Jacor owns/is buying one TV, 132 FMs and 70 AMs

Seller: KELA Corp., Centralia, Wash. (M.J. Chytil, president); no other broadcast interests

Facilities: AM: 1,470 khz, 5 kw day, 1 kw night; FM: 102.9 mhz, 100 kw, ant. 1,057 ft.

Formats: AM: news; FM: country

C L O S E D

CHANNEL 49 ACQUISITION CORPORATION

James L. Lockwood, Jr., Chairman

has agreed to acquire

WLYJ-TV

Clarksburg, WV

for

\$3,150,000

from

CHRISTIAN COMMUNICATIONS CENTER, INC.

Jack Kincaid, President

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

PATRICK



COMMUNICATIONS

(410) 740-0250, www.patcomm.com

Broker: Blackburn & Co.

WDSR(AM)-WNFB(FM) Lake City, Fla.

Price: \$750,000

Buyer: Newman Media, Windermere, Fla. (John R. Newman, president); no other broadcast interests

Seller: Arso Radio Corp., Lake City, Fla. (Jesus M. Soto and Luis A. Soto, co-principals); also owns two AMs and five FMs

Facilities: AM: 1,340 khz, 1 kw; FM: 94.3 mhz, 50 kw, ant. 492 ft.

Formats: AM: AC; FM: classic hits

KFVR(AM)-KCRE(FM) Crescent City, Calif.

Price: \$490,000

Buyer: Pollack/Belz Radio LLC, Germantown, Tenn. (William Pollack, president/33-1/3% owner); the Pollack family also owns three FMs, three AMs and two TVs

Seller: Pelican Bay Broadcasting Corp., Crescent City, Calif. (Laurence Goodman, president); Goodman also owns KHSN(AM), KOOS(FM), and KACW(FM) Coos Bay and KBBR(AM) North Bend, all Oregon

Facilities: AM: 1310 khz, 1 kw; FM: 94.3 mhz, 3 kw, ant. -275 ft.

Formats: AM: oldies; FM: AC

FMs

WFOG-FM Suffolk, Va.

Price: \$23 million

Buyer: Petracom Media LLC, Lutz, Fla. (Henry A. Ash, president); no other broadcast interests

Seller: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/28.1% owner); owns/is buying LMAs with 57 TVs, 37 FMs and 23 AMs

Facilities: 92.9 mhz, 50 kw, ant. 480 ft.

Format: Soft AC

KBZR(FM) Arizona City, Ariz.

Price: \$3.5 million

Buyer: Brysan Broadcast Group LLC, Scottsdale, Ariz. (Gerald Ryan, Jim Seemiller and C. Jayson Brentlinger, co-principals); no other broadcast interests

Seller: Brentlinger Broadcasting Inc., Scottsdale (Jay Brentlinger, owner); also owns KBZG(FM) and has lease with option to buy KESP(FM) both Payson, Ariz.

Facilities: 106.3 mhz, 3 kw, ant. 298 ft.

Format: Oldies

Broker: Serafin Bros. Inc.

WXLE(FM) Mechanicville, N.Y.

Price: \$2.6 million

Buyer: Capstar Broadcasting Partners LP, Austin, Tex. (Thomas O. Hicks, owner); owns/is buying 248 FMs and 103 AMs

Seller: Foley Broadcasting LP, Allentown, PA (John L. Foley, principal); no other broadcast interests

Facilities: 104.5 mhz, 5 kw

Format: AAA, progressive

KOLK-FM Onawa, Iowa

Price: \$1.85 million

Buyer: Waitt Radio Inc., Omaha (Norman W. Waitt Jr., chairman); also owns/is buying KOTD-FM Plattsmouth, Neb., and KMEG-TV Sioux City, Iowa

Seller: Barco Inc., Sioux City (Gary Rice, president); no other broadcast interests

Facilities: 102.3 mhz, 100 kw, ant. 643 ft.

Format: Country

WMMC-FM Marshall, Ill.

Price: \$300,000

Buyer: JDL Broadcasting Inc., Aurora, Ill. (John D. Spangler, president); no other broadcast interests

Seller: Sandyworld Inc., Marshall, Ill. (Kurt Tuckerman, president); no

continues on page 79

CRITERION MEDIA GROUP

has acquired

KLDZ-FM

Santa Barbara, California

from

JOELMART, INC.

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



Kalil & Co., Inc.

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

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,724
Commercial FM	5,591
Educational FM	1,961
Total Radio	12,276
VHF LPTV	559
UHF LPTV	1,515
Total LPTV	2,074
FM translators & boosters	2,928
VHF translators	2,248
UHF translators	2,752
Total Translators	7,928
Commercial VHF TV	558
Commercial UHF TV	651
Educational VHF TV	125
Educational UHF TV	242
Total TV	1,576

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

RADIO

HELP WANTED MANAGEMENT

**NATIONAL PUBLIC RADIO
Washington, DC
CHIEF EXECUTIVE OFFICER**

NPR is seeking a President and Chief Executive Officer who will provide strong leadership and creativity, demonstrate a thorough understanding of technology and market conditions, and respond to audiences and member stations so as to successfully meet the challenges and opportunities that are shaping the future of public radio. Reporting to the Board of Directors, the NPR President/CEO will guide, manage and oversee a \$60 million, 500-employee organization and work with more than 300 member stations to position the organization in the developing digital future, increase revenue and maintain the public service mission.

NPR is a private, non-profit, satellite-based radio network with nearly 300 members operating nearly 600 stations broadcasting NPR-produced or acquired programs to all 50 states plus the District of Columbia, Puerto Rico and Guam. NPR's programs reach an average of 13 million listeners per week.

The ideal candidate will have experience managing a complex mid-sized organization, especially membership-based associations, in a decentralized environment. Knowledge of the communications field, and specifically broadcasting, is highly desirable. Experience interacting with a non-profit board and demonstrated experience in building revenue and increasing philanthropic support is essential. Familiarity with a membership-based association would be a tremendous plus.

**National Public Radio
c/o Sally Sterling
Heidrick & Struggles, Inc.
1301 K Street, NW
Suite 500 East
Washington, DC 20005
Fax: 202-289-4451**

National Public Radio is an Equal Opportunity Employer

General Manager. Great opportunity in La-Grange, TX. AM/FM. Excellent chance for Sales Manager to move up to GM. Profitable station will celebrate its 40th anniversary next year. Fax resume to: Personnel KVLG/KBUK Houston 713-871-1005. Women and minorities are encouraged to apply.

HELP WANTED ANNOUNCER

Radio Morning Drive Host. WETA TV26/FM 90.9 located in Arlington, VA. "The Nation's Station, the Community's Voice," is recruiting for a classical music weekday Morning Drive Host. In addition to an early morning announcing shift, the successful candidate will participate in the production of feature segments and programs for local and national distribution. Strong announcing skills, preferably with classical music, and ability to relate to our sophisticated and highly demanding listeners in DC-MD-VA area are essential. Our 24-hour radio station is the most listened-to public radio station around the country in classical music format. Send resume, salary requirements, and demo tape to: WETA, Human Resources Dept., PO Box 2626, Washington, DC 20013. EOE D/M/F/V.

HELP WANTED SALES

Needed: GM/GSM combo for radio stations. Live on the beautiful central coast of California. Need aggressive, take charge person with experience. All perks available. Send resumes to Attn: David, P.O. Box 1964, Santa Monica, CA 93456.

SITUATIONS WANTED MANAGEMENT

Recently completed successful turnaround in competitive market as a "stand-alone" against duopolys and triopolys. 30+ years experience including: Group Management, National Sales Management, Combo General Manager, Sales Manager, Group Programming, and Promotional Director. Highly creative. Will design promotion to increase your revenues, ratings and visibility. Excellent sales person with proven sales systems and training ability. Check my references and most recent Miller-Kaplan. Reply to Box 01408.

Can do combo guy! Need any of these? Sales and marketing, programming, on-air and production, engineering! GM experience. Available immediately, permanent or temporary. Bill Elliott 813-920-7102.

Aggressive sales oriented General Manager over 15 years in radio including WNBC (NY), KFRC (San Fran.), went into own business, but now wants back in broadcast. This former West Pointer unequalled sales performance, goal orientation. Larry Leibowitz 305-531-8116.

LEASED PROGRAMMING

Produce, host your own radio show, and generate hundreds of qualified Leads 50,000 watt NYC radio station. Call Ken Sperber 212-760-1050.

TELEVISION

HELP WANTED MANAGEMENT

Executive Director, Community Access Television. The primary duties of the Executive Director are to plan, organize, direct and monitor the total operation of the public, educational and governmental access channels, facility and related programming deemed necessary by the Board of Directors. This includes the preparation of budget recommendations, goals, policies, grants, overall funding development, negotiation of contracts, preparation of reports and correspondence, and the fulfillment of all PEGASYS financial and legal obligations. The position requires independent judgement, discretion, and ability to work with the Board of Directors, local officials, employees, contracts, public and civic groups, nonprofit, private and public corporations on a regular basis. Familiarity and experience with community cable systems, technology, programming and equipment are required. A degree in Broadcasting, Communication, (video production) or related field is preferred. A minimum of five years of related experience required. Experience should include all aspects of television production from script writing to final edit. Ability to trouble shoot equipment problems, train others in television production techniques and to maintain high standards for on air quality. Starting salary range: \$32,000-\$36,000. Application Deadline: Monday, August 17 1998. Applicants should submit resume to: PEGASYS, Inc., 123 W. Maine Street, Enid, Oklahoma 73701. Attn: Search Committee. EOE.

HELP WANTED SALES

Broadcasting & Cable

We Need Your Passion for Sales and Talent for Success!

Broadcasting & Cable has an exciting opportunity for a dynamic, energetic individual. Seeking a seasoned sales professional to drive cable industry ad sales. Knowledge of TV, cable and related industries preferred. Ideal candidate should have 5+ years in ad sales for publishing, cable television or affiliate sales.

For immediate consideration, send your resume with salary requirements to:
**Human Resources Department - BC
Cahners Business Information
245 W. 17th Street
New York, NY 10011
or fax to 212-727-2425. EOE M/F/D/V.**

You can simply fax your classified ad to
Broadcasting & Cable
at (212)206-8327.

REGIONAL ACCOUNT MANAGER

Lifetime Television, the dynamic cable network, has a Regional Account Manager position open in their Affiliate Relations department based in their Los Angeles office. Individual must have strong credentials in sales, marketing, and negotiating for challenging Affiliate Sales Executive position.

Experience in all phases of sales territory management, including evaluation and implementation of procedures to meet sales goals. Team player with strong communication and organizational skills. BA or BS with sales/marketing focus required. Cable industry experience preferred.

Lifetime offers a competitive salary and benefits package. For consideration, please send resume with salary requirements to:

LifetimeTM
Television for Women

LIFETIME TELEVISION

Human Resources Department

Regional Account Manager 410

309 West 49th St, New York, NY 10019 EOE M/F

FOX 13
KSTU SALT LAKE CITY

TV SALES PROFESSIONALS

If you're looking to sell a dominant line-up and a successful news product, we have just the opportunity for you. KSTU FOX 13 Television, a FOX O&O in Salt Lake City, is looking for an experienced ACCOUNT EXECUTIVE to handle a thriving client list and meet sales objectives. Full benefits package available.

This is an ideal chance to join a successful station located in the home of the 2002 Winter Olympics. Please send resume to KSTU FOX 13, Human Resources, 5020 W. Amelia Earhart Drive, Salt Lake City, UT 84116. 801-536-1317 or Fax: 801-536-1315. Equal Opportunity Employer.

FOR DAILY CLASSIFIED UPDATES...

VISIT BROADCASTING & CABLE ONLINE
www.broadcastingcable.com

TV GSM to 70k. Fastest growing city in America. Net affiliate in Coastal Carolinas has great opportunity for GSM. Minimum of 5 years exp. as LSM/GSM. Results oriented. Must be highly successful in capturing Non-Traditional dollars for Special Events and Promotions. Contact Immediately: Lee Rudnick, DBI Media Executive Search. PH: 212-338-0808 Ext 5, FAX: 212-338-0632. Visit our Website at <http://www.dbinary.com>

Television Account Executive, Portland, Maine. WPXT FOX51 and WPME UPN35 seek motivated individual with minimum 2 years broadcast sales experience. Candidates must have established written and verbal skills and solid track record of generating local direct revenue. Send resumes to FOX51/UPN35 2320 Congress St., Portland, ME 04102, Attention: Sandy Smith or fax to: (207)774-6849. No phone calls please. WPXT/WPME are equal opportunity employers. Women and minorities are encouraged to apply.

Sales Manager, WASV-TV, Greenville, Spartanburg, Asheville, Anderson, 35th DMA. This new UPN/WB affiliate has quickly established a strong position in this marketplace and is seeking a sales manager to lead a local and national sales effort. Sales management experience and a creative approach to selling are essential. Send resumes to Jim Conschafter, VP/General Manager, WASV-TV, P.O. Box 1717, Spartanburg, SC 29304. WSPA/WASV-TV is a drug free workplace. Offer of employment is contingent upon applicant passing a substance abuse test. EEO-M/F/D/V.

