

SEPTEMBER 28, 1998

Cahners

\$4.95

Broadcasting & Cable

www.broadcastingcable.com



ABC NEWS LIVE COVERAGE
GRAND JURY VIDEOTAPE



CBS NEWS LIVE COVERAGE
CLINTON DEPOSITION TAPE



CLINTON GRAND JURY TESTIMONY
GS10, UH30, UHS46, UHT48, UIC40, U
PSCOW, PSON7, PSQ18, PSRCOV

TV just can't get enough



Warning: Testimony may
contain explicit details.

CW



CSPAN



GRAND JURY TESTIMONY
THE CLINTON TAPES

M
S
NBC
NEWS

of politics as unusual



THE PRESIDENT TESTIFIES

The President is being
questioned about Lewinsky affair

COURT TV



NBC NEWS LIVE COVERAGE

VIDEOTAPE - GRAND JURY

*****3-DIGIT 591
BC075184 AUG99 REGD 636
JOHN C JOHNSON
KTVQ-TV
265 WATEFTON WAY
BILLINGS, MT 59102-7755



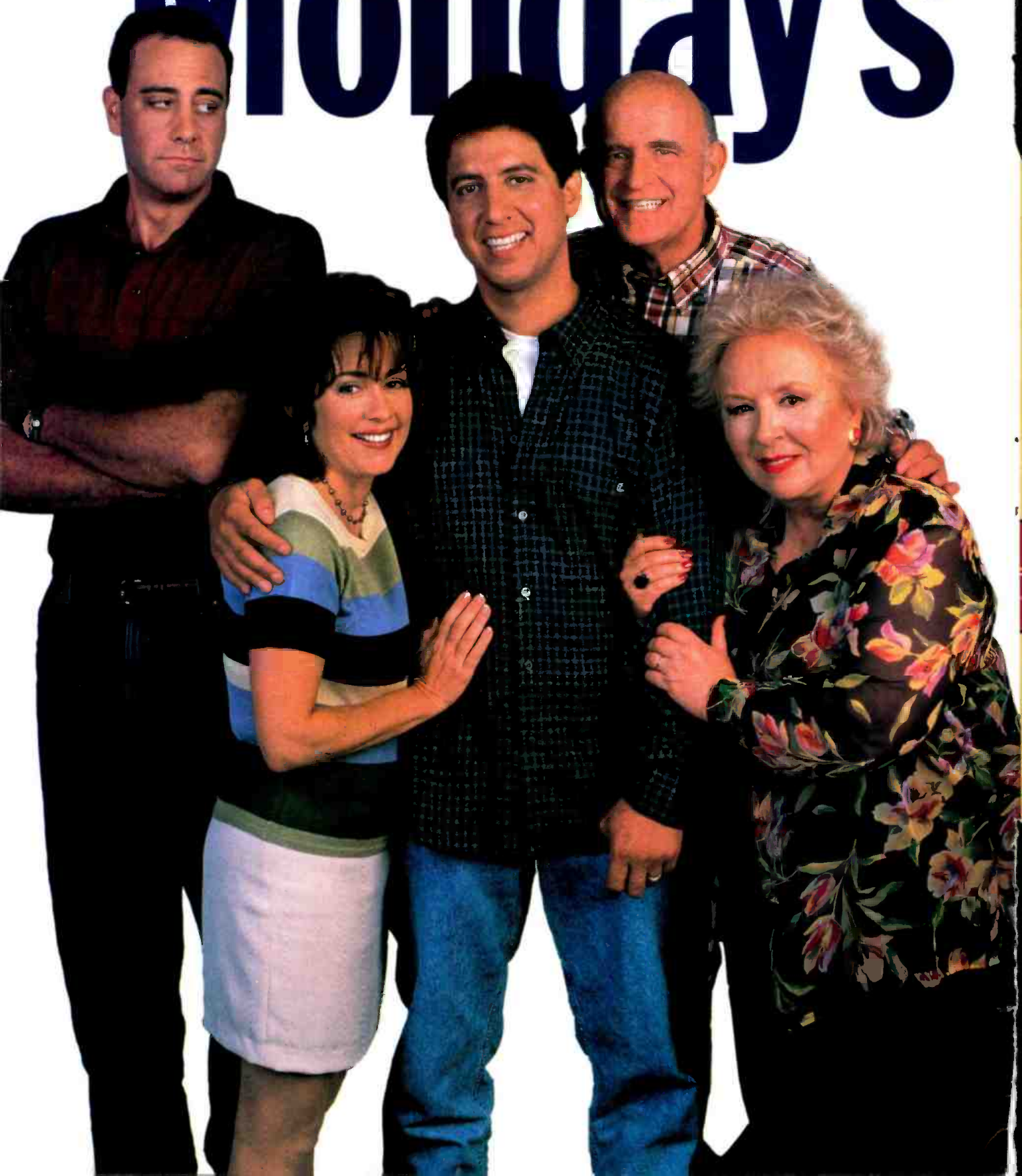
FOX
NEWS

LIVE TAPE

S&P 1011 8

TOP OF THE WEEK / 6
BROADCASTING / 34
CABLE / 43
TECHNOLOGY / 49
INTERNET / 52

Monday's



#1 Series

On the most competitive night of television, **EVERYBODY LOVES RAYMOND'S** season premiere topped every other series on all networks.

#1	EVERYBODY LOVES RAYMOND	CBS	9:00PM	10.3
2.	L.A. DOCTORS	CBS	10:00PM	9.9
3.	KING OF QUEENS	CBS	8:30PM	9.8
4.	ALLY MCBEAL	FOX	9:00PM	9.3
5.	DATELINE NBC	NBC	10:00PM	9.2

Its spectacular growth continues to be demonstrated in all key demos for the third straight season!

EVERYBODY LOVES
RAYMOND



WORLDWIDE
PANTS



TOP OF THE WEEK / 6

King World locks in Oprah Syndicator pays at least \$75 million/year to keep top-rated daytime star through 2002. / **6**

How much is enough? News directors debate racy news content at RTNDA's annual convention in San Antonio. / **10**

Wall-to-wall Clinton Broadcast TV and cable networks run entire grand jury testimony, gaining viewers and losing ad dollars. / **11**

Help wanted in Kennard's office FCC Chairman William Kennard is looking for a new chief of staff after his top aide, John Nakahata, announced last week that he is leaving on Oct. 31. / **24**

For more late-breaking news, see "In Brief" on pages 76-77



NBC's 'Frasier' held its own in its Thursday debut. / **7**

TALK TALK TALK

SPECIAL REPORT



Syndicated talk shows: The next generation While syndicators are mum on future projects, there are at least eight celebrity-driven talk shows in the works for next fall. / **26**

Issue-oriented talkers holding their own Comfy, chatty talk shows have been the model lately, but harder-edged shows like Jerry Springer's are coming on strong in the ratings. / **30**

How viewers choose A survey by Frank Magid Associates charts the reasons that viewers select a talk show. / **33**



Changing Hands.....54	Editorials.....78	In Brief.....76
Classified.....57	Fates & Fortunes.....72	Nielsen Ratings..42, 44
Closed Circuit.....18	Fifth Estater.....70	Station Break.....39
Datebook.....68	Hooked Up.....48	Washington Watch...25

BROADCASTING / 34

Network programmers clash over ownership NBC, in particular, takes heat at HRTS gathering for going after ownership interests in the shows on its schedule. / **34**

As viewing falls, so do ad prices A BROADCASTING & CABLE survey of ad agency executives shows that more than half of the unit-rate asking prices for shows on the six broadcast networks are below last year's levels. / **36**

CABLE / 43

Dish night at EchoStar DBS company EchoStar will essentially give away Dish Network hardware to some new customers. / **43**

Cable's long hot summer Basic cable networks had a good summer, posting increased ratings and large year-to-year gains in audience share, according to CAB. / **46**

TECHNOLOGY / 49

Lockheed Martin buying Comsat With an eye to eventually offering "one-stop shopping solutions" to broadcasters, cable and DBS providers, Lockheed Martin announced plans to acquire Comsat for \$2.7 billion. / **49**

INTERNET-7 52

Clinton tape gets a little (re)play online President's taped testimony draws tepid reaction on the Web. / **52**



New York Can't Forget Her

UP 40%

4PM/NY
WWOR

In The Country's
Toughest Time Period

Source: NIELSEN MEDIA RESEARCH, 9/14/98-9/21/98. Max 1998 hour period. NY City. © 1998 Twentieth Century Fox Film Corp.

GROWING EVIDENCE OF A WINNER.

JUDGE JOE BROWN IS THE ONLY NEW FIRST-RUN STRIP TO BE UP IN LEAD-IN AND VERSUS YEAR AGO NUMBERS.

AND THAT'S JUST OUR FIRST WEEK.

	RATING
LEAD-IN	2.0
JUDGE JOE BROWN	2.2
% CHANGE	+10%

	RATING
OCT. '97	1.9
JUDGE JOE BROWN	2.2
% CHANGE	+16%

Diaper WRAP Overights Cross Market
*Weighted Avg. 9/14 - 9/18/98, 9/25 - 10/22/97.
Comparison based on adult programs
not premiered prior to 9/18/98.

JUDGE Joe Brown



© 1998 Worldvision Enterprises, Inc. All Rights Reserved.

King World locks in Oprah

Syndicator pays at least \$75 million/year to keep top-rated daytime star

By Joe Schlosser

The top-rated daytime show must go on. Oprah Winfrey's Harpo Productions and King World Productions have renewed their vows for another two years, extending the talk show queen's reign through at least the 2001-02 TV season.

Winfrey, whose syndicated program just entered its 13th season, surprisingly went to King World executives a full year earlier than she was contractually obligated to and added another two seasons. The current contract between Winfrey and her longtime distributor was set to expire after the 1999-2000 season. Winfrey, who was rumored to be ending the show run after the 1999-2000 season, will receive a guaranteed minimum of \$75 million a year for both the 2000-01 and 2001-02 seasons. Sources say that annual distribution revenue from Winfrey's show is \$250 million-\$300 million.

And although King World will get



Winfrey re-ups through 2002.

less of that distribution pie than it has over the past 12 seasons, executives at the syndication-heavy company were celebrating the renewal as though it were a coup.

"She had everyone in the business going after her, every major distributor

in the world, every studio in the world," says Michael King, King World's CEO. "I think it's a heck of an endorsement of King World as a distributor.

Winfrey's show has represented close to 40% (\$200 million) of King World's annual revenue for several years. Since the 1995-96 TV season, the talk show host has renewed her contract with King World in two-year intervals, and the every-two-year question of whether Winfrey would renew has played havoc with King World's stock.

Of the deal, King says: "We gave up-front advances the last time around, and so it's a little more than the last time, but it's a mere pittance to what we can generate" in distribution revenue. "You don't have to have a big piece of the pie to make a lot. You can look at it as a decrease from our last contract, but we had no rights and might have had nothing if she went elsewhere or retired. So even though our distribution cut is down, it's still a tremendous amount of revenue for us."

Does that mean increased license fees for the stations that will carry Winfrey's show in 2000-02? King wouldn't say one way or the other, but he did give a hint: "Hits are absolutely critical to TV stations in this environment, and *Oprah* is the biggest hit in TV. It's an hour every day, Monday through Friday. Stations generate tremendous revenue because every advertiser will pay a premium to be in there. And then [*Oprah*] leads into the local news and helps that build. So it's an extremely important show for stations."

Bill Carroll, vice president and director of programming at Katz TV, says the deal is a win-win situation for Winfrey and King World: "This is a way of Oprah cutting a better deal, which was inevitable; and it would also appear to be a move on the part of King World, knowing that her show will go away eventually, to lessen the impact," Carroll says. "By doing it in advance, everyone is going to know what the cash flow is going to be, what it is going to contribute to [King World's] bottom line, and they get to keep their marquee property two years longer." ■

BVT has what's cooking in talk



Ainsley Harriott

Buena Vista Television and Merv Griffin Entertainment are cooking up something a little different in the syndicated talk show genre for fall 1999.

The two production companies are bringing out a half-hour talk show with British television personality and cooking guru Ainsley Harriott. Buena Vista has given the green light to a pilot that will be produced by Michael Gelman, the executive producer of Buena Vista's long-running morning talk show, *Live with Regis and Kathie Lee*. Gelman will return to his full-time duties with *Live* after the completion of the project, but he will remain a consultant to *The Ainsley Harriott Show* as it goes forward. The show is

being sold for daytime and early-fringe time periods.

"Ainsley is arguably the most popular daytime TV personality in the UK," says Stephanie Drachovitch, senior vice president of programming at Buena Vista Television. "He's a total original, a truly distinctive talent unlike anyone currently on TV in the U.S."

Harriott, known for his unusual approach to the kitchen, is the host of a number of cooking series on the BBC, including *Can't Cook, Won't Cook*; *Meals in Minutes*, and *Barbecue Bible*. He is also the host of two new UK prime time shows, *Party of a Lifetime* and the yet-to-launch *Hidden Camera Show*. Harriott has also written a number of cookbooks. Buena Vista Television is producing the show in association with Merv Griffin Entertainment.

—Joe Schlosser

Doing the network slide

With the exception of WB, the broadcast networks' household rating averages slipped for the 1997-1998 season just ended (Sept. 20) compared with 1996-97, the result of competition among themselves and a strengthening cable universe. All together, the six networks recorded a 5% rating slide and 6% share loss in the 1997-98 season.

■ NBC remained the dominant network in 1997-98, paced by its overwhelming Thursday night schedule.

■ CBS was the second-highest rated network in households, helped by hits like *Touched by an Angel*. Its older-skewing shows translated into a fourth-place ranking among 18-49s.

■ ABC won third place in households, as shows like *The Drew Carey Show* and

Spin City performed well. It also eked out a victory for the year among 18-49s against Fox, helped by a stronger summer showing.

■ Fox was the last of the Big Four in household and 18-49 rankings, although it beat ABC among 18-49-year-olds for the regular TV season ending in May on the strength of strong performers like freshman shows *Ally McBeal* and *King of the Hill*.

■ The only network to show ratings growth for 1997-98, WB benefited from the strong performance of freshman show *Dawson's Creek*.

■ This was a rebuilding year for UPN as it developed new shows like *Love Boat: The Next Wave* designed to appeal to a more mainstream audience. —Michael Stroud

Prime time snapshot

Rating/share averages for 1996-97 vs. 1997-98

	HH rating			HH share		
	96-97	97-98	% change	96-97	97-98	% change
ABC	8.4	7.6	-10%	15	13	-13%
CBS	8.8	8.7	-1%	15	15	0%
Fox	6.8	6.4	-6%	12	11	-8%
NBC	9.7	9.3	-4%	17	16	-6%
UPN	3.0	2.5	-17%	5	4	-20%
WB	2.5	2.8	12%	4	5	25%
Total	39.2	37.3	-5%	66	64	-6%

Source: Nielsen Media Research figures supplied by Fox

Fall TV heats up

Broadcast share declines; Tuesday is 'bloody'

By Michael Stroud

The first week of the fall TV season exhibited some of the most bruising competition in memory as networks competed for increasingly precious viewers.

First, cable continued to steal market share from the Big Four. The broadcast networks' combined household ratings sank to 35.5 for the first four days from last year's already tepid 38.7 as viewers fled to cable after a summer of network reruns. NBC, without last year's landmark live broadcast of *ER*, dropped an eye-popping 19%, according to Nielsen Media Research figures. Fox, helped by *Ally McBeal* on Monday, was the only gainer.

Then there was the networks' fierce battle among themselves. With *Frasier* gone from Tuesday night, the evening is shaping up as one of the most competitive nights ever. NBC remains dominant on Thursday, but *Frasier's* ability to fill *Seinfeld's* void remains unclear.

Add to the Big Four's woes strong upcoming competition from WB and UPN, which are now airing five nights a week and both of which have yet to roll out their fall powerhouse shows.

After four nights, here's the scorecard:

MONDAY ABC's multibillion-dollar

bet to carry *Monday Night Football* apparently paid off: The network took first place for the evening. CBS was the most improved network for the night with a promising start for new series *King of Queens* and *L.A. Docs* and a strong performance for returning *Everybody Loves Raymond* that more than counterbalanced a flat opening for new comedy *Brian Benben*. Fox's *Ally McBeal* got off to a strong start in its second season. NBC was the night's loser: *Conrad Bloom* got off to a soft start and *Caroline in the City* was hurt by *Raymond*.

TUESDAY NBC won the night that networks are already calling "bloody Tuesday." Season openers for *Mad About You* and *Just Shoot Me* were the network's top entertainment performers, while news magazine *Dateline* was the evening's highest rated. The network's Nathan Lane comedy *Encore! Encore!* had a weak start, falling behind CBS's drama *JAG* and ABC comedy, *The Hughleys*, in its series premiere. CBS was second in households, led by *JAG* and a solid performance in the first outing of its retooled Tuesday night movie. ABC was second among adults 18-49, led by the season premiere of *Home Im-*



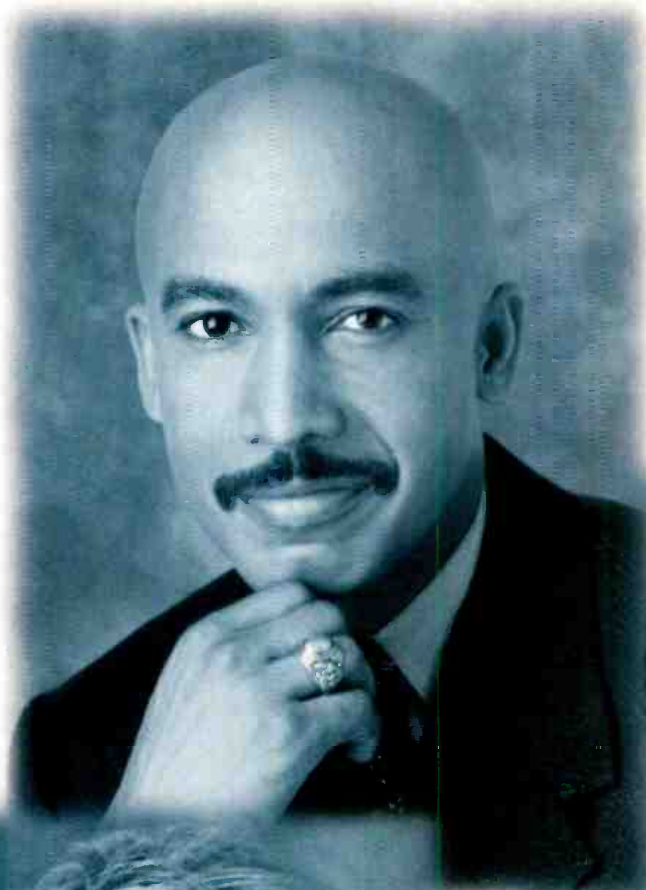
The premiere of 'Mad About You' helped NBC win Tuesday.

provement. Its season premiere for *Spin City* was defeated in its 9 p.m. time period by *Just Shoot Me*. In its series premiere, comedy *Sports Night* scored number two in households and among 18-49s, behind CBS's movie

and NBC's *Working*, respectively. Fox tied with CBS for third among 18-49s and was fourth in households, reflecting relatively weak performances by its freshman comedy *Costello* and its animated *King of the Hill* comedy in its new switched-from-Sunday time slot.

WEDNESDAY CBS's *Country Music Awards* special gave the network an atypical win for the evening, while NBC got a boost from the first original episode of *NewsRadio* since the death of actor Phil Hartman. *Dharma & Greg* and *The Drew Carey Show* continued last season's strength for ABC. Fox's performance was highlighted by *Party of Five*.

THURSDAY NBC dominated the evening, although numbers were down from last year's premiere night when the network aired its famous live shooting of *ER*. NBC's *Frasier* held its own in the season debut, racking up an 18.8 rating and 29 share, below *Seinfeld's* opener last season, but a strong surge from the show's Tuesday showing last season. CBS's *Diagnosis Murder* led the network to the number-two slot. ■



M o n t e l . L e e z a . H o w i e
Three great personalities. Three great talk shows.

Paramount Advertiser Services



A VIACOM COMPANY

How much is too much?

News directors debate racy content at RTNDA convention

By Dan Trigoboff

Even an analogy cast the issue in violent terms: "The collision of kids' innocence" with "the reality of what we put on TV."

That's how news director Steve Cohen characterized the news coverage of the Monica Lewinsky scandal on a panel session, "Has News Become Too Risque for Kids?," during the Radio-Television News Directors Association convention in San Antonio last week.

Cohen's station, KCOP-TV Los Angeles, is the one that broadcast the shotgun suicide of a motorist on a freeway live from a news chopper. The event, however, caused L.A. stations to reevaluate decisionmaking and to add audio and video delays.

But greater deliberation doesn't make news suitable for or useful to children at a time when news content needs an "adults only" rating. "This discussion could not have been more timely," said moderator Carole Simpson, ABC News reporter and anchor, at a time when the news is dominated by discussions of "genitalia, oral sex, semen-stained dresses and unorthodox use of cigars." Add this year's rash of school shootings and other events of that ilk, she said, and the news becomes frightening and confusing to young people.

Longtime activist and founder of

"We have ceded the responsibility of explaining stories to children to cable."

Steve Cohen, news director, KCOP-TV Los Angeles

Action for Children's Television Peggy Charren said that children always have been frightened of some news events—she recalled the fear she felt as a young girl when she heard about the kidnapping of the Lindbergh baby.

Charren praised efforts during the late 1970s and early 1980s—such as CBS's *In the News* series for kids—but blamed their demise on deregulation under President Reagan and FCC Chairman Mark Fowler. "You," she told the journalists, "have been irresponsible about providing choices for kids."

"We have ceded the responsibility of explaining stories to children to cable," Cohen agreed.

Bernard Gershon, vice president of ABC News Radio, provided an example of a radio report for children that described President Clinton's relationship with Monica Lewinsky as a "special friendship" through which Clinton broke promises to his wife. The effort was not strictly altruistic, Gershon said, but was

aimed at future listening habits and current education. Consultant Jim Willi, president of AR&D, suggested that news directors might distinguish their products by including portions for children.

Cohen agreed. Broadcasters need to "tell Nickelodeon and wonderful folks like [reporter and documentary producer] Linda Ellerbee that this will no longer just be cable's domain. Broadcast news is going to take it back."

The ethics and conduct of news professionals was a dominant theme of the RTNDA conference.

Privacy for public figures, offered Texas State Sen. Rodney Ellis, "is whatever we can keep you from finding out."

But in numerous hypothetical situations that were posed during a session by Bob Steele, director of the Poynter Institute's ethics program, journalists indicated they could and would draw a boundary to keep from invading public figures' private lives, even at the cost of a story. "Viewers would ultimately respect the station that didn't run [an invasive] story," said Marci Burdick, vice president and news director of KYTV(TV) Springfield, Mo. "But they would watch the station that did."

However, CNN's Wolf Blitzer said "there is a great deal of information we get that we don't put on the air because there's no compelling reason." The public only sees what is on the air, and, he pointed out, they are unaware of the news media's restraint. The consensus that emerged from the discussion was that public figures, particularly public officials, expose themselves voluntarily to the sometimes "frightening" competitive and aggressive nature of journalists, but there should be a compelling reason to cover family members.

Lest anyone think that the business has been taken over by bleeding hearts, newscasters attended a session a few doors away during which sympathy was less of a priority: "Investigative Reporting: Tools of the Trade." One panelist referred to the session as "tricks of the trade."

For instance, said Stephen Dean, investigative reporter for KTRH(AM) Houston, FBI agents are forbidden by law to release many of the reports that are most interesting to journalists. But local police are not, he said, and a reporter frequently can get information through the local police. "He might get fired," Dean said of the source, "but it's your job as an investigative reporter to win his trust and make him believe he's doing the right thing." ■

FCC chairman: Enough consolidation?

Further consolidation of radio and TV may not be good for news, FCC Chairman Bill Kennard told news executives at RTNDA last Friday. "Even if consolidation brought more resources to the newsroom, isn't there a cost to journalism when more licenses are concentrated in fewer hands?" Kennard asked.

"What if four group owners owned every television station in every market in America? Would this have an effect on the quality of news coverage in America? Of course it would.

"Your own reports tell me that consolidation causes broadcast owners to cut back on serious reporting and replace it with fluff and syndicated news."

In light of such reports, Kennard questioned RTNDA's support of "virtually every ownership deregulation proposal that has come down the pike."

RTNDA officials declined to comment until they had checked to see whether the association had, indeed, supported ownership deregulation. One board member said he was not aware that the association had supported it during his seven years on the board.

Kennard pledged not to "micromanage" news content. "But it is the appropriate role of government to seek to maximize the number of voices in the marketplace.... This is a value rooted deeply in our First Amendment tradition, and it is a good tradition."

—Harry A. Jessell



TV is Starr-struck

Networks run entire grand jury testimony, gaining viewers and losing ad dollars

By John M. Higgins
and Steve McClellan

Last Monday's release of President Clinton's testimony before a grand jury was built up as a devastating moment for the president. In the days before the tape hit the air, network news operations alerted viewers they would see a combative president squirming under prosecutors' questions about his sexual encounters with Monica Lewinsky. Just before the tape aired, Katie Couric of NBC's *Today* said that Clinton "gets quite angry at some points." On Sunday, NBC's Tim Russert quoted sources as saying that Clinton would be "angry and defiant and evasive, even profane."

Over the weekend CNN correspondent John King said that "the tape captures several angry outbursts" and "Mr. Clinton looks at times furious, at times uncomfortable" as he dances around interrogators' toughest questions.

Not quite true. While he was clearly annoyed and evasive, TV audiences saw a rather collected president fielding questions and speaking to the camera as though he expected all along that the tape would be shown simultaneously by almost a dozen broadcast TV and cable outlets.

It was just another weekend on the Clinton beat, where as much time and energy is spent anticipating—or merely speculating upon—developments as in actually digging them out. The Clinton/Lewinsky story has been marked by a ceaseless drumbeating that has reflected the building political crisis—and critics say, often intensified it. Rumor

COVER STORY



A videotape technician gets ready to feed the grand jury tape from Capitol Hill.

builds upon rumor, circling around the beltway until it emerges from the mouths of reporters citing "sources" or from the mouths of pundits who don't have to attribute their information.

The tape coverage certainly gave TV news executives and their critics a focus for reflecting on where coverage crosses from proper to overkill, the hottest topic at the annual convention of the Radio-Television News Directors Association in San Antonio last week.

While some aspects of the media's coverage of the Clinton scandal have been criticized for lacking depth and even accuracy, few if any news executives were second-guessing the call to provide complete coverage of the testimony. Not only was it news, it was history in the making, executives said. "This is not a good example of Lewinsky-itis," said CBS News President Andrew Heyward. He was referring to charges of overkill that have been leveled at the

news media for some aspects of its coverage of the White House sex scandal.

"It gave us extraordinary insight into this case and into this president," CNN Washington Bureau Chief Frank Sesno said of the testimony. "It was not as damaging by any means as we thought it was going to be."

The tape, uninterrupted by advertising, generated tremendous ratings—the 4.1 million homes watching CNN topped the 3.3 million tuned into ABC. Between the lost revenue at the networks and preemption of syndicated programs by TV stations, analysts believe that TV outlets collectively sacrificed at least a few million dollars worth of commercials.

That's small penance to critics of TV networks' coverage of the whole Lewinsky affair. New York University media studies professor Mark Crispin Miller called the grand jury tape coverage the culmination of "a disaster. It's one thing to complain about the triviality and grossness of the story. Let's bear in mind that every minute devoted to this minor scandal means that something consequential isn't getting covered."

Steven Stark, author of "Glued to The Tube" and media commentator for National Public Radio, is particularly critical of the "talking head" shows that fill hour after hour on the three 24-hour cable news networks. "When you run an all-news network, you're looking for filler," Stark said. "The way the news networks traditionally do that is by speculating."

Fox News and MSNBC, which subsist on micro ratings (averaging 0.1-0.2), and CNN, which makes millions on ratings of

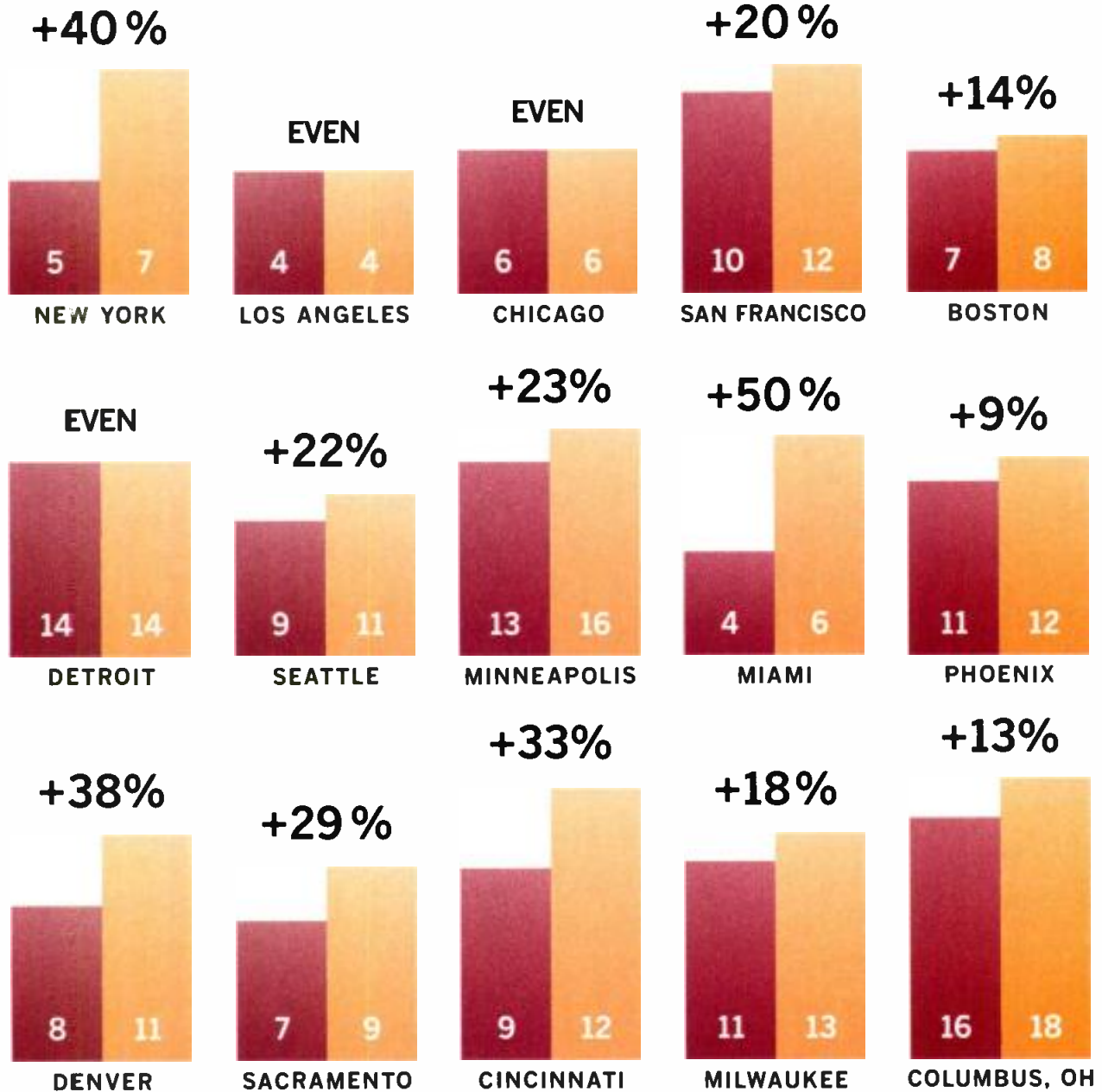


 **EYEMARK**
Entertainment
A Unit of CBS Entertainment

©1998 EYEMARK ENTERTAINMENT. ALL RIGHTS RESERVED.

More of a Good Thing.

This fall, 18 metered market stations paired Martha Stewart Living with The Best of Martha Stewart Living - and reaped the benefits.



MARSHA STEWART **Living**

Good things and great ideas. Everyday.

just 0.6 or so, can drive up their numbers considerably by catering to the Clinton junkies. "There's a group of people who are addicted to this scandal," Stark said. "It's large enough to drive the cable networks' ratings. A big event like Monday isn't good enough; it's the regular viewer."

To be fair, TV's advance characterizations over the weekend before the testimony was aired were generally tamer than newspaper reports. Furthermore, NBC's Lisa Myers nailed the story on *Saturday Today*, saying that "the president does not lose control, blow up or storm out of the room." Additionally, despite months of recriminations from the Clinton camp, journalists have turned out to be right on the mark about all the tawdriest details, like the semen-stained dress.

But TV news is caught up in a whirlwind. Broadcast news executives who initially had planned to leave the four-



Was airing the Clinton tape—all four hours of it—really necessary? Yes, said the heads of three major news organizations at the RTNDA convention in San Antonio last week. Not only was it news, it was history in the making, said (l-r) CNN's Tom Johnson, CBS News' Andrew Heyward and Fox News Roger Ailes.

hour run of the tape to the 24-hour news networks ultimately decided to take the full pool feed as soon as it was available at 9:25 a.m. ET. ABC, CBS, NBC, CNN, MSNBC, CNBC, Fox News, C-SPAN and Court TV all carried the feed live, unedited and without prior review of the tape.

The tape, said Heyward, "was real news." As to the graphic nature of the tape, and the fact that school-age children might have been exposed to the coverage, Heyward said, "the coverage

was replete with disclaimers. It was done responsibly."

Clearly the scandal has been good for ratings—both cable and broadcast. But last week, ABC News anchor Charles Gibson questioned how valuable much of the coverage has been. "A number of news organizations are becoming talk television," Gibson said. "They regurgitate the same opinions and view-

points hour after hour, day after day. The only reason I was glad to see the Clinton tape on the air was that finally we had some real news."

Gibson charged that too often these days, news organizations "pander to what we think people want to know," as evidenced by the obsessive coverage of Clinton and Lewinsky—and before that, O.J. Much of that, he says, has to do with the pressures of the business—to do more with less and score higher ratings and profits. "There's less reporting

RTNDA ROUNDUP: From elections to mergers

ABC outlines election-night plans

ABC news executives briefed affiliates about election-night coverage plans at the Radio-Television News Directors annual convention last week in San Antonio. The network has devised a new format for its one-hour election-night special coverage (10-11 p.m.) on Tuesday, Nov. 3. It will feature six and possibly seven different segments, allowing stations to pop in and out of the network coverage throughout the hour. The network devised the new format in response to affiliates that want to focus much of their attention on local elections. Until recently, both affiliates and the network believed that viewer interest, for the most part, would be local—this being a non-presidential election year. But with the Clinton-Lewinsky scandal and talk of impeachment dominating the headlines, the national implications for the elections are much broader. ABC will keep the format in place, but ABC News President David Westin (who talked to affiliates via satellite) said that the network is "strongly encouraging" the stations to carry the network's hour special in its entirety. Affiliates said that NBC and CBS weren't as far along on their plans for election night.