Local Account Executive. WYFF-TV, the NBC affiliate in Greenville, SC (35th market) is looking for an experienced Account Executive for a major list. Candidates must have experience handling agency business and proven success in new business development. Position requires strong negotiation, organizational, and presentation skills. Proficiency in the use of qualitative research and TV Scan necessary. A minimum of three years of TV sales required. Send resume to: WYFF TV, Human Resources Manager, P.O. Box 788, Greenville, SC 29602. WYFF is an Equal Opportunity Employer.

New Business Account Executive: Terrific company (ABC) hot location (Raleigh/Durham) exciting growth market (#29 and growing) = an opportunity of a lifetime for a creative *New Business Specialist!* Successful candidate will be responsible for generating new business at client/direct and agency levels. Computer proficiency, good negotiation skills and strong written and verbal skills a must. Radio or television experience is required. This position will work closely with our research director so a knowledge of pure and applied research is helpful. Send resume to: William Webb, General Sales Manager, WTVD, PO Box 2009, Durham, NC 27702. No phone calls. EOE.

KIVI-TV 6, an ABC affiliate in one of the fastest growing markets in the country, is now accepting applicants for General Sales Manager. Qualified applicant will be dynamic, innovative and able to motivate. TVScan and Enterprise knowledge helpful. TV sales management experience a must. Successful applicant will be active participant in station management team. Send resume to General Manager, KIVI-TV, 1866 East Chisholm Drive, Nampa, Idaho 83687. No phone calls, please. KIVI-TV is an equal opportunity employer.

General Sales Manager. Paramount O&O in New Orleans, UPN 54, has an immediate opening for a General Sales Manager. Candidate must have a minimum of 3-5 years experience in television sales management and excellent communication, presentation and organizational skills, as well as, rate and inventory management experience. Must also be a leader and be able to drive station's sales efforts. Send resume to General Manager, WUPL-TV, 3850 N. Causeway Blvd., Suite 454, Metairie, LA 70002. No phone calls, please. WUPL is an EOE.

General Sales Manager. One of the top FOX affiliates in the country, WXIX-TV in Cincinnati, is seeking a top performing General Sales Manager. The right candidate will have a passion for winning as well as strong management, analytical and presentation skills. Must be able to document strong inventory management skills as well as have the ability to understand and manage non-traditional revenue programs. If you can effectively lead, innovate and create accountability in an aggressive environment, send your resume to: Human Resources Supervisor, FOX 19, 635 W. 7th Street, Cincinnati, Ohio 45203. EOE.

General Sales Manager. Immediate opportunity at WTHR-TV, a Dispatch Broadcast Company. Job responsibilities include, but not limited to, management of Local, National and Regional Sales Staff, pricing and controlling station sales inventory, and establishing and attaining station revenue goals. Candidate must possess excellent communication skills, have a proven track record of leadership and sales success, clearly demonstrate creative thinking in developing new selling opportunities, be able to work well with other department heads, be able to recruit, train and lead a sales staff. Ideal candidate would have a minimum of 5 years in local sales, previous national sales experience, five years in sales management, at least three of which should be as a General Sales Manager. Applicants possessing these skills should submit a letter of referral source, cover letter and resume to the General Manager, Attn: Job No. 98-203, PO Box 1313, Indianapolis, IN 46204. Replies held in confidence. Qualified female and minority applicants encouraged. Equal Opportunity Employer.

General Sales Manager. The opportunity to become GSM of KFVS-TV, a top notch Raycom Media station in the Heartland doesn't come along very often. Candidate's resume should demonstrate detailed experience, management, organization, and leadership skills necessary to continue the double-digit successes of your predecessor. No beginners. Prefer prior GSM experience, but will consider larger market LSMs with proven track record. Must pass drug screen and possess clean driving record. Equal Opportunity Employer. Resume to Kathy Cowan, KFVS12, Box 100, Cape Girardeau. MO 63702-0100.

Director of Sales and Marketing. KREM-TV, an A.H. Belc station and CBS affiliate located in the Pacific Northwest is looking to hire this key managerial position to direct and manage all sales and marketing efforts for KREM and our LMA partner KSKN. Minimum 5 years broadcast sales management experience to include local, regional and national sales. Successful budgeting, negotiation and inventory management experience with a track record to match. Rush letter of introduction and resume to: Terry Coker, Human Resources Director, KREM-TV, 4103 South Regal Street, Spokane, WA 99223. KREM-TV is an Equal Opportunity Employer. M/F/D/V.

Account Executive: Prefer at least five years major market and/or local television sales experience. Strong communication skills, both oral and written, are required. Responsibilities include the development of new business and expanding existing business. Please send resumes to: Scott Simensky, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Account Executive, Television Sales. CLTV News, Tribune Company's regional cable newschannel, has an immediate opening for an Account Executive. Successful media sales experience preferred. Success with both advertising agencies and direct sales a plus. Must be self-motivated, aggressive and hungry for success. Fax resume to 630-571-0489 or mail to CLTV News, 2000 York, Suite 114. Oak Brook, IL 60523.

General Sales Manager- 3 CBS stations and 1 FOX station in Western Colorado. Healthy market, very competitive. Fax resume now to 970-242-0886. Include references. This could be the best job you'll ever have. E.O.E.

HELP WANTED TECHNICAL

Corporate Chief Engineer. Growing station group is seeking a Corporate Chief Engineer. The highly experienced candidate will have Chief Engineer responsibilities at one property, while having technical oversight of all stations. Responsibilities to include: equipment negotiation, purchase and installation; trouble-shooting; due diligence on future acquisitions, research and effecting change to digital; all UHF and VHF RF oversight. Experience with Larcen, Harris and GE transmitters a plus. Please send resume, salary requirements, and references to: Lambert Television, *999 Avenue of the Stars, Suite 500, Los Angeles, CA 90067, Attn: Senior VP, Broadcast Group. Fax to: 310-551-4068. No phone calls please. EOE/M/F.

CHYRON OPERATORS

**TEAM UP WITH
AN INNOVATIVE
LEADER IN THE
BROADCAST
INDUSTRY!**

Provide on-going training and demonstration of all Chyron Graphics products and systems. Responsible for creating the graphic elements used for demonstrations at the Company's trade shows.

The position entails writing application notes and collateral for the support of dealer and direct sales efforts. Minimum of 3 years experience in the broadcast marketplace. Preference will be given to the candidate with graphic design experience.

Send resume to: **Chyron Corporation, 5 Hub Drive, Melville, NY 11747.**

E-Mail: careers@chyron.com.

Fax: 516-845-2090.

Equal Opportunity Employer M/F/D/V

CHYRON

Communications Systems

The World of Business Talks Through Us.

Harris Corporation Broadcast Division has Systems Engineer career opportunities available throughout our locations, including: Cincinnati, OH, Glen Falls, NY and Quincy, IL.

Harris Corporation offers a competitive starting salary, with a comprehensive benefits package and opportunities for advancement. Please send your resume to: Attn: Dept. EADBCABLE to:

Harris Corporation Broadcast Division, P.O. Box 37, MS-2-1394, Melbourne, FL 32902; or FAX: (407) 729-1858; or e-mail:

resumix@harris.com (resumes must be in ASCII format only, not attached). We are an Equal Opportunity Employer.

Systems Engineer

The Systems Engineers develop specifications for broadcast systems, subsystems, small programs and products with emphasis on analog and digital TV or radio products. This position is responsible for coordinating and implementing engineering design for components, subsystems and systems with a consistent focus on continual quality improvement; generating systems subsystems or program level specifications; and preparing written proposals.

BS in Electrical Engineering or equivalent work experience, along with 3-5 years relevant industry experience required.



HARRIS

Visit us at www.broadcast.harris.com

Senior Television Maintenance Engineer. Fully skilled in repairing both digital and analog video and audio broadcast grade equipment. Troubleshooting to both the board and component level preferred. Facilities and light circuit design skills a plus. Electrical Engineering degree preferred, but not required. An extremely high quality sense is mandatory. Extensive experience in broadcast grade teleproduction, network or Television station engineering required. Send resume and salary requirements to: Nichols Technical Services, Attn: SR/3/98, 2945 Flowers Road South, Suite 107, Atlanta, GA 30341.

Broadcast Maintenance Engineer: A top ten market, sports network is currently seeking a qualified engineer with five years of related maintenance experience. This candidate should be capable of repairing television equipment to the component level. Must possess knowledge of Sony BETA format, digital switchers and Avid equipment. PC and Macintosh literacy a plus. Position also entails EIC operations for live broadcasts. Must be able to work as a team member as well as independently. We offer a competitive salary and benefits package. E.O.E. Please send resume to *Chief Engineer, 70 Brookline Avenue, Boston, Ma 02215.*

Maintenance Engineer: Univision 41, seeks a candidate with 3-5 years experience in Television Engineering, UHF Transmitters, ENG Microwave trucks, Satellite and microwave equipment, Betacam Format VTR's, Digital and Analog systems. Strong computer skills are required. An FCC Commercial license and/or SBE Certification is preferred. Ability to work evenings and weekends a must. No calls please. Please apply in person. Univision 41, 500 Frank W. Burr Blvd., 6th floor, Teaneck, New Jersey 07666. EOE.

Junior Television Maintenance Engineer. Broadcast grade equipment bench repair skills required. High quality level of digital and analog video and audio equipment alignment and set-up abilities. Full understanding of electronic theory mandatory. Technical school or college degree in an electronics related discipline preferred. A minimum of 7 years experience in engineering maintenance at the broadcast grade level is a must. Send resume and salary requirements to: Nichols Technical Services, Attn: JR/3/98, 2945 Flowers Road South, Suite 107, Atlanta, GA 30341.

Maintenance Technician. WPHL-TV has an immediate opening for a Television Maintenance Technician. Applicant must have 3-5 years experience in television broadcast equipment. SBE certification or a Technical School degree is preferred. UHF Transmitter and Microwave experience a plus. Resumes/fax to: Michael P. Hort, Engineering Manager, WPHL-TV, 5001 Wynfield Avenue, Philadelphia, PA 19131. EOE. No phone calls please. Fax 215-878-3737.

Studio Supervisor. Ready to move up? Looking for person with 2-5 years studio maintenance experience - including ability to maintain news editing/shooting gear. Person who's computer friendly a plus. Send resume and salary requirements to: KDLT-TV, Don Sturzenbecher, Chief Engineer, 3600 S. Westport Avenue, Sioux Falls, SD 57106. F/M EOE.

HELP WANTED NEWS

**Broadcasting & Cable
MANAGING EDITOR**

BROADCASTING & CABLE is seeking a Managing Editor. NYC based position will oversee the day to day operations and development of the magazine including editorial content and overall "look." Works closely with Editor to drive news coverage. Ideal candidate should be a seasoned professional, daily newspaper experience preferred. Strong leadership and management skills necessary.

Send resume w/sal. reqmts. to:

**Cahners Business Information
HR Dept. - BCME
245 W. 17th Street
New York, NY 10011
Fax: 212-727-2425**

We appreciate your responses but will only be responding to qualified applicants.

Promotion Producers. Kansas City station closing in on #1 news is looking for aggressive writer/producers to make some big waves on-air! Candidates must have strong writing skills and promotion experience. AVID editing is preferred but not necessary. Send demo reel and resume (including salary requirements) to: WDAF-TV, Human Resources Dept., 3030 Summit, Kansas City, MO 64108. EOE M/F/V/D.

Weeknight 6 and 10 News Anchor. Aggressive, growing CBS affiliate in La Crosse, Wisconsin is looking for an experienced pro to take over as our next co-anchor at 6 and 10. Send non-returnable tape and resume to Anne Paape, News Director, WKBT TV, 141 South 6th Street, La Crosse, WI 54601. No phone calls please. EOE.

WTVR-TV, a Raycom Media station, has an immediate opening for a News Producer. A minimum of one year line producing experience required. Must be deadline oriented, clear communicator, excellent writer, and able to handle multiple live shots in a breaking news situation. We are an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening required. Submit resume and application to (no phone calls): Mike Bergin, Assistant News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230.

WKRC-TV has an immediate opening for a part-time News Videotape Editor. Must be an experienced videotape editor with basic computer knowledge and the ability to perform well under deadline. Please no calls. Send non-returnable tape and resume to: WKRC-TV, Attn: Business Office-VE, 1906 Highland Avenue, Cincinnati, Ohio 45219. An Equal Opportunity Employer.

TV Assistant News Director/Assignment Manager. Need seasoned, newsroom leader with strong writing and management skills to guide young reporters in aggressive weekday coverage from story selection through final product oversight. Substantial broadcast news experience required. No beginners. No phone calls, faxes or email. Send letter, resume and non-returnable videotape to: News Director, WVIR-TV, 503 East Market Street, Charlottesville, VA 22902. EOE.

Producer: Work in a competitive market..at a station that focuses on breaking news...flushing out the big story...and covering the news of the day. We want a producer who is organized and creative. A hard worker who takes charge...in and out of the control room. You would produce an hour-long newscast...a mix of local, national, weather and feature stories. If you are what we're looking for, please send tape and resume to WLKY-TV Executive Producer, Andrea Armento, 1918 Mellwood Avenue, Louisville, Kentucky 40206.