Show attendance running behind last year

Affiliates commented last week that RTNDA seemed smaller this year—no doubt because it's the first year as a stand-alone conference after four years of being linked to the NBA Radio Convention. RTNDA President Barbara Cochran reported that with one day left to go, attendance (4,005) was down 7% from last year. That's largely the result of a decline in radio registration, she said. Exhibitors were up year to year, however: 128 companies taking 42,000 square feet of space this year versus 121

companies using 39,000 square feet last year. Cochran reports that the exhibit floor for next year's show in Charlotte, N.C. (Sept. 29–Oct. 2) is sold out as of last week. The Clinton scandal didn't appear to keep too many news directors from the show, although some Florida-based attendees bailed early to deal with Hurricane Georges.

CBS and CNN: Let's talk

CNN Chairman Tom Johnson confirmed last week at the RTNDA show that "exploratory talks" have taken place with CBS about some type of newsgathering alliance. But Johnson stressed that the talks have not gone beyond the exploratory stage: "I don't want to lead you to believe there's anything imminent here." Beyond that, Johnson said he would not comment. Andrew Heyward, president of CBS News, also in San Antonio for the show, also suggested that nothing imminent would happen: "There's no story there," he said, refusing to elaborate or comment further. Reports were circulating at the RTNDA that "back-room talks," as one high-level TV news executive put it, were continuing between CBS and CNN concerning a possible alliance. At a panel session at the show, both Heyward and Johnson addressed changes in the news business, that, generally speaking, may make a case for alliances. Heyward noted that with more competition and audience fragmentation, it is harder for the Big Three to justify a "large news-gathering apparatus when no one has the audience to support the costs." Johnson said that with so many more sources of information—particularly on the Internet, where journalistic checks and balances are lacking—brands will become even more important. Strategic alliances, he said, would be "mutually beneficial."—*Steve McClellan*

and more talk," he said. "It's not edifying and doesn't teach us very much."

CNN President Rick Kaplan sees the coverage as a no-win situation for everyone involved, including the media. "I can't tell you how much my skin crawls" at having to air much of the graphic detail that's been revealed in the Clinton-Lewinsky affair, he said. "Think about it: We now have no problem saying oral sex and semen on the air. We've coarsened the dialogue" that's acceptable for the air, he said. "And there's no going back. I don't like it one bit."

Not counting the millions watching at work, Nielsen estimated that 22 million people viewed the Clinton tape. CBS scored the biggest audience, averaging a 5.2 rating and 5.2 million households. NBC scored a 4.5 rating and ABC a 3.3. CNN scored a 5.5 cable universe rating and 4.1 national TV rating.

Normally settling at the lowest end of the cable ratings charts with a couple of tenths of a point, MSNBC hit a 2.5 cable rating, and Fox News had a 2.0, almost 10 times their normal numbers. Court TV generated a 0.6, about quadruple its usual rating.

Instead of showing the tape, Headline News went live to Clinton's terrorism speech at the United Nations. The network wound up with one-twentieth of sister network CNN's 5.5 rating. ■

Republicans keep Clinton on the spot(s)

President Clinton has been conspicuously absent from campaign ads thus far—but a few Republicans are keeping him in the picture.

The Republican National Congressional Committee has decided against using clips from Clinton's videotaped grand jury testimony in campaign ads it produces. "We have ruled that out," says RNCC spokesman Todd Harris, who says the RNCC feels that additional exposure of the testimony would be "not very effective" strategically.

But Clinton's image was appearing prominently in three campaigns in the Deep South last week. Ads endorsing the re-election of South Carolina Gov. David Beasley (R) charged Democratic challenger Jim Hodges with switching positions on the issues, flipping from an image of Hodges to one of Clinton at the end of the spot. Tag line: "Who does it remind you of?"

In Alabama's 5th Congressional District, Republican candidate Gil Aust has called for Clinton's resignation. State Sen. Dan Page had linked the president to his opponent, Rep. Bob Etheridge (D), in their race in North Carolina's 2nd Congressional District. A split-screen image of Etheridge with Clinton appears as a narrator invokes "scandal after scandal" in the voiceover.

Democratic media consultant Henry Sheinkopf says that frontal assaults on Clinton aren't likely to gain Republicans ground with a cynical electorate: "Failure to stick to the issues puts you in uncharted territory."

While the Clinton testimony hasn't turned up in any GOP spots, the RNCC doesn't rule out funding spots by candidates who might want to do so.

Smarting from the recent exposure of Rep. Henry Hyde's extramarital affair, the RNCC is flatly denying funds for spots airing personal attacks "that don't have any bearing on that candidate's fitness to serve," as Harris puts it.

Meanwhile, the RNCC has funded a controversial spot about South Carolina Sen. Fritz Hollings (D) in his race against Rep. Bob Inglis (R). The ad, which has video of Hollings saying, "They can all go to hell" (referring to special interest groups), has been met with official objections from the Hollings camp for inaccuracies about his record.—Richard Tedesco

Block that signal

Broadcasters oppose DBS grace period in two bills

By Paige Albinak

Some broadcast affiliates and the National Association of Broadcasters are trying to block legislation that would allow satellite TV companies to carry local TV signals.

The broadcasters oppose provisions that would give satellite TV providers a grace period before they have to carry all the signals in a market.

Bills introduced by Senate Commerce Committee Chairman John McCain (R-Ariz.) would put off the must-carry obligation until Jan. 1, 2002. A similar bill from House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) would trigger full must carry on Jan. 1, 2002, or when satellite companies achieved 15% market share. Unlike the McCain bill, Tauzin's plan would require satel-

lite companies to carry at least five stations—including the PBS affiliates—from the start of service.

House Commerce Committee Chairman Thomas Bliley (R-Va.) and other key panel members on Friday asked Republican leaders to bring the Tauzin bill to the floor as soon as possible.

"We have serious reservations about any sort of 'phased in' must-carry system that might ultimately never phase in," NAB President Eddie Fritts said last week.

The broadcast networks support the legislation, figuring their programs and those of their affiliates will be among the signals offered by satellite—with or without must carry. The networks also expect to charge DBS services for the right to retransmit their signals.

The broadcasters' opposition greatly diminishes chances for the legislation

to pass this fall.

DBS company EchoStar would be the immediate beneficiary of legislation that allows it to offer local signals. EchoStar CEO Charlie Ergen has been pushing for the legislative change for two years. But Ergen says he does not yet have the channel capacity to carry all local signals. He has been asking for a phase-in period before a full must-carry requirement would begin.

McCain's bill is offered together with one from Senate Judiciary Committee Chairman Orrin Hatch (R-Utah), which extends satellite TV providers' blanket copyright license for five years while lowering the royalty they must pay for that license. Their current license expires at the end of next year.

"I think Senators McCain and Hatch are trying to be constructive and are trying to craft legislation that would permit local-into-local and at least begin to provide competition to the cable monopoly. And I think their hearts are in the right place. The problem is that the devil is in the details, and time is short," says Bob Okun, NBC vice president of government relations. ■



***Some news stories have
Others don't have that***



**ve to be delivered ASAP.
luxury of time.**

News can't travel fast enough for us. Waiting on video even for a few seconds can feel like an eternity. So when news breaks, we're there. Not only turning the story, but making it easier for you to put your hands on it. Like focused feeds for regional news and dedicated sports highlights. And, of course, breaking news as it happens. When we get it, you get it. Most importantly, your viewers get it.

CNN
NEWSOURCE
Serious about news?

DOJ opens door for Primestar deal

By Price Colman

A federal judge last week granted two-week extensions of certain key pretrial deadlines in the U.S. Justice Department's suit to halt Primestar's merger with ASkyB.

The extensions give Primestar, News Corp. and United Video Satellite Group a little breathing room to finalize a deal in which Primestar's cable partners sell their interests to News Corp. and United Video.

The deal—reportedly for \$6 a share, or a total of more than \$700 million for the cable partners' stakes—has been on the table for weeks as the parties awaited a sign from the DOJ and as they sought to arrange financing.

The DOJ, in a joint motion with Primestar seeking the extensions, acknowledges that the parties are well into negotiations that could lead to a deal "and a related consent decree that would resolve this issue without further proceedings."

It's the first public indication from the DOJ that it's at least willing to consider a deal that would allow the suit to be settled instead of going to trial.

Now, financing the buyout of Primestar's cable partners—Time Warner/Newhouse, MediaOne, Comcast and Cox—is the key obstacle to the deal.

News Corp. has ample cash, but it doesn't want to spend it because of the potential impact on News Corp. stock and the proposed Fox initial public offering, according to sources in the investment community.

High-yield debt markets would be an alternative, but those markets have been shut down since equities markets imploded in August. High-yield markets may not open up again until next year, analysts say. ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

SAN ANTONIO

Surprise departure

Insiders say General Manager John Culliton's departure from CBS O&O KCBS-TV Los Angeles last week came as a surprise to everyone at the station, including Culliton. "We never saw it coming," was how one station executive put it. Various station executives confirmed that Culliton had been fired by CBS brass, although the official word was that he had resigned. Earlier in the month, Allan Shaklan left the network's Miami station. Sources within the CBS ranks say the departures can be attributed to CBS President Mel Karmazin's effort to boost ad sales at the O&Os. Culliton had been GM at KCBS-TV since 1996. The station's sales manager and Larry Perret, KCBS-TV news director, will serve as interim acting GMs.

NEW YORK

Departures, part II

Four of CBS TV's senior sales directors were fired last week in a sweeping reorganization of the CBS sales team ordered by Joe Abruzzese, president of CBS TV Network sales. Out in the move are Dan Koby, vice president, national sales manager; Mike Guariglia, director, sales and marketing; John O'Sullivan, director, sales and marketing, and John Brooks, director, sports sales. However, sources close to CBS expect Abruzzese to promote salespeople who are "close to the street" to top-level jobs in the department and to add more sales personnel overall to CBS Network in the coming weeks. Sources say the changes were made to filter out senior management and make way for less-veteran sales staff to move up.

HOLLYWOOD

New talk Queen?

Telepictures Productions executives have started shopping a 20-minute demo tape of their new talk show with rap star/actress

Queen Latifah. Sources say the tape features an interview with Rosie O'Donnell and a couple of other celebrities. In the tape, Latifah reportedly is very involved with her in-studio audience, working the aisles like Phil Donahue. The show is slated for a fall 1999 debut in syndication and will be taped in Latifah's hometown, New York City. Telepictures' other talk show in development, with former *Good Morning America* anchor Joan Lunden, has been in the works for the past six months in New York. Telepictures is said to be putting the finishing touches on a presentation tape of the show.

SAN ANTONIO

Swingin' time

CNN threw The Big Party at the CRTNDA show last Thursday night at the Southwest Craft Center in San Antonio. Leading the swing dancing on the floor (to music by The New Morty Show band) was Mrs. Fixit, aka Terri Peters-McGraw. Her show, *Mrs. Fixit*, is the latest market-exclusive product from CNN NewsSource. An estimated 1,300 people showed up. Other bashes that night were thrown by Conus and by Frank Magid Associates.

ASHEVILLE

Market heats up for Clinton tape

WLOS(TV) Asheville, N.C., a station already benefiting from Republican House candidate Dan Page's oblique on-air attacks on the president, was cashing in again this weekend, running a direct-response marketer's ads that offered the four hours of testimony for \$19.95. "One way or the other, we're making money on Clinton," says Joseph Fishleigh, WLOS general sales manager. P.S.: Anyone who wants to buy the replay can find it cheaper online (BarnesandNoble.com for \$7.99).

Study finds weakness in TV ratings

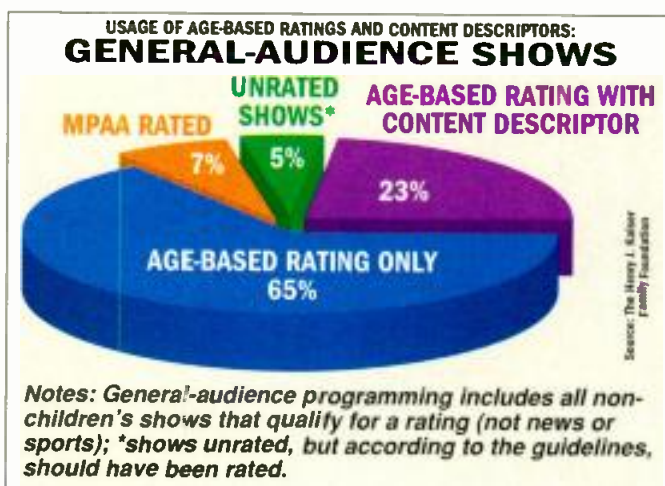
Kaiser Family Foundation says without V-chip, system doesn't flag enough objectionable shows

By Paige Albiniak

The TV ratings accurately assess whether a TV program is appropriate for a certain age group but do not adequately flag objectionable content, according to a new study by the Kaiser Family Foundation.

The study says that although 91% of all broadcast and cable television programs are rated using the age-based system, only 23% of those programs get an S for sex, V for violence, L for foul language or D for sexual innuendo. Kaiser found that 79% of shows with violence do not carry a V, 92% of shows with sexual situations are not marked S, and 81% of children's programs that contain make-believe violence do not have an FV for fantasy violence.

"The bottom line for parents who want to use the V-chip is clear," says



Vicki Rideout, a director at the Kaiser Family Foundation. "Parents cannot rely on the content descriptors, as currently employed, to identify most shows containing sex, violence or adult language."

The study also found that of parents who use the TV ratings, 67% think content descriptors are more useful than age-based ratings. The

age-based ratings stem from the Motion Picture Association of America's movie ratings; they label shows TV-Y for young children, TV-Y7 for children 7 and younger, TV-G for general audiences, TV-PG to suggest parental guidance, TV-14 for kids 14 and older and TV-MA for mature audiences only.

Industry representatives question the study because NBC does not add content descriptors to its ratings, while G-rated programming—and 32% of TV shows are marked G—is not rated for content. They also point out that the ratings system is meant to work with the V-chip, which so far is not widely available.

"There are flaws and misapplications of the system because it is an infant. It won't leave the crib until the V-chip arrives," says Rich Taylor, senior vice president of the Motion Picture Association of America. MPAA President Jack Valenti led

the industry in crafting the TV ratings system, joined by Eddie Fritts, president of the National Association of Broadcasters, and Decker Anstrom, president of the National Cable Television Association.

"This is half a system," says Dennis Wharton, NAB senior vice president. "This is intended to work with V-chip technology that is not in TV sets."

Rep. Ed Markey (D-Mass.), considered the "father of the V-chip," recommended that the TV ratings oversight board meet to consider the results of the Kaiser study: "This lack of attention to legitimate questions is troubling and needs immediate remedy."

The board, which has convened twice since content tags were added to the ratings system last summer, was created to make sure that TV and cable networks are effectively and consistently rating programming. Taylor says a board meeting is scheduled for November.

The study was conducted by Professor Dale Kunkel at the University of California at Santa Barbara. Researchers looked at 10 networks—ABC, CBS, NBC, Fox, HBO, Lifetime, Nickelodeon, PBS, TNT and USA—plus Los Angeles independent KTLA(TV), which airs nine hours per week of WB programming ■

Oxley moves 'Net smut bill

The House Commerce Committee last week sent to the floor a bill that would require Websites to restrict children's access to Internet smut.

The Child Online Protection Act, sponsored by Rep. Mike Oxley (R-Ohio), is a watered-down version of the Communications Decency Act of 1996 that was struck down by the Supreme Court last year. The CDA used an indecency standard to rule whether material was illegal, which the court struck down as too broad. Oxley's bill uses a "harmful to minors" standard and applies only to material posted on the World Wide Web.

The bill limits the liability of online service providers (OSPs) if their customers are posting pornography but requires OSPs to inform consumers about filtering or blocking software that will help to keep online smut away from kids. Content providers also would be required to use screening devices, such as credit card numbers or digital signatures, to keep kids off their sites.

Providers caught offering pornography to children under 17 would face a \$50,000 fine and/or six months in jail.

The bill also would create a 17-member congressional commission to evaluate other methods of keeping kids out of adult sites.

The Senate in July attached a similar measure, sponsored by Sen. Dan Coats (R-Ind.), to a spending bill.

—Paige Albiniak

THERE'S A B FOR A LITT



**MGM WORLDWIDE
TELEVISION GROUP**

TM & © 1998 Metro-Goldwyn-Mayer Studios Inc.

**HOSTED BY
MIKE WALKER**
SENIOR EDITOR OF THE
NATIONAL ENQUIRER

**ING AUDIENCE
TLE GOSSIP**

**NATIONAL
ENQUIRER**

**GOSSIP IS
JUST ANOTHER
WORD FOR NEWS**

**A NEW HALF-HOUR STRIP FOR FALL 1999
ADVERTISER SUPPORTED**

**A SHOW THAT BEATS
MAGAZINES TO**

DAILY
edition

**THE NEW HALF-HOUR STRIP FOR FALL 1999
ADVERTISER SUPPORTED**



**MGM WORLDWIDE
TELEVISION GROUP**

TM & © 1998 Metro Goldwyn-Mayer Studios Inc.

**FEATURING THE HOTTEST STORIES FROM AMERICA'S FAVORITE MAGAZINES:
ROLLING STONE • THE HOLLYWOOD REPORTER • LOS ANGELES TIMES
KIPLINGER'S PERSONAL FINANCE • CHILD MAGAZINE • WALL STREET JOURNAL
ATLANTA HOMES AND LIFESTYLES • DESIGN TIMES • FORTUNE
SECOND HOME • NOTORIOUS • SOAPS IN DEPTH • TWIST • SOURCE**

BRINGS THE BEST TO TELEVISION



HOSTED BY
KIM ALEXIS

MAGAZINES ...

**ANGELES MAGAZINE • US MAGAZINE • MEN'S JOURNAL • READER'S DIGEST
MEN'S WORLD • SOAP OPERA UPDATE • AMERICAN HEALTH • COASTAL LIVING
BRIDA LIVING • FIRST FOR WOMEN • DESIGNER'S HANDBOOK • IN THEATRE
HERN ACCENTS • WALKING MAGAZINE • ST. LOUIS HOMES AND LIFESTYLES • AND MANY**

Help wanted in Kennard's office

Chairman's chief of staff, John Nakahata, leaving Oct. 31

By Bill McConnell

FCC Chairman William Kennard is searching for a new chief of staff after top aide John Nakahata announced last week that he was resigning.

The leading candidates, according to sources, are Gerard Waldron, a former aide to Rep. Ed Markey (D-Mass.) and a lawyer with Covington & Burling in Washington, and Jonathan Leibowitz, chief counsel to Sen. Herb Kohl (D-Wis.) and staff director for the Senate Judiciary Committee's antitrust subcommittee.

Nakahata's successor is expected to be named within the next two weeks, sources say, although staffers for Kennard would not comment on the search.

Both candidates are described as Capitol Hill experts who would give Kennard a much-needed stronger



Nakahata is leaving because he wants 'to spend more time with my family.'

hand in dealing with Congress. Since taking office in May, Kennard repeatedly has come under fire from Republican lawmakers because of a variety of issues, including questioning

whether television broadcasters should be allowed to air liquor ads, calling for free airtime for political candidates and pushing for telephone customers to cover the cost of wiring schools to the Internet.

"There has been too much effort to accommodate Congress rather than debating it," says one source. "Bill became a real easy target because nobody has been firing back."

Nakahata said he plans to step down Oct. 31, just 11 months after he was named to the chief of staff post. Nakahata, who has two young children, said the job was too demanding: "The time has come for me to spend more time with my family," he said in a statement last week, adding that he will not begin searching for a new job until Nov. 1.

Nakahata joined the agency in April 1995 as special assistant to former chairman Reed Hundt. In May 1996 he became Hundt's senior legal adviser and in January 1997 he was picked to head the competition division of the general counsel's office.

Nakahata was a key adviser to Hundt and Kennard on implementing the Telecommunications Act of 1996.

"I am extremely grateful to John for the wisdom, counsel and insight he has given me," Kennard said in a written statement. "He has been invaluable in working through the most difficult issues the commission has faced."

Before joining the FCC, Nakahata was staff director for the Senate Government Affairs subcommittee on regulation and government information, chaired by Sen. Joseph Lieberman (D-Conn.). He also advised Sen. Lieberman on telecommunications issues, including the Cable Television Consumer Protection Act of 1992.

Before working for Sen. Lieberman, Nakahata was with Washington law firm Jenner & Block. He also was a law clerk for Federal District Judge John Pratt (now deceased) in Washington.

Nakahata earned a B.A. from Wesleyan University and a law degree from Harvard. The San Francisco native and his wife, Pamela Smith, have two daughters. ■



Our trees make our town a great place to live. For generations people in our neighborhoods have planted trees. Along stream banks, on hillsides, in our yards, and along our streets. These trees shade our homes and increase property values. And they make songbirds and other wildlife a part of our daily lives.

10 Free Trees for Wildlife

You can make a difference in your town, too. Join The National Arbor Day Foundation and receive 10 Free Trees for Wildlife—Red Oak, Hawthorn, Bur Oak, Viburnum, Crabapple, Gray Dogwood, 2 Canadian Hemlock and 2 Redcedar, or other trees selected for your area.

Your trees will protect the environment, shelter wildlife, and provide food for more than 100 species of songbirds. They will be shipped postpaid at the right time for planting in your area, February through May in the spring or October through mid December in the fall. The six to twelve inch trees are guaranteed to grow, or they will be replaced free.

Send your \$10 contribution to 10 Trees for Wildlife, The National Arbor Day Foundation, 100 Arbor Avenue, Nebraska City, NE 68410.

 **The National Arbor Day Foundation®**
www.arborday.org

**Plant
Trees For
Wildlife**



WASHINGTON WATCH

By Bill McConnell and Paige Albinak

All work and no play...

Responding to requests from its members to let them spend the weekend with their families, the National Association of Broadcasters has moved the dates of its summer board meeting to Monday-Wednesday, June 21-23, 1999. The board meeting usually is held in late June from Saturday afternoon through Tuesday morning at the Pentagon City Ritz Carlton in Arlington, Va. (famed as the site of Linda Tripp's taping of former White House intern Monica Lewinsky). The traditional Monday night wrap-up dinner will be replaced by a kickoff banquet in which the NAB Educational Foundation will recognize the community service efforts of local broadcasters. So far, no one has asked for a similar move for the winter board meeting, which is held over a late January weekend at sunny southern locations.

Tech Check

The National Cable Television Association has named William Check as its technology chief. He will replace the longtime vice president of science and technology, Wendell Bailey, who joined NBC Cable in March. Check, who starts Oct. 5, comes to NCTA from direct audio satellite company WorldSpace Corp., where he was vice president of business integration. Previously, he spent nine years at GE Spacenet, where he rose to director

of advanced technology. At GE Spacenet he designed a number of new products, including telecommunications networks that incorporate data, video and Internet technology. Check holds Ph.D., M.S. and B.S. degrees in electrical engineering from Pennsylvania State University. "His expertise will prove a valuable asset at a time when cable is playing a leadership role in the transition to the digital era," says NCTA President Decker Anstrom.

NCTA to join court fight

The National Cable Television Association has jumped into court battles over FCC restrictions on set-top boxes. In filings made Sept. 17 and 18, NCTA asked federal courts in Atlanta and Washington for permission to join appeals of new rules designed to spur development of a retail market for set-top boxes. Cable equipment manufacturers General Instrument Corp. and Scientific Atlanta have filed appeals to overturn rules banning the sale of set-top equipment that incorporates both signal security and channel surfing functions beginning in 2005. Separately, NCTA also urged the FCC to reconsider its decision. "Any ban on operator provision of integrated boxes at any time would ... exceed the commission's jurisdiction," NCTA wrote in a letter last week.

NAB fights prostate cancer

Senate Appropriations Committee Chairman Ted Stevens (R-Alaska) and Rep. Herb Bateman (R-Va.) last week helped the National Association of Broadcasters unveil its new public service program on the importance of early detection in fighting prostate cancer. Prominent Republicans General



Stevens joins the NAB's prostate cancer PSA effort.

Colin Powell and former Sen. Bob Dole (R-Kan.) star in the video, entitled *Prostate Cancer: Are You at Risk?* Stevens, Bateman and Dole are survivors of prostate cancer, the second most frequent cancer among men. Prostate cancer kills almost as many people each year as breast cancer and occurs most frequently in black men. The program runs 22 minutes and 26 seconds, which allows time for stations to include commercials.

Studios seek digital protection

Hollywood earlier this month urged federal regulators to require that digital receivers and set-top boxes be equipped to

prevent viewers from duplicating movies and other broadcasts. Copy protection controls "will provide a secure environment which will encourage content providers to bring their product to this new media without fear of uncontrolled access and reproduction which would destroy its value," the Motion Picture Association of America wrote in a letter to the FCC. "The only place to install effective content management technology is within digital set-top boxes, digital receivers and related equipment," the group added.

FCC grants time to bogged-down broadcasters

Broadcast stations will not be required to honor telephone requests for political information in their public inspection files until after this fall's elections, the FCC ruled earlier this month. The agency's decision followed complaints from the National Association of Broadcasters that stations are not ready to comply with new rules requiring them to mail copies of public inspection file documents after receiving telephone requests. The NAB said broadcasters would be overwhelmed by requests for documents during the final weeks of the election season. Now, stations will not have to honor telephone requests for political documents until Nov. 4. Phoned-in requests for other documents in the public files must be honored after the Office of Management and Budget approves the new rules, which is expected in mid-October.

SYNDICATED TALK SHOWS

TALK TALK TALK TALK TALK

JOAN LUNDEN



QUEEN LATIFAH



MARTIN SHORT



DR. JOY BROWNE



KIM COLES

TALK TALK TALK TALK TALK**The next generation of**

Talk shows in the works said to include programs for Joan Lunden, Queen Latifah, Martin

By Joe Schlosser

Just as a number of celebrity talk shows are hitting the airwaves for the first time this fall, syndicators in Hollywood are shoring up potential replacement shows with additional big-name celebrities who can step in if *Roseanne*, *Donny & Marie* or any of the other shows don't cut it with viewers.

The top syndicators won't admit they are developing new shows to backstop potential failures, but already there are eight celebrity-driven talk shows being prepped for next fall, and more are sure to follow.

Big Ticket/Worldvision is developing a talker with former *In Living Color* star Alexandra Wentworth, and King World is putting together the executive-producing team for its announced talker with comedian/actor Martin Short.

Telepictures Productions has two talkers in development, one with former *Good Morning America* anchor Joan Lunden, the other with rap star/actress Queen Latifah.

Other talk shows in development include one from Buena Vista with for-

mer *Living Single* star Kim Coles, one from Eyemark with radio personality Dr. Joy Browne, *Camilla and Christopher* from Pearson Television and a potential program with fitness guru Richard Simmons. And there are still four months before the annual NATPE conference—so more talk shows will likely be announced before Hollywood executives head to New Orleans to sell their wares.

"I think the main reason there are so many names floating around is because there are so many potential question marks—both in the new shows and the shows that have come back for another season," says Bill Carroll, vice president and director of programming at Katz Media. "And," he adds, "those question marks will be answered in the next couple of months."

Going into NATPE last year, Howie Mandel, Magic Johnson, Robert Urich, *Donny and Marie* and *Roseanne* were newcomers to the talk show marketplace. Johnson's show lasted eight weeks this past summer; Urich's show never got launched by Buena Vista Television, and last week Paramount executives changed executive producers on Mandel's daily talker, which

still is trying to find an audience.

Dick Kurlander, vice president and director of programming at Petry Television, says it's too early to make any judgments on the future of *Roseanne* and *Donny & Marie*, which debuted earlier this month.

Kurlander says four or five of the shows now in development will make it to the small screen in '98: "There are a lot of names out there right now, but you never know how [many are] going to be real," Kurlander says. "I think you can probably launch four or five on the assumption [that] one or two will go away rather quickly."

A number of syndicators have indicated that they are going to go after an urban, big city audience next season. Three shows have attempted to attract such an audience in late night (*The Keenen Ivory Wayans Show*, *The Magic Hour* and *Vibe*) and have failed during the past six months. But a number of executives believe there is an audience to be had there and that daytime might be the potential time-period jackpot.

"That's a new issue in daytime," Carroll says. "That has been an area that by design or by default was sort of Ricki

TALK TALK



ALEXANDRA WENTWORTH



RICHARD SIMMONS

TALK TALK

talkers

Short, Richard Simmons

Lake's. Now everyone is looking to see if that is an area that they can exploit."

Larry Lyttle, president of Big Ticket Television, says he is developing his talker with Alexandra Wentworth to take on Lake, whose Columbia TriStar program is entering its sixth season. Wentworth has appeared on *The Tonight Show with Jay Leno* more than 50 times as a correspondent and has made a name for herself in Hollywood with witty political satire.

"We're looking to go right at the 18-34 *Ricki Lake* demo," Lyttle says. "We're going to be provocative and contemporary at the same time. She is going to be running up and down the aisles, and she will be rapping with the audience on issues that generation will understand and wants to talk about."

Buena Vista Television executives are close to taping some in-studio practice runs with Kim Coles, who has starred in both *In Living Color* and *Living Single*. Both of those former network series were aimed at the same demographic as Lake's program. Stephanie Drachkovitch, senior vice president of development at Buena Vista, says that Coles' program is look-

ing to attract more than that audience segment: "It's not aimed at an urban, ethnic market, but I think it will appeal to a big city urban audience as well as many other demographics. We think [Coles] is a breakthrough talent and that this show will really showcase her talents." Not only is Coles a sitcom star, she is an author and a Broadway actress as well. Coles wrote *"I'm Free, But It'll Cost You"* (Hyperion, 1997), and her one-woman off-Broadway show, "Homework," was a critical success. Michael Rourke, who formerly produced RuPaul's variety show on VH1, is set to produce Coles' pilot. The show is slated for daytime slots, and Buena Vista executives still are deciding whether to produce the show in Los Angeles or in Coles' hometown of New York.

Just after King World executives finished showcasing their latest talk show talent, Roseanne, at NATPE '98, word leaked out that the long-time distributor of *The Oprah Winfrey Show* had signed Martin Short for another talker. At this point, Short's show is still just an idea that is being molded into a daily strip, according to King World executives.

Andy Friendly, president of first-run programming at King World, says the distributor is interviewing for the top production positions and soon will start putting the format together. "We have a general sense of what it is," Friendly says. "It's obviously going to be in the talk, variety, comedy area; beyond that we are not ready to get too specific. It will play to Martin's strengths as a comedian, as a conversationalist and as a singer."

Short's show will originate from Los Angeles, and Friendly says a 10-minute demonstration tape already has been taped. King World did not shoot pilots for either of its new syndicated series, *Hollywood Squares* or *The Roseanne Show*, opting to use 10-minute demo tapes instead.

Eyemark executives last week announced plans to launch a single-issue talk show with syndicated radio personality and psychologist Dr. Joy Browne. Browne's current radio program is syndicated to more than 300 stations throughout the U.S. and Cana-

da; it is one of the longest-running national programs of its kind. Browne's show will explore relationships, family, children, the workplace and sex, Eyemark executives say.

"We wanted a host who could look at subjects in a balanced, multidimensional way and serve as a truly qualified voice of reason," says Ed Wilson, Eyemark president. "Dr. Joy has expertise unmatched by any other host in broadcasting today, along with warmth, humor and a distinctive point of view."

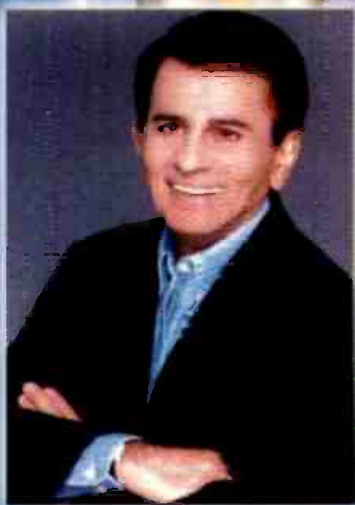
Browne's three-hour radio talk show has been on the air for 20 years. She is the author of five books, with a sixth, "The Nine Fantasies That Will Ruin Your Life," due out next month from Crown Publishers. "It's not going to look that different than the other talk shows—*Sally, Jenny, Phil Donahue*—just, instead of having Sally or Jenny, you are going to have a host who is capable of talking about problems and engaging her audience in finding the solution and not just harping on the problem," Wilson says.

Sources say that Pearson Television also is developing a talk show based in New York, tentatively called *Camilla and Christopher*. Camilla Scott, who hosted a talk show in Toronto (*The Camilla Scott Show*) and Christopher Lowell (Discovery Channel's *Interior Motives*) have been signed to host, according to sources. The show will feature members of the audience and people off the street doing everything from movie reviews to surveys. Sources say the show likely will be sold for morning time periods and will be stripped Monday through Friday.

Warner Bros. executives are keeping quiet about their two announced talk shows in development with Queen Latifah and Joan Lunden. The studio has acknowledged that it is moving forward with both shows, but it will not go into the details of either program. Both are being produced by Telepictures in New York, and both are said to be single-topic shows. A demo tape has been shot on Latifah's show, sources say.

The flamboyant and humorous Richard Simmons has been talking up a new syndicated talk/variety show coming to stations in syndication. Simmons says it will be a "feel-good show" in which he goes from city to city making people's dreams come true. Vin Debona, who produced *America's Funniest Home Videos*, is said to be behind the show. No distributor has been named yet. ■

ALL GAME... ALL



Featuring Quizmaster
CASEY KASEM

Half-Hour Strip
Available for January, 1999

*"100%" is already a hit
with audiences in both
the U.K. and France!*

THE TIME!

100%

- **Rapid-fire Quiz Show.**
- **Easy to Play, A Challenge to Win.**
- **Mesmerizing Pace Keeps Viewers Watching.**
- **Perfect Multi-daypart Alternative Program.**

New York
(212) 541-2800

Chicago
(312) 444-2063

Los Angeles
(310) 656-1100

Nashville
(615) 354-1782

Produced and Distributed by



Issue talk shows hold their own

New shows debut with lackluster ratings

By David Tobenkin

Chat or confrontation? While many talk show wannabes look for success by imitating Rosie O'Donnell's format of nice, light banter, there's growing support for talking tougher.

Ratings news for chat shows generally has not been good. In the key May sweeps month, ratings were down sharply for O'Donnell's highly rated show even before two big new celebrity-hosted shows (*Howie Mandel* and *The Magic Show*) debuted. (July sweeps numbers are usually discounted because of heavy use of reruns and preemptions.)

Ratings have been so-so for Paramount's new soft-edged *Howie Mandel Show*. And *The Magic Hour* with basketball star Magic Johnson was pulled this summer after it failed to land an audience.

Five softer-edged shows launched last season met the same fate: Eyemark Entertainment's *Gayle King Show* talk magazine show, All American's *Arthel and Fred*, Twentieth Television's *Home Team* with football star Terry Bradshaw, Buena Vista Television's *Keenen Ivory Wayans Show* and Columbia TriStar Television Distribution's *Vibe*. Another show, Eyemark's *Jackie Collins' Hollywood*, which featured an interview format, had mixed results in a 13-week summer test and is being held in reserve by the syndicator.