Producer. This position demands a creative person. The producer must be able to conceive and develop a news program, direct, and supervise staff. We are looking for innovative, results-oriented leader with two years experience. Minorities and women are urged to apply. Send non-returnable VHS tape and resume to: PD2-BC, Box 44227, Shreveport, LA 71134-4227. EOE.

Photographer/Editor. WSOC-TV is looking for a creative hustler who loves breaking news and winning. We are a number one shop that needs go-getters in the field. If you are a photographer with a flair who wants to grow and learn please send your resume and tape to: WSOC-TV, Attn: Bill Bruce, News Operations Manager, Dept. 95, 1901 N. Tryon Street, Charlotte, NC 28206. No phone calls please. EOE M/F.

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.

News Director. Direct and manage the station's television news operations. Hold daily story meetings, plan sweeps series, encourage a fresh approach to the day's news, critique the nightly newscast and develop new magazine and news programs. Responsible for bottomline budget matters. Individual must have 3-5 years experience in news senior management and/or as assistant news director. Looking for a leader who's passionate about news to lead Fox 7 News into a bright ratings future. If you have excellent news judgement, great ideas, motivational skills and lots of creativity, we want to talk to you. 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.

News Director. FOX 40 News is looking for a news director who will lead us into the new millennium. Send non-returnable VHS tape of your news product and resume to: John Leet, GM, WICZ-TV, 4600 Vestal Parkway East, Vestal, NY 13850. EOE.

News Anchor/Reporter. The dominant market leader in East Central Mississippi seeks polished, intelligent journalist with a strong on-camera presence and solid writing skills to anchor daily newscasts. Candidate must have strong work ethic and a team attitude. Send resume, references and a non-returnable VHS tape to: John Johnson, Director of News, WTOK-TV, P.O. Box 2988, Meridian, MS 39302. WTOK-TV is an Equal Opportunity Employer.

News Anchor. We want the very best. You have high energy, deliver the news with authority, yet you're a real communicator. You also bring along strong reporting abilities, and you're a real team player. We're a growing network affiliate in a medium market. We do 3 1/2 hours of news daily, and our numbers are going the right way. And there's a bonus, you'll be working in one of the most livable cities in the country! Rush your VHS tape, salary requirements, resume and references to Doug Cray, News Director, NewsChannel 27, 8927 Thomasville Road, Tallahassee, FL 32312.

Immediate openings for Reporters, Producers and Photographers. Send tape and resume to News Director, KEVN-TV, P.O. Box 677, Rapid City, SD 57709. KEVN-TV is an Equal Opportunity Employer. Great place to live and learn.

anchors, reporters, meteorologists, sports anchors, producers, photographers join our team! Nexstar Broadcasting of Northeastern Pennsylvania is now accepting tapes and resumes for present and potential future openings and expansion. We have a unique set-up, producing news for both the NBC and CBS affiliates in the market. If you're looking for a creative challenge, send materials to: Personnel, Nexstar Broadcasting of Northeastern PA, 62 S. Franklin Street, Wilkes-Barre, PA 18701. EOE. No phone calls!

Anchor/Reporter (WSFA). We are looking for a co-anchor to add to our team of veterans at 6pm. You will also be a general assignment reporter, responsible for generating stories from a specific beat. We are looking for someone who is a great storyteller both on the set and in the field. You should have 3-5 years experience. Send your resume, tape (VHS OK) and cover letter by August 14 to: Lucy Himstedt Riley, News Director, WSFA, 12 E. Delano Avenue, Montgomery, AL 36105. EOE.

TV Business Reporter. Report live from Wall Street daily, send demo & bios only. Reuters, 747 Third Ave., 29FI/RBN 10017.

Anchor needed for the 94th ranked NBC affiliate in Central Texas to anchor 6 and 10 PM News. Successful candidate will have had a minimum of two years anchor experience. Producing and reporting skills and the ability to communicate with the audience a must. Applications accepted through August 1998. Send resume and non-returnable tape to: KCEN-TV Personnel Dept. 24, PO Box 6103, Temple, TX 76503. Equal Opportunity Employer.

10:00 PM News Producer. Energetic, talented and creative producer needed. Writing, news judgement, competitive instincts, and leadership must be top notch. Producing experience required. Send resumes and non-returnable tapes by August 17, 1998 to: Personnel, NBC 15, 615 Forward Drive, Madison, WI 53711. No phone calls please. NBC15 is an Equal Opportunity Employer.

WYTV is seeking a co-anchor/reporter for a Monday through Friday newscast to compliment our male co-anchor. At least two years' broadcast news reporting and one year anchoring experience required. If you qualify, send tape and resume to News Director, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502.

HELP WANTED MARKETING

Golden Eagle Broadcasting, Director of Network Marketing. Responsibilities include distribution, promotion and marketing of Golden Eagle Broadcasting satellite service. Cable or broadcast sales experience required. Contact (918)495-7163 to request an application. Fax resume and cover letter to (918)495-7563, or mail to: Golden Eagle Broadcasting, Attn: Personnel, 7777 S. Lewis, Tulsa, OK 74171. EOE.

Coordinator of Outside Communications to plan, coordinate, and produce publicity activities, financial campaigns, newsletters, program guide, press releases, outreach efforts and advertising. KVCR is a PBS station in the 27th largest market and is close to the nation's 2nd largest market. Must have a four-year degree and five years experience or a combination as outlined in the application. Salary Range \$28,062 to \$33,228, with excellent fringe benefits. Applications must be received no later than August 21, 1998. Contact Human Resources, KVCR-TV/San Bernardino community College District, 441 West Eighth Street, San Bernardino, CA 92401-1007. Or call the Jobline at 909-384-0853. EEO.

HELP WANTED PROMOTION

Promotion Manager. Midwest CBS affiliate has an immediate opening for an experienced and creative Promotion Manager. The person will need to be well-organized with strong management and team skills. Must be able to implement and schedule News and station program promotions to bring viewers to the station. Knowledge of digital editing is essential. The station has been recognized nationally for its hard-hitting and creative Promotion and News campaigns. If you think you fit the bill and want to be part of an aggressive and professional local affiliate, send videotape, resume, references and cover letter stating your professional experience to: Human Resources, WANE-TV, 2915 W. State Boulevard, Fort Wayne, IN 46808. Please, no phone calls. EOE

Writer/Producer. Philly's #1 station, WPVI-TV6, an ABC owned station, has a spot for a promotion writer/producer who can generate new ideas and create compelling copy. If you've got the talent to get ahead, this position is for you. Early afternoon/evening shift. Experience writing news promotion a must. Experience using an AVID and/or digital on-line edit suite a plus. Send cover letter, resume and non-returnable VHS or broadcast beta tape (no calls/faxes) to Caroline Welch, Director of Creative Services, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

Writer/Producer. WMBD-TV Peoria, IL. If you write great copy, enjoy news promotion, and can work independently and as a team player, WMBD wants you! We are searching for an energetic promotions guru who can bring innovative ideas to our CBS table. Bring your Broadcasting degree, experience, and Avid experience (if you have it), to our accomplished promotions department! Hard working, dedicated individuals with writing, shooting, and editing experience must apply. Send resume and tape ASAP to: WMBD-TV, Attention: Julie Ohl, Promotions Director, 3131 N. University, Peoria, IL 61604. EOE.

TV Promotion Producer. Make your mark and work for a top-rated small market NBC affiliate. WVIR-TV seeks a creative self-starter to work with existing staff. Individual hired will write and produce promotion for daily news topicals, series, special programming, public service and contests. Must be a strong writer with TV promotion experience. AVID editing a plus. Send letter, resume and non-returnable VHS tape to Promotions Manager, WVIR-TV, 503 E. Market, Charlottesville, VA 22902. EOE. No calls please.

Promotion Producer. WSBK-TV UPN38 seeks a creative, highly motivated person to produce on-air promos and promotional campaigns. Ability to organize topical promotion and daily logs. AVID editing experience a must. 3-5 years major market experience required. Send resume and tape to Promotion Department, WSBK-TV UPN38, 83 Leo Birmingham Parkway, Boston, MA 02135. An Equal Opportunity Employer.

Assistant Promotion Manager. KMBC-TV, the ABC affiliate in Kansas City, is looking for an experienced writer/producer who is ready to take the next step and join one of the most dynamic broadcast groups in the country. KMBC-TV is part of Hearst-Argyle Television and is the market leader in Kansas City. This is an opportunity for the right person to grow with KMBC-TV and Hearst-Argyle Television. The person we are looking for has 3 to 5 years experience in broadcast promotion, has excellent producing skills, solid writing skills, a creative eye and knows how to promote news both topically and with image. This position also requires excellent time management and people skills. As Assistant Promotion Manager you will oversee the day to day operation of the department, contribute to strategic planning and overall marketing of the station. The right candidate also has knowledge in getting the most out of production and graphics systems. If you are a highly motivated person who works well with other people, then send your resume, demo tape and cover letter to Bob Lorenzen, Director of Creative Services, KMBC-TV, 1049 Central Street, Kansas City, MO 64105. No phone calls. KMBC-TV is an Equal Opportunity Employer. Women and minorities encouraged to apply. EOE.

Promotion Manager: Aggressive NBC affiliate serving Flint/Saginaw/Bay City seeks creative leader to take a growing station even higher. Must have extensive experience writing and producing on-air promos (particularly topical news promos) and understanding efficient targeting of on-air inventory. Also involves managing all station events, publicity, public service, sales promotion and external advertising. Great opportunity to grow with fast growing major television group. Send resume to: Ron Pulera, President and General Manager, WEYI-TV NBC25, 2225 W. Willard Road, Clio, MI 48420. Call 810-687-1000. An Equal Opportunity Employer.

Promotion Producer. Looking for a little sunshine in your life? KPNX-TV, the top-rated NBC affiliate in sunny Phoenix, is seeking a top-notch promotion producer with a strong news promotion background. If you have a passion for the product and winning, we want to hear from you! Avid editing is a definite plus, but will be willing to train. If you have at least two years of experience in news promotion, send your resume and tape to Anita Helt, KPNX-TV, PO Box 711, Phoenix, AZ 85001. EOE.

HELP WANTED CREATIVE SERVICES

CHEMICAL TV LAB SUPERVISOR

NBC-5 (also: KXAS-TV), the NBC O&O Broadcast Laboratory in Dallas-Fort Worth, has an immediate opening for a Level 5 Chemical TV Lab Supervisor (Design Director) to direct our efforts in preventing bad TV design in the country's 8th largest market. We believe there IS a cure! Paintbox, Hal, and lots of high-powered desktop lab equipment, including After Effects and Electric Image. We need a Design Director who can THINK and LEAD on both molecular and systemic levels.

If interested, please contact:
Michelle Fink, Director of Marketing
NBC-5 / KXAS-TV
Phone: 817.654.6424



(Actually, this ISPT science. It's art. So relax. If you want a great design director job with lots of opportunity... THIS IS IT!)






Broadcast Designer/Animator. NBC owned station in Philadelphia seeks a highly creative, motivated broadcast designer to join our award-winning Creative Services Team in a state-of-the-art television production facility. If you are a self-starter with the ability to design with impact...production thoughtful, compelling animation and thrive on creative challenges in a fast-paced environment, we're looking for you! Successful applicants will have 3+ years hands-on experience in digital video post-production. AfterEffects, Photoshop, Illustrator, Electric Image, Elastic Reality, etc. required. Quantel Paintbox and HAL a plus. Media 100 or AVID editing platform preferred. BS, BA, or BFA preferred. Replies will be kept confidential. Send your reel, resume, and design philosophy to: NBC 10, Creative Services Department, 10 Monument Road, Bala Cynwyd, PA 19004. No phone calls please. EOE.

Director of Creative Services Opening

Hearst-Argyle Television Station has an excellent management opportunity at the #1 NBC affiliate in Monterey-Salinas. You'll oversee all aspects of on-air promotion, packaging and branding. Responsibilities include: strategic planning, staff supervision, budgeting and promotion production. Must have strong leadership, communication and teaching skills in a team-oriented environment.

Send Resume and tape to:
Bob Rice/General Manager
KSBW TV 8 · P.O. Box 81651
Salinas, CA 93912



Hearst-Argyle
TELEVISION, INC.

Broadcasting & Cable CREATIVE DESIGNER

BROADCASTING & CABLE is seeking Creative Designer with 4-6 years of experience. Must be able to handle multiple projects on tight deadlines and budgets, manage small staff and supervise freelance photographers and designers. Must know Quark Xpress, Adobe Illustrator and Adobe Photoshop. New York based position.

Send resume w/sal. rqmts. to:

Cahners Business Information
HR Dept. - BC-ART
245 W. 17th Street
New York, NY 10011
Fax: 212-727-2425

We appreciate your responses but will only be responding to qualified applicants.

Creative Services Director. Make your mark in FOX history by designing the look of a FOX-style news launch in Denver! As Creative Services Director, you will have overall responsibility for station's on-air look including program and news promotion. You will also develop and coordinate all news visual and promotion material and develop and manage promotion strategies and creative design for the station. In order to be considered for this position, you must have 3-5 years as creative services/promotion manager with heavy news experience in a medium to large market. Your most recent position must include several years of demonstrated news promotion experience, including direct, on-line responsibility for daily, topical, sweeps, and on-going news promotion. Must have creative flair/style and the ability to produce FOX-style promotion material. Bachelor's degree in related field desired. Excellent management, communication and organizational skills required. If you meet the minimum qualifications, please send your resume and non-returnable tape to: Human Resources/CSD, KDVR FOX 31, 501 Wazee Street, Denver, CO 80204. EOE. Check out our website at www.kdvr.com for more information on KDVR's future plans!

Graphic Artist: Responsible for creation of daily news graphics on Quantel, Paintbox & Harriet, Media 100 and After Effects. Ability to perform under tight deadlines. Minimum 2 years experience in television and design. Formal training in design/art school or college level required. Send resume and reel to Kathy Thaden, KMGH-TV, 123 Speer Blvd. Denver, CO 80203. Equal Opportunity Employer. Pre-employment drug testing.

Graphic Designer. NBC's number one rated affiliate seeks a talented designer to join our creative team. Candidates should have 2-3 years experience in broadcast design with an emphasis on quality news and promotion graphics. We work on a wide variety of projects where the goal is quality design, not quantity. If you are talented, motivated and want to be an integral part of a creative team, then send your demo tape and resume to Shirley Schumacher, Human Resources Administrator, 1000 Market Street, St. Louis 63101. No calls please. EOE.

HELP WANTED FINANCIAL & ACCOUNTING

FOX SPORTS NET

COLLECTIONS REP

FOX Sports Net is currently seeking a Collections Rep. Responsible for collecting all of FX and FSN accounts receivable and resolving discrepant invoices; following up on all discrepancies with Sales Offices and Stations; working closely with the Corporate A/R team to reduce the DSO; expanding into the Regional local/national collection effort including collections of Unwired Receivables and Non O&O Commissions; following up on all credits to ensure paperwork is processed and accounts are credited; reviewing and issuing dunning notices as well as other correspondence to Agencies/Clients; and controlling all National Agency/Client numbers in Traffic/Billing systems.

The successful candidate will have a minimum of 2 years' college experience, 3-5 years' collections experience preferably in media, broadcast or cable industry. Must have excellent verbal and written communication skills; analytical ability; and computer proficiency.

We are an equal opportunity employer. Please fax or mail resumes to (212) 802-4201, FOX Sports Net, Code: HR-CR, 212 5th Ave., 5th Floor, New York, NY 10010.



Assistant News Business Manager: WABC is seeking a highly motivated individual to assist the News Business Manager in the preparation of payroll and payables. Successful candidate will be detail oriented and have strong computer skills. Prior payroll experience is a plus. Please send resumes to: Cathy Tivenan, Eyewitness News, 7 Lincoln Square, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

HELP WANTED PRODUCTION

Senior Writer/Producer wanted to write, assemble and produce NYC based 1/2 hour weekly business program. Field and studio skills required. Must have at least 5 years experience. Send tape and resume to: 276 Fifth Avenue, Suite 1105, NY, NY 10001.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to: Box _____,

245 West 17th St., New York, New York 10011

HELP WANTED MISCELLANEOUS

Belo owns 17 television stations reaching 17% 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.

Tucson, AZ, KMSB FOX**Studio Engineer**

Minimum 3 years experience and versatility in all types of studio equipment. #BC13-02-1

San Antonio, TX, KENS CBS**Promo Producer**

Looking for a dynamic and aggressive promo producer to create compelling news stories, image and topical promotion. Candidate must possess excellent writing skills and a good eye for graphics. Must be able to juggle numerous projects and meet tight deadlines. At least 2 years news promotion experience required. Non-linear editing experience a plus. Please send resume and non-returnable tape. #BC13-03-1

San Antonio, TX, KENS CBS**Research Director**

Minimum 2 years TV broadcast experience as Research Director. Must have working knowledge with TeSeem, Qualtrac, Scarborough and metered methodology. Must be detail oriented and have strong writing skills applicable to research presentations and one sheets. #BC13-03-2

Spokane, WA, KREM CBS**Director of Sales and Marketing**

Direct and manage all sales and marketing efforts for KREM and our LMA partner KSKN. Minimum 5 years broadcast sales management experience to include local, regional and national sales. Successful budgeting, negotiation and inventory management experience with a track record to match. #BC13-04-1

Boise, ID, KTVB NBC**Producer/Directors**

Responsible for directing and switching fast paced newscasts. Two positions available. #BC13-05-1

Hampton Norfolk, VA, WVEC ABC**Website Account Executive**

Responsible for generating revenue by prospecting and selling advertising on WVEC.COM. Candidate must possess extensive understanding of Web marketing and Internet commerce, excellent organization and communication skills including the ability to compose and deliver strong, creative sales presentations. Minimum 2-3 years high-tech sales or related experience. Thorough understanding of the Internet and related Microsoft systems. #BC13-06-1

Hampton Norfolk, VA, WVEC ABC**Assistant News Director**

Need creative and energetic individual with strong journalistic skills and ethics for number two position in newsroom. Responsible for coordinating news coverage and special projects and assisting in long-term planning. College degree and 5 years of commercial television newsroom experience required. Prior management experience a plus. Please include a short statement of news philosophy with resume. #BC13-06-2

Sacramento, CA, KATY ABC**Internet Account Executive**

Minimum two years related experience required. College degree preferred. #BC13-07-1

Honolulu, HI, KHNL ABC**Local Sales Manager**

Minimum 2-3 years sales management experience. Prefer experience in selling sports and LMA creativity. #BC13-08-1

St. Louis, MO, KMOV CBS**Computer Operations Support**

Install/maintain computer hardware and software. Train personnel in usage. Minimum 3 years experience. College degree and certification in Novell and NT servers required. #BC13-09-1

Houston, TX, KHOU CBS**Morning Show Executive Producer**

Scheduling, coaching, writing. Create a sizzle each newscast. 3 years experience in top 50 market. #BC13-10-1

Houston, TX, KHOU CBS**Promotions Writer/Producer**

Strong copywriting and graphic sense. Familiar with editing/post production. Minimum 2 years broadcast promotion experience. #BC13-10-2

Houston, TX, KHOU CBS**Technical Director**

Minimum 3 years experience switching fast paced newscast. GVC 4000/2 ME switcher with Kaleidoscope. #BC13-10-3

Charlotte, NC, WCNC NBC**News Producer**

Looking for people to join our growing newscast who have 2 years of newscast producing experience. #BC13-11-1

Seattle, WA, KONG NBC**Traffic Manager**

Work independently; manage all traffic functions including receiving/processing commercial tapes; creating program formats, and log production. Minimum 3 years related experience. #BC13-12-1

Portland, OR, KGW NBC**Art Director**

Must be creative. Looking for hands-on Art Director to coordinate station design projects including responsibility for on-air graphics with emphasis on news graphics and station image. Responsible for supervising talented graphic design and electronic graphics staff. Minimum 3-5 years graphic design experience required. #BC13-13-1

Dallas, TX, TXCN**Local Sales Manager**

Belo's 24-hour Texas cable news channel seeking candidate with 5 years experience in local television sales with a college degree in a related field. #BC13-14-1

Dallas, TX, TXCN**Creative Services Director**

Belo's 24-hour Texas cable news channel seeking candidate with 5 years experience in television marketing/promotion with a college degree in related field. #BC13-14-2

New Orleans, LA, WWL CBS**Director of Sales and Marketing**

Minimum 5 years sales management experience. #BC13-15-1

Seattle-Tacoma, WA, KING NBC**News Director**

Responsible for overall direction and strategy of the number one station in the Pacific Northwest. Minimum 10 years of news management experience required. #BC13-16-1

Dallas, TX, WFAA ABC**National Sales Manager**

Minimum 4-5 years television experience required. #BC13-17-1

Louisville, KY, WHAS ABC**Internet Sales Person**

WHAS11, market leader, is looking for a dynamic individual with 2-3 years of marketing/sales experience in media. Requires excellent communication skills and the ability to deliver creative, high-impact sales presentations. Good organizational and prospecting skills are essential. Must possess a thorough understanding of the Internet and related Microsoft systems. College degree preferred. #BC13-18-1

Louisville, KY, WHAS ABC**Maintenance Technician**

Minimum 2-3 years experience. #BC13-18-2

Seattle, WA, NWCN**Director**

Minimum 2 years experience directing and technical directing newscasts preferred and editing with non-linear equipment. #BC13-19-1

Albuquerque, NM, KASA FOX**National Sales Manager**

Looking for an enthusiastic, creative, motivated person to work with our Partner, TeleRep to bring in the business. Must have 5 years broadcast sales experience & plus if that experience is in National or Regional Sales. Our NSM is expected to develop business and needs strong presentation and communication skills. Come "home" to KASA, a growing station in a great place to live. #BC13-20-1

Send resume in confidence to:

BELO

Belo TV Group, Attn: Job # _____
14th Floor
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Dallas, TX 75265-5237

KTVI/FOX 4 Openings. *Engineer - (Regular FT).*

Experience in three or more of the following areas preferred: Master Control (automated), Robotic Camera, Satellite Receiving, Chyron, ENG Truck Operations, TD, Audio. 3-5 years experience at a network affiliate (in a top 80 market). Able to work all shifts, lift 25 pounds, excellent driving record. FOX O&O with 1.5 to 3 hours straight live news per shift. *Account Executive - (Regular FT).* Ability to prepare sales presentations and position growth of the station. Maintain all paperwork/reports related to sales activities and properly service all accounts. 2-4 years local sales experience required. Communication and organizational skills and strong attention to detail a must. College degree preferred. *Graphic Artist - (Regular FT).* Design and create daily news graphics. Must maintain graphics standards. Will use Quantel Paintbox and/or Macintosh (Photoshop, Illustrator, AfterEffects, Lightwave). Formal training in graphic design and 2-3 years experience, preferably at a television station. Motivated self-starter with strong design skills. Work efficiently under deadline. Good communication skills. Quantel Paintbox. Must be able to work all hours and shifts. *Executive Producer - (Regular FT).* Responsible for day to day news coverage and production of morning news programs. Supervise all personnel responsible for these newscasts. Oversee station and syndicated franchises. Excellent people and communication skills. Problem solver. Bachelors degree and 5 years newscast producing preferred. Ability to work all hours, weekends, holidays. For consideration, forward resume and letter to: KTVI/FOX 2, Human Resources Director, 5915 Berthold Avenue, St. Louis, MO 63110. No phone calls, no faxes please. KTVI offers an academic credit Internship program for registered college students.

HELP WANTED RESEARCH

The United Paramount Network is going into its fifth season and expanding to five nights this Fall. The team behind this growing network is looking for a new player.

RESEARCH MANAGER

As an integral part of UPN, the Research Department is responsible for providing information and insight to all departments at the network, including Programming, Marketing, Media Relations, Network Distribution and Affiliate Marketing.

We are seeking an experienced researcher with solid writing and analytical abilities. The ideal candidate for this position would be an outgoing team player with strong communication skills. Prior work in research at either a broadcast network, cable network, studio, syndicator, station or agency is required.

For immediate consideration, please fax your resume to 310-575-7270 and/or send it to UPN, Research Department, 11800 Wilshire Blvd., Los Angeles, CA 90025. Include on your resume the ratings and research software in which you are proficient.

DIRECTOR OF RESEARCH

WLS-TV, the ABC-owned station in Chicago, is seeking a seasoned professional to direct all station research projects, including sales, news, promotion and programming. In addition, you will maintain in-house computer-based sales avail system.

The successful candidate will have 5+ years' experience in local market television research, detailed knowledge of NSI rating data and its applications and knowledge of qualitative data applications and computer-generated sales presentations, including graphics (Windows; CD ROM). Experience with outside vendors for research projects related to news, promotion and programming is a must. Metered market experience is preferred. This position requires a college degree and excellent verbal and written communication skills.

Send resume with salary history to:

Ed Pearson
General Sales Manager
WLS-TV
190 N. State
Chicago, IL 60601

WLS is an equal opportunity employer. No phone calls accepted.



Viacom O&O in sunny South Florida seeks a Research Director with 2+ years station and/or rep firm research experience. The successful candidate should have excellent analytical, quantitative and strong working knowledge of new technology. Adept at standard PC software and good written and verbal communication skills a must. Knowledge of Nielsen, Scarborough and TvScan required. Send letter and resume to Dept. RD #202, 16550 NW 52 Avenue, Miami, FL 33014. EOE.

SITUATIONS WANTED ANNOUNCER

Experienced sports P-B-P announcer looking to move up. T & R available. John M. Cunningham, 19 Beechwood Drive, Cumberland, MD 21502. (301)724-5469.

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CNN seeks a Producer/Writer to create first-rate original Television and Radio spots for the networks and services of the CNN News Group. The right person will have at least two years experience producing TV Promotion spots in a major market and will be at home in the areas of tape, film and graphics. Only candidates under consideration will be contacted.

RUSH 3/4" OR BETA TAPE AND RESUME TO:

Randall Tatum - Director, News Promotion
 CNN Marketing and Creative Services
 One CNN Center
 5th Floor, North Tower
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Production Manager - Advertising Sales. Time Warner Communications is seeking an outgoing professional to manage a team which produces commercial material for local retail businesses throughout the Los Angeles area. We offer a creative, entrepreneurial production environment with three non-linear edit suites and Sony Beta SP field cameras. Requires three years television production and two years managerial experience. Must have working knowledge of creative strategies, business management and marketing tactics. Fax or send resume/reel/salary history to (714) 430-5532. ATTN: CA. Time Warner Communications, 959 S. Coast Drive, Suite 300, Costa Mesa, CA 92626. EOE. M/F/D/V.