One other celebrity-fronted chat show, an MGM talker hosted by *Designing Women* star Meshach Taylor, has been kept on the sidelines because of fierce time-period competition from rival shows.

By contrast, most harder, issue-oriented shows, led by Studios USA's controversial breakout success *The Jerry Springer Show*, held ratings levels of a year ago or declined modestly despite an evolving daytime landscape.

"The real story is the continued strength of single-issue talk shows, whereas many people chasing *Rosie* and imitating it made decisions without thinking," says Telepictures Productions President Jim Paratore, whose company produces *Rosie* and single-issue show *Jenny Jones*. "There were many attempts to create a talk/variety show before *Rosie*, and they didn't work. She succeeded because she's *Rosie*. People attempting to imitate *Rosie* are missing the point, which is the appetite for real-people stories [on single-issue shows], which is as strong as it ever was."

Those releasing new celebrity-fronted shows take pains to point out why their shows will not experience the same tough going as others in the genre.

"There is such oversaturation that any show driven by celebrities [faces serious problems]," concedes Andy Friendly, president of first-run programming and



OPRAH WINFREY



JERRY SPRINGER

production for King World Productions.

The Roseanne Show, which debuted Sept. 14 and is distributed by King World, is attempting to put a new spin on the genre by featuring tough questions and by injecting Roseanne's personality into interviews, he says.

The competition for top guests, even with a big-name host, is cutthroat, says Twentieth Television President Rick Jacobson. "You've got *Rosie*, *Regis*, *Access Hollywood*, *Hollywood Squares* and *Donny & Marie*. There are not enough quality guests to go around. [Twentieth's *The Magic Hour*] didn't get any bookings before *Letterman*."

Starts for new shows have been lackluster. *The Howie Mandel Show* has generated a 1.6 national household rating through mid-September since its June 22 debut, remaining flat over that period.

After less than a week on the air, *The Roseanne Show* surprised some by not generating greater sampling. The show, which is enjoying unusually strong clearances, averaged a 2.8 rating and a 9 share in a Nielsen weighted average for 40 metered markets, holding its 2.8/10 lead-in, but down from the 3.8/12 rating and share for the time period a year ear-



SALLY JESSY RAPHAEL



JENNY JONES



REGIS & KATHIE LEE



RICKI LAKE



MAURY POVICH



ROSIE O'DONNELL



MONTEL WILLIAMS

toned down “considerably” from the level of physical confrontation in May. Asked whether that element will be eliminated, Rosenberg responded: “Watch the show and be the judge.”

Stations are trying to minimize damage from the show while retaining its ratings. Many run the series in midmorning or late-fringe time periods when the show will be seen by fewer children. Some that have attempted to move the show from daytime to early fringe, such as WDIV(TV) Detroit, were forced to return the show after viewer outcry.

Despite *Springer*'s rise, *Oprah* remains in a class of her own, syndicators and station reps say.

Show, *Ricki Lake* and *Sally Jessy Raphael* are down somewhat in ratings—but all by less than 10%, not bad for shows in at least their sixth season.

Down more substantially, 24% from May to May, was *The Maury Povich Show*, which is migrating from Paramount to Studios USA. *Povich* and station representatives attribute much of the show's ratings decline to a decrease in co-op money support from Paramount and to time-period downgrades after the deal was sealed to move the show to Studios USA.

Having shelled out a reported \$9 million per year for a multiyear period to land *Povich*, Studios USA is investing heavily to reinvigorate the show.

“We’re putting money into the *Maury* launch equivalent to the money you would invest in the launch of a new show,” Rosenberg says. “The good news is that while putting a new show on the air means it’s hard to get audience, with some shows getting a 1.6 or a 1.8, we’re starting at a 3.1 or a 3.2.”

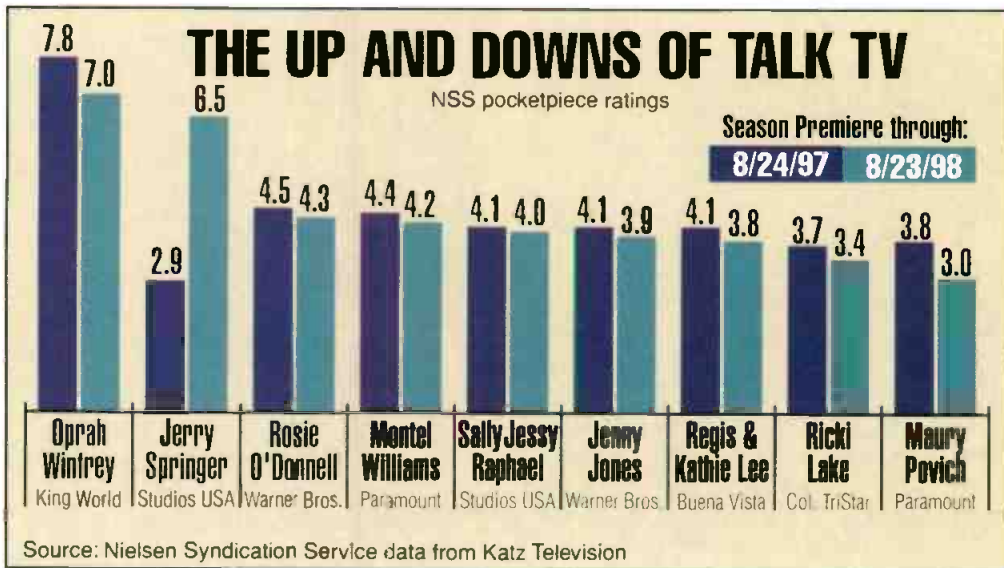
While the show will continue to be single-topic, *Povich* says that he will try to return to the field and to his own investigative roots. “What I want to bring back and take back is what I consider our rightful turf—all those stories that have been co-opted from talk shows to the prime time news magazines. Those are our stories. We do them best. We can be more intimate and more personal and get to the heart of those stories with the main character in a talk format with a live audience.”

Povich says he will have a more forceful presence on the show: “I firmly believe that every other talk show—except for *Jerry Springer*—is all about the host, and I have to bring that attitude and those observations to the table.”

Warner Bros.’ *Jenny Jones*, down slightly from May to May, will continue with lighter talk, fun and entertainment—and most notably with the makeovers that have become the show’s trademark, Paratore says. “Makeovers are a big part of *Jenny Jones*. No question. It’s always closer to what they did on girls night out and on showcasing real people.”

The Montel Williams Show, nearly flat this May compared with strong ratings a year earlier, continues to win praise as a clean, socially responsible show that attracts solid ratings, especially in urban markets.

“We plan no changes to the show for the new season,” says Paramount Television Group Co-President Frank Kelly.



lier. After a sampling pumped ratings to 3.3/11 on its first day, the show steadily receded, reaching a 2.2/8 on day four.

The talk show high-wire act continues to be *The Jerry Springer Show*. The circus of brawls and lap dancing this May eclipsed the ratings of talk show queen Oprah Winfrey, garnering an 8.3 Nielsen household rating to Winfrey’s 6.6, up more than 200% from *Springer*'s May 1997 3.3 household rating.

Springer, while dipping in ratings in June and August, when especially mild reruns were supplied to affiliates, has held on to stratospheric numbers, earning a 7.9 in the July sweeps when racier new originals ran.

Despite an April promise to protest groups (by then Studios USA chairman-Greg Meidel) to reduce violence on the show, Springer himself later said the content appeared to be stepped up for the July sweeps after a decline in ratings in June. That was firmly denied by Studios USA Domestic Television President Steve Rosenberg.

Rosenberg says the show has been

“There is no competition in afternoon with *Oprah*,” says Buena Vista Television President Mort Marcus. “*Jerry* is not competitive. While *Jerry*'s numbers are huge, you can’t sell them for as much money.”

On the other hand, *Springer*'s May household ratings victory over *Oprah* did not go unnoticed by stations carrying *Oprah*. “It’s a definite concern anytime that happens,” says Bonnie Barclay, director of programming and creative services at WSB-TV Atlanta.

Winfrey’s show will be around and produced and distributed by King World through 2002, thanks to a new two-year contract (see “Top of the Week.”)

Changes in the 1998-99 season, the *Oprah* show’s 13th, include a new set, new theme music and a new thematic concept dubbed Change Your Life TV, featuring self-help gurus. A daily segment, Remembering Your Spirit, will help viewers connect with their desires.

Most of the issue-oriented shows have shown resilience from year to year. *Jenny Jones*, *The Montel Williams*

SPECIAL REPORT

"It's one of the hard-core group of winners year-in and year-out."

Sally Jessy Raphael, down slightly from May to May, is celebrating her 15th season on the air, an amazing feat in the current climate.

Studios USA's Rosenberg says that despite the many changes to the show over the years, *Raphael* has established her own niche with careful handling of emotional tales. "Sally is everyone's mother," he says.

Among the established variety-oriented shows, the afternoon star is *The Rosie O'Donnell Show* from Warner Bros. Domestic Television Distribution. *Rosie* responded to a significant May-to-May ratings decline in key

utes of repartee—improvisation unmatched in the talk show world.

The debut of three new celebrity chat shows has led to dire predictions by station executives and syndicators. Few expect all three to survive if they do not hold their own by the November sweeps, largely because of increased expectations for new shows. "Stations are less patient, and the stakes are higher for syndicators," says Twentieth Television's Jacobson.

Jacobson also says that the out-of-the-gate success of Warner Bros.' *The Rosie O'Donnell Show* may have raised expectations unreasonably at stations. "I sold *Montel* and it took three years. It took *Ricki* over a year,

somewhat surprising, mix of guests—such as Whoopi Goldberg, Jerry Springer and Dennis Rodman.

The show is attempting to keep the attention of viewers by opening in different ways—with cold openings, monologues or remotes.

Donny & Marie are hoping to capitalize on a chemistry that some say is reminiscent of a nascent *Regis & Kathie Lee*. The show was chosen by station executives queried before the 1998 NATPE convention as the most likely first-run success of the 1998-99 season.

Some wonder how evenly the show will play. "This is a traditional show that has most of its support in grassroots America, where they are like everyone's grandchildren," says Katz Television Vice President and Director of Programming Bill Carroll. "In New York they are less than hip. A question is whether they are an ideal fit on Fox stations in Los Angeles and New York."

One new summer show has won considerable critical approval and some ratings growth since its debut. Twentieth Television's *Forgive or Forget* has averaged a 1.5 national rating since debuting in June in relatively weak clearances, rising from a 1.2 in its debut week to a 1.6 in mid-September. It has attracted widespread critical acclaim for its formula of asking guests to confess their sins to show host and radio personality Mother Love and to those whom they have wronged.

The show, cleared mostly on Fox, UPN and WB affiliates, garnered upgrades to better time periods in 20 markets in mid-September, and 26 stations are adding double runs.

Says Twentieth Television's Jacobson. "We wanted to do a show that had closures that bring people together instead of pulling them apart. We're [also] real pleased with our strategy of launching in summer. Daytime talk shows take time to get an audience, and by going against repeats during summer we were sampled and avoided getting lost among promotions for high-profile shows like *Roseanne* and *Donny & Marie*."



FORGIVE OR FORGET



HOWIE MANDEL



ROSEANNE



DONNY & MARIE

female demographics by launching its third season with a looser format featuring longer celebrity interviews, more location shoots and more feature segments. There's a focus on kids, including a regular kids chat segment during which O'Donnell will talk to fans.

The emphasis has been to refresh the show without fundamentally changing it, says Paratore of Telepictures Production, producer of *Rosie*.

Paratore says the new season will feature more non-celebrity guests, a response to positive feedback about such segments.

The show was recently renewed on NBC and ABC owned-and-operated stations through the 2001-2002 season.

Regis & Kathie Lee, the syndicated talk leader in mornings, was flat in ratings from May to May. That performance was praised by many, given the weakness of its lead-in, *Good Morning America*, in many markets that carry both shows. This season the show is sticking with the charm of the hosts and their daily opening of 15 to 20 min-

utes and *Springer* was on for years before his success," Jacobson says. "*Rosies* really are the anomaly. Most take a long time to grow."

All the new shows claim to offer something unique. Paramount's Kelly and executives of several stations carrying *The Howie Mandel Show* say it has delivered the creative slant promised and that with strong fundamentals a larger audience will follow.

Kelly says that a summer start means that the show has at least been sampled by audiences before the fall onslaught of new shows and will benefit from higher fall viewership.

Despite the relatively low overall numbers, *Mandel* showed strength in some markets in the July sweeps. In New York, on WCBS-TV, for example, the show was up 14% over the 3 p.m. time period a year earlier. It also was up 10% in Atlanta on WXIA-TV at 10 a.m. and up 8% on KXTV(TV) Sacramento at 11 a.m. over the same period.

In its first week (Sept. 14-18), *The Roseanne Show* seemed to have high production values and an eclectic, if

Programmers clash over ownership

NBC, in particular, takes heat for ownership stakes in programs on its schedule

By Michael Stroud

The Hollywood Radio and Television Society's annual fall season kickoff lunch last week turned into a shoving match as the network entertainment chiefs clashed over the issue of program ownership. NBC, which has aggressively sought ownership stakes in new shows, was the biggest target.

"If you base your schedule on whether you've got an ownership stake, that's a death knell for the schedule," said CBS Entertainment President Nancy Tellem. "We understand that NBC has taken a much harder approach to that. We don't endorse it."

NBC Entertainment President Warren Littlefield acknowledged that partial or full ownership was "one of the goals" for some new NBC shows, such as Monday night's *Will & Grace*, but insisted that the network has not "put a gun to people's heads at the last moment" to make network ownership a precondition of running a show.

CBS has a stake in about 57% of its



Network programming chiefs' smiles belie the sometimes-heated exchanges of their panel session: (l-r) Tom Nunan, Jamie Tarses, Peter Roth, Nancy Tellem, Warren Littlefield and Garth Ancier

fall lineup, a jump of about 20 percent from last year.

Tellem termed it a coincidence that CBS owns six of seven of its new shows. Asked whether NBC was, in fact, "shaking down" studios to ensure ownership, Littlefield said sarcastically, "Yeah, we're Mafia hit people."

NBC doesn't "seek to own all of our product," and ownership does not determine "whether or not you get on the schedule today," Littlefield said. "But I think it is very realistic [that] ownership is one of the goals, one of the realities."

He said that the network is perfectly willing to shake up established shows it controls with promising new shows it

doesn't—as it did on Friday night by putting producer John Wells' new drama, *Trinity*, as a lead-in to NBC-owned *Dateline* and *Homicide*.

The issue of network control of new shows is a particularly sensitive one, with broadcasters acquiring a record chunk of the fall schedule. Critics maintain that independent producers and even studios could be squeezed out of the market

if the networks continue to raise their stakes.

UPN programming chief Tom Nunan said that larger networks' demand for ownership stakes is an opportunity for UPN and The WB, both of which are offering producers ownership of their product as an incentive for coming to the network.

"I would hope that it would be refreshing to all of you that there's a place where you're not going to be exacted a pound of flesh to get on the air," he told the audience, which included many independent producers and studio executives. "All you have to do is put on great shows, and we'll let you own it, at least for now." ■

Entertainment heads pick the best shows they don't have

Half of the network programming chiefs who gathered for the Hollywood Radio and Television Society's annual fall season kickoff luncheon last week named *Felicity* when asked to pick their favorite show produced for a rival network.

Fox Entertainment President Peter Roth, CBS Entertainment President Nancy Tellem and ABC Entertainment President Jamie Tarses praised the show's craftsmanship, although the two women questioned whether the tale of a girl's college years would work on their own networks. "I'm not sure where we'd put it" on ABC's prime time schedule, Tarses said. ABC's remake of *Fantasy Island* was the pick of UPN's Tom Nunan and The WB's Garth Ancier. Among other picks:

■ NBC Entertainment President Warren Littlefield, "seeking to stay popular with my kids," picked a cable show, and a controversial one at that: Comedy Cen-



The WB's rivals give 'Felicity' high marks.

tral's *South Park*.

■ WB programming chief Garth Ancier also liked ABC freshman comedy *Sports Night*, although he sided with the producers who struggled unsuccessfully to remove the laugh track.

■ Nunan liked CBS's drama, *Martial Law*; Tellem liked Christina Applegate in NBC's new Thursday night comedy, *Jesse*; Tarses said CBS's new comedy, *The King of Queens*, is a show she'd like to have on her network.

Asked what their network's boldest steps were for the new season, Tellem identified a remade Monday night schedule; Littlefield pointed to the network's attempts to nurture two new comedies and one drama; Roth pointed to the move of *King of the Hill* from Sunday to Tuesday; Ancier said it was the move of *Dawson's Creek* from Tuesday to Wednesday, and Nunan pointed to the network's decision to offer five nights of prime time programming. —Michael Stroud

Congratulations to our News and Documentary Emmy Award Winners

We salute your contribution to PBS. Television at its Best.

THE LIVING EDENS *This year's top winner - Five Awards*

Outstanding Individual Achievement: Music

Laura Karpman, winner of three awards for
"Denali: Alaska's Great Wilderness," "Manu: Peru's Hidden Rainforest"
and "Patagonia: Life at the End of the Earth"

Outstanding Individual Achievement: Cinematographers

Steve Downer, David Fortney, Robert Fulton,
Bob Landis, Bruce Reitherman and Neil Rettig for
"Denali: Alaska's Great Wilderness"

Rod Clarke, Kevin Flay and Richard Matthews for
"Namib: Africa's Burning Shore"

P.O.V. Two Awards

Outstanding Informational or Cultural Programming

"Girls Like Us" by Jane C. Wagner and Tina DiFelicianantonio
(P.O.V./American Documentary, Inc./Independent Television Service)
Executive Producer for P.O.V.: Lisa Heller

Outstanding Interview/Interviewer

"Nobody's Business" by Alan Berliner
(P.O.V./American Documentary, Inc./Independent Television Service)
Executive Producer for P.O.V.: Lisa Heller

FRONTLINE "Hot Guns"

Outstanding Coverage of a Continuing News Story

(Frontline/Center for Investigative Reporting)
Executive Producer: Dan Noyes for the Center for Investigative Reporting
Producer/Reporter: Doug Hamilton

DIVIDED HIGHWAYS: The Interstates and the Transformation of American Life

Outstanding Historical Programming

Producers: Lawrence R. Hott and Tom Lewis

INNOVATION Series Title Sequence/Open

Outstanding Individual Achievement: Title Sequences

David Chomowicz, Mara Posner, Jody Sheff

If PBS doesn't do it, who will?



Prime prices fall with shares

Network pricing is a mixed bag as audience decline and flat ad market take their toll

By Gene Accas

When it came to pricing prime time ad rates this season, ad agency executives say, network managers had to face reality: a flat market and continuing audience erosion. The old saw that says that prices for broadcast network advertising always go

up—defying gravity and other natural laws—didn't prove out this season.

A BROADCASTING & CABLE survey of ad agency executives and other sources indicates that more than half of the unit-rate asking prices for new and returning programs are below last season's levels. (Asking prices are the networks' base figures, from which nego-

tiations with agencies begin.) New program rates were compared with year-ago time periods.

Looking only at programs returning to the four major networks, the survey found that 50% had asking prices that were flat or down from a year ago; the other half had increases.

By network, ABC has asked for rate

PRIME-TIME SPOT ADVERTISING COST PER 30-SECOND UNIT (\$000)

FALL 1998	abc	CBS	NBC	FOX	U/PIN	WB	
MONDAY	8:00	MNF Pre-Game \$210	Cosby \$116	Suddenly Susan \$127	Melrose Place \$145	Guys Like Us \$23	7th Heaven \$72
	8:30	Monday Night Football \$380	King of Queens \$122	Conrad Bloom \$118	Ally McBeal \$177	DiResta \$26	Hyperion Bay \$33
	9:00		Ev Loves Raymond \$190	Caroline in/City \$163		Desmond Pfeiffer \$14	
	9:30		The Benben Show \$155	Will & Grace \$132	Malcolm & Eddie \$17		
	10:00		L.A. Docs \$150	Dateline NBC \$126			
10:30							
TUESDAY	8:00	Home Improvement \$327	JAG \$127	Mad About You \$182	King of the Hill \$143	Moesha \$17	Buffy the Vampire Slayer \$76
	8:30	The Hughleys \$162	CBS Tuesday Movie \$80	Encore! Encore! \$166	Costello \$96	Clueless \$14	Felicity \$70
	9:00	Spin City \$199		Just Shoot Me \$251	Brimstone \$88	Mercy Point \$13	
	9:30	Sports Night \$144		Working \$165			
	10:00	NYPD Blue \$197		Dateline NBC \$143			
10:30							
WEDNESDAY	8:00	Dharma & Greg \$196	The Nanny \$144	Dateline NBC* \$102	Beverly Hills, 90210 \$133	Seven Days \$13	Dawson's Creek \$96
	8:30	Two Guys/Girl/Pizza \$135	Maggie Winters \$109	3rd Rock fr/Sun \$161	Party of Five \$145	Star Trek: Voyager \$72	Charmed \$41
	9:00	Drew Carey Show \$197	To Have and to Hold \$81	NewsRadio \$136			
	9:30	Secret Lives/Men \$188	Chicago Hope \$171	Law & Order \$154			
	10:00	20/20* \$108					
THURSDAY	8:00	Vengeance Unlimited \$39	Promised Land \$116	Friends \$422	World's Wildest Police Videos \$72	Way Out There Movies \$13	Wayans Bros. \$44
	8:30	ABC Thursday Night Movie \$102	Diagnosis Murder \$75	Jesse \$325	Hollyweird \$84		Jamie Foxx \$43
	9:00		48 Hours \$78	Frasier \$470	Veronica's Closet \$353		Steve Harvey \$50
	9:30			ER \$551			For Your Love† \$42
	10:00						
FRIDAY	8:00	Two of a Kind \$80	Kids/Darndest \$104	Dateline NBC \$102	Living in Captivity \$71	Legacy \$13	
	8:30	Boy Meets World \$101	Candid Camera \$86	Trinity \$91	Getting Personal \$83	Love Boat: The Next Wave \$27	
	9:00	Sabrina \$119	Buddy Faro \$65	Homicide: Life on the Street \$112	Millennium \$95		
	9:30	Brother's Keeper \$106	Nash Bridges \$106				
	10:00	20/20 \$136					
SATURDAY	8:00	America's Funniest Home Videos \$66	Early Edition \$109	Wind on Water \$80	Cops \$73	KEY New show New time † Show moves to new network * New edition	
	8:30				Cops \$73		
	9:00	Fantasy Island \$114	Martial Law \$85	The Pretender \$111	America's Most Wanted \$69		
	9:30	Cupid \$74	Walker, Texas Ranger \$120	Profiler \$104			
	10:00						
SUNDAY	7:00	Wonderful World of Disney \$139	60 Minutes \$222	Sunday Event \$73	World's Funniest \$64	7th Heaven (reruns) \$30	
	7:30		Touched by an Angel \$277	Dateline NBC \$107	That '70s Show \$181	Sister, Sister \$37	
	8:00				The Simpsons \$248	Smart Guy \$36	
	8:30				Feelin' All Right \$104	Unhap'ly Ever After \$34	
	9:00	20/20* \$85	CBS Sunday Movie \$187	NBC Sunday Night at the Movies \$143	The X-Files \$203	The Army Show \$27	
	9:30						
	10:00	The Practice \$62					
10:30							

Source: Various advertisers and agencies

Industry consolidation and convergence. Evolving technology. And a changing regulatory environment. These are just some of the reasons why media, communications and technology companies need a source of innovative capital markets solutions.

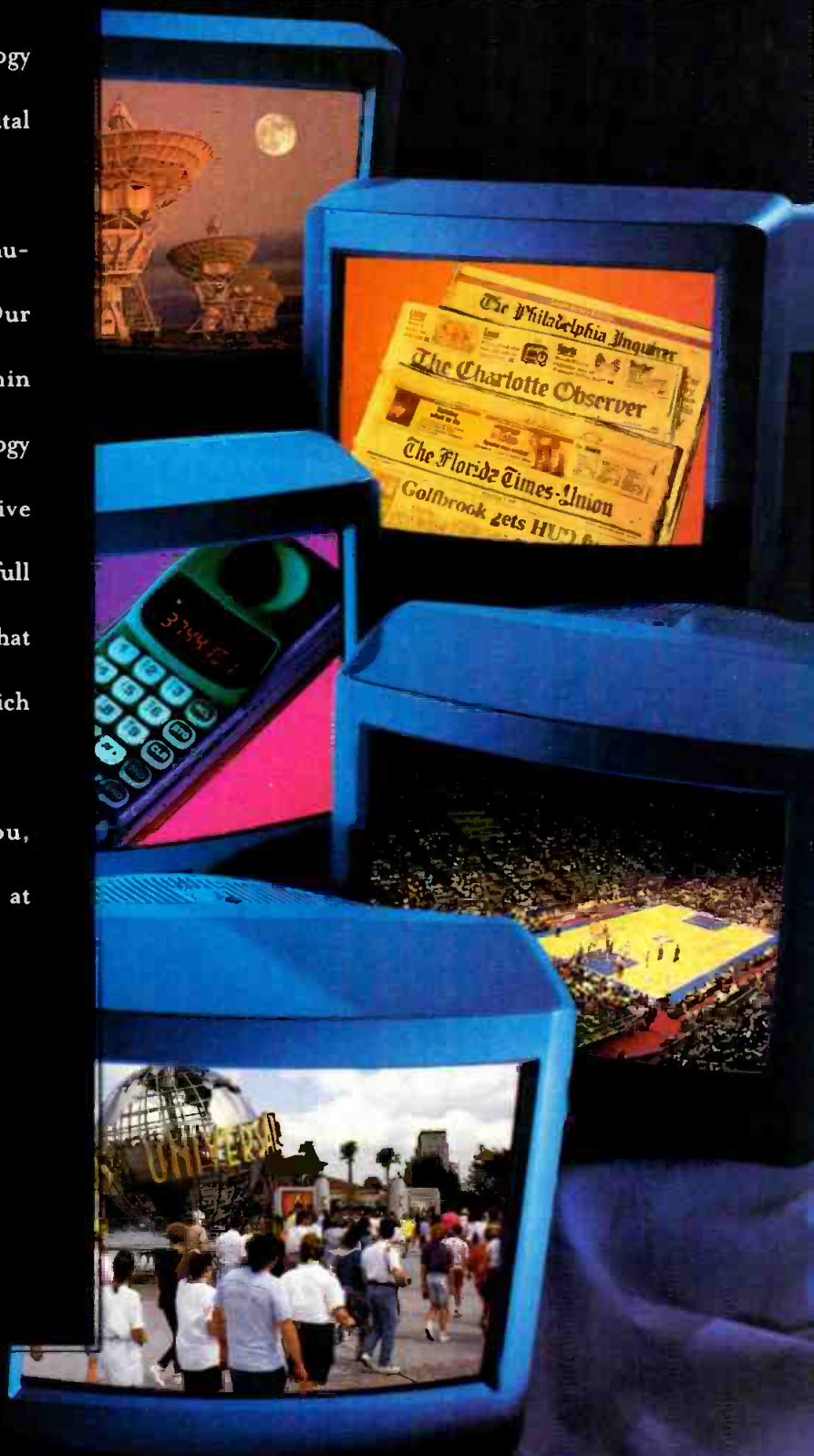
That source is First Union's Media, Communications and Technology Finance Group. Our experts serve a wide range of segments within the media, telecommunications and technology industries, providing clients with extensive industry knowledge, responsive execution, a full array of equity capabilities and an approach that offers multiple financing solutions. All of which will make sure you reach the right audience.

To make our expertise work for you, call Wayne Hunter, Managing Director, at (804) 782-3464.

**FIRST
UNION®**

**MEDIA, COMMUNICATIONS AND
TECHNOLOGY PROVIDE EFFECTIVE
WAYS TO REACH AN AUDIENCE.**

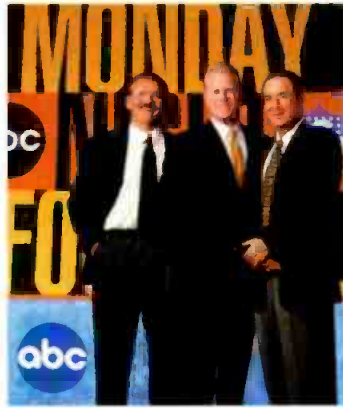
WE DO THE SAME FOR OUR CLIENTS.



TOP SLOTS—The most expensive 30-second ad buys



ER
\$551,000



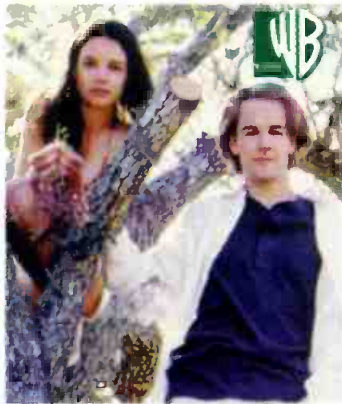
Monday Night Football
\$380,000



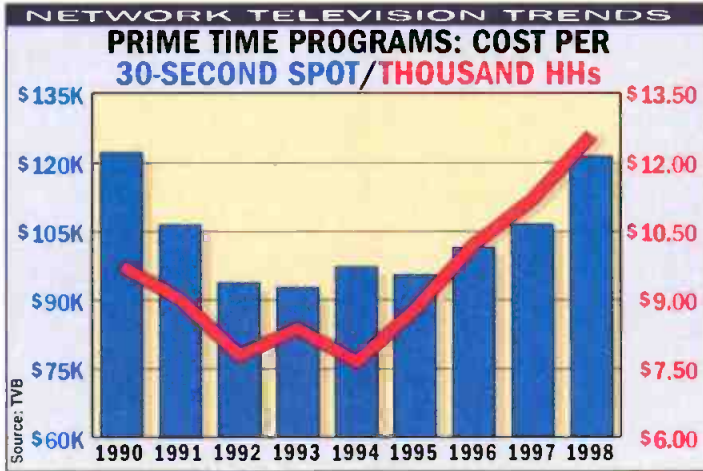
Touched by an Angel
\$277,000



The Simpsons
\$248,000



Dawson's Creek
\$96,000



Star Trek: Voyager
\$72,000

hikes in 10 of its returning shows, has offered rate decreases in 11 programs and has no change in one program. Eleven CBS shows have asking price increases, 10 have decreases and one is unchanged. Fox wants more for nine shows, about the same for six shows, and is asking less for three shows. First-place NBC wants increases for 18 shows, about the same for 13 shows and is asking less for five returning shows.

The most expensive night of television—NBC's Thursday night—became a little less expensive with the departure of *Seinfeld*. If, for example, an advertiser last season had bought just one 30-second unit in each of the five shows in that lineup, the total asking-price cost would have been \$2.25 million. For the new season, the same buy—one 30-second unit each in *Friends*, *Jesse*, *Frasier*, *Veronica's Closet* and *ER*—would cost some \$2.12 million, about 6% less than last year.

Some of the biggest decliners in terms of per-unit asking price this season include ABC's *The Practice*, down 31%, to \$62,000; CBS's *Cosby*, down 42%, to \$116,000; Fox's *King of the Hill*, down 38%, to \$143,000, and

NBC's *3rd Rock from the Sun*, down 27%, to \$161,000.

ABC's *Boy Meets World*, up 25%, to \$101,000; CBS's *Promised Land*, up 54%, to \$116,000; Fox's *Ally McBeal*, up 48%, to \$177,000, and NBC's *Frasier*, up 70%, to \$470,000.

In addition to rates for individual shows, ad agency executives say they also look at median prices for all the networks. The median price is identified by examining all program prices on a network, from highest to lowest, and indentifying the midpoint. This gives buyers a way to design the package they seek by letting them adjust the cost of a buy by altering the mix of high-, medium- and low-priced programs.

At ABC, the median-priced program is the Friday edition of *20/20*, at \$136,000. The highest-priced show on the network is *Monday Night Football*, at \$380,000, and the lowest-priced program is newcomer *Vengeance Unlimited*, at \$39,000.

At CBS, *Walker, Texas Ranger* is the median program, at \$120,000. *Touched by An Angel* is the highest-priced show, at \$277,000, and the new *Buddy Faro* is the lowest-priced program, at \$65,000.

For Fox, the median show is *Costello*, at \$96,000. *The Simpsons* is the costliest, at \$248,000, and *World's Funniest Home Videos* is the cheapest, at \$64,000.

At NBC, *Law and Order* is the median show, at \$154,000. *ER*, the most expensive series on the air today, is the highest-priced, at \$551,000. Newcomer *Trinity* is the cheapest, at \$93,000.

For the two new networks, The WB has the highest-priced show, sophomore *Dawson's Creek*, at \$96,000. The WB's median show is *The Jamie Foxx Show*, at \$43,000, and its lowest-priced program is *The Army Show*, at \$27,000.

Star Trek is UPN's highest-priced vehicle, at \$72,000. Its median show is *Pfeiffer*, at \$14,000, and its lowest-priced show is a four-way tie (see chart).

Agency executives say it's hard, if not impossible, to calculate a season's average price of a prime time spot until after the fact. That's because the networks tend to adjust the supply of commercial units in given shows at given periods of the year, which may affect pricing. Also, both CBS and Fox are in the process of complicated inventory swaps with their affiliates, further complicating any attempted calculation.

While networks aren't getting the huge price increases this season that they were getting the past several years, they're still raking in plenty of dough—roughly \$6 billion in the upfront (B&C, June 8). In the ever-changing marketplace of television advertising, 1998-99

may or may not be a watershed, but agencies are not yet writing eulogies for network TV.

As one agency veteran observed, "It will be a long time before I can buy 20 million-plus viewers, across the whole USA, at one fell swoop, with a single

commercial on one network. Cable just can't deliver that kind of reach and impact in the foreseeable future." ■

A former network and agency executive, Gene Accas heads CanLib, Inc., a television consultancy headquartered in Woodland Hills, Calif.



STATION BREAK

By Dan Trigoboff

Live free or 'get the hell out'

Must all roads to the White House lead through Don Rondo? Even now, candidates for the presidency trek to New Hampshire in hopes of boosting name recognition for that state's all-important primary. Rondo, the 68-year talk show host at Manchester's only TV station, WMUR-TV, can offer access to viewers and voters—but first they've got to sit down with and talk with a man who clearly relishes his designation by a local newspaper as a "right-wing prehistoric blowhard."

Even a brief phone conversation with Rondo turns into an extended monologue about our "pathological liar" President and his "tree-hugging" veep, Al Gore. Missouri voters recently got a taste of Rondo when a reporter from a St. Louis paper followed favorite-son candidate and Republican Sen. John Ashcroft to Rondo's show and described the aggressive questioning, which left Ashcroft little room to answer. When the host was through, he good-naturedly suggested that his distinguished guest "get the hell out." Remarkably, Ashcroft has agreed to come back soon, Rondo says, although the talk



WMUR-TV's Don Rondo demonstrates the power of free speech for Senator John Ashcroft.

show host will get a shot at Lamar Alexander first.