C-SPAN is seeking a Production Specialist to travel aboard its C-SPAN School Buses, the award-winning production studio which travel the country gathering programming and serve corporate marketing objectives. This video production professional oversees technical operations including: camera, audio, lighting, and directing. Demonstrated ability to perform all field production operations required. Bachelor's degree with three years related work experience required. Ability to travel (35%). Send resume, cover letter and salary requirements to: C-SPAN, Human Resources, 400 N. Capitol Street, NW, Suite 650, Washington, DC 20001. EOE.

To place your classified ad in Broadcasting & Cable, call Antoinette Pellegrino (212) 337-7073 or Francesca Mazzucca (212) 337-6962

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245 W. 17th Street
New York, NY 10011
 or fax to 212-727-2425. EOE M/F/D/V.

HELP WANTED MANAGEMENT

Client Services Manager. Media Partners, a division of Adelphia Cable Communications has an immediate need for a Client Services Manager located in our Regional Southeast Florida office. As manager of this department you will direct and lead our client services group with offices from Hilton Head to Miami. We are seeking a mature industry professional with exceptional skills in research, promotions, co-op/vendor and direct mail. Knowledge of data base management a plus. You will need a BA/BS degree in Advertising, Marketing or Business and a minimum of three years of related management experience. Of course you have extensive demonstrated computer skills, are highly creative, motivated, with the ability to motivate others and have an eye for detail. We seek to create an environment where our sales professionals have the best sales support, collateral and research materials to back them up. Our new Client Services Manager will have all the whistles and bells to make this happen. Adelphia's Media Partners offers an exceptional compensation and benefits plan. Successful applicant must pass drug/alcohol and physical examination, DMV and criminal records check. Please forward resume and non-returnable portfolio materials to: Adelphia Cable Communications, C/O Media Partners, 2001 West Blue Heron Blvd., Riviera Beach, FL 33404. Adelphia is an Equal Opportunity Employer.

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In this highly visible position, selected individual will be responsible for developing product and pricing structures and marketing programs to optimize retention, acquisition and company image, as well as increase our sales and revenues. Qualifications include a BS degree in Marketing, Business, or relevant area, with 5-8 years consumer marketing experience, to include a minimum of 5 years management experience and 2 years sales experience. Knowledge of cable and media industries, marketing, advertising and promotions is required, as are excellent communication and management skills.

TIME WARNER offers a highly competitive salary and excellent benefits package. In addition, our location in the Research Triangle Park, NC area is an excellent place to call home with a variety of educational, cultural and recreational opportunities. For confidential consideration, fax or mail your resume, indicating salary history, to: **Job# 98-106, Vice President, Human Resources, TIME WARNER CABLE, 101 Innovation Avenue, Ste. 100, Morrisville, NC 27560. Fax: (919) 573-7142.** An Equal Opportunity Employer M/F/D/V — Drug screening/background check required.



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Closed Captioning Manager

The National Digital Television Center has assembled some of the finest digital production facilities with offices in Denver, LA, NY and Hong Kong. We are currently establishing a state-of-the-art closed-captioning facility and are looking for the ideal manager to run it.

The ideal candidate will have:

- Degree in related field
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- Extensive background in post-production, live events and various digital tape formats.
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We offer excellent compensation, great benefits and the opportunity to grow with one of the industry's leading providers of technical production facilities. If you are qualified and "in love" with the idea of moving to Denver to enjoy the Rocky Mountain lifestyle, please send your resume (including salary history) to:

NDTC, Inc., 4100 E. Dry Creek Rd., Littleton, CO 80122, Attn: Fred Ramsey, fax: (303)486-3891

e-mail: ramsey.fred@tci.com

A drug test and background screen will be required of all successful candidates. TCI is an Equal Opportunity Employer.

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**HELP WANTED
FINANCIAL & ACCOUNTING**



AFFILIATE REVENUE SUPERVISOR

The Home & Garden Television Network, a fast growing cable network owned by the E.W. Scripps Company and based in Knoxville, TN is seeking an Affiliate Revenue Accounting Supervisor. Position requires a B.S. in Accounting and 5 years accounting experience. A minimum of 3 years of experience must be with a cable operator or network. Candidate must be proficient in MS Excel and have a working knowledge of MS Access. CPA is a plus, but not required. Salary is negotiable based on experience. Please send resume to HGTV, Attn: Human Resources, P.O. Box 50970, Knoxville, TN. 37950.

HGTV is an Equal Opportunity Employer

HELP WANTED RESEARCH



Viewer's Choice, the leader in pay-per-view has openings in its Research Department for:

Associate Director, to support the Affiliate Relations and Marketing departments with research and analyses. Candidate must have MBA or advanced degree in communications or undergraduate degree with significant industry experience as well as 3-4 years of affiliate and/or marketing research experience. Proficiency with Microsoft Suite and database manipulation essential. Must be able to manage large volumes of information and write crisp descriptions of findings. Prior staff management experience required.

Manager, to develop, analyze and manage various materials and resources in support of Affiliate Sales and Marketing areas. Undergraduate degree in communications or related area required along with 2-3 years of affiliate and/or marketing experience at Analyst or Senior Analyst level. Proficiency with Microsoft Suite and database manipulation essential. Must be able to manage large volumes of information and write crisp descriptions findings. Send resume and salary requirements to: **Viewer's Choice**, 909 Third Avenue, NY, NY 10022 or fax to: 212-688-9497, Attn: Human Resources

HELP WANTED NEWS

SUPERVISING PRODUCER

Backed by the most extensive television news-gathering operation in the world, CNNfn is seeking a Supervising Producer who will play an integral role in covering the world of business and finance.

In this two-fold position, you will oversee the production of up to 5 hours of programming, working with producers on content, writing and breaking news, as well as new programming development. Your other major responsibility is the supervision of a staff of 20-40, to include hiring of staff, scheduling shifts and conducting comprehensive annual reviews.

Qualified candidates must have a minimum of 5+ years' television journalism experience with at least 2+ years in management. Business journalism and line producing experience preferred. An undergraduate degree is required; an MBA and/or Wall Street experience is highly valued. The successful applicant will possess excellent interpersonal and communication (oral and written) skills, be an initiator, and must be able to remain organized and creative while working under pressure.

We offer a competitive salary and benefits package and an environment that encourages teamwork, initiative and fun! Please fax your resume to: (212)714-6952; or mail: CNNfn, 5 Penn Plaza, 21st Floor, New York, NY 10001, Attn: Renee Lindsay. An equal opportunity employer.

CNNfn
The Financial Network

Experienced Producer Needed. Comcast Sportsnet, 24 hour regional sports channel based in Philadelphia is looking for an experienced line producer to handle weekend sports news. 3 years line producing experience is a must. Should have strong writing skills and leadership ability. Starting date is September 1st. Please send resume to Peyton Scanlon, Office Manager, Comcast Sportsnet, 1 Corestates Complex, Philadelphia, PA 19148-5290.

ALLIED FIELDS

HELP WANTED NEWS

Editor and Writer. Job in Miami, FL. Writes commentary in Spanish on T.V., film, music, advertising and politics, according to the viewpoints of the publication, prepares articles from knowledge and research to coincide with the view of the publication. Will comment on many phases of topics of reader interest and attempt to stimulate reader opinion to follow the viewpoint of the magazine. Will also participate in editorial policy to recommend topics and to determine what position the publication will take on certain issues. 40 hrs/wk, 9:00am-5:00pm, \$33,000/yr. Bachelor's Degree in Journalism or equiv. and 2 yrs. exp. in job offered. Send resume to: FDLES Bureau of Workforce Program Support, PO Box 10869, Tallahassee, FL 32302. JOFL1821283.

Reporter. The Humane Society of the United States Video Productions is seeking a P/T reporter and freelance producers, writers and reporters. Candidates must have a minimum two years television experience and a knowledge of animal/environmental issues. Some travel is required. Send resume, tape and rate information to: The Humane Society of the US, Chad Sisineros, Video Productions, 2100 L St., NW, Washington, DC 20037.

HELP WANTED TECHNICAL

Director of Engineering, Nebraska Educational Telecommunications. Senior management position oversees all engineering functions for nationally renown statewide public broadcasting/educational teleplex. Challenging opportunity to work with vast array of telecommunications technologies. Competitive salary and benefits. Bachelor's in related technical field, BSEE preferred. Ten years television broadcast experience required, five years of which must be in technical management and supervision. Equivalency considered. Radio broadcast experience and familiarity with satellite transmissions systems, network operations, and digital transmission technologies desired. Position open until filled. Must complete State application. Contact NET Personnel Coordinator, P.O. Box 83111, Lincoln, NE 68501 (402)472-3611. AA/EOE.

Full-service engineering, implementation, management and technical consulting firm seeking highly qualified individual to join Engineering Department. Must be experienced in the analysis, design and management of broadcast, cable and related media communications systems. Requires people management and interdepartmental communications experience, as well as knowledge of equipment, current trends and technical developments in the industry. Fax or send resume and salary requirements to: Human Resources, Communications Engineering, 8580 Cinderbed Road, Suite 800, Newington, VA 22122. Fax# 703-550-5180.

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HELP WANTED VIDEO

VIDEOGRAPHER

The United States Postal Service has the following excellent and challenging employment opportunity for highly motivated and innovative individuals to work in our Corporate Relations office in U.S. Postal Headquarters in Washington, D.C. Successful candidates must demonstrate through a combination of education, training, and experience the following requirements:

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- Knowledge of lighting, set, and staging principles

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If your qualifications match the above requirements, submit a separate sheet addressing each knowledge and ability requirement, along with a resume or Postal Service Form 2591, to the address below. Failure to address each requirement will result in non-consideration of your application.

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DATEBOOK

MAJOR MEETINGS

Sept. 17—**BROADCASTING & CABLE** Interface XII conference. New York Grand Hyatt, New York City. Contact: Cahners Business Information, (212) 337-7158.

Sept. 23-26—**Radio-Television News Directors Association** international conference and exhibition. San Antonio Convention Center, San Antonio, Tex. Contact: Rick Osmani, (202) 467-5200.

Oct. 14-17—**National Association of Broadcasters** Radio Show. Washington State Convention and Trade Center, Seattle. Contact: (800) 342-2460.

Oct. 26-28—**Southern Cable Telecommunications Association** Eastern Show. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall, (404) 255-1608.

Oct. 27-29—**Society of Broadcast Engineers** national meeting and electronic media expo. Meydenbauer Center, Bellevue (Seattle), Wash.. Contact: John Poray, (317) 253-1640.

Oct. 28-31—**Society of Motion Picture and Television Engi-**

neers 140th technical conference and exhibition. Pasadena Convention Center, Pasadena, Calif. Contact: (914) 761-1100.

Nov. 9—**BROADCASTING & CABLE** 1998 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Cahners Business Information, (212) 337-7158.

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.

Jan. 25-28, 1999—35th annual **National Association of Television Programming Executives** conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

April 19-22, 1999—**National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

June 13-16, 1999—48th annual **National Cable Television Association** convention and exposition. McCormick Place, Chicago. Contact: Bobbie Boyd, (202) 775-3669.

THIS WEEK

Aug. 10-14—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. Princeton, N.J. Contact: (888) 733-3883.

Aug. 11-13—**Kagan Seminars Inc.** Digital Household Summit. The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

Aug. 13-15—**Nebraska Broadcasters Association** 65th annual convention. Holiday Inn, York, Neb. Contact: Dick Palmquist, (402) 778-5178.

Aug. 13-15—**Tennessee Association of Broadcasters** annual convention. Clubhouse Inn and Conference Center, Nashville. Contact: Jill Green, (615) 399-3791.

AUGUST

Aug. 19—**Hollywood Radio & TV Society** "kids day" newsmaker luncheon. Regent Beverly Wilshire Hotel, Los Angeles. Contact: (818) 789-1182.

Aug. 20-22—**West Virginia Broadcasters Association** 52nd annual meeting. The Greenbriar, White Sulphur Springs, W.Va. Contact: Amy Hendershot, (304) 744-2143.

Aug. 24-28—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. Norfolk, Va. Contact: (888) 733-3883.

SEPTEMBER

Sept. 2-4—**Texas Association of Broadcasters and Society of Broadcast Engineers** 45th annual convention and trade show. Hotel InterContinental, Dallas. Contact: (512) 322-9944.

Sept. 3-4—World Summit on Financing for Satellite Communications and Broadcasting, presented by **Euroconsult and Donaldson, Lufkin & Jenrette**. Le Grand Hôtel Inter-Continental, Paris. Contact: (212) 892-3000.

Sept. 9-11—**Women in Cable & Telecommunications** executive development seminar. Sylvan Dale Ranch, Loveland, Colo. Contact: Christine Bollettino, (312) 634-2335.

Sept. 9-12—**American Women in Radio and Television** annual convention. Wyndham Washington Hotel, Washington. Contact: (703) 506-3290.