Manchester's resident curmudgeon actually used up a good deal of his fifteen minutes of fame long before his exposure in local TV and St. Louis newspapers. A popular singer in the '50s and '60s, he had two million-selling records, "Two Different Worlds" and "White Silver Sands," and a contract with United Artists Records. In fact, he says, Ashcroft began their conversation by asking him if he was that same Don Rondo. "He scored a few points by remembering me, but it threw me off guard. I was softer on him than I usually am."

More power to ya

Maine's WBGR(TV) will celebrate its third birthday with a 50% power increase and a secondary affiliation with Pax TV. Owner and general manager Jim McLeod says that plans call for the Glenburn-based, Bangor-

licensed WB primary affiliate eventually to hit 150,000 watts. While his is a low-power station, McLeod says, "in the immediate Bangor areas we're no different from anyone else," and WBGR is reaching about 40% of the overall marketplace. "At 150,000 watts," McLeod says, "we'll hit about 70% of the market. When the FCC makes that option available, we'll have a new transmitter, and we'll be able to turn up the power."

The station recently moved from ch. 30 to ch. 9 on local cable operator FrontierVision, a move that McLeod believes will help viewers find the UHF station. Also helping, he believes, will be the Fox Sports package and about 30 local football and basketball games. The station is pumping some \$250,000 into new investment, he says, including new digital insertion and automation "to sharpen our look."

Chopper down, but not out

KSDK(TV) St. Louis traffic reporter Allen Barklage remained in critical but stable condition last week at a St. Louis Hospital following the crash of his helicopter just north of the Cohokia airfield, where he'd just taken off. The Federal Aviation Administration is investigating the crash.

The 50-year old Barklage was reportedly flying a single-seat helicopter he'd built from a kit. The popular reporter has had numerous close calls as a

flier, beginning in Vietnam—where he was shot down more than once, but never injured. Twenty years ago, his helicopter was commandeered by a woman who held a gun to his head, ordering him to fly to a federal penitentiary in Illinois to free prisoners there. Barklage's struggle with the woman while the chopper was in midair ended with the fatal shooting of the intruder. Barklage also has used his flying skills in rescues. Only two weeks ago he helped to rescue two boaters who were clinging to logs in the Mississippi River by using the wash from his chopper blades to push them toward shore.

Expanding overhead

KCBS-TV Los Angeles last week expanded its coverage area into Orange county under an agreement with the Orange County NewsChannel. The 24-hour Santa Ana-based NewsChannel will provide local news and sports to the CBS O&O, while KCBS-TV will offer live overhead video shot from its news choppers.

In announcing the deal, KCBS-TV Vice President and General Manager John Culliton noted the desirability of reaching Orange County's 2.5 million residents and said that the station also is working on a deal with a San Bernardino newspaper for local news in that county.

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

Class picture

The International Radio and Television Society Foundation held its Newsmaker Luncheon with FCC Chairman Bill Kennard last week in New York (B&C, Sept. 21). The seating chart



(l-r): First Row: James Beloyianis, president, KTVG Companies, Katz Media Group; Thomas Burchill, chairman and CEO, Petry Media Corp.; John Heise, president and CEO, Petry Television; Ralph Guild, chairman and CEO, INTEREP; Jack Higgins, president, Seltel; Tim McAuliff, chairman and CEO, Blair Television; Peter Ryan, president, Harrington, Righter & Parsons; Bill Shaw, president and CEO, Fox Television Sales; Ward Quaal, president, The Ward L. Quaal Co.; Lawrence Oliver, group publisher, Multichannel News & Cablevision Magazines; Michael Parker, executive VP and group publisher, Adweek Magazines; Albert Warren, editor and publisher, Warren Publishing, Inc.; John Squires, president, Entertainment Weekly. Second Row: Lowell "Bud" Paxson, Chairman, Paxson Communications—PAX TV; Preston Padden, executive VP, government relations, The Walt Disney Co.; Tom Rogers, president, NBC Cable; executive VP, NBC; Michael Jordan, chairman and CEO, CBS Corp.; Peggy Conlon, IRTS Chairman and VP/Group Publisher, Broadcasting & Cable; William Kennard (at podium), chairman, FCC; Doug McCormick, president and CEO, Lifetime; John Hendricks, chairman and CEO, Discovery Communications; Robert Johnson, chairman and CEO, BET Holdings; Don Miltzner, president, CBS Cable; G. William Ryan, president and CEO, Post-Newsweek Stations; Don Cornwell, chairman and CEO, Granite Broadcasting; Dick Ferguson, VP and CEO, Cox Radio, and joint board chairman of the National Advertising Bureau; David Kennedy, president and COO, Susquehanna Radio Corp. Third Row: Robert Batscha, president, Museum of Television and Radio; Gary Fries, president and CEO, Radio Advertising Bureau; Lynne Grasz, president, American Women in Radio and Television, NYC chapter; Joseph Ostrow, president and CEO, Cabletelevision Advertising Bureau; Margita White, president, Maximum Service Television; Ralph Baruch, founder, former chairman and CEO, Viacom International; Edward Bleier, president, Pay-TV, Cable and Network Features, Warner Bros.; Ave Butensky, president, Television Bureau of Advertising; Jerry Feniger, managing director, Station Representatives Association; James Greenwald, chairman emeritus, Katz Media Corp.; Betty Hudson, director, Global Communications and Media Practice, Spencer Stuart; James Rosenfield, president, JHR & Associates.

MGM makes news

Teams with magazines on two 1999 syndicated offerings

By Joe Schlosser

MGM Worldwide Television is getting into the TV news magazine business with a pair of new shows aimed at the syndication marketplace for fall 1999.

The financially strapped studio announced last week that it is launching two new daily series with a couple of big names attached: tabloid newspaper *The National Enquirer* and super-model Kim Alexis.

National Enquirer, which had long been rumored to be in development at the Santa Monica, Calif., studio, will be a half-hour strip hosted by the tabloid's colorful senior editor, Mike Walker.

The series will draw on the weekly publication's editorial staff and will include nightly video clips, sound bites and gossip from around the globe.

Daily Edition, which will be hosted by Alexis, is also a half-hour daily series that will draw on the help of magazine reporters and editors. *Daily Edition* will bring "America's favorite magazines to life," according to MGM

executives, airing five or six nightly features taken from the editorial pages of more than 30 top magazines already signed on to work with the show. Those publications include *US*, *Rolling Stone*, *The Hollywood Reporter*, *Reader's Digest* and *Men's Journal*.

"*Daily Edition* is a show that we have been developing for almost a year now," says MGM Worldwide Television Group President John Symes. "It was developed with the idea that it would be the perfect complement to the *National Enquirer*. We were extremely pleased with the pilot that we produced [and] that the buyers are going to be able to see shortly." The shows are being sold both separately and in tandem, depending upon each station's needs, Symes says. MGM executives acknowledge that access time periods will be tough to crack next fall and say they are looking for both daytime and early-fringe locations for the shows.

The *National Enquirer* series grew out of two syndicated specials that the studio produced with the famous tabloid paper over the past two years. In 1997,

MGM sold *National Enquirer Presents: 25 Years of Scandals*, followed by *National Enquirer Presents: Love, Marriage and Divorce Hollywood Style*.

"We wanted to put the specials out there to see what kind of viewers would come from them, and they performed extremely well," says Sid Cohen, president of MGM Domestic Television Distribution. "And from that we have had stations asking us when we would produce a daily series with *The National Enquirer*."

The series will get "significant" cross-promotion in *The National Enquirer* and a number of other *Enquirer* publications, Cohen says. The show's executive producers are Dennis Bogorad and David Wyler. Bogorad is one of the creators of MGM reality series *LAPD: Life on the Beat*, and Wyler has produced a number of top TV music specials with the likes of Elton John and Eric Clapton. Mike Walker, the show's managing editor as well as its host, has been a mainstay on Geraldo Rivera's syndicated talk show for the past six years and is featured every week on Howard Stern's syndicated radio program. Walker will be the daily liaison between the publication and the TV show, Symes says.

MGM executives are not concerned about potential lawsuits stemming from tabloid stories or headlines, according to

Symes. "In getting to know all the people at the *National Enquirer*, we found out that the paper has the least amount of lawsuits of any national publication in the country," he says. "We are very, very confident not only in what *The National Enquirer* does from a newspaper standpoint but in what we will do from a TV standpoint. Everything will be clearly and thoroughly checked."

A total of 195 original episodes of

both shows will be taped each year, MGM executives say.

Kim Alexis, who currently hosts shows on cable's Fox Family Channel and on the Travel Channel, will hit the road for feature stories as well as working as *Daily Edition*'s in-studio host. Symes says that MGM is still signing on more magazines and that *Daily Edition* has affiliated itself with a number of regional publications—including

Florida Living—to find local stories.

As for MGM's recent well-documented financial troubles, Symes and Cohen say the studio is on steady ground and will be at NATPE in January with a handful of new shows. "We wouldn't be talking about these shows if we weren't," Symes says. "This is the next step in the evolution of MGM Television, and we have the full endorsement of Frank Mancuso and MGM management." ■



GET WITH THE PROGRAM

By Michael Stroud and Joe Schlosser

Personal best for 'Forgive or Forget'

Twentieth Television's syndicated *Forgive or Forget* scored a 4.7 rating/11 share on WWOR-TV New York last Tuesday (Sept. 22), according to Nielsen Media Research. It was the new series' best rating in the market to date; *Forgive or Forget* was the highest-rated program on the station all day, including prime time programming.

First Pax nationals... sort of

Pax TV's weeknight prime time lineup scored a 0.6 household rating in its third week, according to Nielsen Media Research's first, somewhat hazy, sketch of the start-up network's national numbers. The figures, below the 1.0 to 1.2 metered-market averages the network logged in its first two weeks, reflects the fact that up to 25% of U.S. homes don't receive the Paxson signal. The numbers for Paxson's syndicated *Touched by an Angel*, *Dr.*

Quinn, *Medicine Woman* and *Diagnosis Murder* are complicated by the fact that Nielsen is still trying to tabulate how many viewers actually tune in to Pax TV. So far, maintains Paxson research vice president Rob Hebenstreit, Nielsen's numbers "don't reflect our full distribution."

Missed America

The 78th annual Miss America Pageant in Atlantic City, N.J. attracted the lowest ratings ever for the third year in a row. The show on ABC scored a 10.2/19 share, with 10.2 million households tuning in, according to Nielsen Media Research. Last year, the pageant drew a 12.5 rating/24 share. The pageant's ratings peaked in 1961 at 41.8 with a 75 share.



'Diagnosis Murder' on Pax TV averaged a 0.6 rating and a 1 share for the week of Sept. 14-20, according to Nielsen Media Research.

NBC gets 'Antz,' 'Prince'

NBC has acquired broadcast rights to DreamWorks' animated films "Antz" and "The Prince of Egypt" in a deal valued at a minimum of \$10 million—\$15 million apiece. DreamWorks stands to

make tens of millions more, though, under a formula that rewards the studio in proportion to how well the films perform at the box office. As part of the deal, NBC has agreed to air a special on each film at about the same time as its theatrical release. NBC will get at least three runs for each film over three years. Actress Sharon Stone, one of the voices in "Antz," will host NBC's special on the movie.

Rappoport joins Mandel

Paramount Domestic Television executives have named a new executive producer for its four-month-old daily talk show with Howie Mandel. Diane Rappoport, who was the executive producer on *The Maury Povich Show* for the past six years, has taken over for Joachim Blunck. *The Howie Mandel Show* has averaged a 2.0 rating/6 share in the metered markets since its June debut, according to Nielsen Media Research.

Kreiz to Fox Kids Europe president

Ynon Kreiz, managing director, Fox Kids Europe, has been named to the newly created position

of president, Fox Kids Europe. Since its launch in January 1997 under Kreiz's guidance, FKE has created kids channels in nine countries and a programming block in a 10th.

New agency deal for Nielsen

N Nielsen Media Research says it has signed a five-year agreement with Omnicom to provide all of that company's ad agencies (including BBDO Worldwide, Creative Media, DDB Needham Worldwide, GSD&M, TBWA Chiat/Day, Advanswers and Martin Williams) with ratings data. NMR signed a similar deal with the True North group of agencies earlier this month.

Davine promotion

Buena Vista Television has named Howard Davine senior vice president of business and legal affairs as part of chairman Lloyd Braun's efforts to restructure the Disney division, which he wants to be a more important supplier to ABC and other networks. Davine was previously vice president of business affairs. Braun, who joined Disney from production company Brillstein-Grey in March, showed three executives the door in June, juggled others' responsibilities and hired former NBC prime time series vice president Stephen McPherson as his right-hand man.

SEPTEMBER 14-20

Broadcast network prime-time ratings according to Nielsen



PEOPLE'S CHOICE

The week ended well for CBS, with '60 Minutes,' 'Touched by an Angel' and (at left) 'The Marriage Fool' taking third, second and first.

Week 52	abc	CBS	NBC	FOX	UPN	WB
	12.4/20	7.6/12	7.2/11	8.8/14	1.8/3	2.7/4
MONDAY	8:00 19. NFL S'case/Blast 8.4/15	42. Cosby 6.9/11	40. NBC Monday Night Movie—Someone to Love Me 7.0/11	52. Melrose Place 6.8/11	108. In the House 1.8/3	84. 7th Heaven 3.2/5
	8:30 4. NFL Monday Night Football—San Francisco 49ers vs. Washington Redskins 12.7/21	35. Cosby 7.4/12			108. Malcolm & Eddie 1.8/3	
	9:00	32. Ev Loves Raymd 7.6/11		9. Ally McBeal 10.9/16	108. In the House 1.8/3	103. Buffy the Vampire Slayer 2.1/3
	9:30	22. Ev Loves Raymd 8.1/12			111. Malcolm & Eddie 1.7/3	
	10:00 30. 48 Hours 7.7/13		30. Dateline NBC 7.7/13			
10:30						
	6.3/11	7.5/13	8.2/14	6.9/11	1.9/3	2.6/4
TUESDAY	8:00 25. Home Imprvmnt 8.0/14	37. JAG 7.3/13	60. Mad About You 5.9/11	69. King of the Hill 7.0/12	98. Moesha 2.3/4	93. Buffy the Vampire Slayer 2.6/4
	8:30 53. Soul Man 6.4/11		46. Mad About You 6.7/11	63. Costello* 5.7/10	105. Clueless 2.0/3	
	9:00 51. Spin City 6.5/11	32. CBS Tuesday Movie—The People Next Door 7.6/13	20. Just Shoot Me 8.2/13	37. Guinness World Records 7.3/12	111. Moesha 1.7/3	92. Dawson's Creek 2.7/4
	9:30 46. Spin City 6.7/11		17. Just Shoot Me 8.7/14		113. Clueless 1.5/2	
	10:00 79. Maximum Bob 5.0/9		13. Dateline NBC 9.8/17			
10:30						
	9.1/15	6.3/11	6.8/11	8.1/13	2.2/4	2.9/5
WEDNESDAY	8:00 42. Dharma & Greg 6.9/12	60. The Nanny 5.9/10	18. Dateline NBC 8.5/14	25. Beverly Hills, 90210 8.0/14	105. The Sentinel 2.0/3	90. The Wayans Bros 2.8/5
	8:30 59. Two Guys, a Girl 6.0/10					86. Jamie Foxx 3.0/5
	9:00 19. Drew Carey 8.4/13	42. Public Eye with Bryant Gumbel 6.9/11	50. 3rd Rock fr/Sun 6.6/10	22. Party of Five 8.1/13	98. Star Trek: Voyager 2.3/4	86. The Wayans Bros 3.0/5
	9:30 16. Drew Carey 8.9/14		46. 3rd Rock fr/Sun 6.7/11			89. Steve Harvey 2.9/5
	10:00 5. 20/20 12.3/21	57. Chicago Hope 6.1/11	75. Conan O'Brien 5th Anniversary 5.3/9			
10:30						
	8.1/14	8.0/14	11.3/19	5.4/9		2.4/4
THURSDAY	8:00	53. Diagnosis Murder 6.4/11	8. Friends 11.5/20	56. World's Wildest Police Videos 6.2/11		93. The Wayans Bros 2.6/5
	8:30		6. Frasier 12.2/20	80. Fox Files 4.5/7		96. Jamie Foxx 2.5/4
	9:00 22. ABC Thursday Night Movie—Lethal Weapon 3 8.1/14	34. Diagnosis Murder 7.5/12	7. Frasier 12.0/19			98. Steve Harvey 2.3/4
	9:30	25. 48 Hours 10.0/18	10. ER 10.3/18			98. For Your Love* 2.3/4
	10:00					
10:30						
	7.3/14	5.4/11	5.9/12	3.4/7		
FRIDAY	8:00 63. Sabrina/Witch 5.7/12	70. Kids/Darndest 5.5/11	39. Dateline NBC 7.2/15	83. Liv'g in Captivity 3.4/7		
	8:30 63. Boy Meets Wrld 5.7/11	72. Candid Camera 5.4/11		82. Getting Personal 3.6/7		
	9:00 55. Boy Meets Wrld 6.3/12	77. True Stories/Touched by an Angel 5.2/10	75. Homicide: Life on the Streets 5.3/10	84. Millennium 3.2/6		
	9:30 46. Boy Meets Wrld 6.7/13					
	10:00 13. 20/20 9.8/19	67. Nash Bridges 5.6/11				
10:30						
	8.3/16	5.5/11	5.0/9	5.8/11		
SATURDAY	8:00 67. Barbara Walters Special 5.6/11		90. NewsRadio 2.8/6	72. Cops 5.4/11		
	8:30			57. Cops 6.1/12		
	9:00 11. Miss America Pageant 10.2/19	63. NASDAQ College Football—Florida vs. Tennessee 5.7/11	70. NBC Saturday Night Movie—Lethal Weapon 2 5.5/10	60. AMW: America Fights Back 5.9/11		
	9:30					
	10:00					
10:30						
	5.9/10	13.4/22	7.7/13	5.4/9		2.2/4
SUNDAY	7:00	(nr) NFL Game 2 11.0/22		86. World's Funniest! 3.0/6		107. 7th Heaven Beginnings 1.9/4
	7:30 78. Wonderful World of Disney—Toothless 5.1/9	3. 60 Minutes 12.9/23	35. Dateline NBC 7.4/13	81. Holding the Baby 4.0/7		98. Sister, Sister 2.3/4
	8:00			25. The Simpsons 8.0/13		93. The Smart Guy 2.6/4
	8:30		2. Touched by an Angel 13.6/21	51. That '70s Show 6.5/10		96. Unhap Ever After 2.5/4
	9:00 28. 20/20 7.9/12		29. NBC Sunday Night Movie—Stargate 7.8/12	72. The X-Files 5.4/8		103. The Army Show 2.1/3
	9:30					
	10:00 67. The Practice 5.6/9	1. CBS Sunday Movie—The Marriage Fool 14.0/23				
10:30						
WEEK AVG	8.1/14	7.9/14	7.5/13	6.2/11	1.9/3	2.5/4
STD AVG	7.6/13	8.7/15	9.3/16	6.4/11	2.5/4	2.8/5

KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE
 • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED
 • TELEVISION UNIVERSE ESTIMATED AT 99.4 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 994,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Dish night at EchoStar

DBS company will effectively give away hardware to new high-end customers

By Price Colman

EchoStar Communications Corp. plans to announce today (Sept. 28) that it will essentially give away Dish Network hardware to new customers who sign long-term contracts for its more expensive programming package.

The offer includes a \$249 rebate on hardware for customers who sign up for Dish Network's America's Top 100 programming package and two premium channels for one year, according to sources familiar with the company. EchoStar officials declined to comment. Cost of the programming package is about \$49 a month, not counting the premium channels.

The two most frequently cited reasons



EchoStar's Charlie Ergen (l) has stepped up the battle for subscribers with rivals Eddy Hartenstein of DirectTV (c) and Primestar's Carl Vogel.

people don't buy DBS service are cost and lack of local programming. EchoStar's Charlie Ergen has taken the lead in removing the local programming barrier—EchoStar is now offering local channels in 14 markets. With the rebate deal, it has a magnet for customers who may have been attracted to DBS but thus far have been on the fence over costs.

Sector analysts have been predicting

for at least a year that DBS companies eventually would give hardware away, in part to gain a critical mass of subscribers and also to eliminate cable's marketing advantage.

The flip side, of course, is that EchoStar is subsidizing even more of the cost of acquiring subscribers and pushing out its cash-flow and earnings break-even point. But sources say that

EchoStar expects a relatively modest 25%-30% of new subscribers to opt for the deal because of the longer-term programming commitment and higher monthly cost for the package. That means the financial sting won't be nearly as bad as it would have been if EchoStar had offered the rebate to all new subscribers.

The rebate clearly targets higher-end

TCI shops District Cablevision

Tele-Communications Inc. wants to unload its Washington, D.C. cable system and is looking at Prime Cable Management as its best prospect.

Sources familiar with sale discussions say that TCI and Prime have been talking about a deal for several months, trying to swap District Cablevision for Prime's 131,000-subscriber Chicago system. However, the sources say that the talks have cooled down over valuation and the difficulty of engineering a trade. "This is not imminent," says one executive involved in the discussions.

Another executive adds that TCI isn't limiting itself to Prime and has discussed a deal with two other potential buyers. The executive wouldn't name the other companies.

A swap with Prime makes particular sense for TCI. First, both are similar types of systems—urban properties with basic penetration well below industry averages. More important, TCI is trying to gobble up anything it can in the metro Chicago market, where it has amassed a giant cluster by buying or swapping for systems from MediaOne Group, Jones Intercable, Time Warner and others. Furthermore, TCI has dealt off most of its other systems in the Washington market to Comcast and Jones.

For Prime, District Cablevision would fill a hole in its regional cluster. Prime and buyout fund Carlyle Group

last year acquired a major suburban Washington operation from telco SBC Communications. Currently, Prime controls systems serving about 260,000 subscribers in Montgomery County, Md., and Arlington, Va.

District Cablevision has long been a problem system, with poor service and low penetration—particularly frustrating to cable lobbyists because the system serves the homes of numerous regulators and legislators.

Owned by a TCI-controlled partnership whose general partners include BET Holdings Chairman Robert Johnson, the system last year brought in a new general manager, Brad Anderson, who is growing the system. Anderson has boosted basic subscribers more than 8%, from 97,000 to 105,000, and has increased penetration from 38% to 42%. While customers used to wait more than a month for a hookup, that order backlog has now been pared to about four days.

"We've been doing a lot of little things right," Anderson says. But how do you value District Cablevision? As a rebounding property with above-average growth prospects deserving of an above-average cash flow multiple, as TCI executives contend? Or as a still-troubled, low-penetration operation that warrants a much more modest valuation, as Prime Cable executives suggest? "There's a lot to work through here," says one executive.

—John M. Higgins

potential customers and represents a subtle strategic shift for EchoStar. Its Dish Network typically has stressed being the low-cost option in the high-power DBS sector, playing up a basic programming package for \$20 per month that is less expensive than DirecTV's comparable offering and substantially less than the basic-plus programming packages chosen by most cable subscribers.

Over the summer, EchoStar began offering a \$100 bounty to dealers who converted DirecTV or PrimeStar subscribers to Dish Network customers. Previously, EchoStar had offered the bounty only on cable customers. DirecTV's Eddy Hartenstein responded by doubling the bounty to \$200 for any Dish Network customers its dealers could convert to DirecTV. While EchoStar's rebate strategy isn't nearly as blatant an attack on DirecTV as the bounty, it's clearly targeting the customers most attractive to DirecTV.

DirecTV, meanwhile, is pursuing high-end subscribers with a rebate package of a different kind: Through Oct. 11, new customers who sign up for DirecTV's Total Choice Platinum programming package at \$47.99 a month and the NFL Sunday Ticket package, which costs \$159 for the full season, receive a \$200 rebate on programming.

While DirecTV and Dish Network have a good head of steam going into the crucial fall and holiday selling season, PrimeStar is facing the near certainty that it won't make it to retail with a high-power service before 1999.

"They won't have it this year," says Bear Stearns analyst Vijay Jayant. "Everyone talked about moving the satellite at 119 [degrees west longitude] to 110. But that satellite is having trouble, and Tempo has not accepted delivery. ... I'd be surprised if they launch a national service on a satellite slightly impaired and possibly risk some issues there."

All that is assuming PrimeStar ultimately gains U.S. Justice Department approval for the deal in which News Corp. and United Video Satellite Group would buy out Time Warner, MediaOne Group, Comcast and Cox stakes in PrimeStar for \$6 a share, or roughly \$780 million.

Negotiations between PrimeStar and the DOJ aimed at settling the DOJ's suit to block the PrimeStar/AskyB merger were heating up last week, according to published reports. Jayant suggests that PrimeStar will resolve both the DOJ and sales of cable interest issues—eventually.

"Realistically, I think they will have high power by May 1999," he says. "The sense I get is that the launch windows ASkyB has are in early 1999, the first quarter. They could launch one or two satellites then—and after tests, have a high-power service ready, I'd venture to say, by mid-1999."

PrimeStar officials did not return calls for comment on the status of negotiations between the cable partners and News Corp./UVSG. That's hardly surprising, since PrimeStar officials have maintained a steadfast silence on the issue for weeks.

"I think we know what would make the government happy—getting the cable guys the hell out of PrimeStar," says TCI Chairman John Malone. "We're still trying to find an exit scenario for cable that cable is willing to live. It's hard to say whether we're closer or farther away. It's a complicated structure."

Malone, who says he's not directly involved in negotiations to sell the cable partners' interests in PrimeStar, holds a substantial personal stake in the company. He acknowledges that his presence, even indirectly, may still be a concern for the DOJ.

"I think Justice's attitude about what I control will change after the AT&T deal closes," he says. "Once I'm no longer a control shareholder of cable, what I personally do with regard to programming and satellite is no longer such a concern. The rules change."

Malone's "best guess" is that the AT&T/TCI merger will close around mid-1999. But until the DOJ can be convinced of that, there may be continuing reluctance to OK PrimeStar's deal with News Corp. and UVSG.

"I don't think it can wait that long without dissipating [PrimeStar's] upside opportunities," Malone says. "I think this thing has to be resolved before that for the benefit of all involved." ■



CABLE'S TOP 25

PEOPLE'S CHOICE

Sports coverage captured eight of basic cable's 10 top-ranked shows last week, with ESPN's NFL coverage of Philadelphia vs. Arizona on top, earning a 6.8 rating/5.1 million homes on Sunday.

Following are the top 25 basic cable programs for the week of Sept. 14-20, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. ratings 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	NFL: Philadelphia vs. Arizona	ESPN	Sun	8:15P	190	6.8	5.2	5,128	10.7
2	WCW Monday Nitro	TNT	Mon	8:00P	60	4.8	3.7	3,604	7.4
2	WCW Monday Nitro	TNT	Mon	10:00P	68	4.8	3.6	3,568	7.6
4	WCW Thunder	TBS	Thu	9:03P	57	4.2	3.2	3,179	6.8
5	NFL Primetime	ESPN	Sun	7:30P	45	4.1	3.2	3,091	7.1
5	WWF War Zone	USA	Mon	10:00P	66	4.1	3.1	3,050	6.5
7	WCW Monday Nitro	TNT	Mon	9:00P	60	4.0	3.0	2,973	5.7
8	WWF Raw	USA	Mon	9:00P	60	3.9	3.0	2,903	5.5
9	Movie: 'Sudden Death'	USA	Fri	9:00P	120	3.7	2.8	2,778	6.7
10	WWF Sunday Night Heat	USA	Sun	7:00P	60	3.6	2.7	2,688	6.1
10	Movie: 'Blackjack'	USA	Tue	9:00P	120	3.6	2.7	2,650	5.7
12	South Park	COM	Wed	10:00P	30	3.5	1.9	1,849	5.5
13	Wild Thornberrys	NICK	Tue	8:00P	30	3.4	2.6	2,538	5.8
13	Rugrats	NICK	Thu	7:30P	30	3.4	2.6	2,528	6.4
15	Rugrats	NICK	Mon	7:30P	30	3.3	2.5	2,468	5.7
15	Rugrats	NICK	Wed	7:30P	30	3.3	2.5	2,456	6.0
15	Rugrats	NICK	Tue	7:30P	30	3.3	2.5	2,454	6.0
15	Cousin Skeeter	NICK	Tue	8:30P	30	3.3	2.5	2,428	5.2
19	Hey Arnold	NICK	Mon	8:00P	30	3.2	2.4	2,357	5.0
20	Rugrats	NICK	Fri	7:30P	30	3.1	2.4	2,311	6.4
20	Larry King Live	CNN	Wed	9:00P	60	3.1	2.3	2,290	4.9
20	NASCAR: MBNA Gold 400	TNN	Sun	12:00N	240	3.1	2.3	2,262	7.3
23	Larry King Live	CNN	Tue	9:00P	60	3.0	2.3	2,269	4.8
23	WCW Thunder	TBS	Thu	8:05P	58	3.0	2.3	2,264	5.2
23	Rugrats	NICK	Sun	10:00A	30	3.0	2.3	2,225	8.8
23	All That	NICK	Sat	8:30P	30	3.0	2.3	2,223	5.4
23	Rugrats	NICK	Sat	8:00P	30	3.0	2.3	2,217	5.7
23	NFL SportsCenter	ESPN	Sun	11:25P	95	3.0	2.3	2,216	7.5

Everything y o u a b o u t **love** **books**

Offer your customers the most extensive book programming on TV.

Saturdays at 8 am to
Mondays at 8 am ET

For details, call Affiliate Relations
202.737.3220

- biographies
- historical nonfiction
- author interviews + panels
- library + bookstore tours
- book group discussions
- children's books
- bookfairs + festivals
- publishing news + trends

Book tv[®]

C-SPAN2

www.booktv.org

Created by Cable. Offered as a Public Service.

Cable's long, hot summer

Ratings, shares rose with mercury, CAB says; broadcasters will rise in fall, TVB counters

By Donna Petrozzello

Bolstered by a hot summer for viewership, basic cable networks enjoyed increased ratings and the largest year-to-year gains in audience share in the industry's history, according to the Cabletelevision Advertising Bureau. Not surprisingly, the Television Bureau of Advertising, which represents broadcasters, has a slightly different take on the story.

According to Nielsen, basic cable networks delivered 21.9 million households in prime time on average over the most recent 1997-98 TV season, which ended Sept. 20. The 40 or so Nielsen-measured basic cable networks delivered an average 22.3 rating, a 12% increase from basic cable's average 19.8 rating for the 1996-97 season.

Basic cable also earned a 38.5 share on average last year, a 12% boost from its average 34.3 share for the previous season and its largest ever single share gain year to year, according to the Cabletelevision Advertising Bureau's analysis of Nielsen data.

In contrast, on the broadcast side, the top four broadcast networks delivered 31.3 million homes in prime time, earning an average 32 rating/55.3 share, according to the CAB's analysis of Nielsen data. Although broadcast

TV outperformed cable, the top four broadcasters suffered a 4.2% slip in household delivery, a 5% drop in prime time ratings and a 5.5% loss of audience share in the past season compared with last year, according to the CAB's analysis of Nielsen data.

Turner Broadcasting System's analysis of Nielsen data reported an even bleaker picture for the Big Four broadcast networks. Turner pegged the four networks' household delivery total at 29.7 million homes and average ratings for ABC/CBS/NBC and Fox at 30.3 in the past season. Turner also reported that the top six broadcast networks delivered an average 31.5 million homes and a 32.1 prime time rating, based on Nielsen data.

Despite steep gains in ratings and audience share by cable networks, the TVB says basic cable network ratings still pale in comparison to broadcast networks.

TVB President Ave Butensky says the CAB's analysis of Nielsen data fails to give a true representation of ratings for all over-the-air broadcast TV programming, which should include not only ABC/CBS/NBC and Fox, but also The WB, UPN, Pax TV, Univision, Telemundo and some 200 or so independent stations.

"When the CAB reports that broad-

cast networks have lost ratings and audience share this year from last year, that's true, but a large chunk of the audience is watching new, start-up broadcast networks and independent TV stations, and the CAB doesn't factor that into their calculations," Butensky says.

Butensky contends that basic cable networks captured only a 0.5 rating during an average week in the past TV season, according to the TVB's own analysis of Nielsen data. By contrast, the top six broadcast networks averaged an 8.8 rating in prime time this year, he says. Broadcasters' average rating is 17 times that of basic cable networks, according to the TVB.

Butensky adds that "while some original cable programming is wonderful, the vast majority of cable programming is programs that have already aired on the broadcast networks that people want to watch again."

The TVB acknowledges that basic cable enjoyed some of its best ratings to date this past summer, particularly in August when basic cable ratings eclipsed ratings earned by the top four broadcasters over four consecutive weeks. Butensky says summer months typically draw better cable ratings, but fall belongs to broadcasters when the new season begins. ■

TCI signs with ADcom

Will supplement Nielsen in two markets with information from alternative rating service

By Donna Petrozzello

TCI next month will become the first cable operator to subscribe to an alternative audience measurement service in a top 10 market.

Starting in October, TCI subscriber homes in San Francisco and Dallas will be measured not only by Nielsen ratings, but also by ADcom Information Service of Deerfield Beach, Fla. Industry sources say TCI is paying ADcom "well in excess of \$1 million per market" to monitor cable homes in San Francisco

and Dallas. TCI would not comment on the value of its contract with ADcom.

The ADcom service, which has been tested in MediaOne subscriber homes in Jacksonville, Fla. since fourth quarter 1996, delivers not only ratings and share for cable networks but also provides demographic and consumer buying patterns of viewers in cable households.

ADcom Vice President of Sales Dick Spooner says the system can cross-reference data collected from a particular household on TV ratings, spending habits, the number of teens or adults in

each home and their geographic neighborhood within the market.

Spooner and some cable MSOs are hoping that the targeted service will help shift more ad revenue to cable, which claimed about 10% of national TV ad revenue last year despite Nielsen reports that placed basic cable's average audience share at 38.5 for the 1997-98 TV season.

ADcom targets its measurement service strictly to cable households, unlike Nielsen's mixed broadcast and cable home samples. Since it's designed specifically to measure cable viewership, ADcom's sample of cable homes in any market is substantially larger than Nielsen's, according to ADcom.

ADcom will tap 1,600 cable homes in San Francisco and 1,000 cable homes in Dallas with its electronic meter audience

measurement device. In its most recent survey—July 1998—Nielsen measured 450 homes in San Francisco and 360 homes in Dallas. About two-thirds of those homes were cable subscribers, according to Nielsen.

ADcom's initial sample of MediaOne homes in Jacksonville is about 600 homes, a total that MediaOne officials say is significantly larger than Nielsen's most recent sample.

TCI spokesperson LaRae Marsik says the MSO chose to augment its Nielsen data with ADcom to provide "more specific demographic and qual-

itative data for the cable household universe and to provide advertisers with finer detail on where their messages are being received" in two of its top markets.

"With ADcom, TCI can increase the sample in its markets to measure its audiences more specifically," says Marsik. "And it's difficult to apply a broadcast-focused model such as Nielsen's and apply it to the needs of cable companies and their advertisers. Yet the overriding issue in this that led us to use ADcom was its larger sample size of cable homes," Marsik says.

Nielsen argues that it can provide similar qualitative data and demographic figures through its customized Advantage and Sports Quest services, although industry sources say that Nielsen's cost for targeted reports can run up to three times the price ADcom charges for similar information.

Nielsen also contends that media buyers are more likely to buy TV advertising on the basis of demographic targets—not household delivery—which its measurement service can provide for the entire broadcast and cable TV universe. ■

Malone sanguine on AT&T deal

Sees second quarter as target for close of complicated merger

By Price Colman

TCI Chairman John Malone remains confident that the AT&T/TCI merger will happen, although "when" is something of a moving target.

"My best guess is, hopefully, sometime in the second quarter," Malone says. That's in line with what the companies projected when the merger was announced in late June.

Malone says there are three key



John Malone

components to closing the deal: shareholder votes, approval of franchise transfers and regulatory approvals. That last element is a crucial variable.

"Everyone is pushing for a shareholder vote in January or February," Malone says. "Depending on the Securities and Exchange Commission, it can get scheduled in that time frame.

... With respect to franchise transfers, that's fairly orderly in terms of the time frame to notify [franchising authorities]

and the time frame for them to respond. That puts us sometime around the end of the first quarter."

On the vote side, Malone already has committed to vote TCI shares he either owns or controls in favor of the deal, meaning that approval on that side is in the bag. It could be trickier where AT&T shareholders are concerned, since the company traditionally has been considered a "widows and orphans" stock—a dividend-paying blue chip with little associated risk.

But it's the timing of regulatory action that's tough to gauge, Malone says.

"No one can predict [U.S. Depart-

Cable executives fill museum coffers

John Malone's \$5 million gift to the National Cable Television Center and Museum produced an interesting ripple effect.

At Malone's gentle urging, TCI President Leo Hindery, Time Warner Vice Chairman R.E. "Ted" Turner, Encore Media Group chairman and CEO John Sie and BET founder-chairman Robert Johnson each gave a \$1 million gift. In addition, Lenfest Group President Gerry Lenfest is kicking in \$200,000, and longtime TCI shareholder and board member Robert Naify is putting up \$100,000.

That's not all. Sharon Magness, widow of TCI founder Bob Magness, is donating \$2 million; Magness's two sons, Kim and Gary, are donating a total of \$3 million.

Donations the size of Malone's typically carry some kind of naming rights, and his gift was no exception. But Malone had a name other than his own in mind: Bob Magness, who not only was his business partner for more than 20 years but also was his mentor and friend.

All of that money is designated for the center's Bob Magness Institute, which will be a focal point for education, training and research along with the sibling Center

Institute. "I thought they had a good plan," Malone says. "They're going to name it after Bob."

His \$5 million donation is unrelated to his previously announced plans for using his \$2 billion-plus personal fortune to establish an educational foundation.

"My foundation activities are prospective by and large," he says. "As long as I'm not pushing up daisies and am fully engaged in business, I'm better off making independent charitable contributions."

As for the Center, Malone says he's particularly enthusiastic about its educational potential.

"The part of the Cable center concept I was contributing to and raising money for was to serve as an education and training center for future communications center management," he says. "I really saw it as almost a fraternal organization, where a lot of young people with talent could meet each other and receive training and get their skill levels enhanced on an industrywide basis.

"I want to be as helpful as I can. ... I don't claim any fatherhood, but I'm more than happy to support it."

—Price Colman

ment of] Justice, SEC and European Union approval," he says. "There's no mandated time frame in which they must complete their reviews. There may be some negotiations between some of those agencies and AT&T."

AT&T is in the process of putting finishing touches on a preliminary proxy statement that details, among other things, how assets and debt will be distributed in the merged AT&T/TCI. In general, the merged entity will encompass AT&T's core business communications and wholesale networking services company and two "letter" or tracking stock companies—AT&T Consumer Services Co. and Liberty Media Corp. Consumer Services will encompass AT&T's consumer long distance, wireless and Internet services units along with TCI's cable, telecommunications, and high-speed Internet businesses.

Like Consumer Services, Liberty will fall under the AT&T banner, but the key difference is that Malone is not surrendering control of what's now TCI's programming subsidiary.

"They were not paying for control of Liberty, and no one contemplated selling control of Liberty at this time," Malone says.

Early projections were that the preliminary proxy—a private document that will be the basis for negotiations between the companies and the SEC—would be filed in mid-September. That's been delayed while the companies, in an effort to ensure speedy SEC approval by eliminating sticking points, have been honing the document.

"You're not going to see a lot more [publicly] than has already been said for at least another month," Malone says.

It's no surprise that the companies are being particularly deliberate in

assembling the pieces required to close the deal. The merger is one of the bigger and more complex in U.S. history, and the last thing the companies want is a protracted, painful review requiring substantial changes.

The lack of detail, coupled with stock market volatility, has sparked activity among arbitrageurs. Their confidence that a deal will happen and happen on schedule typically is reflected in the gap, or spread, between the stock prices of the acquiring company and the company being acquired. The higher the confidence level, the smaller the spread, and vice versa. The spread has varied from 8% around the time the deal was announced to the upper-20% range. Recently, the spread has been in the lower double digits.

While that spread suggests lingering uncertainty, investors and analysts say there will probably always be a bigger-than-normal spread, largely because of lingering resentment toward TCI. ■



What, no Mouse?

Nickelodeon's newest original Nicktoon, *CatDog*, starring a feline/canine mixed breed, premieres Monday (Oct. 5), at 5 p.m. *CatDog* is Nick's first originally produced, first-run weekday strip. *CatDog* is created and executive-produced by cartoonist and illustrator Peter Hannan and produced by Nicktoons Production.

Stock drop could slow Primestar deal

The falling price of Primestar Inc. stock, reflected in shares of TCI Satellite Entertainment (Nasdaq: TSATA), could be a sticking point in Primestar's negotiations to sell its cable partners' stakes, says Bear, Stearns analyst Vijay Jayant.

Even if Primestar Inc. can consummate the deal soon, Jayant says don't expect the DBS provider to have a high-power service ready for the Christmas selling season. While he does expect the deal to happen and pass Justice Department muster, a high-power service isn't likely from Primestar until 1999's second quarter, Jayant says.

MediaOne widens digital domain

MediaOne has launched its digital cable service, MediaOne Digital TV, in the Detroit suburb of Westland, where it has roughly 24,000 subscribers. The Westland launch brings to four the number of suburban Detroit franchises where the service is available. The digital cable

service encompasses 70 video channels and 40 digital music channels. The \$9.95-per month fee for the service covers a digital converter box, remote control and interactive program guide. MediaOne has launched digital cable only in Detroit-area systems thus far and is staying mum about plans for other digital launches.

Disney with a Z

Disney Channel will weigh into sports programming arena with *Z Games*, an original reality series featuring kids competing in innovative sports that they conceive themselves using a combination of traditional sports equipment and common household items. Disney has ordered 13 episodes of *Z Games* from Highland Productions and is planning to premiere the series early next year.

A soldier's series

The Learning Channel will premiere *Vietnam:*

The Soldiers' Story, on Oct. 11-13. The six-part documentary co-produced with ABC News Productions features Vietnam veterans' personal accounts of battles, covert operations and the life of prisoners of war. The pre-



TLC and ABC News co-produced 'Vietnam: The Soldiers' Story.'

miere coincides with the 15th anniversary of the dedication of the Vietnam Veterans Memorial in Washington, D.C. TLC hosted a forum on the series last week in Washington that was co-sponsored by the Vietnam Veterans Memorial Fund.

ESPN launches first-down graphics for NFL

SporTVision's 1st and Ten technology paints lines on field

By Glen Dickson

ESPN is ready to launch a new graphics technology that paints first-down lines across the field for its *ESPN Sunday Night Football* coverage.

At press time, ESPN was scheduled to premiere the technology, called 1st and Ten, in its telecast of the Cincinnati Bengals/Baltimore Ravens game last Sunday night (Sept. 27). ESPN, which has been testing 1st and Ten since late August, ran a successful offline test during its Philadelphia Eagles/Arizona Cardinals game on Sept. 20.

1st and Ten, developed by ESPN and sports technology firm SporTVision Systems, takes the location of the first-down marker for a given play and combines it with data from ESPN's game cameras, taking into account their pan, tilt and zoom functions. The data then is fed into Silicon Graphics computers, which are used to generate



ESPN ran a successful offline test of '1st and Ten' during the Arizona Cardinals/Philadelphia Eagles game on Sept. 20.

a graphic representation of the first-down marker as a yellow line that extends across the field.

The 1st and Ten graphic will be seen on live shots from ESPN's three main camera positions. Unlike a replay telestrator, the 1st and Ten graphic won't cover any of the action in the live picture—instead, the players will appear to run right over the virtual line as if it were painted on the field.

According to Jed Drake, ESPN vice president of remote production, the network plans to use 1st and Ten on every offensive play: "We thought it would be beneficial to be able to show the viewer where the offensive team is trying to get to."

The 1st and Ten system will be operated from a 40-foot mobile truck owned by SporTVision Systems. SporTVision is best-known for its AIR/fx system, which was created to measure the vertical leaps of basketball players. AIR/fx was used by Turner Sports for its NBA

playoff coverage and was co-opted by ESPN as Max Air for its skateboarding coverage in the X Games.

Financial details of ESPN's deal with SporTVision weren't disclosed. Jerry Gepner, SporTVision chief operating officer, says 1st and Ten is exclusive to ESPN for the 1998-99 season. "We'll wait and see after it's on air for a week or two," says Gepner. "But we're expecting it to be widely accepted." ■

Lockheed Martin buying Comsat

Defense contractor will pay \$2.7 billion for satellite provider

By Karen Anderson

In a move to capture the global telecommunications and broadcast markets, Lockheed Martin plans to acquire Comsat for \$2.7 billion in a two-phase transaction. The completed deal would make Comsat an element of Lockheed Martin Global Telecommunications, a wholly owned subsidiary launched in July to provide satellite-based services and develop terrestrial networking technologies for government and corporate customers.

"We're going to be part of a significantly larger organization once this merger closes, and this organization is going to be a very effective competi-



Lockheed's purchase of Comsat gives it access to the powerful Intelsat satellite system, based in Washington (above).

tor in the marketplace," says John Mattingly, Comsat's president of satellite services.

Lockheed Martin spokeswoman Darian Germain says that the combined company will provide "one-stop shopping solutions" to broadcasters, cable and DBS providers as well as to telecommunications and Internet providers. "We aim to provide integrated terrestrial and space networking solutions that meet the demand of these important users," she says.

In the first phase of the transaction, Lockheed Martin plans to sell assets to fund the purchase of 49% of Comsat for \$45.50 per share. Under federal guidelines, the FCC first

must approve Lockheed Martin as an "authorized carrier" on Comsat satellites. In the second phase, Lockheed Martin plans to use its own stock as currency to buy the remaining shares.

Lockheed Martin's stock dropped 4.875% last Monday (Sept. 21) following the acquisition announcement, in part because stockholders fear that Lockheed may be moving away from the defense business that generates its strongest earnings. At the end of trading on Sept. 24 the stock had recovered more than two-thirds of the loss.

Lockheed, which already boasts about \$2.5 billion in commercial space revenue in the launch vehicle and satellite business, had promised to generate a substantial amount of free cash flow—starting this year with more than \$1 billion. That extra cash has been earmarked for debt reduction and share repurchase. Analysts say some stockholders are concerned that Lockheed may use this money for its foray into the satellite services business.

"I think over time, when Lockheed gets a little more of its story out about what its intentions are—and it actually does what it's intimated it will do—then we will see a much different stock price," says Roger Threlfall, analyst with JP Morgan Securities.

Threlfall says that the acquisition of Comsat is a smart move for Lockheed in its effort to develop its satellite services business: "Bringing Comsat in on that equation is a very smart move from the Lockheed Martin perspective and the Comsat perspective."

Todd Ernst, analyst with Prudential Securities, says that the deal is consistent with Lockheed Martin's strategy. "They are about 65 percent to 70 percent defense, and their stated direction is that they will try to expand their commercial space business."

He adds, "In order to play in this market, you have to have global coverage. And by buying Comsat you get partial ownership in Intelsat and Inmarsat, which have global coverage."

But there still are some issues that may hinder the deal. Since Lockheed is fundamentally a defense company, Threlfall says he wonders whether it can make the leap to the fast-moving services industry. "Defense companies generate lots of pieces of paper and prove things 25 different ways to Sunday," he says. "In satellite services, you need to be fast and first."

Comsat's Mattingly says that Lockheed plans to run the newly formed subsidiary independently of the defense business. "It's going to have a type of

freedom of action to move forward differently than they would do in their aerospace defense business," he explains.

Threlfall says that he believes the companies can be successful in the deal, but adds, "You have two fairly uncertain things out there; we think the probabilities are in their favor, but not 100 percent."

In the deal's favor, he says, regulators have been moving to privatize Intelsat since earlier this year: "There is a clear view on the part of regulators—and I think Congress—that it can't stay the way it is," Threlfall says.

Germain says Lockheed is confident that Congress and regulators will support the deal: "We've done a lot of homework," she says. "We've been working with folks on the Hill, and we feel that our strategy is very complementary to U.S. policy goals to privatize Intelsat."

Comsat also predicts a successful outcome. "The arguments that we will make both in front of the regulators and in front of the legislative branches of the government are very strong, and we believe that working together we can work with the government officials to craft the correct policy that will allow this deal to go forward," Mattingly says. "Obviously we feel there's a very high probability of doing that, or we would



WBTV goes digital with Comark

WBTV(TV), the Jefferson-Pilot station and CBS affiliate in Charlotte, N.C., now is broadcasting high-powered DTV signals using a Comark digital transmitter. WBTV-DT began broadcasting earlier this month at 1 megawatt, the maximum power allowed under FCC DTV regulations, on ch. 23 in Charlotte. The DTV station also is broadcasting intermittently at lower power levels as part of its digital testing process, says Bill Napier, Jefferson-Pilot vice presi-

dent of operations. WBTV-DT is generating digital video and audio using a Tektronix/Mitsubishi 1080I HDTV encoder, Dolby audio encoders and Faroudja format translators to convert its NTSC programming to DTV. The digital signals are being broadcast from a new Dielectric linearly polarized DTV antenna mounted at the top of WBTV's 2,000-foot tower; WBTV also has installed a new NTSC antenna from Dielectric at a lower height on the tower. "This [DTV] installation was conceived to be a final installation,"

Napier says. "The antenna wasn't going to be side-mounted, and we weren't going to take the attitude that we'd come back here and finish it later."

Harris makes strides in broadcast division

It's been a busy month for Harris Corp. In addition to launching a new branding campaign and logo and a new vision statement promoting "next-level solutions," the company has signed master purchase agreements with three radio groups, including Capstar and Cumulus. In the most recent agreement, Harris will supply Chancellor Media's 176 stations with transmitters and studio



Harris unveils a new logo and branding campaign to put forth a new image in 'next-level solutions.'

equipment. Harris also reports that it is on schedule with the construction of its \$18 million broadcast systems division headquarters and digital development center, expected to be completed in spring 1999. The 160,000-square-foot, two-building facility will house broadcast systems division management, engineering, sales, marketing and customer demonstration areas.

not have entered into this transaction."

Mattingly says Comsat will continue to serve customers currently leasing space on Intelsat satellites: "We are providing services to customers on the

Intelsat system and will continue to do that. The goal down the road is to bring more options to those customers once we're combined with Lockheed Martin Global Telecom."

He says it is too early to discuss how the acquisition might affect pricing. Lockheed says it plans to have the legislative and regulatory portion of the deal completed by the end of 1999. ■

Tektronix suffers 1Q loss

Will cut VND jobs; cites soft market for DTV products

By Glen Dickson

Broadcast industry stalwart Tektronix Inc. has reported a loss of \$4.7 million (9 cents per share) for the first quarter of fiscal 1999, attributing the loss in part to a significant decline in broadcast sales as the television industry converts to digital.

Tektronix, which also blamed the economic downturn in Asia for contributing to its poor results, said it would have broken even without the loss at circuit-board maker Merix Corp., in which the company owns a 27% interest. But Tektronix Chairman Jerome Meyer said the company's video and networking division (VND), which caters to the broadcast industry, "posted particularly disappointing results." VND had sales of \$57.1 million, compared with \$97.9 million for the first quarter of fiscal 1998.

As a result, Tektronix will be reducing VND's expenses and focusing its R&D investments on such core products as Profile disk recorders and Grass Valley switchers and routers. Tektronix will also continue to invest in VideoTele.com, which provides networking systems to corporate and government clients.

About 20% of VND's work force (150-200 jobs), will be cut, says VND President Tim Thorsteinson. The VND cuts include employees of Tek's Lightworks nonlinear editing unit, which the company is folding after reaching an exclusive agreement to distribute Avid's popular nonlinear editing products (B&C, Sept. 22).

"We're winding down our development effort on nonlinear editors, and we are looking at a significant increase in investment in the Profile line and an investment in the Grass Valley line to start to rebuild our position in modular products," Thorsteinson says.

Tek's new joint venture with Avid to sell newsroom computer systems will also help reduce its engineering costs for Tektronix NewStar, which Thorsteinson says were about \$3 million or \$4 million

annually—too high for what he estimates to be a \$25 million market worldwide.

"We're really in it to sell more Profiles, and Avid's in it to sell more editors," says Thorsteinson of the newsroom market. "This will make a compelling system for the customer that allows Tektronix to sell more storage and Avid to sell more editing technology. Everybody wins, including the customer."

Like other broadcast suppliers, Tektronix is having trouble selling new digital products to a soft market that isn't converting to digital as quickly as expected. Thorsteinson says the newsroom market could be a potential bright spot—Tek and Avid estimate that newsrooms converting to digital represent a \$800 million–\$900 million

opportunity over the next five years.

As part of its cost-cutting, Tektronix will also be getting out of systems integration; instead it will work with independent systems integrators. VND also will reduce its direct sales force, selling more products through distributors.

"It's a tough market," Thorsteinson says of the broadcast business. "Our goal is to be one of the survivors."

Analyst Daniel Kunstler of JP Morgan agrees that broadcasters' DTV conversion "isn't happening fast enough" to keep companies like Tektronix in the black. Nevertheless, he predicts that Tektronix VND will start making money in third quarter 1999, when it should get its break-even point down to \$55 million. "I don't expect this management team to shirk from the responsibility they have to the shareholders," Kunstler says.

He adds that despite its financial woes, Tektronix has remained committed to engineering: "They've never really put out a bum product." ■

Move to A Better Neighborhood!

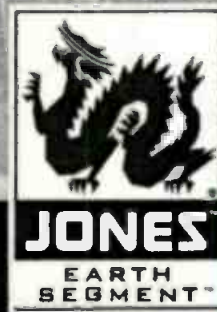
Premium Satellite Space at Affordable Rates

- GE SATCOM C-3 • Full time DigiCipher-II digital channels
- Fully protected & non-preemptable
- Located at 131 W.L.
- E.O.L. 2004

Uplinking, playback, editing, and duplication services available

Call Doug Greene at 303-784-8809

or E-Mail at dgreene@jic.com



Clinton tape gets a little (re)play online

Taped testimony draws tepid reaction from Web streamers

By Richard Tedesco

President Clinton's grand jury testimony generated mixed reviews last week, both in usage numbers and from the network TV news sites that streamed it.

RealNetworks claimed an all-time Internet record of 2 million PC users tuning in on the CNN, ABC News, Fox News and National Public Radio sites for video or audio of the four-hour deposition last Monday. And RealNetworks further reported that 30% of those initial online viewers subsequently went back for more on Tuesday. But none of the individual sites

exceeded the record-setting Web activity when special prosecutor Ken Starr's report hit the 'Net 10 days earlier.

ABCNews.com claimed to serve the biggest online audience—250,000 simultaneous users—for the live streaming of the Clinton videotape last Monday morning (Sept. 21) while it was being aired on the major broadcast and cable networks. ABC News had a million users on its site, which recorded 1.2 million visits and 5 million page views. In contrast, the site drew 6 million page views, chiefly for the Starr report, three days after it was released.

CNN claimed 884,000 requests for video access to the Clinton video last



CNN claimed 884,000 requests for video access to the Clinton video on Sept. 21, with 80% of that traffic live.

Monday, with 80% of that traffic live. That eclipsed its previous one-day record on Aug. 20, when President Clinton announced the military air strikes against Afghanistan and Sudan. InterVu claimed to have delivered 700,000 video streams to CNN.com via its servers that day.

Those are considerable numbers in Web terms, but they also suggest some technical limitations of the medium.

NetRatings, which credited ABCNews.com as the high scorer among news sites showing the Clinton video, reported that only 750,000 different PC users—approximately 1.8% of the available U.S. Internet audience—went to the Web to see the Clinton video or to access the transcripts. Approximately 4.3 million different PC users went online for the Starr report, according to NetRatings.

Clearly, more PC users were disposed to access the racy text of the Starr report than would—or could—access the potentially racier Clinton grand jury testimony. Media Metrix, another 'Net measurement firm, reports that among the 70 million Americans who have PCs at home, only 17.4 million possess the requisite hardware and software to stream video. A little more than half of them own Pentium machines and a little less than half have modem connections of 28.8 kb/s or higher. So most of the machines out there can't even approach the 15 frames-per-second rate that is the common online standard (and which still delivers herky-jerky images).

Scott Woelfel, vice president and editor in chief of CNN Interactive, says that CNN's ability to supplement the video content with other material accounted for its high traffic.

MSNBC, Weather in top five at home and work

MSNBC.com and the Weather Channel's Website were among the cable channel sites that ranked among the top five news, information and entertainment sites in Media Metrix's August survey of in-home and office Internet usage. CNN.com was in the top 10 on both lists; CNNfn.com ranked in the top 10 at work on the latest MM monthly list compiled for B&C in those content categories.

Survey numbers represent a projected percentage of Web users who visited each respective site last month. Media Metrix estimates the U.S. Internet audience to be 45 million users at home and 27 million at work. Its household sample comprises 10,624 PC users; the workplace sample follows the surfing habits of 1,063 PC users. Each rating point for home use represents some 450,000 users; each rating point at work equals about 270,000 users. Total reach in the news/info/entertainment category was 74% among home users and 80.2% for work users.—Richard Tedesco

AT HOME		AT WORK	
1. ZDNet.com	7.7	ZDNet.com	13.2
2. Disney Online*	6.8	Weather.com	10.2
3. Weather.com	6.4	CNN.com	9.6
4. MSNBC.com	6.3	MSNBC.com	8.5
5. Pathfinder.com	5.2	Pathfinder.com	7.7
6. TheGlobe.com	4.7	USAToday.com	7.4
7. Sony Online*	4.7	Disney Online*	6.4
8. CNN.com	4.3	ABCNews.com	6.4
9. ESPN.com	4.2	CNNfn.com	6.0
10. DigitalCity.com	4.1	CBSNow**	5.2
11. MiningCo.com	3.9	CBS SportsLine*	4.7
12. WarnerBros. Online*	3.8	ESPN.com	4.6
13. CBS SportsLine*	3.1	MiningCo.com	4.3
14. ABCNews.com	3.3	CNET.com	4.3
15. USAToday.com	2.9	WashingtonPost.com	4.3
16. CBSNow**	2.7	NYTimes.com	4.0
17. Intellicast.com	2.6	Sony Online*	3.9
18. Broadcast.com*	2.4	CNN/SI.com	3.9
19. NBC Online*	2.4	WarnerBros.*	3.7
20. CNN/SI.com	2.3	AllPolitics.com	3.6
21. ABC.com	2.3	Intellicast.com*	3.4
22. KBB.com	2.2	DigitalCity.com	3.3
23. CNet.com	2.2	Broadcast.com*	3.3
24. HomeArts.com	2.1	MarketWatch.com	3.3
25. WashingtonPost.com	2.0	KBB.com	3.2

*Represents an aggregation of Websites **Includes local network affiliate sites
Source: Media Metrix

Microsoft strikes \$60 million MSN search deal

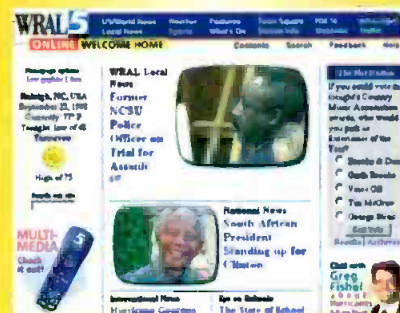
Two weeks after the beta release of Microsoft Network's own search engine, Microsoft has sold four prominent search engines a \$60 million year-long lease for real estate on the radically revamped Microsoft Network.

Cast now as a practical Web portal, MSN will offer PC users access to Infoseek, Lycos, Compaq's AltaVista and the Snap Internet portal service now partly owned by Microsoft partner NBC. The four search engines will pay for highlighted placement on MSN and a guaranteed number of impressions over the next year.

Invoking a familiar Microsoft mantra, Laura Jennings, MSN vice president, called the deal "a win for customers of MSN."

The default search function on MSN will be the MSN Internet Search engine from HotBot, scheduled to move into product release later this year. It sports ready links to Microsoft's CarPoint auto info/sales and Expedia travel ticketing, among others, underlining MSN's transformation from an entertainment service to an ultrapractical Web portal.—Richard Tedesco

SITE OF THE WEEK www.wraltv.com



WRAL-TV Raleigh-Durham CBS, ch.5

Site features: Live video streaming of noon, 5, 5:30, 6 and 11 p.m. newscasts; text and audio of breaking news stories and link to AP stories; link to CBS News content; access to Doppler radar; Town Square, featuring Neighbors.com, an area where local nonprofit groups can create their own sites; a local entertainment/dining guide co-produced with the *Raleigh News & Observer*; a link to local high school football site, also co-produced with the *News & Observer*; classified section

Site launched: January 1996

Site director: John Conway, WRAL-TV online services manager

Number of employees: Nine

Design: In-house

Streaming technology: RealVideo, RealAudio

Traffic generated: Averaging one million page views weekly

Advertising: Ranges from mini-banners to mega e-commerce sites such as Barnes & Noble and PC Flowers; co-development deals

Revenue: N/A

Highlights: Drew more than 3,000 online viewers for live news Webcasts during one week in mid-September, with noon 'cast the biggest draw; link to CBS video of President Clinton's testimony sparked activity last week; regularly draws heavy traffic to its online Doppler radar whenever heavy weather threatens the Carolinas

—Richard Tedesco

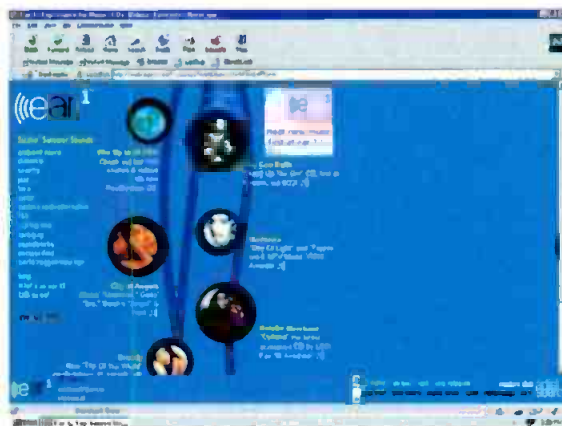
Warner Music streams month-long music fest

By Richard Tedesco

Warner Music is warming up for a 30-day Web event that it hopes will be a promotional and creative coup in online concert production.

For 30 days, starting Oct. 2, Warner will stream live video of nightly performances by a range of recording artists from the Warner Bros./Reprise, Elektra, Atlantic, Sire, Rhino and affiliated labels in an event dubbed ear 1 MusicFest '98. Hootie and the Blowfish kick things off from the Chicago House of Blues, to be followed by Paula Cole, Morecheeba, Luna, Seven Mary Three, Brad Mehldau and others on the site (www.ear1.com) each night next month.

The multicamera video productions—six positions are planned for Hootie—will offer PC users their choice of camera angles streamed in RealVideo. A 360-degree view of each venue also will be accessible through Live Pictures' technology. Each performance will be archived on the site, with all of the October shows remaining online through November.



There's a month of online music ahead on ear 1.

Apart from the promotional aspects, Donna Cohen, ear 1's executive producer, emphasizes the artist-fan connection that Warner will try to encourage with band photos, interviews and chat sessions. "These are more than Webcasts," she says. "We're creating all these robust pages."

Future live events are planned for ear 1—but Cohen declined to discuss plans beyond MusicFest '98, which could become an annual event, depending on user response.

The event is being sponsored by the music labels plus Lycos and Cornerpost.com, which is co-producing the festival with Warner.

CHANGING HANDS

The week's tabulation of station sales

TVS

KCRA-TV and KQCA(TV) Sacramento, Calif.

Price: \$520 million (see B&C, Aug. 31)
Buyer: Hearst-Argyle Television Inc., New York (Bob Marbut, chairman, and John G. Conomikes, president; Hearst Corp., 86% owner) owns/is buying 27 TVs, two FM's and five AM's
Seller: Kelly Broadcasting, Sacramento (Jon Kelly, chairman)
Facilities: ch. 3, 100 kw, ant. 1,951 ft.
Affiliation: KCRA-TV: NBC; KQCA(TV): WB
Broker: Merrill Lynch

KCPQ(TV) Seattle

Price: \$370 million (see B&C, Aug. 31)
Buyer: Meredith Corp., Des Moines, Iowa (William T. Kerr, president); owns/is buying 10 TVs
Seller: Kelly Broadcasting, Sacramento (Jon Kelly, chairman)
Facilities: ch. 13, 316 kw, ant. 2,000 ft.
Affiliation: Fox
Broker: Merrill Lynch

KCPQ(TV) Seattle and WGNX(TV) Atlanta

Value: \$370 million
Swapper KCPQ(TV) (see B&C, Aug. 31): Meredith Corp., Des Moines, Iowa (William T. Kerr, president); owns/is buying 10 TVs
Swapper WGNX(TV): Tribune Co., Chicago (Dennis FitzSimmons, president)
Facilities: KCPQ: ch. 13, 316 kw, ant. 2,000 ft.; WGNX: ch. 46, 233 kw, ant. 1,170 ft.
Affiliation: KCPQ: Fox; WGNX: CBS

KHRR(TV) Tucson, Ariz.

Price: \$12 million
Buyer: The Apogeo Co., Lake Oswego, Ore. (Roy P. Disney, owner)
Seller: Jay S. Zucker, Tucson, Ariz.
Facilities: ch. 40, 153.4 kw, ant. 2,090 ft.
Affiliation: Telemundo

COMBOS

KORG(AM)-KEZY(FM) Anaheim, Calif.

Price: \$30.1 million
Buyer: Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, radio division); owns/is buying one TV, 137 FM's and 75 AM's
Seller: ML Media Partners LP, New York (I. Martin Pompadur, managing partner); also owns WICO(AM)-WEBE (FM) Bridgeport, Conn.
Facilities: AM: 1190 khz, 10 kw day, 1.3 kw night; FM: 95.9 mhz, 2.4 kw, ant. 328 ft.

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$1,792,000,000 ■ 4
 Combos ■ \$244,723,180 ■ 8
 FM's ■ \$12,839,611 ■ 15
 AM's ■ \$21,608,000 ■ 6
 Total ■ \$2,071,170,791 ■ 33

SO FAR IN 1998

TVs ■ \$8,804,263,010 ■ 68
 Combos ■ \$5,281,456,240 ■ 215
 FM's ■ \$873,460,327 ■ 272
 AM's ■ \$577,700,240 ■ 169
 Total ■ \$15,482,876,817 ■ 724

SAME PERIOD IN 1997

TVs ■ \$6,047,398,684 ■ 88
 Combos ■ \$6,790,787,551 ■ 246
 FM's ■ \$1,778,341,728 ■ 322
 AM's ■ \$308,474,781 ■ 178
 Total ■ \$14,908,992,744 ■ 834

SOURCE: BROADCASTING & CABLE

Formats: AM: talk; FM: adult top 40
Broker: Gary Stevens & Co.

WCCF(AM)-WIKX(FM)/WCVU(FM) Fort Myers, Fla.

Price: \$7.5 million
Buyer: Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, radio division); owns/is buying one TV, 139 FM's and 76 AM's
Seller: Intermart Broadcasting Southwest Florida Inc., Naples, Fla. (Trisha Dahlin, president)
Facilities: wccf: 1580 khz, 1 kw day, 122 w night; wikx: 92.9 mhz, 50 kw, ant. 361 ft.; wcvu: 104.9 mhz, 6 kw, ant. 318 ft.
Formats: wccf: news/talk; wikx: country; wcvu: soft AC

KXBX-AM-FM Lakeport, KQPM(FM) Ukiah, KRED-FM, KKHB(FM), KGOE(AM), KFMI(FM) Eureka, KATA(AM) Arcadia, all Calif.

Price: \$6.4 million
Buyer: Bi-Costal Media LLC, Mill Valley, Calif. (Ken Dennis and Kevin Mostyn, principals)
Seller: North County Communications, Lakeport, Calif. (Bill Groody, president); no other broadcast interests
Facilities: KXBX(AM): 1270 khz, 500 w day, 97 w night.; KXBX-FM: 98.3 mhz, 3 kw, ant. 300 ft.; KQPM: 105.9 mhz,

2.9 kw, ant. 2,017 ft.; KRED-FM: 92.3 mhz, 25 kw, ant. 1,544 ft.; KKHB: 105.5 mhz, 28 kw, ant. 1,588 ft.; KGOE: 1480 khz, 5 kw day, 1 kw night; KFMI: 96.3 mhz, 30 kw, ant. 1,580 ft.; KATA: 1340 khz, 1 kw
Formats: KXBX(AM): MOR; KXBX-FM: AC; KQPM: country; KRED-FM: contemporary country; KKHB: soft rock; KGOE: news/talk; KFMI: hot AC; KATA: pure gold/oldies
Broker: Media Services Group Inc.

WNDU-AM-FM South Bend, Ind.

Price: \$6,123,180
Buyer: Broadcasting Management, Inc., Indianapolis (Arthur A. Angotti, president)
Seller: Michiana Telecasting Corp., South Bend, Ind. (Jim Bailey, president); also owns WNDU-TV South Bend Ind.
Facilities: AM: 1490 khz, 1 kw; FM: 92.9 mhz, 12.5 kw, ant. 800 ft.
Formats: AM: '70s music; FM: adult CHR
Broker: Media Venture Partners

WSOO(AM)-WSUE(FM) Sault Ste. Marie, Mich.