Sept. 11—1998 **MIBTP—Broadcasting Training Program** Striving for Excellence Awards. Museum of Television and Radio, Beverly Hills, Calif. Contact: Patrice Williams, (818) 240-3362.

Sept. 11-13—"Covering the '98 Elections," workshop sponsored by the **Radio-Television News Directors Foundation**. Sheraton Austin Hotel, Austin, Tex. Contact: Kathleen Graham, (202) 467-5216.

Sept. 11-15—1998 **International Broadcasting Convention**. Amsterdam, Holland. Contact: 011 44 171 240 3839.

Sept. 12-14—**National Association of Broadcasters** Hundred Plus Exchange. Wigwam Resort, Phoenix. Contact: (202) 429-5366.

Sept. 12-15—**NIMA International** annual meet-

ing and exposition. MGM Grand Hotel. Las Vegas. Contact: (202) 289-6462.

Sept. 13-15—"Internet Services Over Cable Systems," technical workshop presented by the **Society of Cable Telecommunications Engineers**. Don CeSar Beach Resort, St. Pete Beach, Fla. Contact: Anna Riker, (610) 363-6888.

Sept. 13-15—**National Association of Minorities in Communication** 12th Urban Markets Conference. New York Hilton and Towers, New York City. Contact: Vera Vathi, (212) 370-5483.

Sept. 14—SkyFORUM X, direct-to-home satellite TV business symposium presented by the **Satellite Broadcasting and Communications Association**. Marriott Marquis Hotel, New York City. Contact: Carrie Cole, (703) 549-6990.

Sept. 15—**International Radio & Television Society Foundation** newsmaker luncheon featuring FCC Chairman William Kennard. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Sept. 15—16th annual Everett C. Parker Ethics in Telecommunications Lecture and Luncheon, presented by the **United Church of Christ Office of Communication and the National Council of Churches Communication Commission**. Interchurch Center, New York City. Contact: (212) 870-2137.

Sept. 15-16—**Kagan Seminars Inc.** Cable TV Values and Finance Conference. The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

Sept. 15-18—22nd annual **National Association of Black Owned Broadcasters** fall broadcast management conference. Marriott Wardman Park Hotel, Washington. Contact: (202) 463-8970.

Sept. 16—**National Association of Broadcasters** Service to Children television symposium. NAB headquarters, Washington. Contact: (202) 429-5347.

Sept. 17—"The Challenge of Change in the New Millennium," seminar presented by **Women in Cable & Telecommunications**. TCI Site, San Jose, Calif. Contact: Laurie Empen, (312) 634-2353.

Sept. 22—**Hollywood Radio & TV Society** newsmaker luncheon featuring the presidents of the six broadcast networks. Century Plaza Hotel, Los Angeles, Calif. Contact: (818) 789-1182.

Sept. 22-23—"High-Speed Data to the TV and PC: The Ultimate Medium," seminar presented by **Kagan Seminars Inc.** The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

Sept. 22-24—**Great Lakes Cable Expo** annual convention and trade show. Navy Pier, Chicago. Contact: 317-845-8100.

Sept. 23—"Effective New Business Presentations," lunch seminar presented by the **Broadcast Advertising Club of Chicago**. Loyola University Business School, Chicago. Contact: (312) 440-0540.

Sept. 23-25—SCEC '98, 29th annual satellite communications expo and conference, presented by **Intertec Trade Shows & Conferences**. Washington Convention Center, Washington. Contact: (303) 741-8719.

Sept. 24-25—48th annual **IEEE Broadcast Technology Society** broadcast symposium. Capital Hilton Hotel, Washington. Contact: (703) 739-5172.

Sept. 24-27—**Call for Action** 35th anniversary conference. Royal Sonesta Hotel, Boston. Contact: (301) 657-8260.

Sept. 25—26th annual regional convention of the Central New York chapter of the **Society of Broadcast Engineers**. Four Points Hotel, Liverpool, N.Y. Contact: Tom McNicholl, (315) 768-1023.

Sept. 26-28—**Radio-Television News Directors Foundation** news management training seminar for women and minorities. Hilton Palacio Del Rio, San Antonio, Tex. Contact: Michelle Thibodeau, (202) 467-5206.

Sept. 27-29—**National Religious Broadcasters** eastern regional convention. Sandy Cove Conference Center, North East, Md. Contact: Ward Childerston, (301) 582-0285.

Sept. 28—"Convergence: The Five Burning Questions," conference presented by **The Carmel Group**. Westin Los Angeles Airport Hotel, Los Angeles. Contact: (408) 626-6222.

Sept. 29—Regional convention of the Pittsburgh chapter of the **Society of Broadcast Engineers**. Sheraton Inn, North Pittsburgh, Pa. Contact: Mary Pam Sprague, (412) 381-9131.

OCTOBER

Oct. 1-4—**National Lesbian and Gay Journalists Association** annual convention. Alexis Park Resort, Las Vegas. Contact: (202) 588-9888

Oct. 1-4—Second annual **International Teleproduction Society** financial institute. Westin Mission Hills Resort Rancho Mirage, Palm Springs, Calif. Contact: (703) 319-0800.

Oct. 5-8—**National Association of Broadcasters** tenth satellite uplink operators training seminar. NAB Headquarters, Washington. Contact: (202) 429-5346.

Oct. 8-12—**Association of National Advertisers** 89th annual meeting and business conference. Naples, Fla. Contact: Gail Roberts, (212) 697-5950.

Oct. 13—**Washington State Association of Broadcasters** conference. Cavanaugh's Inn, Seattle. Contact: Mark Allen, (360) 705-0774.

NOVEMBER

Nov. 1-3—**Canadian Association of Broadcasters** Broadcasting '98 convention and national media expo. Vancouver Trade and Convention Center. Vancouver, British Columbia. Contact: 613-233-4035.

MARCH 1999

March 4—**Cabletelevision Advertising Bureau** 17th annual Cable Advertising Conference. New York Marriott Marquis, New York City. Contact: (212) 508-1214.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@cahners.com)

Piloting Comark's digital future

While Comark Communications President/CEO Jerry Chase is a newcomer to the terrestrial broadcasting business, he has plenty of experience in the transmission of video signals.

Chase is a veteran both of cable equipment supplier Scientific-Atlanta and of satellite compression vendor Compression Labs, which provided the first MPEG encoders to DBS operators DirecTV and USSB. He has seen the pains—such as missed deadlines and failed expectations—that moving to new technology can cause customers, and plans to keep those valuable lessons in mind as Comark and its traditional transmitter customers make the transition to digital television.

“As someone who’s been through it, I’ve seen some of the risks and some of the mistakes,” Chase says. “You have to keep an eye focused on your business and not get too enthralled with the technology.”

It was the excitement of making a business out of technology that lured Chase into the television business in 1989. After serving for six years as a pilot in the Marine Corps and getting an MBA from Harvard, Chase was looking for a challenge. So he accepted an offer from Scientific-Atlanta to work in its fiber-optic division.

Chase would only spend a year in S-A’s fiber-optic division, however, before he was sent to run the company’s Phoenix set-top operations group when its manager fell ill. What originally was to be a temporary assignment became a long-term one, and Chase soon learned the fundamentals of the set-top business, including manufacturing, warehousing, distribution, repair and quality assurance.

He also learned to listen to customers: “I relied on the operations and engineering people at the MSOs—and their demands on us—to teach us about the business.”

Chase carried that lesson back to Atlanta, where he went in 1992 to direct S-A’s set-top research and development group. The group was behind in its development of advanced analog boxes: Chase says the problem was a lack of direction, not of effort.

After leading the set-top R&D group for two years, Chase became vice president of S-A’s new systems engineering and systems integration group, where his job was to combine S-A’s fiber-optic transmission technology, headend gear and set-tops and sell them as complete systems. He stayed



“Whether you’re doing NTSC or ATSC, we know you need to go digital, and we’re here to help you.”

Jerry David Chase

President/CEO, Comark Communications Inc., Southwick, Mass.; b. Nov. 13, 1959, Beaufort, S.C.; BS, business administration, East Carolina University, Greenville, N.C., 1981; pilot, U.S. Marine Corps, 1981-87; MBA, Harvard, 1989; Scientific-Atlanta, Atlanta: program manager, DFB lasers/fiber optics, 1989-90; Western operations manager, set-tops, Phoenix, 1990-92; director, set-top R&D, Atlanta, 1992-94; VP, systems engineering, 1994-95; Compression Labs, San Jose, Calif.: VP, sales and program management, broadcast products group, 1995-96; GM, broadcast products, March-June 1996; GM, Magnitude Compression Systems, General Instrument, San Jose, 1996-98; current position since June 1998; m. Chrissy Kavanagh, July 5, 1997; children: Aurora, 11; Halsey, 9; Natalie, 7; Austin, 7

there for a year before joining his former boss at S-A, Gary Trimm, at the upstart encoder supplier Compression Labs Inc. (CLI) in San Jose, Calif.

Chase admits that he and Trimm didn’t do “enough due diligence” before going to CLI, which had supplied DirecTV’s initial round of MPEG-1 encoders but was way behind in delivering its Magnitude MPEG-2 product. DirecTV was very unhappy with CLI, Chase says, because its ability to increase channel capacity and sign up more programming was dependent on CLI’s delivery.

Chase and Trimm managed to clean up CLI, figure out DirecTV’s statistical multiplexing and conditional-access issues and get DirecTV’s MPEG-2 conversion completed. They also managed to sell the company’s Magnitude product line to General Instrument in June 1996. Chase went along to GI to run the business, which is now called Magnitude Compression Systems.

But Chase, unhappy with GI’s decision to merge Magnitude with its San Diego-based DigiCipher business, began looking for other options. After what he calls a “long courtship” by Patrick Desproges, Thomcast CEO and Comark chairman, he took the helm at Comark in June.

Chase is excited about the prospects: He says the continuing strength of analog transmitter sales is driving Comark’s sales jump just as much as the move to DTV. “By no means is NTSC dead,” he says. “It’s a very active market for us. The digital arena is very broad, and it involves things like the digitization of the studio, regardless of whether the transmission signal becomes digital.”

That’s where Comark Digital Services, the company’s new system design and engineering arm, comes in. Chase says he sees CDS as a “force multiplier” for station engineers who are overwhelmed with running a day-to-day NTSC operation while simultaneously making the transition to digital. He says that the company also may form strategic alliances with broadcasters, such as financing and developing a common DTV broadcast system for all the stations in a given market.

“CDS is going to become more of a core business for us. In the short term, what we’re trying to tell the customer is: Whether you’re doing NTSC or ATSC, we know you need to go digital, and we’re here to help you.” —Glen Dickson

Shari Lewis, 1934-1998

Shari Lewis, 64, the Peabody and multiple Emmy-winning puppeteer and performer who entertained generations of children, died of pneumonia Aug. 2 at Cedars-Sinai Medical Center in Los Angeles. She had begun treatment for uterine cancer in late June.

Lewis, with sidekick sock puppets Lamb Chop, Hush Puppy and Charlie Horse, shared various TV venues. Among them were *The Shari Lewis Show*, an NBC Saturday morning series in 1960-63 that endeared her to the baby boom generation, and the syndicated *The Shari Show* in 1975.

In giving her the Peabody, the 1961 awards committee said of Lewis: "*The Shari Lewis Show* is a unique television program in which the talents of Shari Lewis as a singer, dancer and ventriloquist charm children of all ages." (BROADCASTING, April 24, 1961). Her TV career also included programs for the BBC and specials in Canada and Australia. Lewis captured a new generation of fans with her PBS series, *Lamb Chop's Play-Along*, beginning in 1992. She had interrupted taping on her newest PBS offering, *The Charlie Horse Music Pizza*, to begin cancer treatment.

The daughter of a pianist and a professor who moonlighted as a magician, Lewis studied music, dance and acting as a girl but apparently taught herself the ventriloquism



Lamb Chop, Lewis and Charlie Horse celebrate.

skills that would make her famous. She worked in various summer stock and touring musicals as an actress and dancer. She also appeared on early television shows, including Arthur Godfrey's *Talent Scout* in 1952. Her principal puppet, Lamb Chop, was introduced on *Captain Kangaroo* in 1957, marking her entry as a staple in children's television.

A remarkably versatile performer, Lewis later conducted symphony orchestras, tailoring the selections toward the tastes of children. She also wrote 60 children's books.

With Lamb Chop on hand, Lewis testified about children's television in 1993 before the House Telecommunications Subcommittee. At one point, Lamb Chop talked about the role of government in children's programming as Lewis looked on. Remembering Lewis, Subcommittee member Chairman Rep. Edward Markey (D-Mass.) last week made a statement for the *Congressional Record*: "She was warm and generous and curious and spirited, leaving you with the feeling that someone special had just treated *you* as someone special. This talent for spreading kindness was so powerful that it translated perfectly through television to the enormous delight of America's children."

BROADCAST TV



Sweeney

Philip Sweeney, senior VP, sales and marketing, NBC Television Stations, New York, joins WMAQ-TV Chicago as VP, sales.