Price: \$2.3 million
Buyer: Martz Communications Group, Incline Village, Nev. (Tim Martz, CEO)
Seller: Fabiano-Strickler Communications, Mt. Pleasant, Mich. (James C. Fabiano and William J. Strickler, owners); no other broadcast interests
Facilities: AM: 1230 khz, 1 kw; FM: 101.3 mhz, 100 kw, ant. 978 ft.
Formats: AM: news/talk/AC; FM: classic rock
Broker: Richard A. Foreman Associates Inc.

KAMG(AM)-KVIC(FM) Victoria, Tex.

Price: \$2.1 million
Buyer: Victoria Radio Work Ltd, San Antonio, Tex. (John W. Barger, president) Barger also owns/is buying one AM and five FM's
Seller: Independence Broadcasting Co., Austin, Tex. (Wendell Mayes Jr., principal)
Facilities: AM: 1340 khz, 1 kw; FM: 95.1 mhz, 100 kw, ant. 500 ft.
Formats: AM: news/talk; FM: AC
Broker: Dick Chapin

KVWG-AM-FM Pearsall, Tex.

Price: \$200,000
Buyer: Pearsall Radio Works Ltd., (John W. Barger, president)
Seller: Pearsall Broadcasters Inc., Pearsall, Tex. (Noelia S. Herbort, president); no other broadcast interests

Facilities: AM: 1280 khz, 500 w; FM: 95.3 mhz, 3 kw, ant. 203 ft.
Formats: AM: Spanish and country; FM: country

FM

WZLE(FM) Lorain, Ohio

Price: \$8 million

Buyer: Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crawl, president, radio division); owns one TV station; owns/is buying 136 FMs and 74 AMs

Seller: Victory Radio Inc., Fairfield, Ohio (Vernon R. Baldwin, president); Baldwin also owns two AMs and three FMs

Facilities: 104.9 mhz, 1.3 kw, ant. 499 ft.

Format: Christian

WZOO-FM Edgewood, Ohio

Price: \$1.65 million

Buyer: Ashtabula Broadcasting Corp. Inc., Ashtabula, Ohio (David C. Rowley, president); Rowley also owns WFUN(AM)-WREO(FM) Ashtabula, Ohio

Seller: Bulmer Communications of Ashtabula Inc., Ashtabula, Ohio (John Bulmer, president)

Facilities: 102.5 mhz, 5.8 kw, ant. 328 ft.

Format: Hot AC

KMHX(FM) Windsor, Calif.

Price: \$1,331,930

Buyer: Results Radio of Sonoma LP, Rohnert Park, Calif. (Ronald E. Castro, managing general partner)

Seller: JYH Broadcasting Inc., Healdsburg, Calif. (Judy Yep Hughes, principal)

Facilities: 104.1 mhz, 250 w, ant. 1,105 ft.

Format: Dark

KGND(FM) Ketchum, Okla.

Price: \$700,000

Buyer: Northeast Oklahoma Broadcast Network Inc., Grove, Okla. (Larry J. Hestand, president); also owns KGND(FM)

Seller: Lee May Broadcasting Company, Ketchum, Okla. (Jack Lee, president)

Facilities: 107.5 mhz, 50 kw, ant. 492 ft.

Formats: Classic rock

WATG(FM) Trion, Georgia

Price: Up to \$296,530

Buyer: TTA Broadcasting Inc., Rome, Ga. (Randy Davis, president); also owns WGTA(AM) and WLAQ(AM), both

Big Deal

The Capstar division of Hicks, Muse, Tate & Furst is buying San Diego-based Triathlon Broadcasting for \$190 million (B&C, July 24), subject to FCC approval. As a result of the sale, Capstar will acquire the following stations:

KTWK(AM), KVOR(AM) and KSPZ (FM) Colorado Springs and KVUU (FM) Pueblo, all Colo.; KFH(AM), KRBB(FM), KEYN-FM and KQAM(AM) Wichita, KZSN(FM) Hutchinson and KWSJ(FM) Haysville, all Kan.; KZKX(FM) Seward, KTGL(FM) Beatrice, KKNB(AM) Crete, KIBZ(FM) Lincoln, KTNP(FM) Bennington, KGOR (FM) and KFAB(AM) Omaha, all Neb.; KXKT(FM) Glenwood, Iowa; KTCR(AM) Kennewick, KNFR(FM) Opportunity, KEYF(AM) Dishman, KEYF-FM Cheney plus KALE(AM), KIOK(FM) and KEGX(FM) Richland and KAQQ(AM), KISC(FM), KUDY(AM) and KKZX(FM) Spokane, all Wash.

After this transaction closes, Capstar will own 266 FMs and 113 AMs.

—Alisa Holmes

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

**Kelly Callan, Fred Kalil, Frank Higney,
 Dick Beesemyer, Tom Zlaket
 and Frank Kalil**

will be at the

SHERATON SEATTLE HOTEL

for the

N.A.B.

Please phone for a confidential appointment

Radio, TV and CATV Brokers

Appraisals, Media Investments, Consulting



Kalil & Co., Inc.

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

Summerville, Ga.

Seller: Tri-State Broadcasting Company, Summerville, Ga. (William B. Farrar, president)

Facilities: 95.7 mhz, 3 kw, ant. 699 ft.
Format: Country

WNCQ-FM Morristown, and WYSX(FM) Ogdensburg, both N.Y.

Price: \$285,000

Buyer: Cartier Communications Inc., Incline Village, Nev. (Timothy D. Martz, president); also owns one AM and three FMs; Martz also has interests in two AMs and seven FMs

Seller: Border Broadcasting Inc., Claremont, N.H. (Jeffrey D. Shapiro, president); Shapiro also has interests in three AMs and five FMs

Facilities: WNCQ-FM: 102.9 mhz, 2.4 kw, ant. 367 ft.; WYSX: 98.7 mhz, 3 kw, ant. 28 ft.

Formats: WNCQ-FM: country; WYSX: hot AC

KAZR(FM) Angel Fire, N.M.

Price: \$135,000

Buyer: Scott D. Parker, Ketchum, Idaho; also owns one AM and five FMs

Seller: Moreno Valley Broadcasting, Angel Fire, N.M. (Francis O'Connell, president)

Facilities: 99.1 mhz, 5.74 kw, ant. 1,377 ft.

Format: Jazz

KBMI-FM Roma, Tex.

Price: \$119,742

Buyer: Horizon Broadcasting Inc., Pella, Iowa (Douglas R. Smiley, president); also owns KXOF-FM

Seller: Timon Auto & Equip. Leasing Corp., Roma, Tex. (John Edward Peel, president); no other broadcast interests

Facilities: 97.7 mhz, 3 kw, ant. 298 ft.
Format: Spanish

WBHL(FM) Florence, Ala.

Price: \$100,000 for stock

Buyer: Aaron Clemmons, Harold Clemmons, Gregory Clemmons and Judy Clemmons, Florence, Ala.; no other broadcast interests

Seller: Lois Behel, T.J. Hughes, Boyd Pate, John Kerr, Leon Smith, Kenneth Davis, Robert Morris, Vernon Shuffett and Dennis Jones, Florence, Ala.

Facilities: 91.3 mhz, 30 kw, ant. 600 ft.
Format: Beautiful music, oldies

KAPV-FM Elma, Wash.

Price: \$56,000 for stock

Buyer: Gregory J. Smith, Bellevue, Wash.; also owns two AMs and three FMs

Seller: Skip Marrow, Olympia, Wash.; also owns KBRD(AM) and KLDY(AM), both Lacey, Wash.

Facilities: 102.1 mhz, 6 kw, ant. 328 ft.

Format: Dark

WBDR(FM) Cape Vincent, N.Y.

Price: \$50,000

Buyer: Border International Broadcasting Inc., Watertown, N.Y. (David W. Mance, president); also owns five FMs and one AM

Seller: Cape AI Broadcasting Inc., Watertown, N.Y. (David W. Mance, president); also owns two AMs and four FMs

Facilities: 102.7 mhz, 3 kw, ant. 328 ft.
Format: Christian

WBXE(FM) Baxter, Tenn.

Price: \$50,000

Buyer: JWC Broadcasting LLC, Cookeville, Tenn. (Joe B. Wilmoth, chief manager); also has interests in WATX(AM) Algood and WKXD(FM) Monterey, both Tenn.

Seller: WKXN Inc., Livingston, Tenn. (Millard V. Oakley, president)

Facilities: 93.7 mhz, 25 kw, ant. 328 ft.
Format: Soft rock

WYNI(FM) Repton, Ala.

Price: \$29,820.87

Buyer: Brantley Broadcast Associates, Greenville, Ala. (Joan Reynolds, principal); also owns WAUL(AM) Brantley, Ala.

Seller: McKissick Enterprise, Monroeville, Ala. (Joe McKissick, principal); also owns WYNI(AM) Monroeville
Facilities: 101.1 mhz, 3.1 kw, ant. 140 m.

Format: Dark

KEPG(FM) Victoria, Tex.

Price: \$27,500 (bankruptcy)

Buyer: Tuesday RadioWorks Inc., San Antonio, Tex. (John W. Barger, owner)

Seller: Natural Broadcast Systems Inc. (receiver), San Antonio, Tex. (Larry Tschirhart, president); no other broadcast interests

Facilities: 100.9 mhz, 2.7 kw, ant. 312 ft.

Format: Country

Construction permit for new FM in Dededo, Guam

Price: \$8,087.70

Buyer: Sorensen Pacific Broadcasting Inc., Agana, Guam (Jon A. Anderson, president); also owns KGUM(AM)-KZGZ(FM) Agana, Guam, and KPXP(FM) Garapan, Saipan

Seller: Jon A. Anderson (president of buyer), Tamuning, Guam

Facilities: 105.1 mhz

Format: dark

AMS

WMVP(AM) Chicago

Price: \$21 million

Buyer: Walt Disney Co./ABC Inc., Los Angeles/New York (Michael D. Eis-

ner, chairman; Robert Iger, president, ABC; Preston Padden, president, ABC Television; Robert Callahan, president, ABC Radio); owns/is buying 10 TVs, 16 FMs and 21 AMs

Seller: Chancellor Media Corp., Dallas (Thomas O. Hicks, chairman); owns/is buying 77 FMs and 25 AMs

Facilities: 1000 khz, 50 kw

Format: Sports/talk

Broker: Media Venture Partners

WXCE(AM) Amery, Wis.

Price: \$208,000

Buyer: Johnson Towers Partnership, St. Peter, Minn. (Robert & Lois Johnson, principals); also owns KRBI(AM)-FM St. Peter, Minn.

Seller: Badger Broadcasting Corp., St. Paul, Minn.

Facilities: 1260 khz, 5 kw

Format: Country

Broker: Kozacko Media Services

KVLA(AM) Vidalia, La.

Price: \$130,000

Buyer: Willis Broadcasting Corp., Norfolk, Va. (Levi E. Willis Sr., president/owner); also owns 27 AMs

Seller: Joseph/Aaron Radiocasting Inc., Vidalia, Miss. (Robert Cupit, president); no other broadcast interests

Facilities: 1400 khz, 1 kw

Format: Nostalgia

WMIS(AM) Natchez, Miss.

Price: \$100,000

Buyer: Willis Broadcasting Corp., Norfolk, Va. (Levi E. Willis Sr., president/owner); also owns 27 AMs

Seller: Natchez Broadcasting Corp., Natchez (Diana Nutter, president)

Facilities: 1240 khz, 1 kw

Format: Gospel

WEBG(AM) Loretto-Ebensburg, Pa.

Price: \$100,000

Buyer: Jesus Is Lord Ministries International, Biglerville, Pa. (Michael H. Yeager, president); also owns WFKJ(AM) Cashtown, Pa.

Seller: Allegheny Broadcasting Corp., Ebensburg, Pa. (James A. Mistick Jr., president); no other broadcast interests

Facilities: 1400 khz, 1 kw

Format: Oldies

Broker: Ray Rosenblum

WBFC(AM) Stanton, Ky.

Price: \$70,000

Buyer: James Harold Combs, Stanton, Ky.

Seller: Parks Broadcasting Co. Inc., Stanton (Walter H. Parks, owner); also owns WSKV(FM) Stanton

Facilities: 1470 khz, 1 kw

Format: Country, gospel

—Compiled by Alisa Holmes

RADIO

HELP WANTED SALES

General Sales Manager Radio Pennsylvania. Enterprising leader needed for statewide commercial radio network serving 130+ radio stations. Self-starter with outstanding sales and interpersonal skills. Prior radio sales and sales management experience a must. Excellent benefits. Letter, resume, and salary requirements to GSM Search, WITF Human Resources, Box 2954, Harrisburg, PA 17105. AA/EOE (Radio PA is a division of WITF, Inc.) *No calls, please.*

HELP WANTED PROGRAMMING

Program Director opening at America's #1 Jazz Station. Minimum 3-5 years experience. Familiarity with public radio rules and regulations, audience building strategies, and supervisory skills. Send resume to: KILON Search Committee, 1288 Bellflower Blvd., Long Beach, CA 90815. No calls. EOE.

SITUATIONS WANTED MANAGEMENT

General Manager - 15 year + veteran with sales, programming and technical expertise including ownership and multi-unit operations. Current stations being sold. Ed 1-800-827-2483

PUBLIC NOTICE

★ Outstanding Investment Opportunity ★

ABSOLUTE AUCTION
REGARDLESS OF PRICE

RADIO STATION - 1570AM (WBUX)
INCL. BROADCASTING FACILITY ON 10+ ACRES

40 Rickerts Road
Doylestown, Bucks Co., PA 18901

— Sale on premises —

THURSDAY, OCTOBER 15 AT 1:00PM

Located approx. 10 miles north of Philadelphia, station is positioned within 30 mile radius of 4.5+ million population. Over \$340,000 in recent upgrades including four new towers, Model AM-5, 5600 watt transmitter, broadcast production and air studio offices, computer systems & supporting equipment. Station power: 5,000 watts daytime, 900 watts nighttime.

Broker Participation Invited

Terms of Sale: \$50,000 deposit in certified funds at time of sale. For Complete Terms of Sale, including a detailed description of facility & inspection info., contact Auctioneer.

William Z. Fox, Auctioneer PA Auction Lic. #AU002341L

MICHAEL FOX INTERNATIONAL
800-722-3334 • 410-653-4000 • FAX 410-653-4069
e-mail: info@michaelfox.com • www.michaelfox.com
Worldwide Asset Services Since 1946

TELEVISION

HELP WANTED MANAGEMENT

GENERAL MANAGER

Time Warner Cable seeks a General Manager for our newest local 24-hour news channel, scheduled for a Spring 1999 launch in Austin, Texas. This position will work with corporate and local staff to manage the construction, staffing and implementation of our highly-successful format, in one of the nation's most livable cities. The ideal candidate for this position will have a solid background in television management, with at least three years experience in managing a television newsroom. A demonstrable working knowledge of all aspects of television station operations is a must. A college degree or relevant equivalent professional experience is required.

Time Warner Cable is an Equal Opportunity Employer, all qualified candidates are encouraged to apply. No phone calls please, resumes should be directed to:

Director, Human Resources
Time Warner Cable
12012 North MoPac Expressway
Austin, Texas 78758
Fax: 512-485-6186



TIME WARNER
CABLE

RAYCOM

Media
TV Group VP

Raycom Media, one of America's largest broadcasting groups, has an exciting opportunity for an experienced manager of television stations to oversee a group of its growing number of stations. Raycom has 32 television stations in 17 states. The person we are looking for should have prior general management experience of at least two television stations. The executive must also have the ability of moving from a local television environment to a global view of television, while at the same time being close to the specific television stations for which he/she will oversee. This exciting opportunity will be based in Montgomery, AL and require extensive travel.

VP/GM

Raycom is also seeking a VP/GM for KTVO, its ABC station in Kirksville, MO. Proven sales management leadership is required for this hands-on role in a small but growing market.

If you are interested in joining America's largest employee-owned media company, send your resume to:

Raycom Media, Inc.
Dept. CB, 201 Monroe Street, 20th Floor
Montgomery, AL 36104

An EOE M/F/D

birschbach media sales & recruiting. Over 125 Media Sales positions nationwide. 20 Sales Management. Over 60 Sales positions. 55 Traffic-Production-Technical. Ph: 303-368-5900, fax: 303-368-9675. E-mail:jbirsch@birschbachmedia.com.

General Manager - Group owned television station located in Pocatello, Idaho seeks candidate with experience in the broadcast television industry as a Station/General Manager or Sales Manager. Candidate will be responsible for all aspects of the day-to-day operations of the station; supervise managers; set station goals; and represent the station in the community and its advertisers. Benefits package includes health/dental insurance and 401(k). Please send resume to Ralph Toddre, Exec. VP, Western States Communications Company, 1790 Vassar Street, Reno, Nevada, 89502. 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.

To place your classified ad in Broadcasting & Cable, call Antoinette Pellegrino (212) 337-7073 or Francesca Mazzucca (212) 337-6962

Sales Management. We are a growing broadcast group looking for additional sales management (general and local). We offer excellent compensation and fringe benefits with growth opportunities. Please send resume to Box 01430 EOE.

National Sales Manager. Full Time. WNWO-TV, Raycom Media's NBC affiliate in Toledo has an immediate opening for a National Sales Manager. Ability to quickly form and develop relationships with buyers and agency decision-makers, lead and motivate rep firm salespeople and leverage relationships with in-market decision makers on national accounts vital. Demonstrated success in developing and selling non-traditional revenue concepts important. Require excellent negotiation skills, Microsoft Office and qualitative research presentation experience. Significant travel to key markets. College degree and four years broadcast sales experience preferred. Send resume to: Stephen Danilof, GSM WNWO-TV, 300 S. Byrne Rd., Toledo, Ohio 43615. WNWO-TV is an equal opportunity employer.

Local Sales Manager (WB-22). Manage every aspect of local sales for WCWB-TV. Develop and market promotions. Able to train and develop sales team, educate staff on current market and industry trends. College Grad, min of 4 yrs TV sales exp, exc negotiation skills, mgmt exp pref. No calls. Send To: Richard Engberg, WPGH Fox-53, 750 Ivory Ave., Pgh, PA 15214. EOE/M/F

Local Sales Manager - WMC TV. Successfully motivate local sales to incremental revenue growth through tradition and non-traditional selling. Must be able to plan and execute sales strategies, projects, pricing, package and incentive programs. Must direct departmental functions: hiring, training, evaluations and prepare and submit revenue budgets for Local Sales. Please send resume to: LSM; WMC Stations; 1960 Union; Mphs, TN 38104. *Must be able to pass drug test.*

General Sales Manager. WREG-TV, a CBS affiliate in Memphis, TN has an immediate opening for a qualified General Sales Manager. Responsibilities include, but are not limited to, management of an aggressive Sales and Traffic department, pricing and controlling station sales inventory, establishing and maintaining station revenue goals, developing new business and implementing competitive sales strategies to support business objectives. Candidate must possess excellent communication and management skills, have a proven track record of leadership and sales success, and the ability to apply creative thinking skills in the development of new sales opportunities. A four-year college degree is preferred with a minimum of five years of sales management experience; minimum of ten years of sales and marketing experience in the communication industry; and outstanding written and verbal skills. Applicants should submit a resume to: General Manager, WREG-TV, 803 Channel 3 Drive, Memphis, TN 38103, or fax to 901-543-2384. WREG is an Equal Opportunity Employer and a member of The New York Times Company Broadcast Group.

13 WMAZ, a Gannett station and one of the top rated CBS affiliates in the country has an opening for an experienced account executive. The position available requires a highly motivated individual with strong communication and organizational skills. Send or fax resume to LSM, 13 WMAZ, PO Box 5008, Macon, GA 31208. f: 912-752-1331. EOE.

General Sales Manager. Midwest VHF affiliate seeks candidate with desire to build a winning sales department. Advance within a small but growing television group. Require strong local sales leadership record of success displaying skills in pricing, inventory control, sales promotions, new business development. Excellent compensation and fringe benefits package. Responses held in strictest confidence. Reply to Box 01428 EOE.

General Sales Manager. WEYI, NBC affiliate in Flint-Saginaw-Bay City, Mid-Michigan's growth station seeking an aggressive leader whose goal is to out perform the competition. We need an outside the box thinker with ability to train and motivate, build team spirit, control inventory, forecast revenue and establish budgets. Excellent compensation package and growth opportunities, with expanding 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.

Account Executive: #1 Spanish language station in Phoenix seeks energetic, motivated account executive with a proven track record in sales, customer service, or business management. Good verbal and written communications skills required. Agency experience a plus. Send resume or fill out an application at Univision 33, 3019 East Southern Avenue, Phoenix, AZ 85040. EOE.

General Sales Manager. Lead, motivate, direct all sales efforts for station. Forecast revenues, set rates, develop sales promotions. Great opportunity to shine. Experience required. Replies kept confidential. Send resume to: Fred Jordan, General Manager, KBMT-TV, PO Box 1550, Beaumont, Texas 77704. EOE.

General Sales Manager. Number one Central Illinois affiliate looking for GSM. WICS/WICD in Springfield/Champaign (NBC #81) has a rare opportunity for aggressive, experienced Local or General Sales Manager to lead our successful, winning team. We're looking for an innovative pro with the ability to train and motivate, control inventory and continue to create revenue from "outside the box" sources. Well-equipped station, veteran Sales staff, news and syndication winners in Illinois' second largest market. Send resume to: Gary Spears, Personnel Director, 2680 East Cook Street, Springfield, Illinois 62703. WICS/WICD are EOE employers.

Sales Manager. UPN affiliate has immediate opening. 2 to 3 years management experience, excellent people, communication and organization skills. Responsible for motivating, training, and evaluating local sales staff, pricing and selling station's inventory. Hold weekly sales meetings. Must maintain a high profile with local and regional buying community/clients. Knowledge of broadcast media sales a must. Work with programming, promotion and production in achieving maximum time sales. Successful track record of developing new revenue. Develop and maintain weekly sales budget. Reports to G.M. No relocation paid. Request job description @ 805/388-0081, ext. 217. Send resume and salary requirement to: KADY-TV, 950 Flynn Road., Camarillo, CA 93012. Fax: 805/388-9693.

Local Sales Manager. FOX affiliate in Albany, GA is looking for a manager to lead a highly motivated local sales staff. The ideal candidate will be skilled in training, preparing presentations as well as developing client contacts, both agency and direct. A track record of success is required. Fax or mail resume to General Sales Manager, WFXL, PO Box 4050, Albany, GA 31706. Fax: 912-889-8966. No phone calls please. EOE.

HELP WANTED MARKETING

Houston Public Television/KUHT seeks Direct Marketing Representative. Responsibilities: soliciting and cultivating individual contributions through direct mail, telemarketing and sweepstakes; managing member benefit program and assisting with on-air pledge drives. Minimum Qualifications: BA in marketing, public relations or equivalent, two years with a non-profit organization. Proficiency with Microsoft Office. Excellent analytical, oral and written communication skills. Public relations, public broadcasting, direct mail and telemarketing experience desired. Salary from \$32,000. Send resume to University of Houston, Human Resources, Houston, Texas, 77204-5883. KUHT is licensed to the University of Houston, Human Resources, Houston, Texas, 77204-5883. KUHT is licensed to the University of Houston System. An Equal Opportunity/Affirmative Action Institution. Minorities, women, veterans and persons with disabilities are encouraged to apply.

Broadcasting & Cable ONLINE

Place Your Ad Today...

Classified advertisers in Broadcasting & Cable can post their ad on our website. Updated daily, it's the industry's most read and most comprehensive online listing. Plus, as the industry's only categorized online listing, your ad is easier to find. Place your ad today—see it today!

... See Resumes Tomorrow

For more information:
 Antoinette Pellegrino 212.337.7073
 email: apellegrino@cahners.com
 Francesca Mazzucca 212.337.6962
 email: fmazzucca@cahners.com

ADVERTISE on
www.broadcastingcable.com

Broadcasting ONLINE & Cable

HELP WANTED TECHNICAL

Join a Leader

Panasonic Broadcast & Digital Systems Company is a leading supplier of video and audio products for broadcast, post production, business and industry, education and government markets. We're looking for experienced professionals who like to associate with a leader.

Group Product Manager, Non-Linear Systems

Full responsibility for video server, NLE, news workstation and network product management. Requires 10+ years in professional video and TV broadcast and at least 3+ years in video servers, non-linear editing and/or computer video networking. Exceptional opportunity for team leader. Job Code: 98-0325

Sr. Product Engineer, Audio/Video

Provide engineering service support for audio/video product (RAMSA, VHS, DAT). Prepare product introduction by coordinating with factories and field service network. Monitor and resolve quality/service issues after introduction. Requires BSEE and thorough knowledge of audio equipment (amplifiers, mixers, speakers, wireless microphones), test equipment, VHS format, digital recording. Involves approximately 15% travel. Job Code: 98-0545

Product Engineer, Digital VCR

Provide engineering service support for digital VCR product. Prepare product introduction by coordinating with factories and field service network. Monitor and resolve quality/service issues after introduction. Requires BSEE, 3-4 years' experience with broadcast video equipment, in-depth understanding of video compression methods (JPEG, MPEG, MPEGIII, DCT), test equipment and magnetic tape recording. Involves approximately 15% travel. Job Code: 98-0544

We offer a competitive compensation and benefits package in a friendly working environment. Please forward resume, with salary history and job code, to: **Panasonic Broadcast & Digital Systems Company, Human Resources, 3330 Cahuenga Blvd. West, Los Angeles, CA 90068. Fax: 323/436-3561. E-mail: borehams@panasonic.com** Equal Opportunity Employer.

Panasonic
Broadcast & Digital Systems Company

ENGINEER/ SATELLITE TRUCK OPERATOR

**Fox News Channel seeks a Satellite
Newsgathering Vehicle/Operating Engineer.**

Hands-on knowledge of all technical systems contained in our Ku-satellite uplink trucks required. Systems include: satellite transmission and reception chains, microwave transmitters and receivers, video production equipment, audio mixers, and communication equipment for IFB.

Operator/Engineer will drive the SNV unit to the remote site, manage set-up of camera location, and be able to configure and operate equipment for different types of assignments in the field. Successful candidate will have strong maintenance and troubleshooting skills and the ability to effectively deal with venue and local authorities. Good communication skills a must.

All interested applicants should fax their resume to :



(212) 301-8588

No phone calls please.
Fox News is an EEO

Telemundo/KSTS-TV, San Jose, California, is seeking a qualified Video Maintenance Engineer. 3 years minimum experience in installation and maintenance of broadcast equipment. Responsibilities include diagnosis, analysis, repair and preventive maintenance for studio and News Dept. Strong computer skills desired. Competitive salary and excellent benefits. Submit detailed resume to Robert Amoroso, KSTS-TV, 2349 Berling Drive, San Jose, CA 95131. EOE.

Operations Audio Specialist: Houston Public Television seeks a creative, adaptable technician to serve as the primary audio operator for all station productions. This is a full time benefits eligible position. Qualifications: Candidates should have a Bachelor's Degree in Radio/TV or related field, 3 years experience in studio and location audio operations. Additional experience may be considered in lieu of degree. Thorough understanding of and practical experience with stereo recording techniques imperative. Experience in microphone placement and mixing of live and taped music events preferred. Knowledge of and experience with computer based audio workstations required. Candidates must be able to solve problems and make decisions under pressure, work well with others in a team atmosphere, and be available for evening and weekend assignments. Salary DOE. Resume w/three references, equipment list and vhs tape to: University of Houston, Human Resources, Houston, TX. 77204 - 5883. KUHT is licensed to the University of Houston System. An Equal Opportunity/Affirmative Action Institution. Minorities, women veterans, and persons with disabilities are encouraged to apply.

Broadcast Engineer. Associated Press Broadcast Services In Washington, DC has an immediate opening for a broadcast engineer. Primary responsibilities are in audio and computer automation systems. Expertise in video and satellite systems is a plus. This is a hands-on technology position in a full-time news operation. Minimum three years experience in broadcast or on-line services required. Please send resume to: Phil Avner, The Associated Press, 1825 K Street NW, Washington, DC 20006, or e-mail, pavner@ap.org. The Associated Press is an equal opportunity/affirmative action employer. M/F/D/V

Satellite Truck Operator, Maintenance Engineer. WAFF TV, a Raycom station in Huntsville, AL, seeks candidates for two positions. We will soon take delivery of a satellite truck and we are looking for an experienced operator who also has strong microwave experience. Ideal candidate will be able to do basic maintenance on trucks and like working with new. Also looking for an experienced maintenance engineer to work on a variety of projects. Ideal candidate would also possess strong computer skills. Write to: WAFF TV, PO Box 2116, Huntsville, AL 35804, Attn: Brad Strommen. EOE.

Chief Engineer. Successful candidate must be well versed with capital budgets and all broadcast engineering practices. Hands-on experience with studio production/operations and UHF transmitters required. Must have the ability to execute projects on time and within budget. WFFT-TV recently installed new Acrodyne UHF transmitter and has completely rebuilt facility over the last four years. If you are a mentor, send cover letter, resume and salary history to Personnel Dept., WFFT-TV FOX, PO Box 8655, Fort Wayne, IN 46898. Comprehensive benefit package, including 401(k) and Section 125 plans. Drug screen required. EOE.

Network Chief Engineer and System Chief Engineer - two positions open, for Oregon Public Broadcasting. OPB, a successful community licensed network located in the Pacific Northwest, is one of the top ten stations producing programming for PBS, as well as enjoying relationships with national and international networks. Network CE responsible for day-to-day management of operation and maintenance of all network center broadcast equipment, including supervising engineering staff. System CE responsible for technical excellence of the operation of OPB's statewide radio and television network, including supervising five chief engineers. OPB is a leader in the digital revolution; and both positions will have a role in OPB's planning for transition to digital TV. Requires five years experience with extensive, demonstrable skills in all technical aspects of broadcasting; knowledge of technical design, construction, maintenance and operation of same; strong communication skills and ability to build good working relationships. Must be resourceful, self-starter; able to make independent decisions; handle administrative paperwork. Supervisory experience required. OPB offers a competitive salary plus generous benefits package. To apply, send cover letter, resume and salary history to OPB Personnel, Mail Stop BRD, 7140 SW Macadam Avenue, Portland, OR 97219. Application materials accepted until position is filled. Equal opportunity employer.

FOX 2 Television, Information Systems Supervisor. Hands-on support to end users with software and hardware questions, troubleshooting, installation, configuration, and management of desktop and network applications. This position will be responsible for implementation and management of system upgrades, purchases and software inventory. Administrative experience with AS400, Novell 3.12, and 4.11 Intranetware a must. Requires familiarity with DOS, Windows 95, LAN/WAN and maintaining traffic and accounting systems. Strong working knowledge of MS Office 97. Administer and maintain phone system, audix voice mail and GroupWise e-mail. Minimum 3 years experience in network administration. College degree in Computer Science preferred. Highly motivated, team oriented individual with ability to work independently in a fast paced environment. Strong organizational skills and the ability to prioritize multiple tasks with a variety of people and departments. For consideration: send resume and letter to: KTVI/Fox 2 Human Resources Director, 5915 Berthold Ave., St. Louis, MO 63110. An Equal Opportunity Employer.

Engineering Supervisor: Familiar with vtrs, switchers, studio cameras, experience with satellite, microwave, UHF transmitter, and computer experience required. Must be fully versed in FCC regulations. Please mail or fax your resume, cover letter, and salary requirement to: Joon S. Joo, VP, WMBC-TV 63, PO Box 985, Lake Hopatcong, NJ 07849. Fax: (973)697-5515. WMBC-TV is an equal opportunity employer.

Engineering Supervisor, Telemundo/KSTS-TV in San Jose, California, a Telemundo owned and operated station, is seeking an Engineering Supervisor for its studio operation. The candidate should possess an Associates Degree in Electronics and a minimum of 5 years experience in the repair of SP beta machines, cameras, studio production equipment, video servers, and have a solid background in computer systems. Strong analog and digital troubleshooting skills a must as is the ability to communicate well with others. Managerial skills, FCC Radiotelephone Operator License, SBE Certification and UHF Transmitter experience desirable. Send resume, salary history and cover letter to: Robert Amoroso, Director of Engineering and Operations, Telemundo/KSTS-TV, 2349 Bering Drive, San Jose, CA 95131 or Fax: 408-432-6218. EOE.

Chief Engineer. UPN affiliate has immediate opening for a qualified TV station experienced chief engineer. Involves travel to tower sites. New transmitters and equipment. No relocation paid. Request job description @ 805/388-0081, ext. 217. Send resume and salary requirement to: KADY-TV, 950 Flynn Rd., Camarillo, CA 93012. Fax: 805/388-9693.

Director: KPLC-TV is seeking a highly motivated technical director for its award-winning newscasts. Job requirements include (2) years of TV post production, solid technical directing skills and a strong visual sense of news execution. Candidate must be able to direct crew and talent and exhibit leadership and communication skills. Send resume and current tape with director's audio to Veronica Bilbo, EEO Officer, KPLC-TV, PO Box 1490, Lake Charles, LA 70602. EOE.

ENG and Broadcast Personnel. ENG Field Operations with Camera and Microwave Experience. Videotape Editors. Studio Operations and Maintenance Including: 1) Technical Directors (GVG-300 switcher with Kaleidoscope) 2) Audio (mixing for live studio and news broadcasts) 3) Studio Camerapersons (studio productions and news broadcasts) 4) Chyron Operators (iNFiniT!) 5) Still Store Operations 6) Tape Operators (Beta) 7) Maintenance (plant systems with experience in distribution and patching) 8) Lighting Director Engineer 9) Robotic Camera Operations 10) Master Control. *For the East Coast, Midwest and West Coast.* Would commence spring/summer 1998. Out-of-town applicants accepted for the positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017, Or Fax 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

Chief Engineer needed for Florence/Myrtle Beach, South Carolina, CBS affiliate. WBTW-TV13 is owned by Spartan Communications, Inc., a leading pioneer broadcast company for over 50 years. Mail or fax letter of application with resume to: Bone & Associates, Inc. Attention: WBTW Position. Six Blackstone Valley Place, STE 109, Lincoln, RI 02685. Fax 401-334-0261. EOE/M-F.

Chief Engineer. Channel 7/WKBW-TV, leading ABC affiliate in Buffalo, NY, is looking for a Chief Engineer to direct the total engineering function of the television station in accordance with government rules and regulations, corporate policies, labor contracts and good engineering practice in a manner that enhances inter-departmental cooperation, technical excellence, and station profitability. Knowledge of analog and digital technology required. Must have college degree with five years broadcast engineering experience, and two years supervisory experience in either RF or maintenance and techniques of FCC compliance. Send letter and resume to: Bill Ransom, President and General Manager, Channel 7/WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. No phone calls please. Channel 7/WKBW-TV is an Equal Opportunity Employer.

Assistant Chief Engineer needed for FOX affiliate on Lake Erie's West Coast. Group owner with excellent benefit package. Formal electronics training and 2 years TV maintenance experience required. Computer and network maintenance skills required. Successful candidate will be a career-minded team player. SBE Certification preferred. Resume and salary requirements to Chief Engineer, WUPW, Four SeaGate, Toledo, OH 43604. WUPW is an Equal Opportunity Employer.