NBC Television Network has restructured its network sales division and formed a sales development and marketing department. Appointments: **Jay Linden**, VP, daytime/late-night, TNBC and all night sales, named senior VP, sales development and marketing; **Andrew Capone**, senior VP, marketing, will be responsible for leading NBC's QNBC quality initiative at WRC-TV Washington.

Appointments at KPSG(TV) Oklahoma City: **Sue Stuecheli**, business manager, KTXA(TV) Arlington, Tex., named GM; **Dennis Kelly**, business manager, KFOR-TV Oklahoma City, joins in same capacity;

Dwayne Helt, local sales manager, KOCO-TV Oklahoma City, joins as general sales manager; **Tim Murphy**, national sales manager, KOKH-TV Oklahoma City, joins in same capacity.

Enid Parkinson, promotion manager, WFTC(TV) Minneapolis, named director, promotion and marketing.

Jacqueline Boettcher, CFO/firm administrator, Hellsell Fetterman, Seattle, joins KCTS-TV Seattle as CFO.

PROGRAMMING

Appointments at The Thomas Carter Co., Los Angeles: **Richard Rothstein**, director, miniseries and motion pictures for television, NBC Entertainment, joins as VP, motion pictures for television; **Jana Fain**, associate producer, movies for television and feature films, named manager, development.

Appointments at Saban International, Los Angeles: **Judith Merians** named senior VP, international business and legal affairs; **Tony Howe**, business and legal affairs counsel, Orion Pictures, joins as director, business and legal affairs.

Patrick Connolly, director, planning and scheduling, Fox Kids Network, Los Angeles, named director, development.

JOURNALISM

Asha Blake, anchor, ABC *World News Now*, joins KNBC(TV) Los Angeles, as anchor, 11:30 a.m. newscast, and general assignment reporter.

Larry Blunt, weekend anchor, WYFF(TV)

Greenville, S.C., joins KCNC-TV Denver as weekend evening co-anchor.

Appointments at WPBF(TV) West Palm Beach, Fla.: **Vince Kelly**, weekend sports anchor, WSYX(TV) Columbus, Ohio, joins as weeknight sports anchor; **Juan Carlos Fanjul**, reporter, WPTV(TV) West Palm Beach, joins in same capacity; **Briana Kish**, assignment editor, WPTV(TV), joins as weekend assignment editor.

Miles Muzio, chief meteorologist, KBAK-



Blake

TV Bakersfield, Calif., joins WFSB(TV) Hartford, Conn., as weathercaster.

Wallace Matthews, sports columnist, the New York *Post*, joins Fox News Channel as co-host, *Fox On Sports*.

RADIO



Robbins

Dave Robbins, GM, Nationwide Communications' WNCI(FM)/WCOL-FM/WFII(AM) Columbus, Ohio, joins CBS Radio as VP/GM, Columbus, Ohio cluster, WLWQ(FM), WHOK(FM) and WAZU-FM.

Lisa Letterman, promotions director, WKTI(FM) Milwaukee, named director, marketing and special events.

CABLE

Ellen Schned, VP, government affairs, Viacom Inc., Washington, joins Bravo Networks, Woodbury, N.Y., as director, national accounts. She will handle corporate affiliate sales and marketing.



Schned

Appointments at Bresnan Communications, White Plains, N.Y.: **Dennis Davies**, VP, engineering, Jupiter Telecommunications Inc., joins as director, engineering; **Claudia Chifos**, managing director, MeesPierson Capital Corp., joins as

Appointments at Hearst-Argyle Television stations

Candy Altman, news director, WCVB-TV Boston, named VP/news director; **Emerson Coleman**, director, broadcast operations, WBAL-TV Baltimore, named VP/director, broadcast operations; **Jerry Dixon**, chief engineer, KMBC-TV and KCWB(TV) Kansas City, Mo., named VP/chief engineer; **William Gaeth**, general sales manager, KITV(TV) Honolulu, named VP/GSM; **Tom Petner**, news director, WTAE-TV Pittsburgh, named VP/news director; **Walter Zimmermann**, news director, KITV(TV), named VP/news director.



Altman



Coleman



Dixon



Gaeth



Petner



Zimmermann

Jack Brickhouse, 1916-1998

Popular Chicago sportscaster Jack "Hey-Hey" Brickhouse, 82, died Aug. 6 in Chicago of cardiac arrest. Brickhouse was the voice of the Cubs, White Sox and Bears for generations of Chicago sports fans. He was hospitalized in February for a brain tumor after symptoms surfaced while Brickhouse was preparing to attend the funeral of another Chicago broadcasting icon, Harry Caray, who succeeded him as the voice of the Cubs. He remained hospitalized while maintaining a social schedule that included guesting on a Cubs broadcast as recently as last month. Brickhouse, who was inducted into baseball's Hall of Fame in 1983, was an institution in Chicago. He was the voice of the Cubs from 1941 to 1981 and of the White Sox from 1940 to 1967.



Brickhouse in 1953

His career began at age 18 at WMBD(AM) in his hometown of Peoria, Ill., and he joined WGN(AM) Chicago six years later. When WGN added TV in 1948 Brickhouse called the station's first broadcast, a Golden Gloves fight, and then began telecasting Cubs games. His career also included calling play-by-play for the New York Giants and the Chicago Cardinals football teams. Brickhouse broadcast four World Series (on NBC), five All-Star games, 12 NFL All-Star games, two NFL league championships and many college football bowl games. He also called golf matches, prize fights and wrestling. His work extended beyond sports; he covered political conventions, presidential inaugurations and special assignments in Vietnam, West Berlin, London and Vatican City. He is survived by his second wife, Patricia; a daughter, and a grandson. WGN-TV planned a tribute that was to air nationally on the superstation last Friday night.

VP, finance, and assistant treasurer.

Bill Lopez, U.S. sales manager, Fox Sports Americas, New York, named director, U.S. ad sales.

Maria Gomez, affiliate director, CBS Telenovelas, Latin America, joins CMT International, Miami, as director, affiliate relations, Latin America.

Loretta Singleton, manager, direct response ad sales, The Family Channel, joins INSP-The Inspirational Network, Charlotte, N.C., as director, commercial sales.

DEATHS

Samuel F. Shawhan Jr., 65, GTE executive, died August 4 at his home in Potomac, Md. Shawhan was vice president of government affairs in charge of GTE Corp.'s Washington office from 1984 until his retirement in 1995. As chairman of the government relations committee of the United States Telephone Assn., Shawhan played a key role in developing the local telephone industry positions incorporated in the Telecommunications Act of 1996. He is survived by his wife, Ruth Ann, and a son.

Worth H. Kramer, 89, broadcaster, died July 19 in Sarasota, Fla. In 1945, after serving in the Navy during World War II, Kramer joined WJR(AM) Detroit. As program director and VP/GM, he developed high quality programming at the public radio station. He worked his way up to president of Goodwill Stations Inc., which included WJR(AM) and WGAR-FM Cleveland, Ohio. Kramer later resigned to become president/owner, WSPB(AM) Sarasota, Fla., and WMRN(AM) Marion, Ohio. He sold the stations and retired in 1981. Kramer is survived by his wife, Mary, and two children.

**ADVERTISING/MARKETING/
PUBLIC RELATIONS**

Appointments at Global Media, New York: **Susan Love**, VP, sales, named senior VP/GM; **Eileen Decker**, senior account executive, named New York sales manager.

Appointments at Creative Domain, Hollywood: **Stephen Roberts**, writer/producer, named VP, writer/producer; **Douglas Smith**, senior writer/producer, Seiniger Advertising, joins as writer/producer.

Deborah Norman, executive director, operations, Paramount Advertiser Services, Hollywood, named VP.

Zaiba Nanji, assistant VP, BAI, joins J.D. Power and Associates, Agcura Hills, Calif., as partner, telecommunications services group.

Thomas Leach, VP, strategy and development, Tribune Broadcasting, named VP, development.

—Compiled by Denise Smith
e-mail: dsmith@cahners.com

Changing Hands

continued from page 62

other broadcast interests

Facilities: 105.9 mhz, 3.3 kw, ant. 295 ft.

Format: AC

AMs

KAAM(AM) Plano, Tex.

Price: \$12.1 million

Buyer: Walt Disney Co./ABC Inc., Los Angeles/New York (Michael D. Eisner, chairman; Robert Iger, president, ABC; Preston Padden, president, ABC Television; Robert Callahan, president, ABC Radio); owns/is buying 10 TVs, 15 FMs, 19 AMs

Seller: Collin County Radio LC, McKinney, Tex. (Jack Sellmeyer, chairman); no other broadcast interests

Facilities: 620 khz, 5 kw

Format: Adult standards

KCWW(AM) Tempe, Ariz.

Price: \$5.85 million

Buyer: Walt Disney Co./ABC Inc., Los Angeles/New York (Michael D. Eisner, chairman; Robert Iger, president, ABC; Preston Padden, president, ABC Television; Robert Callahan, president, ABC Radio) owns/is buying 10 TVs, 15 FMs and 20 AMs.

Seller: Owens Broadcasting Company, Tempe, Ariz. (Michael L. Owens, principal); also owns five FMs and one AM

Facilities: 1580 khz, 50 kw

Format: Traditional country

Broker: Blackburn & Co.

WRNI(AM) Providence, R.I.

Price: \$1.97 million for stock

Buyer: The Trustees of Boston University, Boston; also own WBUR-AM-FM West Yarmouth, Mass.

Seller: Netco Communications Inc. Providence, R.I. (Anthony Cruz, president); no other broadcast interests

Facilities: 1290 khz, 5 kw

Format: Dark

Broker: Media Services Group Inc.

WINU(AM) and WBDI(AM) Highland, Ill.

Price: \$1.25 million

Buyer: New Life Evangelistic Center Inc., St. Louis (Rev. Lawrence Rice, president); no other broadcast interests

Seller: WIN-You Ltd., Highland, Ill.

(Carl Ortale, principal); no other broadcast interests

Facilities: WINU: 880 khz, 1 kw; WBDI: 1,510 khz, 1 kw

Formats: WINU: contemporary; WBDI: dark

WVIP(AM) Mount Kisco, N.Y.

Price: \$675,000

Buyer: Suburban Broadcasting Corp., Greenwich, Conn. (Jonathan Becker, president); Becker is also 67% owner of WGCH(AM) Greenwich, Conn.

Seller: Estate of Martin Stone, Rheinbeck, N.Y.

Facilities: 1,310 khz, 5 kw day, 33 w night

Format: Oldies

WIBU(AM) Poynette, Wis.

Price: \$325,000

Buyer: Magnum Communications, Tomah, Wis. (David Magnum, principal); Magnum also owns WBKY-FM Portage, WUSK-FM Lacrosse and WBOG-FM and WTMB(AM) Tomah, all Wis.

Seller: Radio Hill Broadcasting, Poynette, Wis. (Sta Johnson and Randy Grobe, co-principals); no other broadcast interests

Facilities: 1,240 khz, 1 kw

Format: Classic Country

Broker: Kozacko Media Services

KJOP-AM Lemoore, Calif.

Price: \$120,000

Buyer: KJOP Radio LLC, Lemoore, Calif. (Robert E. Jones, manager/90% owner); no other broadcast interests

Seller: John H. Pembroke, Tallahassee, Fla.

Facilities: 1,240 khz, 1kw

Format: Spanish

—Compiled by Alisa Holmes

OPEN MIKE

Kids correction

EDITOR: Color us ignored!

Save for the photo of *Teletubbies* on page 20, your July 27 cover story on "Kids TV" ignores the children's programming, present and future, of one of the most-watched broadcast networks, PBS. (One of the network logos featured in your cover art is for a network, NBC, that abandoned kids shows to target teens on Saturday mornings.)

PBS's *Arthur* and *Barney* were the top two weekday children's programs for kids 2-5 in the past season (the next three were Nickelodeon's *Blues Clues*, *Rugrats* and *Sendak's Little Bear*). Debuting in January 1999 on PBS are two exciting new daily kids shows: *Zoboomafoo*, a wildlife nature series for preschool children developed by the producers of *Kratt's Creatures* and *ZOOM!*, the hit preteen show that aired on PBS in 1972-78 and is back with all-new episodes featuring games, skits and experiments sent in by its viewers.—*Stuart Zuckerman, director, national corporate marketing, PBS Sponsorship Group, New York (via BROADCASTING & CABLE Online: www.broadcastingcable.com)*

Remembering Treyz

EDITOR: Reading of Ollie Treyz' death (B&C, July 6) brings back a flood of memories of an exciting, creative, exasperating and fascinating man. I held various positions at ABC—not in the television network—during Ollie's years. In spite of his sometimes erratic actions, he was always challenging and interesting to be with.

Everyone who worked at ABC during those years of growth and turmoil owes a debt of gratitude to Ollie. He dreamt outrageous dreams—and brought ABC out of the depths.

It was great fun, Ollie. Rest in peace.—*Stephen C. Riddleberger, Southampton, N.J.*

Studios USA and The Jerry Springer Show appear to be sending mixed messages on the show's content.