HELP WANTED NEWS

TV NEWS MANAGERS, PRODUCERS, WRITERS

If you've always wanted to work on a local newscast that talks to the audience the way smart people talk to each other over dinner, you should get with The Times. USA Broadcasting's prototype news operation in Miami Beach has several positions open for experienced TV journalists who are tired of having to do things the same old local news way. We are looking for:

MANAGING EDITOR

Should be a writer in their soul and an editor who can make any script better. Must be a leader capable of motivating and directing a staff of correspondents. Must be a hard-hitting investigator and enjoy doing it. Sense of humor required; sense of outrage, too.

SENIOR PRODUCER/HEAD WRITER

Should be creative and able to combine smart copy with visual wizardry (and we don't mean white flashes or step-frame video). Responsible for co-writing and producing the all-important "A" block, which is a mix of hard news and playful sensibility. Will also add graphics and general production values to reporter packages. Might be called on to show produce in a pinch. Dry wit essential.

Rush resume to:

WAMI, USA Broadcasting
 605 Lincoln Road, 2nd Floor
 Miami Beach, FL 33139
 Fax: 305-604-0406
 Attn: Editor in Chief

NEWSWRITER

KGO-TV is seeking a newswriter for one of its five daily newscasts. Candidates must have excellent writing skills, production skills and creative ability. Should have a minimum of 3-5 years newswriting experience in a major market with prior producer experience preferred. Application deadline is October 9, 1998. Please send resume, cover letter and videotape to:



KGOTELEVISION

KGO-TV/ABC 7

900 Front Street

San Francisco, CA 94111

Attn: Kathryn Cox, Personnel Manager

An Equal Opportunity Employer

WREX-TV, the NBC station in Rockford, IL is in need of a Week Night Anchor. We are looking for someone with reporting background and strong writing skills. Must be able to provide leadership in the newsroom and enjoy being involved in the community. 2-4 years experience required. EOE/M-F. Send tape and resume to Marie Williams, News Director, PO Box 530, Rockford, IL 61105.

WDEF-TV is looking for an experienced *News Producer*. Duties include but not limited to: coordinating all aspects needed to put together a successful newscast, writing stories and teases, selecting stories for newscast, managing newsroom personnel, etc. College degree and two (2) years experience required. Send resume and tape to the attention of: Rick Russell, News Director, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. EOE, minority applicants are encouraged to apply, pre-employment drug test required. M/F, no phone calls please.

WDEF-TV has two (2) positions open for experienced News Photographers. Join the team at one of the fastest growing news organizations in the Southeast. WDEF is a Media General station and is situated in scenic Chattanooga, TN. Successful candidates must be able to shoot videotape using Sony Betacameras, be able to edit video tape, run microwave trucks and be willing to travel. Job requires two (2) years experience; college degree preferred. Send resume to the attention of: Rick Russell, News Director, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. EOE, minority applicants encouraged to apply, pre-employment drug test required. M/F, no phone calls please.

Univision 33 is growing: seeking experienced, self-starting reporters; experienced photographer-editors with great eyes; and an aggressive, organized, local-news oriented assignment editor. Reporters must be fully bilingual (written and spoken) in English and Spanish. Tape editing skills and/or live experience a plus. Photographer-editors must speak Spanish and English. Linear editing skills required, non-linear experience a plus. Assignment editor must be fluent in Spanish and English. News producing and writing experience a plus. Tapes (reporters and photographer-editors) and resumes to News Director, Univision 33, 3019 East Southern Avenue, Phoenix, AZ 85040. EOE.

TV News Director. Need veteran Newsroom leader with on-air ability, strong news judgement, good news mechanics, and substantial people skills. We are an ABC Affiliate with a history of news excellence. Good benefit package available. We are fortunate to live and work in the Rocky Mountains of Montana. Candidates with a love for the business should respond with resume/ tape/ letter of interest to: Jack May, KFBB-TV, P.O. Box 1139, Great Falls, MT, 59403. EOE.

Senior News Promotion Writer/Producer. CLTV News, Chicagoland's only 24-hour news channel has an immediate opening for an experienced, self-motivated and highly creative team leader in our on-air promotions department. This position is responsible for conceptual development and production of news and non-news promos, image spots, radio and print ads. Strong linear and non-linear editing experience is a must, as are powerful writing skills. If you'd like a chance to break into a major market and assume a leadership role at an Emmy Award-winning news channel, send your resume and non-returnable tape to: HR Director, CLTV News, 2000 York Road, Suite 114, Oak Brook, IL 60523. No phone calls, please. CLTV is an Equal Opportunity Employer.

Reporter: Looking for solid aggressive storyteller with creative ideas. Must have prior television news reporting experience and be a team player. Must have college degree in related field. Send non-refundable tape and resume to: Sharon Quackenbush, General Manager Assistant/EEO Officer, WEYI-TV NBC25, 2225 W. Willard Road, Clio, MI 48420. Must be received by Deadline of October 30, 1998. An Equal Opportunity Employer.

Reporter. The award winning News Operation at WAVY-TV is looking for a nightside Reporter. Candidate should be a good communicator who is skilled in live coverage of breaking news. To be considered, you need at least three years experience. No beginners! No phone calls! Send disposable VHS tape and resume to David T. Strickland, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. WAVY Broadcasting Inc., is an Equal Opportunity Employer.

Reporter- Solid well organized journalist to produce strong people oriented stories. Live experience needed. Non-returnable tape and resume to Jim DePury, News Director, WPMT FOX 43, 2005 S. Queen Street, York, PA 17403. A Tribune Broadcasting Station. EOE. Drug Test. No Beginners. No Calls.

Producer. WKMG, Post-Newsweek Station, Orlando, needs experienced producer who can take one of our newscasts to the next level. Minimum 2 years full-time newscast producing experience. Send tape and resume to Executive Producer, WKMG-TV, 4466 John Young Parkway, Orlando, FL 32804. EEO

News Director. Beautiful medium sized market in the north western US seeks News Director with proven leadership skills. We are a group owned station with network affiliation and a desire to be the best. Substantial broadcast news experience required. Reply to Box 01431 EOE.

News Director, Midwest ABC affiliate is looking for a wknd. Supervisor and #2 news director. Must be a creative self-starter with commercial editing and directing experience. Send resume to Production Manager, WTVO-TV, P.O. Box 470, Rkld., IL 61105 or Fax 1-815-963-6113. EOE

Newscast Producer. The top-rated station in Nashville is looking for a Monday-Friday evening newscast producer who can meet our high standards. Must know how to package the big story and capture the audience every day! We need an excellent writer, capable of directing the work of reporters, photographers, editors and associate producers. Prefer two years experience and a college degree. Please send a resume and tape to Sandy Boonstra, Executive Producer/News, WTVF-NewsChannel 5, 474 James Robertson Parkway, Nashville, TN 37219. EOE.

News Reporter. WHAS11, ABC affiliate and market leader, is looking for two general assignment reporters with a minimum of 5 years broadcast experience. Strong story telling skills are critical using copy and video. College degree preferred. Must demonstrate effective use of live reporting. Also, the ability to enterprise hard, lead stories. Interested candidates forward resume, tape and cover letter to: Cindy Vaughan, Human Resources Director, HR#937, WHAS11, 520 West Chestnut Street, Louisville, KY 40202. Belo Kentucky, Inc. is an Equal Opportunity Employer M/F/D/V

Meteorologist: WDAF, Fox 4 in Kansas City (Fox O&O), is seeking an AMS certified meteorologist for its top rated weekday morning shows. Responsibilities will include preparing daily forecasts and supplemental explanatory information. Must be able to report live from breaking news events. Qualified applicants will have a minimum of 5 years on-air experience and a degree in meteorology or comparable discipline. For consideration, please send resume and demo tape to WDAF; Human Resources Dept.; 3030 Summit; Kansas City, MO 64108. EOE M/F/D/V

Meteorologist. Top rated news department in market seeks lead weather anchor. Meteorology degree and computer graphics experience required. AMS seal preferred. Send non-returnable tape and resume: Jim Morris, 35 Hildreth Street, Bangor, Maine 04401.

KDAF - Tribune, Dallas, Texas to launch prime time newscast!!!! KDAF WB 33 will launch a prime time newscast in January 1999. We are currently recruiting for an entire staff of news professionals including: News Anchors, Sports Anchors, and Meteorologists (weekday and weekend), Reporters, Producers, Assignment Editors, Executive Producer, Technical Directors, Audio, Chief Photographer, News and Sports Photographers, Graphic Artist, Editors, News Operations Manager as well as several part-time positions available. If you want to be part of a great company in a great market submit your resume and non-returnable VHS tape to: Human Resources, KDAF WB 33, 8001 John Carpenter Fwy., Dallas, TX 75247. EOE and drug free workplace. No phone calls please.

Photographer: WTVD NewsChannel 11, the ABC-owned station in Raleigh-Durham, NC, needs a photographer who can write and edit. You'll work with our special projects team preparing high impact health, consumer, feature reports, and sweeps specials. Qualified applicants have two years experience as a photographer and reporter in small to mid-size markets. This is not an on-air position. A degree in journalism or a related field is desired but not required. Send non-returnable tape and resume to: Rob Elmore, News Director, WTVD, 411 Liberty Street, Durham, NC 27702. EOE. No Phone Calls!

FOX NEWS in the Fort Myers/Naples market seeks a Co-Anchor for its established and award-winning newscast. Minimum five years anchor experience preferred. Accomplished reporter a plus. Send non-returnable tape and resume to FOX WFTX-TV, Attn: Mark Pierce, 621 SW Pine Island Road, Cape Coral, FL 33991. WFTX-TV is an equal opportunity employer.

FOX 2. Writer/Producer (Promotion). Topical news promotion for 5, 9, and 10 p.m. newscasts. Cable and radio promotion production. Special event promotion. 2 years television production experience, college degree in Communications preferred. For consideration: send resume and letter to: KTVI/Fox 2 Human Resources Director, 5915 Berthold Ave., St. Louis, MO 63110. An Equal Opportunity Employer.

Consumer Reporter. WAVY News 10 is looking for a Consumer Reporter. The last two journalists to fill this position are now in top 15 markets. The ideal candidate should have at least three years experience as a Consumer Reporter. Good live shots a must! You must be able to organize correspondence with the public. No phone calls! No beginners! Send disposable VHS tape and resume to David T. Strickland, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. WAVY Broadcasting Inc. is an Equal Opportunity Employer.

Chief Photographer: Responsibilities include shooting and editing news material for daily broadcasts. Approximately 25% of the schedule will include recruiting and the training of new photojournalists. In addition, the Chief Photographer is required to inventory equipment and order tape supplies. A full benefits package is included. Please send a resume, cover letter, reference list, and a current tape to Doug Spero, News Director, WCTI-TV, P.O. Box 12325, New Bern, NC 28561. EOE.

Assignment Editor (Job #300 AEIP): WGNX CBS46 is seeking an aggressive, highly organized journalist to run our dayside assignment desk. Must have superb people skills. Knowledge of Atlanta and Georgia news definitely a plus. Successful candidate will have at least 3 to 5 years experience in a medium or major market. Send resume to: Paul Powers, Assignment Manager, WGNX-TV, 1810 Briarcliff Rd., NE, Atlanta, GA 30329 or email to: ppowers@wgnx.com. No calls please!

Executive Producer: CLTV News is ChicagoLand's only 24-hour regional cable newschannel. We have an immediate opening for an Executive Producer, responsible for supervising activities of producers and other personnel working on newscasts; approving all scripts; communicating with newsroom personnel regarding news priorities; critiques of newscasts on a regular basis. Three to five years experience in a TV news editorial capacity is required; previous experience in a supervisory function preferred; strong decision-making abilities; excellent communication skills; must be able to work varying shifts. Fax resume to 603-571-0489, CLTV News, 2000 York, Suite 114, Oak Brook, IL 60523. No phone calls please.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?
Send resume/tape to:
Box _____
245 West 17th St., New York, New York 10011

Photographer. If the assignment desk at your current station is driving you crazy, wait 'til you see what ours will do to you! Tapes and resumes to: Rob Puglisi, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. EOE

HELP WANTED PROMOTION

PROMOTION WRITER/PRODUCER

NBC owned station in Philadelphia seeks talented, creative individual to write and produce advertising and promotion for news, programming and public service.

Must possess strong copywriting skills, an excellent graphic sense, and have experience in both non-linear and linear digital post-production. Individual must be organized, self-directed, with good interpersonal skills. Minimum 2 years broadcast promotion experience demonstrating excellence working under tight deadlines.

Send resume and reel to:



Employee Relations
10 Monument Road
Bala Cynwyd, PA 19004

We are an Equal Opportunity Employer.

Television Promotion Director. Medium market network affiliate in Northeast is looking for someone who can do it all and wants a chance to prove it. News promotion is the priority but individual will supervise a 7 person department responsible for production of on-air promotion, local PSA's and commercials. Additional responsibilities would include supervising graphics, scheduling of promotion both on-air and in outside media. The department has state-of-the-art equipment including top-of-the-line digital editing suite and AVID non-linear system. Reply to Box 01427 EOE.

Promotion Writer/Producer. FOX5, a FOX O&O, seeks Promotion Writer/Producer responsible for writing and producing promotional spots for news and entertainment programs. Must have excellent writing communication and producing skills; be able to work on many different projects at one time while maintaining and meeting tight deadlines; be dependable and respond willingly to change. Must have at least 2 years producing experience. College degree preferred. Send tape and resume to Human Resources/WAGA-TV, 1551 Briarcliff Rd., Atlanta, GA 30306. No phone calls. EOE.

Promotion Producer. WYFF-TV, the NBC affiliate in Greenville, SC is looking for a talented, creative, and energetic Promotion Writer Producer to join our team of professionals. You will be responsible for daily news topicals, pops, series and other news promotion. The qualified candidate will possess strong writing skills and have at least 2-3 years experience in News promotion. AVID editing a plus! Send resume and reel to: WYFF TV, Human Resources Manager, P.O. Box 788, Greenville, SC 29602. WYFF is an Equal Opportunity Employer.

Promotion Manager: #1 Spanish language station in Phoenix seeks a dynamic, energetic, creative leader to direct station promotion and advertising activities. Will plan and execute station's promotional strategies, media planning and placement, and management of special events. Will also write and produce daily topical and image spots for news and other programs. Requires excellent written and oral skills in Spanish and English. Videotape editing a plus. Send resume and tape to General Manager, Univision 33, 3019 East Southern Avenue, Phoenix, AZ 85040. EOE.

Promotion Manager: WEYI, NBC an aggressive affiliate serving Flint/Saginaw-Bay City, seeks an aggressive leader to take a growing station even higher. Candidate must be a marketing warrior with extensive experience writing and producing on-air promos (particularly topical news promos). Position also involves managing all station events, publicity, public service, and external advertising. Excellent compensation package and growth opportunities, with expanding 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.

HELP WANTED ADMINISTRATION

Houston Public Television seeks a Membership Assistant to provide administrative support. Responsibilities include coordinating volunteers, in-kind donations, generating reports and correspondence and assisting with on-air membership drives and special events. Minimum qualifications: Requires an Associate's degree, preferred Bachelor's degree in business, related field or equivalent. Proficiency with Microsoft Access, Excel and Word as well as good understanding of information technologies. Preferred excellent analytical, oral and written communication skills and previous experience with non-profit organization is desired. Must be available to work periodic evenings and weekends. Salary from \$22,000 annually. Send resume to: University of Houston, Human Resources, Houston, Texas 77204-5883. KUHT is licensed to the University of Houston. The University of Houston is an Equal Opportunity/Affirmative Action Institution. Minorities, women, veterans, and persons with disabilities are encouraged to apply.

Education Projects Coordinator. Houston Public Television seeks Education Projects Coordinator to develop, coordinate, implement KUHT education initiatives. Required: college degree in early childhood development or elementary education, or equivalent combination education/experience. Teacher certification plus four years in teaching and/or supervisory position. Knowledge of child care settings and experience in training diverse adult groups. Ability in curriculum development and grant/proposal writing. Excellent communication, organization and presentation skills. Computer literate. Desired: knowledge of public television and education technology. Evening and weekend work required. Salary from \$32,000. Send resume to University of Houston, Human Resources, Houston, TX 77204-5883. KUHT-TV is licensed to the University of Houston System. An Equal Opportunity/Affirmative Action Institution. Minorities, women, veterans and persons with disabilities are encouraged to apply.

HELP WANTED MISCELLANEOUS



As one of the fastest growing, most progressive broadcast groups in the nation, SINCLAIR COMMUNICATIONS, INC. owns and/or provides programming services or has agreements to acquire 64 stations in 42 separate markets, and owns, provides sales and programming services to, or has agreements or options to acquire 51 radio stations in 10 separate markets. Sinclair's television group will include ABC, CBS, FOX, NBC, WB and UPN affiliates. As our phenomenal growth continues, we seek the one element which gives us the edge on the competition and the power to stay on top-the best people in the business. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair.

- Charleston, WV-WCHS-TV/ABC**
Newscast Producer
 Seeking a newscast producer who will bring judgement, intelligence, energy and leadership. If you can achieve these qualities along with production and writing skills, send a resume and non-returnable recent VHS newscast tape. BC# 187
- Indianapolis-WTTV-TV/WB**
Senior Promotions Producer
 WB4 is seeking an energetic, creative person to conceptualize, write and produce on-air promotion spots. Show off your style promoting IU, Purdue and Pacers basketball. Create the image that sells Seinfeld and Frasier. Previous broadcast promotion exp. preferred. On-line and non-linear editing skills a plus. Send your resume, cover letter, noting desired position, and a non-returnable demo tape. BC#188
- General Manager**
 Our WB station in Indianapolis has an immediate opening for a General Manager. This station is a strong, VHF affiliate with an extremely heavy emphasis on local college and professional sports. Send resume. BC#189
- Kansas City-KSMO-TV/WB**
Local Sales Manager
 WB62 is looking for a highly aggressive LSM to lead the most dynamic team in Kansas City. Candidates must have 2 yrs. broadcast exp. in local sales & management, great communication skills, be proficient in managing and pricing inventory and have the ability to hire, train & budget the local sales department. Knowledge of Columbine and Scarborough a plus. Must also demonstrate the ability to think "outside of the box" by coming up with creative ideas to generate additional revenue. Excellent benefits. Mail resume and cover letter BC#190
- Account Executive**
 WB62 is seeking an experienced television sales Account Executive. Knowledge of Nielsen ratings required. Must be creative thinker with strong follow-through who can meet the needs of advertising prospects and sell "outside of the box" marketing concepts. Send resume. BC#191
- Las Vegas-KVWB/KFBI-TV-WB/IND**
Assistant Traffic Manager
 Candidate must have at least 2 years exp. on Columbine AS400 (Broadcast Television). Experience in programming, facilities, inventory management, log editing and all aspects of the traffic department a must. Candidate must be detail oriented and very well organized. Please send resume, references and salary history. BC#192
- Lexington-WDKY-TV/FOX**
Local Sales Manager
 Ideal candidate must possess previous management experience and have a proven sales record. Must be detail oriented, hard working and willing to travel as needed. Please send cover letter, resume, and salary requirement. BC#193
- Norfolk-WTVZ-TV/WB**
Local Sales Manager
 Seeking an aggressive Sales Manager to supervise all local sales personnel, which includes the hiring, training, and directing of personnel to maximize local sales revenues. Applicants must have a minimum of 3 years local and/or national television sales experience. PC experience, including TV Scan and Qualitap a must. Send resume. BC#194
- Sinclair Radio of St. Louis**
Radio Broadcast Technician
 Qualified candidates should provide a minimum of five years exp. in the radio broadcast industry with knowledge of advanced electronics, computers and computer networks, audio and RF technology. Applicants should be knowledgeable in the maintenance of high power AM & FM transmitters, microwave, studio and related equipment. FCC license and SBE certification helpful. Send cover letter and resume. BC#195

Mail your resume in confidence immediately to:
 Broadcasting & Cable, 245 W. 17th Street, NY, NY
 10011, Attn: Job # _____



**Sinclair is proud to be an
 EQUAL OPPORTUNITY EMPLOYER
 and a DRUG-FREE WORKPLACE**
 WOMEN AND MINORITIES ARE ENCOURAGED TO APPLY

**HELP WANTED
 FINANCIAL & ACCOUNTING**

Controller/Business Manager: WOKR-TV, a #1 ranked ABC affiliate located in Rochester, NY is seeking a professional with a 4 year accounting degree and 5 years experience in corporate or public accounting. Broadcast experience strongly preferred. Successful candidate will be responsible for all accounting systems, financial reporting, and personnel. Strong people skills are a must. Strong computer skills (i.e. Lotus, Excel) are a must. Resume and salary history to: Human Resources WOKR-TV, P.O. Box 20555, Rochester, NY 14602-0555, fax (716)321-1121 or email staffing@wokrtv.com. Please no phone calls. WOKR-TV is an Equal Employment Opportunity Employer.

HELP WANTED CREATIVE SERVICES

ART DIRECTOR

ABC7 Los Angeles is looking for a hands-on Designer/Manager for the station's graphics department. Position responsibilities include design for news, promotion, programming and station image.

Excellent design skills and knowledge of the latest equipment including Quantel HAL, Picturebox, Chyron Infinit and MAC necessary. Previous management experience at a television station is a definite plus.

You must submit a non-returnable tape (beta preferred) with your resume to:
ABC7 Los Angeles, Attn: Kimberly Castillo, Human Resources, Dept. AD/BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer.



GRAPHIC DESIGNER

KGO-TV is seeking a graphic designer to produce daily news graphics, support promotion, print and web design. Must be available to work flexible hours and overtime. Must have a minimum of 3 years experience in television graphics and be proficient with Macintosh and Quantel equipment. Paintbox, Picturebox and Hal experience is a plus. Application deadline is October 9, 1998. Please send resume, cover letter, non-returnable tape and print samples to:



KGO-TV/ABC7
900 Front Street
San Francisco, CA 94111
Attn: Kathryn Cox, Personnel Manager
An Equal Opportunity Employer

Production Coordinator: write and produce winning commercials and act as liaison between sales and production department for Phoenix's #1 Spanish language station. Demonstrated use of effective graphic and production techniques a must. Requires excellent written and oral skills in Spanish and English. Send or bring tape and resume to Operations Manager, Univision 33, 3019 East Southern Avenue, Phoenix, AZ 85040. EOE.

On-Air Manager. Seattle's WB affiliate, KTZZ-TV, a Tribune Broadcasting Station, needs a Top Gun Creative to be its On-Air Manager. If you'd like to live in "America's Most Livable City" and produce original, creative, "eyeball attracting" work, we want to hear from you. Show your skills on station programming spots instead of news. You'll need strong team skills and supervisory or management skills plus a minimum of 3 years mid-size market or larger experience. It's a great opportunity for someone ready to advance their career and continue to produce outstanding work. Send resume and tape to HR Director, KTZZ, 945 Dexter Ave. N., Seattle, WA 98109. No phone calls please. KTZZ is an Equal Opportunity Employer.

Graphic Designer. WDAF-TV, Fox 4 Kansas City, is looking for an experienced Graphic Designer. Computer literacy and a strong background in layout and design required. Excellent interpersonal skills and the ability to work in a fast paced environment are essential. Working knowledge of Mac and electronic paint systems a plus. WDAF-TV is a Fox O&O station which produces 7.5 hours of daily local news. For consideration, send resume and tape to WDAF-TV; Human Resources Dept.; 3030 Summit; Kansas City, MO 64108. EOE M/F/D/V

**FOR DAILY
 CLASSIFIED UPDATES...**

VISIT BROADCASTING & CABLE ONLINE
www.broadcastingcable.com

Art Director. Tribune Broadcasting's KHTV/WB39 is looking for a talented individual to lead our team in producing on-air and print graphics. We're a MAC shop and applicants should be able to run Quark, Illustrator, Photoshop, Electric Image and Adobe After-effects. Television experience is required. Great benefits and salary but best of all...No cranky news people here, we're looking for an out-of-the-box thinker that can deliver! Send resume and demo to: Ginger Cramer, Human Resources, KHTV, PO Box 630129, Houston, TX 77586.

HELP WANTED PRODUCTION

Television Production Associate. KACT-TV, a small leading edge facility, needs a Production Associate with strong skills in videography, lighting, linear and non-linear editing, computer graphics, and some directing and producing experience. On-air experience helpful. Associates Degree or 2 years related experience required. Equivalent combination of training and experience considered. Outstanding benefits package. Apply (post marked) by 10-9-98, City of Aurora, Human Resources, 1470 S. Havana St., Aurora, CO 80012. Fax: 303-739-7243.

TV Production Manager. Pacific Central West Coast. Applicant must have minimum 3 years experience. Knowledge of TV production equipment for commercials, promotion, PSA's and weekly shows a must. Needs to be a self-starter and highly motivated with sense of urgency. Flexible schedule may be necessary. No relocation paid. E.O.E. Resume and salary requirements to: Box 01429.

Supervising Producer. WGBH Boston is seeking a Supervising Producer for Greater Boston, a week-nightly current affairs program for local audiences, hosted by Emily Rooney. Position will oversee the production of 5 half-hour programs per week in the studio and the production of field segments. Supervising Producer will work with producers and host to generate story ideas, programming development and long-term goals, oversee budget and supervise staff. Position requires at least 5 years television and broadcast journalism experience, preferably as a senior producer and/or line producer for news, documentary and current affairs TV. Management experience essential. Needs excellent ability to direct crew and talent as well as imagination, creativity and leadership under pressure to make interesting and compelling programs. Knowledge of Massachusetts and Boston current affairs helpful. Send letter and resume to: WGBH Educational Foundation, Human Resources Dept. (98-54), 125 Western Avenue, Boston, MA 02134. WGBH is an Equal Opportunity Employer. Visit our website at www.wgbh.org for more information.

Production Manager needed for small market network affiliate in the West. Must have prior experience in News Directing and Commercial Editing. Please send resume and references to Box 01426 EOE.

Government Video Supervisor. Lead our award-winning team. Supervise staff of 6 resp. for production of quality news and info. programs for municipal gov't clients (also serve as assoc. exec. director). Knowledge equiv. to a bachelor's degree with 3-5 yrs. experience in video prod., management of operations and budget, org. planning, and supervisory experience. Creativity, attention to detail and ability to meet deadlines required. Studio with BetaSP and nonlinear Media 100xr edit facility. Salary to 40K DOE with excellent benefits. Resume and cover letter by 10/16/98 to: D. Coons, Gov't Television Network, 7245 Stillwater Blvd. N., Oakdale, MN 55128.

HELP WANTED PROGRAMMING

Program Operations Coordinator. Houston Public Television Programming Department seeks a Program Operations Coordinator to assist in Traffic and Operations duties and other programming responsibilities. Position requires knowledge of the PBS schedule, PC work including word processing, spreadsheet and program scheduling database (Protrack). Successful candidate must have a Bachelor's degree in Communications or related field or equivalent experience, be computer literate and have Protrack or similar program scheduling system experience. Candidate must be able to type 45 WPM, have experience working in a PBS traffic environment and possess a knowledge of PBS systems and operations. Minimum starting salary \$20,000 annually. Send resume, cover letter and three references to: University of Houston, Human Resources, Houston, TX 77204-5883. Houston Public Television is licensed to the University of Houston System. An Equal Opportunity/Affirmative Action Institution. Minorities, women, veteran and persons with disabilities are encouraged to apply.

Program Assistant - Viewer Services/Operations. Houston Public Television seeks a Program Assistant-Viewer Services/Operations to support the Programming Department in providing information concerning our broadcast schedule to individuals and departments within the station and to the public, and in preparing the daily program log. Successful candidate must have some college-level classes in television or experience in a television traffic office, be computer literate with a basic understanding of PCs and databases, must be able to type 45 WPM, and must be able to lift 40lbs. Candidate should also have previous customer service experience and be able to communicate effectively with viewers and other staff. Minimum starting salary \$18,000 annually. Send resume, cover letter and three references to: University of Houston, Human Resources, Houston, TX 77204-5883. Houston Public Television is licensed to the University of Houston System. An Equal Opportunity/Affirmative Action Institution. Minorities, women veteran and persons with disabilities are encouraged to apply.

SITUATIONS WANTED MANAGEMENT

Broadcaster with major sales management experience desires TV LSM position. Great with increasing local and national revenues! Call 510-337-9632.

TV SALES TRAINING

LEARN TO SELL TV TIME
Prepare for a career in TV time sales
Call for FREE Info Packet
ANTONELLI MEDIA TRAINING CENTER
(212) 206-8063

TV PROGRAMMING SERVICES

*** FILMS FOR SALE ***
Public domain film library.
35mm to Beta.
\$275.00 each
Hundreds to choose
from...westerns drama, horror.
1-800-353-9177
www.enigmavision.com

*** CYBERNEWS UPDATE ***
:60 sec. Cool Internet insert
daily via satellite.
Cash or barter.
1-800-353-9177

*** ENIGMA THEATER ***
Telly Award winning hosted
classic horror film each week.
Barter or cash.
Via satellite.
1-800-353-9177
www.enigmatheater.com

*** NWN STUDIOS ***
1-800-353-9177
edward@nwnstudios.com

TV RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, tape critiques. Great track record. 847-272-2917.

Broadcasting & Cable

COLOR CLASSIFIEDS GET RESULTS!

CALL ANTOINETTE PELLEGRINO AT (212)337-7073 OR FRANCESCA MAZZUCCA AT (212)337-6962.

CABLE

HELP WANTED SALES

CABLE SALES OPPORTUNITIES

National Cable Communications, a rapidly growing, fast paced leader in the national spot cable representative business, has several exciting opportunities for experienced sales professionals:

GENERAL SALES MANAGERS in Atlanta, Chicago and Detroit. Must be able to lead sales staff in all aspects of the sales department including marketing and budgeting.

SALES MANAGERS in Detroit, Cleveland, St. Louis/Kansas City, New York, Atlanta, San Francisco, Seattle and Los Angeles. Must be able to develop, motivate and lead sales staff to meet aggressive sales goals.

ACCOUNT EXECUTIVES in New York, Atlanta, Chicago, Los Angeles, San Francisco, Seattle, Cleveland and Dallas. Must be able to effectively communicate the advantages of cable advertising to current and prospective advertisers.

National Cable Communications offers an outstanding compensation and benefits package for all positions. For immediate consideration, please forward resume and salary history to:

Sandra Kelly, Human Resources Manager, National Cable Communications, 137 Newbury Street, Boston, MA 02116 or fax to: (617) 859-7551. Equal Opportunity Employer.

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.

Responding to a
Blind Box ad?

Easy enough!

Just mail your resume to:

Broadcasting & Cable

Box # _____

245 W. 17th Street

New York, NY 10011

CREATIVE SERVICES



No place on Earth
has better weather.

Creative Services Manager

The Weather Channel is looking for a motivated individual to lead our Creative Services department, responsible for the production of promotional and advertiser/affiliate directed video products. Teamwork is a must. Experience directing video/film shoots, in-depth knowledge of the post production process and experience in providing direction to designers and editors are also requirements. This individual must possess exceptional leadership skills, outstanding conceptual and creative writing abilities, with a minimum of 5 years experience as a writer/producer. Please respond by

Resumes & Reels to:

Rick Booth

The Weather Channel
300 Interstate North Parkway
Atlanta, GA 30339
rbooth@weather.com
(no calls please)

HELP WANTED PRODUCTION

Creative Services Topical Writer/Producer. HGTV, Home & Garden Television has an immediate opening for a promo producer with strong organizational skills. Candidate must possess a solid sense of gtx design, editing and sound design. The right team attitude counts along with the ability to handle several unsupervised projects at once. We're a fully digital facility with inhouse musicians, film team, Hals, you name it! Min. 3 years exp. in cable or local station. College degree preferred. Leave the News grind behind! Send your resume and reel to: HGTV Human Resources, 9701 Madison Ave., Knoxville, TN 37932. No phone calls, please. E.W. Scripps Company and HGTV are Equal Opportunity Employers.

Executive Producer, for Black Entertainment Television Entertainment Division. 5+ years major market experience required. Extensive background in, studio and field production. Must have background in large scale live and live to tape events. Concert experience a plus. Strong knowledge of music industry a must. Budgeting and good interpersonal skills a must. Prior background in managing a staff of 25+. Send Resumes and Tapes to: Cindy Mahmoud, VP Music and Entertainment, Black Entertainment Television, 2000 "W" Place NE, Washington D.C. 20018. (No Phone Calls Please).

HELP WANTED MARKETING

Marketing Managers. Comcast Cable Communications, the fourth largest cable provider in the U.S., seeks experienced marketing professionals to manage and direct the development, coordination and implementation of core business, new product and competitive marketing plans and strategies for its Southeast Michigan and Detroit systems. Responsibilities include analyzing and monitoring promotion activity, coordinating creative effort to develop direct mail and supportive materials, liaison between region, corporate and area system marketing groups, developing subscriber and marketing budgets, determining trends in and effectiveness of system marketing activities, and negotiating funding for area promotions. Bachelors degree in related discipline with three to five years work experience to include management of a direct sales and/or telemarketing team in a coverage area of 150K + customers is required; MBA preferred. Strong analytical, communication and management skills necessary. A highly competitive salary, excellent growth opportunities and a superb comprehensive benefit plan, including 401 (k) and educational assistance, are available. Please submit or fax resume with salary requirements to: Regional Recruiter, P.O. Box 5155, Southfield, MI 48037; Fax: 248-204-6722. Comcast is proud to be an Equal Opportunity Employer.

ALLIED FIELDS

HELP WANTED TECHNICAL

Video Engineer. Responsibilities include maintenance for 3-CCD cameras, BetaSP recorders, and AMX system. Confident, creative team player to help build a professional multimedia environment within an educational facility and to teach video engineering skills. Send resume to: The Jackson Foundation, 719 E. College St., Suite 400, Dickson, TN 37055.

HELP WANTED FACULTY

Bowling Green State University seeks applicants for an Assistant Professor tenure-track position in telecommunications beginning August 1999, to teach intermediate and advanced undergraduate/masters video courses and supervise introductory video courses. The individual will advise student video organization, coordinate video internships, and participate in undergraduate advising. Ph.D. or other terminal degree required. Production background and experience with nonlinear editing system very helpful. Commitment to evidence of teaching excellence required. Send letter of application, vita, three letters of reference and official transcripts to Dr. Douglas Ferguson, Department of Telecommunications, 322 West Hall, Bowling Green, OH 43403 by December 1, 1998. Bowling Green State University is an AA/EOE and welcomes applications from minorities, women, veterans and persons with disabilities. Successful candidate must have legal authority to work in the U.S.

HELP WANTED ADMINISTRATION

Tenure Track Positions

Hofstra University's fast-growing, professionally oriented journalism program invites applications for two full-time, tenure-track positions to begin in January 1999.

PRINT JOURNALISM

Candidate must have 10 years of professional experience in newspaper or magazine journalism. A background in online journalism, college-level teaching experience and an advanced degree are pluses. Rank and salary commensurate with experience.