Two weeks after Springer told BROADCASTING & CABLE that the editing on his syndicated show was being "loosened up" to allow more fighting on screen, Springer's show has released a statement saying the "editing standards were never changed in response to ratings performance." In April, Springer distributor Studios USA vowed to take out all violence from the top-rated talk show effective the second week of June. Critics of the show were quieted in June after Springer episodes showed less violence than in past months. But in July, the Rev. Michael L. Pleger and other protesters claimed the show had brought back the violence, and Springer told BROADCASTING & CABLE that the editing had been "loosened" to boost ratings during the July sweeps. The latest press release from Springer's show said: "Our policy regarding violence and confrontational content remains in effect. What people do not understand is that when we adopted this policy, the *Jerry Springer Show* was not in production. ... We believe now we have the systems in place to produce a program that will be acceptable to us, our stations and our viewers. We have made a commitment to edit the program responsibly, and that policy is not subject to change." Pleger, one of the show's leading critics, has scheduled a rally for Aug. 25 outside the Studios USA Los Angeles headquarters.

The FCC on Friday adopted rules for auctioning unassigned com-

TCI to buy 'substantial' number of S-A boxes

Scientific-Atlanta finally broke the set-top logjam with TCI, signing a deal last week with TCI Ventures for "substantial quantities" of the Explorer 2000 boxes and related network equipment. The boxes will be deployed in TCI Communications' 190,000-subscriber Salt Lake City cluster this fall.

Neither TCI Ventures nor S-A would disclose the size of the initial Explorer 2000 order. But the deal is crucial, because it gives S-A a foot in the door at TCI, which previously had committed to buy as many as 11 million General Instrument DCT-5000 advanced digital set-tops.

The TCI contract, coupled with announcement of record fourth-quarter and year-end earnings and revenue, boosted S-A shares \$2.9375, to \$23.9375, still below the 52-week high of \$27.9375 but strongly above their 52-week low of \$14.

News of the TCI Ventures contract and solid financial results capped a week in which S-A also announced that it is doubling production capacity for the Explorer 2000s to 1 million annually at its Juarez, Mexico, plant. In addition, the cable equipment vendor signed Charter Communications as a user of the advanced set-tops in Charter's St. Louis system. S-A also expanded existing contracts with Comcast, Cox and Time Warner.

David Beddow, TCI Ventures senior vice president, said that the key to the Explorer 2000 deal was that "Scientific-Atlanta has agreed to build upgraded units with the same capability as the DCT-5000." Beddow added that TCI remains committed to GI.

—Price Colman

mercial analog broadcast licenses. As expected, the commissioners decided not to adopt a new set of comparative criteria for the older pending license applications. They also voted to establish a 35% bidding credit for applicants with no controlling interest in any media outlets and a 25% bidding credit for applicants with controlling interests in no more than three outlets. The FCC took the action to boost opportunities for small businesses and minority and women-owned businesses. The FCC invited further comment on how it should treat mutually exclusive applications for commercial licenses where one or more of the applicants is a noncommercial entity.

Looking to promote the provision of advanced telecommunications services to the home, **the FCC last week proposed allowing the Bells to offer high-speed Internet services** through a separate subsidiary. The measure would allow the phone companies to offer high-bandwidth ser-

vices without having to resell them to competing companies. Regulators also launched an inquiry into the availability of advanced telecommunications services.

Titan Sports Inc., the owner of the World Wrestling Federation, has acquired the Debbie Reynolds Hotel and Casino in Las Vegas at a bankruptcy auction and is planning on turning it into a WWF-themed casino. No date has been set for its opening, but Titan executives say they will promote the hotel/casino on their weekly WWF matches on USA Network. Titan executives would not say whether Reynolds would continue to perform at the hotel under the new ownership, as she had told her creditors she would do.

Microsoft suffered a setback in the Justice Department's antitrust suit against it last week when Judge Thomas Penfield Jackson ruled that Justice can depose 17 Microsoft executives in the discovery phase of the

case. Jackson struck down Microsoft's request to limit that number, along with the amount of time Justice attorneys can take to depose Bill Gates. Meanwhile, Microsoft is expected to make a motion for dismissal of the suit this week.

Congress enacted a digital copyright bill to protect music and other intellectual property on the Internet. An amendment to the Digital Millennium Copyright Bill, passed by the House of Representatives last week, would require 'Net radio services to pay royalties on content they redistribute. The Senate passed the bill in May. The measure also makes devices designed to crack Internet security protection illegal.

Chancellor Media Corp. lays claim to the first- or second-rated radio station in 12 of the nation's 17 largest markets, the company says, citing spring Arbitron ratings. It also says it now is the top-ranked station group in seven of the 10 radio markets with the

Radio station buys lead to 2Q losses

After buying out former president Scott Ginsburg to the tune of \$59.5 million, **Chancellor Media Corp.** last week reported a wider-than-expected second-quarter loss of \$64.5 million. A recent spate of acquisitions added to costs but also helped the company achieve record revenue of \$321.7 million (up 202.3% from the second quarter of 1997) and broadcast cash flow of \$152.9 million (up 217.2%). The nearly \$60 million severance payment went to Ginsburg after he left in April because of management differences at the company. He was replaced by Jeffrey Marcus.

Losses were reported by several other radio companies last week, primarily because of the high pace of station acquisition.

■ **Case in point: Capstar Broadcasting Corp.'s** net loss grew from \$7.6 million in the second quarter of 1997 to \$20.9 million this year, on record net revenue that jumped 179.8%, to \$111.9 million. Broadcast cash flow also set a record: \$44.2 million, up 206.9%. Capstar attributed the loss to "the acquisition of 234 stations since June 30, 1997."

■ **Jacor Communications Inc.** boosted second-quarter broadcast cash flow by 91% and net revenue by 37% at its "stick" properties, defined as those with little or no cash flow and/or insignificant ratings at the time of acquisition. "Revenue follows ratings," and last winter, ratings at 72% of Jacor's sticks showed growth or stability, Jacor CEO Randy

largest revenue, adding New York, Chicago and Philadelphia to its dominant positions in San Francisco, Detroit, Houston and Washington. Chancellor owns 108 radio stations in 22 markets and is buying LIN Television Corp.

Westwood One Inc. is moving production of its NBC Mutual newscasts from Washington to New York to consolidate facilities. There will be layoffs in Washington, but the number has not been determined, says Bart Tessler, Westwood's vice president of news. There are 50 staffers in Washington and more than 100 in New York, where CBS Radio News and CNN Radio are based. "The company has duplicate

facilities in many places," Tessler says. The move, scheduled for Aug. 31, will allow Westwood to upgrade its newsgathering operation in Washington, he says. The NBC Mutual brand will stay in place. Affiliates shouldn't notice a thing, except eventually more news feeds and custom-tailored pieces from Washington, he says.

Karen Joyce, account executive with Bloomberg LP, New York, has been named director of advertiser sales at Tribune Entertainment Co.

Syndicated shock-jock Don Geronimo apologized to his listeners last week after spending the night in jail on charges of drug possession and driving under the influence.

Michaels said in a news release. "The stick strategy is on target," Michaels added. Companywide in the second quarter, broadcast cash flow grew 40%, to a record \$63.1 million. Net revenue also set a record, growing 36%, to \$183.8 million. Net income was up 22%, to \$5 million.

■ **Spanish-language broadcaster Heftel Broadcasting Corp.** saw net revenue increase 16.9% in the second quarter, to \$44.4 million, while broadcast cash flow was up 26.5%, to \$19 million, and net income grew 45.2%, to \$7.8 million. During the quarter, Heftel said it launched WCAA(FM) (formerly WNNK) New York and bought KLTN(FM) (formerly KKPN) Houston.

■ **Cox Radio Inc.** reported a 32.4% increase in broadcast cash flow, to \$24.2 million, and 27.3% more in net revenue, to \$69.2 million. But station operating expenses were up 24.7%, to \$44.9 million. The higher expenses were attributed to recent LMAs and acquisitions of nine stations, along with higher costs related to programming and sales.

■ Warning that "a moderation of our growth in the second half of 1998" is expected, minority-owned **Radio One Inc.** posted record net income, revenue and broadcast cash flow for the second quarter. The Baltimore-based firm turned a net loss of \$2.9 million into net income of \$1.13 million and grew revenue by 49.4%, to \$11.5 million (all on a same-station basis). Broadcast cash flow increased 96.8%, to \$6.1 million. —Elizabeth A. Rathbun

Geronimo, who teams with Mike O'Meara for CBS Radio's afternoon-drive *Don and Mike Show*, was arrested in Great Falls, Va., allegedly driving 75 mph in a 35 mph zone. The radio performer—real name: Michael Sorce—pled guilty to cocaine possession charges in 1996 and completed probation.

Fox News Channel has laid off 11 full-time and nine free-lance employees who worked as producers and talent bookers for FNC's *Fox In Depth*, following FNC's decision last month to cancel the feature news shows in favor of airing more hard news in daytime. FNC says staff at its prime time and weekend news shows were not affected by the cuts. Further

tinkering with the daytime format may result in FNC either canceling one of its *In Depth* features—"Fox On Entertainment," which airs at 4 p.m. weekdays—or moving it to weekends.



Errata: The incorrect picture was used for Disney Channel President Anne Sweeney in last week's cover story, "Woman's work still excludes top jobs." Here is the correct photo.

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletexting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Telemade Week* is a registered trademark of Reed Elsevier Inc. *Reg. U.S. Patent Office.

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Stars fall on syndication The Big Lousy

As we write this, it is almost a year to the day since we published a cover story entitled "Looking for New Stars in Late Night." The search will have to go on.

With the departure of *Magic* from the scene last week (repeats will round out the summer before stations have to bring some players off the bench), the last of a trio of stars has fallen from late night. Last August, Buena Vista's *Keenen* and Columbia's *Vibe* debuted with high hopes and plans to capture the audience that had helped make *Arxenio* a late-night success. Fronted by personable and hip hosts and backed by big budgets and some impressive production and sales brain trusts, all the shows had something going for them.

Given the similarities of the three shows, the failure of at least one would have come as no surprise. There are just so many times you can slice and dice the same target audience. But for all of them to fail suggests that syndicators need to put out a missing-persons bulletin on that audience (although it also simply could be the odds, since the syndicated success rate is something like one in 10 projects). And this is just the most recent crop failure. Past syndicated shooting stars in the time period include Pat Sajak and Dennis Miller and Jon Stewart and Chevy Chase and Stephanie Miller and Dennis Prager and—well, you get the picture.

It kind of makes you appreciate the staying power of Johnny and Dave and now Jay. It also makes you appreciate the peripatetic course of the syndication business. Big money and big stars are no guarantee. The only sure thing is that syndicators will keep on trying—and who can blame them. The reputations that are built on syndication successes are never unalloyed (Mark McGwire strikes out, too). And besides, the next star is already on the horizon. We just don't know who it is.

We must take issue with a New Orleans appeals court's decision last week to uphold a ban on casino advertising.

The ban prohibits truthful, nonmisleading speech about a legal activity and extends only to TV and radio, not to newspapers or magazines or billboards or transit advertisements.

Despite the appeals court's arguments to the contrary, the ban flies in the face of the Supreme Court's ruling in the *Liquormart* case (not to mention the earlier and unanimous decision of a ninth circuit appeals court to throw out such a ban). In *Liquormart*, Justice Stevens wrote that paternalistic state legislatures "do not have the broad discretion to suppress truthful, nonmisleading speech about a legal product." In upholding the ban, the New Orleans court concluded that if courts went around decreeing "unbridled advertising of truthful, nonmisleading speech, the legislature's flexibility would be impaired." And we wouldn't want to inconvenience state legislatures just to protect free speech, would we? Well yes, we would, and so would the chief judge of the New Orleans court, who dissented from the opinion, saying that the Supreme Court has clearly expanded the First Amendment protections of commercial speech and thus the ban "must be deemed overbroad under the heightened standards of *Liquormart*."

"Has the Supreme Court gone over the edge in constitutionalizing speech protection for socially harmful activities?" the New Orleans court asked. No, we would respond, it has ruled that "speech restrictions cannot be treated as simply another means that the government may use to achieve its ends." If the speech is harmful—and remember that states sanction their own gambling (which, interestingly enough, may be advertised on radio and television)—then it is the conduct that the state needs to regulate, not the truth about that conduct.

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The screenshot shows the website's layout. At the top left is the logo for "Broadcasting ONLINE & Cable". Below it is a search bar and a "Subscribers log in here" link. A "TODAY'S UPDATE" section lists various news items like "Online Daily", "Today's Job Bank", "Station Sales", "People", "Policy Briefing", and "Industry Calendar". A "SUBSCRIBE" button is also present. The main content area features "TODAY'S TOP STORIES" with a headline "Powell: Spectrum not scarce" and a sub-headline "Broadcast spectrum is no longer scarce says FCC Commissioner Michael Powell...". To the right, there are sections for "BREAKING NEWS", "TOP OF THE NEWS" (highlighting Comedy Central's "South Park"), "TODAY'S JOB BANK" with a dropdown menu and a "Submit" button, and a "Stock Watch" section with the text "Get the latest stock information".

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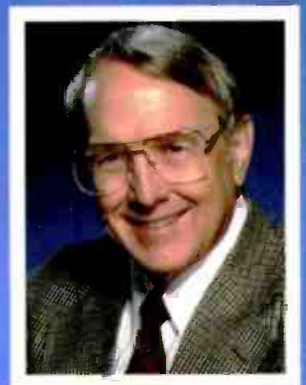
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