BROADCAST JOURNALISM

Candidate must have 10 years experience in broadcast news and the ability to teach beginning and advanced courses in television and radio journalism. An advanced degree and college-level teaching experience are pluses. Rank and salary commensurate with experience.

Please submit resume/vita, three reference letters and a cover letter to:

Dr. Sondra M. Rubenstein
318C-B Dempster Hall
111 Hofstra University
Hempstead, NY 11549.

Consideration will begin on November 1 and continue until the positions are filled. AA/Equal Opportunity Employer

HOFSTRA UNIVERSITY
 WE TEACH SUCCESS



FOR SALE EQUIPMENT

CLEARLY PRUDENT.

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

(800)238-4300 **CARPEL**
 VIDEO

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

FOR SALE STATIONS

Midwest Duopoly

2 FM duopoly in un-rated Midwest market

- Rapidly growing revenues and cash flow
- Perfect for owner/operator or reg'l group owner
- Priced at \$1,800,000
- Very attractive multiple of cash flow

Fax expression of interest to
(410) 740-7222

PATRICK  COMMUNICATIONS

HELP WANTED MANAGEMENT

SENIOR SALES MANAGEMENT

Summer is over, time to concentrate on your career. **Media Staffing Network** (formerly Rep Temps) has been hired to fill several Sr. Sales Management positions in broadcasting. Please contact us immediately if you or someone you know is interested in making a move. All inquiries are confidential.
 Call Laurie Kahn (312) 944-9194

PROFESSIONAL JOBS WITH ENTERTAINMENT COMPANIES

BROADCAST & CABLE TELEVISION, DISTRIBUTORS, MOTION PICTURE, POST PRODUCTION & MORE
 Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.). Published biweekly. For subscription information:
(800) 335-4335

Entertainment Employment Journal™
 email: info@eej.com

EMPLOYMENT SERVICES

<p>Past</p>  <p>Some great service</p>	<p>Present</p>  <p>with a better name!</p>
<p>Nationwide temporary & permanent placements exclusively in media</p> <ul style="list-style-type: none"> • entry level to senior management placement • entry level training program • customized benefits <p>312.944.9194</p>	

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

WANTED TO BUY EQUIPMENT

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

You can simply fax your classified ad to **Broadcasting & Cable** at (212)206-8327.

Radio Opportunities

Southeast Urban AM-FM
 Market of 100,000
 \$1,200,000

Pacific Northwest
 Small Market AM-FM
 \$525,000

Appalachian Combo
 Dominant in Market
 \$850,000

Gordon Rice Associates
 Charleston, South Carolina
 (843) 884-3590

CENTRAL MAINE

recreational market FM. Only station in its county. Real community radio. New equipment. Solid staff. \$250,000.

Mel Stone
Kozacko Media Services
Call 207-799-8804

Florida: Central combo, attractive facility, and top Keys FM, great lifestyle. Both opportunities for professional sales effort. Mayo Communications, 813-971-2061.

Radio Station For Sale. WTJZ 1270AM Hampton, Virginia. Power 1KW, Top 35 Market, Full-time non-directional day/directional night. To be sold by public auction on October 14, 1998 at 3:00 p.m. Sale Terms- All Cash-, \$225,000 minimum bid, \$10,000 Bidder's Deposit Required to Bid. Contact James T. Lloyd, Jr. at (757)625-2550 for all auction terms, inventory list or for walk through. Auction subject to cancellation under auction terms.

Southern Maine Combo. Above the line in strong radio/crossroads market. Great upside potential ideal owner/op situation. 1.2M. Sales Group 781-848-4201.

COLLECTION AGENCY

MEDIA COLLECTION DREAM TEAM

CCR

Attorney (former broadcast/cable ad sales manager NBC-TV, Katz, Petry, Lifetime) and staff handle the USA's top media firm's collection accounts offering:

1. Unequaled knowledge of media business.
2. Ten years of unequalled/documentable recovery rates.
3. Customized reporting.
4. Competitive contingent fee schedule.
5. References available.

Call/Write:

CCR • George Stella
1025 Old Country Road • Suite 303S
Westbury, NY 11590

Tel: 516-997-2000 • 212-766-0851 • Fax: 516-997-2071
E-Mail: CCRCollect@AOL.com

FOR DAILY CLASSIFIED UPDATES...

VISIT BROADCASTING & CABLE ONLINE
www.broadcastingcable.com

Broadcasting & Cable

Classifieds

Order Blank (Fax or Mail)

CLASSIFIED RATES

Display rate: Display ads are \$202 per column inch. Greater frequency rates are available in units of 1 inch or larger.

Non-Display rates: Non-Display classified rates (straights) are \$2.30 per word with a minimum charge of \$46 per advertisement. Situations Wanted rates are \$1.25 per word with a minimum charge of \$25 per advertisement.

Blind Boxes: Add \$35.00 per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category: Line ad Display

Ad Copy: _____

Date(s) of insertion: _____

Amount enclosed: _____

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Signature: _____

Payment:

Check Visa MasterCard Amex

Credit Card #: _____

Name on Card: _____

Exp. Date: _____ Phone: _____

Clip and Fax or Mail this form to:

B & C

245 W. 17 Street • NYC 10011 • Attention: Antoinette Pellegrino or Francesca Mazzucca
FAX NUMBER: 212-206-8327

Oct. 13-15—"East Coast Cable '98," conference and exhibition presented by *Atlantic Cable Show*. Baltimore Convention Center, Baltimore. Contact: (609) 848-1000.

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 Engineers* 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) 428-2225.

Jan. 25-28, 1999—35th annual *National Association of Television Programming Executives* program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

April 19-20—*Television Bureau of Advertising* annual marketing conference. Las Vegas Convention Center, Las Vegas. Contact: (212) 486-1111.

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

Through Sept. 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. 28-29—*Kentucky Cable Telecommunications Association* annual general membership meeting. Shaker Village of Pleasant Hill, Harrodsburg, Ky. Contact: (502) 864-5352.

Sept. 28-Oct. 2—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by *Harris Corp.* and *PBS*. Columbus, Ohio. Contact: (888) 733-3883.

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.

Sept. 29-30—*Cable Television Laboratories* Year 2000 Vendor Symposium. Doubletree Hotel, Aurora (Denver), Colo. Contact: Doug Semon, (303) 661-9100.

Sept. 30-Oct. 1—Iowa DTV Symposium, hosted by *Iowa Public Television*. Four Points Hotel, Des Moines, Iowa. Contact: Marcia Wych, (515) 242-4139.

Oct. 1-2—"The New FCC: Agenda for the Future," conference presented by the *FCC*, the *Federal Communications Bar Association* and the *Georgetown University Law Center*. Georgetown University Law Center, Washington. Contact: (202) 662-9890.

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. 2-4—"Covering the '98 Elections," workshop sponsored by the *Radio-Television News Directors Foundation*, *IRENICAR* and *Columbia University*. Omni Berkshire Place, New York City. Contact: Kathleen Graham, (202) 467-5216.

OCTOBER

Oct. 5—*Pennsylvania Association of Broadcasters* creative advertising seminar. Sheraton at Station Square, Pittsburgh. Contact: (717) 534-2504.

Oct. 5-8—*National Association of Broadcasters* tenth satellite uplink operators training seminar. NAB Headquarters, Washington. Contact: (202) 429-5346.

Oct. 5-8—MIPCOM '98, international film and program market for TV, video, cable and satellite, presented by the *Reed Midem Organisation*. Cannes, France. Contact: (203) 840-5384.

Oct. 5-9—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by *Harris Corp.*

and *PBS*. Boston. Contact: (888) 733-3883.

Oct. 6—*Pennsylvania Association of Broadcasters* creative advertising seminar. United Artists Movie Theater, Manayunk (Philadelphia), Pa. Contact: (717) 534-2504.

Oct. 6—"Directing Your Career from the Inside," breakfast seminar presented by the Rocky Mountain chapter of *Women in Cable & Telecommunications*. TCI Headquarters, Englewood, Colo. Contact: Amy Caudraro, (303) 267-4349.

Oct. 7—"Building Value in the Tower Business: The Birth of a New Cash-Flow Business," seminar presented by *Kagan Seminars Inc.* The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

Oct. 7—*Pennsylvania Association of Broadcasters* creative advertising seminar. Hershey Lodge and Convention Center, Hershey, Pa. Contact: (717) 534-2504.

Oct. 8-12—*Association of National Advertisers* 89th annual meeting and business conference. Naples, Fla. Contact: Gail Roberts, (212) 697-5950.

Oct. 12-14—*Inter-Union Satellite Operations Group* Tripartite Meetings. Sheraton on the Park Hotel, Sydney, Australia. Contact: (416) 598-9877.

Oct. 13—*Washington State Association of Broadcasters* conference. Cavanaugh's Inn, Seattle. Contact: Mark Allen, (360) 705-0774.

Oct. 13-14—"Wireless Telecom Values and Finance," seminar presented by *Kagan Seminars Inc.* The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

Oct. 13-15—"East Coast Cable '98," conference and exhibition presented by *Atlantic Cable Show*. Baltimore Convention Center, Baltimore. Contact: (609) 848-1000.

Oct. 13-15—41st annual *Mid-America Cable Telecommunications Association* meeting and show. Overland Park International Trade Center, Overland Park, Kan. Contact: (785) 841-9241.

Oct. 13-16—Second annual *Digital Video* conference and exhibition. Pasadena Center, Pasadena, Calif. Contact: Joan Good, (415) 278-5200.

Oct. 14-15—6th annual *Television Bureau of Advertising* research conference. McGraw-Hill Conference Center, New York City. Contact: John Catanese, (212) 486-1111.

Oct. 14-17—"On the Front Line of Public Interest," 24th annual *National Broadcast Association for Community Affairs* convention. Philadelphia Marriott, Philadelphia. Contact: (202) 857-1155.

Oct. 15-17—*Alliance for Community Media* Central States region fall conference. Holiday Inn, Midland, Mich. Contact: Ron Beacom, (517) 837-3474.

Oct. 20—*Leibowitz & Associates P.A.* 7th annual telecommunications seminar. Orlando Airport Marriott, Orlando, Fla. Contact: Patricia Parra, (305) 530-1322.

Oct. 22-24—*Society of Professional Journalists* national convention. Universal Hilton & Towers, Los Angeles. Contact: (317) 653-3333.

Oct. 25-27—*North Carolina Association of Broadcasters* annual convention. Grove Park Inn,

Asheville, N.C. Contact: (919) 821-7300.

Oct. 26-Nov. 6—*Museum of Television & Radio* 4th annual Radio Festival. Museum of Television & Radio, New York City. Contact: Chris Catanese, (212) 621-6735.

Oct. 27—*Women in Cable & Telecommunications* Washington Gala. J.W. Marriott Hotel, Washington. Contact: Janice Alderman, (908) 719-9409.

Oct. 27—13th annual Bayliss Media Roast honoring Randy Michaels, presented by the *John Bayliss Broadcast Foundation*. Pierre Hotel, New York City. Contact: Kit Franke, (408) 624-1536.

Oct. 27—*Federal Communications Bar Association* Midwest Chapter luncheon featuring FCC Commissioner Harold Furchtgott-Roth. Hotel Intercontinental, Chicago. Contact: Paula Friedman, (202) 736-8640.

Oct. 27-28—"Radio Acquisitions and Finance," seminar presented by *Kagan Seminars Inc.* The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

Oct. 28—*Federal Communications Bar Association* luncheon featuring FCC Commissioner Michael Powell. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Oct. 28—"Moving Toward the New Millennium," lunch seminar presented by the *Broadcast Advertising Club of Chicago*. Loyola University Business School, Chicago. Contact: (312) 440-0540.

Oct. 29—"TV Acquisitions and Finance," seminar presented by *Kagan Seminars Inc.* The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

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.

Nov. 4—*Pennsylvania Association of Broadcasters* engineering conference. Hershey Lodge and Convention center, Hershey, Pa. Contact: (717) 534-2504.

Nov. 4—12th annual Achievement in Media Awards recognizing excellence in Washington-area radio, presented by *The March of Dimes*. Omni Shoreham Hotel, Washington. Contact: Cynthia Byers, (703) 824-0111.

Nov. 12-13—"Internet and the Law: Legal Fundamentals for the Internet User," seminar presented by *Government Institutes*. The Latham Hotel, Washington. Contact: (301) 921-2345.

Nov. 15-17—*National Association of Broadcasters* 1998 European Radio Conference. The Palace Hotel, Madrid. Contact: Mark Rebholz, (202) 429-3191.

Nov. 19—"Gender Differences: Leadership and Influence," seminar presented by *Women in Cable & Telecommunications*. Westin Tabor Center, Denver. Contact: Laurie Empen, (312) 634-2353.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@cahners.com)

PROFESSIONAL CARDS

du Trell, Lundin & Rackley, Inc.
Consulting Engineers

240 N. Washington Blvd. Suite 700
Sarasota, FL 34236

PHONE: (941) 366-2611
FAX: (941) 366-5533

Member AFCE

CARL T. JONES CORPORATION

CONSULTING ENGINEERS

7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704

MEMBER AFCE

LOHNES AND CULVER
CONSULTING RADIO ENGINEERS

8309 Cherry Lane
Laurel, MD 20707 4830
(301) 776-4488

 Since 1944

Member AFCE

COHEN, DIPPILL AND EVENST, P.C.
CONSULTING ENGINEERS

Domestic and International Communications
Since 1937

1300 "L" STREET, N.W., SUITE 1100
WASHINGTON, DC 20005

PHONE: (202) 898-0111 FAX: (202) 898-0895
E-MAIL: cdepc@worldnet.att.net

Member AFCE

John F.X. Browne & Associates

A Professional Corporation
Member AFCE

BROADCAST / TELECOMMUNICATIONS

Bloomfield Hills, MI Washington, DC

248.642.6226 (TEL) 202.293.2020
248.642.6027 (FAX) 202.293.2021

www.jfb.com

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS

Box 280068
San Francisco, California 94128

 707/996-5200
202/396-5200

e-mail: engre@he.com

CARL E. SMITH
CONSULTING ENGINEERS

AM FM TV Engineering Consultants
Complete Tower and Rigging Services

"Serving the broadcast industry for over 60 years"

Box 807 Bath, Ohio 44210
(330) 659-4440

 **Denny & Associates, PC**
Consulting Engineers

PH 202 452 5630
FX 202 452 5620

Member AFCE EM info@denny.com

E. Harold Munn, Jr., & Associates, Inc.

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115

Member AFCE

HATFIELD & DAWSON
CONSULTING ENGINEERS

9500 GREENWOOD AVE., N
SEATTLE, WASHINGTON 98103

(206) 783-9151 FACSIMILE (206) 789-9834

MEMBER AFCE

F.W. HANNEL & ASSOCIATES
Registered Professional Engineers

911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

 **COMMUNICATIONS TECHNOLOGIES INC.**
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage
Laura M. Mizrahi

P.O. Box #1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124

YOUR CARD HERE
Call:
(202) 659-2340

WALLACE & ASSOCIATES

101 West Ohio St.
20th Floor
Indianapolis, IN 46204

Dennis Wallace (317) 684-6754
wallacedtv@aol.com

SPECIALIZING IN DIGITAL TELEVISION

Cavell, Mertz & Perryman, Inc.
Engineering, Technology & Management Solutions

10300 Eaton Place, Suite 200
Fairfax, VA 22030
(703) 591-0110 (202) 332-0110
FAX (703) 591-0115

AND SERVICES

Shoolbred Engineers, Inc.
Structural Consultants

Towers and Antenna Structures
Robert A. Shoolbred, P.E.

1040 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

Broadcast Towers Analog/Digital Transmitters

 **LeBLANC**

LeBLANC Broadcast Inc.
Tel: (972) 664-1817 Fax: (972) 664-7476

Bob Groothand
President

 Phone 916-382-1177 Fax 916-382-1182

JAMPRO ANTENNAS & RF SYSTEMS

*Antennas UHF/VHF/FM *Rigid line
*Combiners FM & UHF *Waveguide

COMPLETE SYSTEM SOLUTIONS

e-mail jampro@ns.net http://www.jampro.com

East Coast Video Systems
consultants • engineers • systems integrators

3 Mars Court
Boonton, NJ 07005
201 402 0104
Fax: 201 402 0208

www.ecvs.com on line in time

Brokers

Get your company out in
front of the industry

by advertising in the
Service Directory.

Use a card ad to do
your talking...

NATIONWIDE TOWER COMPANY

ERECTOR • DISMANTLER • ANTI-TOWER • RIG LAMP
ULTRASOUND • STRUCTURAL ANALYSIS • PAINT
INSPECTIONS • RIGGING • ENGINEERING

P.O. BOX 1829 HENDERSON, KY 42419-1829
PHONE (502) 869-8000 FAX (502) 869-8500
24 HOUR EMERGENCY SERVICE AVAILABLE

Shively Labs

• FM & TV Antennas
• Pattern Studies & RSL Maps
• Filters & Combiners
• Multistation Solutions

Tel: (207) 647-3327
Fax: (207) 647-6273
Web site: www.shively.com

Turnkey Tower Specialists

 **SWAGER**
Communications, Inc.
Call 1-800-968-5601 or
Fax 1-800-882-3414 for details.

YOUR CARD HERE
Call:
(202) 659-2340

YOUR CARD HERE
Call:
(202) 659-2340

PR proves write place for Lippin

After a few years on Wall Street, Dick Lippin knew he was in the wrong profession.

He left his position in the market-surveillance department of the New York Stock Exchange in 1971 after realizing that "sometimes the coffee car was the highlight of the day."

Although he admits he wasn't much of a writer at the time, and PR was a profession he knew little about, Lippin wound up at financial public relations agency Harshe-Rotman & Druck in Manhattan, publishing annual reports and writing press releases.

Lippin now is chairman of the Lippin Group Inc., one of Hollywood's top public relations firms, with offices in New York, Los Angeles and London. He handles a good chunk of the top names and clients that Hollywood has to offer. For example, the Lippin Group just wrapped up PR chores for the 50th annual Emmy Awards, is preparing press releases for upcoming international TV conference MIPCOM and is busy faxing out press releases about a number of new network TV series.

Lippin knew from the outset that if he wanted to stay in public relations he would have roll up his sleeves and learn the language of his trade, literally. "I got thrown into writing right away, and I remember saying to myself, 'I've got to make something of myself, I've got to learn how to write,'" he says. "It was an arduous task, but I really worked at it."

Shortly after marrying his wife, Ronnie, in 1973, he decided it was time to move from New York. He transferred to Harshe-Rotman's Los Angeles office; then he moved to another public relations firm, ICPR. As vice president of corporate affairs, Lippin got his first taste of entertainment PR, something that would become his mainstay for the next 25 years. ICPR handled corporate PR for a number of top companies, including IBM, Exxon and Procter & Gamble, all of which were underwriting PBS programming.

"We looked at the whole campaign and said: 'How do we want to get the message out about these big companies' role with these TV programs?' We decided how to get that out to Wall Street and to the public. It wasn't exactly the glamorous side of Hollywood, but it was a taste of it."

In 1976 Lippin started his own company, co-founding Stone Associates with



"People can write press releases, but that's not what this is about."

Richard Bruce Lippin

Chairman/Chief executive officer/founder, the Lippin Group Inc., Los Angeles; b. Aug. 14, 1948, Brooklyn, N.Y.; BA, Pennsylvania State University, State College, Pa., 1968; account executive, Walston & Co., New York, 1968-70; manager, market-surveillance department, New York Stock Exchange, New York, 1970-71; account supervisor, Harshe-Rotman & Druck, New York and Los Angeles, 1971-74; Los Angeles: vice president, corporate affairs, ICPR, 1974-76; partner/co-founder, Stone Associates, 1976-81; chairman/CEO, Lippin & Grant Inc., 1981-86; current position since 1986; m. Ronnie F. Friedland, June 11, 1973; child: Alexandra, 18

three other executives from ICPR. Lippin, with his Wall Street background, liked to handle the contracts and the company's business affairs. His three partners dealt with talent and the entertainment side of things. "It was a nice marriage," he says.

In 1981, Lippin and Richard Grant, who handled most of the talent at Stone Associates, left to start their own firm, Lippin & Grant. That's when Lippin says he really went Hollywood.

Lippin hired a number of young publicists to handle everything from new syndicated shows (like *Entertainment Tonight* and *Solid Gold*) to TV movies to the syndication launches of *Cosby* and *Family Ties*. The company grew quickly, handling both consumer and trade accounts and adding the Walt Disney Co. and other clients. Lippin and Grant helped to launch Disney's new TV division, Buena Vista Television, in the mid-1980s, as well as a number of its first-run syndicated shows, including *Regis & Kathie Lee* and *Siskel and Ebert*.

In 1986, Lippin bought out Grant, opened the Lippin Group, and began the consulting side of the PR business—helping clients understand the overall entertainment marketplace. "Coming out of Wall Street, I realized that there was a PR void in Hollywood, in that the real orientation had to be what you were doing in the best interest of your clients was creating revenue opportunities for them," he says. "You are creating a higher level of visibility that will hopefully make more people aware of what they are doing from a business standpoint, whether it's making strategic alliances, partnerships or co-productions. ..."

"People can write press releases, but that's not what this is about. It's really about getting the strategy right and understanding the marketplace."

Lippin is doing that both domestically and internationally. The Lippin Group now handles two of the largest entertainment trade shows, Promax and NATPE, both of which have conferences and various dealings overseas. Lippin also handles public relations for UK-based Pearson Television and a number of other international clients.

"I really do have to acknowledge the people who have worked with me along the way and the people who work for me now. Our success has been built on ... people who are dedicated to what they do and are very professional about it," Lippin says.

—Joe Schlosser

Bring Our SuperPanel to Your House



Ken Auletta



Marcy Carsey



John Hendricks



Bud Paxson



Scott Sassa



Herb Scannell



Howard Stringer



Barry Thurston



Richard Wiley



Don West,
Moderator

THE INTERFACE XII VIDEOTAPE

On September 7, some of the industry's most influential people convened at INTERFACE XII to discuss the future of television. Now, you can be a part of this year's SuperPanel with your own videotape of this historic event.

You'll learn about many important issues affecting the industry – directly from the people who affect the industry. So just because you missed this year's Interface doesn't mean you have to miss the information you need. At just \$49.95, this is one video you can't afford to miss. Call *Broadcasting & Cable* at 212.337.7053 and order yours today.

For a special preview see our web site: www.broadcastingcable.com

Broadcasting & Cable

ONE MARKETPLACE. ONE MAGAZINE.

BROADCAST TV

Appointments at The WB, Burbank, Calif.: **Jed Patrick** named executive VP, advertising sales; **Rob Tuck**, VP, sales planning and proposals, and **Bill Morningstar**, VP, sales and marketing, named VPs. Western sales and Eastern sales, respectively, New York; **Ira Sperling**, senior VP, TeleVest, joins as VP, sales planning and proposals.

Gary DeHaven, VP/GM, KTVO(TV) Ottumwa/Kirksville, Mo., joins WTNZ(TV) Knoxville, Tenn., in same capacity.

Brett Brooks, senior on-air promotion director, WTTV(TV) Indianapolis/Bloomington, Ind., named promotion director.

Appointments at wxmi(TV) Grand Rapids, Mich.: **Paul Mack**, regional sales manager, named local sales manager; **Ed Woloszyn**, account executive, named research manager.

Richard Torbett, local sales manager, WBIR-TV Knoxville, Tenn., named general sales manager.

Shelby Mason, program manager, KCPO(TV) Tacoma, Wash., joins Petry Television, New York, as associate director of programming.

Lucinda Hutter, director, engineering and broadcast operations, WLWT(TV) Cincinnati, joins WTTG(TV) Washington as VP, engineering.

Diane Rappoport, executive producer, *The Maury Povich Show*, joins Paramount Domestic Television's *The Howie Mandel Show*, Hollywood, in same capacity.

Appointments at KCET(TV)



Ferrell



Nuñez-Burgess



Richmond

In Los Angeles: **Gary Ferrell**, senior VP, business development, and CFO, named executive VP/CFO; **Lourdes Nuñez-Burgess**, director, human resources, named VP; **Jennifer Richmond**, corporate counsel, Upper Deck, joins as senior attorney.

PROGRAMMING



Miller

Steven Miller, regional VP, Europe and Africa, Children's Television Workshop, New York, named group VP, international television and licensing.

Chris Funkhouser, director, programming, WLIW(TV) Garden City, N.Y.,

joins American Program Service Exchange, Boston, as director.

Noel Poole, executive director, United Talent Agency, joins Weller/Grossman, Los Angeles, as director of business affairs and worldwide entertainment.

Maria Sanchez, sales manager executive, MTM International, joins Atlantis Releasing, Los Angeles, as director of sales, Latin America.



Sanchez

Timothy Hill, controller, Spelling Films Inc., joins TEAM Communications Group Inc., Santa Monica, Calif., as senior VP/CFO.

Pamela Baron, business affairs consultant, 20th Century Fox Television, joins Brillstein-Grey Entertainment, Los Angeles, as VP, business affairs.



Baron

Alek Pevtsov, manager, sales administration, MDP International, joins Saban International, Los Angeles, as director, sales administration.

JOURNALISM

Melissa Russo, political reporter, NY1, and **Tony Aiello**, free-lance reporter, join WNBC(TV) New York as political reporter and general assignment reporter, respectively.

Appointments at Metro Networks Inc.: **Gary Taylor**, president, Integrated Media Strategist, joins as GM, Seattle and Portland; **Thomas Ambrose**, president/COO, Sports America Radio Network, joins as director of operations, Minneapolis.

Appointments at wsvn(TV) Miami: **Amy Murphy**, anchor/reporter, WEWS(TV) Cleveland joins as weather anchor; **Richard Lemus**, news reporter, WAWS(TV) Jacksonville, Fla., joins as general assignment reporter.

Philip Selby, technical director/technical manager, operations and engineering, CBS, New York, named director of stu-

Stringer/Sony receive Cahnners award



Howard Stringer, president of Sony Corporation of America, accepted the Norman L. Cahnners Lifetime Achievement Award on behalf of Nobuyuki Idei, co-CEO and president of Sony Corp., at the Creative Excellence in Business Advertising (CEBA) awards luncheon, held Sept. 16 in New York. Bruce Barnet, president/CEO, Cahnners Business Information (r), presented Stringer with an

original lithograph by revered Japanese artist Toko Shinoda. The award recognizes outstanding, creative use of the business press in the marketing of products and services. It also salutes the winning company for its industry leadership and success in defining a corporate image. Previous recipients include Robert Wright/NBC and Gerald Levin/Time Warner.

NEW LOCATION

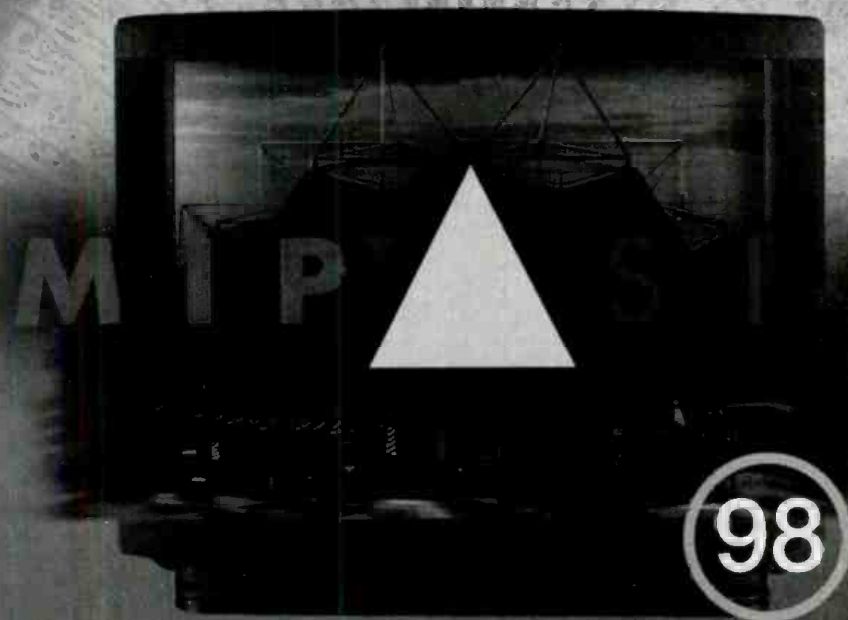
INCREASED OPPORTUNITY

INTERNATIONAL FILM & PROGRAMME MARKET FOR TV, VIDEO, CABLE, SATELLITE,
LICENSING AND MERCHANDISING

SINGAPORE INTERNATIONAL CONVENTION AND EXHIBITION CENTRE, SUNTEC CITY

10-12 DECEMBER 98

OPENING CONFERENCE SESSION 9 DECEMBER 98 AFTERNOON



MIP'ASIA 98. The largest gathering of
Broadcast Professionals in Asia Pacific
at the Premiere industry event.

DYNAMIC. MIPASIA offers real
opportunities to buy, sell and co-produce
in an expanding market.

SINGAPORE. MIPASIA relocates for
more cost effective participation and
broadens the scope of your reach.

ACTION. If you're looking for business,
we're offering solutions. For more
information, call us today.

BE THERE. DO DEALS

**FOR FURTHER INFORMATION ON MIPASIA,
PLEASE CONTACT YOUR LOCAL OFFICE.**

ASIA PACIFIC

Mirko Whitfield

Reed Midem Organisation

Tel: (852) 2965 1619 Fax: (852) 2507 5186

JAPAN

Lili Ono

Reed Midem Organisation Representative

Tel: 81 (03) 3542 3114 Fax: 81 (03) 3542 3115

USA

Barney Bernhard

Reed Midem Organisation

Tel: 1 (212) 689 4220 Fax: 1 (212) 689 4343

UK, AUSTRALIA & NEW ZEALAND

Peter Rhodes

Reed Midem Organisation Ltd.

Tel: 44 (0)171 528 0086 Fax: 44 (0)171 895 0949

FRANCE & REST OF WORLD

Jacques Gibout or Fabienne Gerles

Reed Midem Organisation

Tel: 33 (0)1 41 93 45 80 Fax: 33 (0)1 41 90 45 70



Co-located with
CABLE & SATELLITE ASIA '98
(9-11 December)

<http://www.mipasia.com>

Reed
Exhibition
Communications
Delivering Business Results

dio operations.

Appointments at WTLV(TV) Jacksonville, Fla.: **Jodi Gralnick**, producer, WFTS(TV) Tampa, Fla., joins as executive producer; **Allyson Berger**, morning producer, WMAZ-TV Macon, Ga., joins as producer, *Good Morning Jacksonville*.

Matt Ellis, executive producer, WCBS-TV New York, joins WPRI-TV/WNAC-TV Providence. R.I., as news director.

Appointments at KPLR-TV St. Louis: **Sarah Spindler**, assistant director, ESPN, joins as newscast director; **Allen Morgan** joins as newscast producer.

David Norden, sports director, WFXL(TV) Albany, Ga., joins WKBN-TV Youngstown, Ohio, as sports anchor/reporter.

David Bernknopf, senior executive producer, CNN, Atlanta, named director, news planning.

RADIO

Pam Taylor, VP, communications, Jacor Communications Inc., Covington, Ky., named senior VP, corporate communications.

Roy Leonard, broadcaster at WGN(AM) Chicago, will retire at the end of the year. He has been at WGN since 1967, establishing himself as a top source for entertainment information in Chicago. Following his retirement from radio, Leonard will continue as host of WGN-TV's *Family Classics*.

Arthur Hawkins, account representative, WBAL(AM) Baltimore, named sports and events marketing manager.

Robert Winston, local sales manager, KFNB(AM) Los Angeles, joins Chancellor Media Corp., as director of sales and marketing for the company's radio station holdings in Los Angeles.

Cecil Hickman, faculty member, University of Missouri-Columbia School of Journalism, joins WUOT(AM) Knoxville, Tenn., as director of news and current affairs.

Appointments at Hubbard Radio's KSTP-AM-FM Minneapolis/St. Paul: **Kay Peters**, new business development manager, named sales promotion manager; **John Fierce**, senior account executive, Minnesota Vikings, joins as local sales manager; **John Soucheray**, general sales manager, KSTP(AM), named director of sales for KSTP-AM-FM; Sue Kephart, local sales manager, WCCO(AM) Minneapolis, joins in same capacity.

Chuck Armstrong, VP/director, national

sales, Chancellor Media, named VP, entertainment marketing and new media.

Matt Giansante, senior account executive, Tavco Direct Corp., joins Mercury Radio Communications, Buffalo, N.Y., as local sales manager, WEDG(FM).

CABLE

Appointments at Showtime Networks Inc., New York: **Mark Becker**, senior VP/associate general counsel, named senior VP, program acquisitions-East Coast, and associate general counsel; **Terry South**, in-market area GM, Western region, San Francisco office, named account VP, Western region.

John Gutman, director/group manager, U.S. media programs, NBA, joins Burly Bear Network, New York, as senior VP, marketing and advertising sales.

Appointments at Viewer's Choice,

New York: **Peggy Reardon**, supervisor, meetings and conventions, named manager; **Craig Helmstetter**, group research manager, Petry Television, joins as manager, programming and on-air research; **Erika Phillips Fyffe**, market specialist, Blair Television, joins as manager, affiliate and marketing research.

Appointments at Recovery Network: **Eva Basler Demirjian**, awards show coordinator, Screen Actors Guild, joins as corporate director, public relations and events; **Jody Valerio**, premium product manager, Comcast Cablevision, Indianapolis, joins as regional director of affiliate sales-Midwest; **Carolyn McPherson**, marketing manager, Paragon Cable, Dallas, joins as senior district manager of affiliate sales-Southwest.

Julie Fields, VP, creative services, E! Entertainment Television, Los Angeles, named head of marketing, style network.

Eric Freesmeier, executive VP, human resources and administration, Edison Brothers Stores, joins Charter Communications, St. Louis, as senior VP, administration.

Hugh MacEachern, GM, Arch Communications Group, joins American Cable Entertainment, Stamford, Conn., in same capacity.



Gutman

Tom Brown, sales engineer, Antec, joins ITOCHU Cable Services Inc., Flanners, N.J., as Northeast region sales engineer.

Patrick Scott, managing director, The Weather Channel's three European networks, London, named executive VP/GM, heading the programming and operations of TWC's analog television network.

Appointments at Time Warner Cable Adcast, Charlotte, N.C.: **Marilyn Wooten**, media supervisor, Loeffler Ketchum Mountjoy, joins as research manager; **Lynn Zook**, sales manager, TCI, joins as local sales manager.

ADVERTISING/MARKETING/PUBLIC RELATIONS

Appointments at the Markle Foundation, New York: **Julia Moffett**, VP, communications, NBC, joins as VP, public affairs; **Andrew Blau**, director, communications policy and practice, Benton Foundation, joins as program director.

Ken Arber, senior consultant, Frank N. Magid Associates, London, named managing director, international.

Barry Frey, managing director, international sales and new business development, USA Networks, joins NBA Properties, New York, as senior VP, marketing and media partnerships.



Arber

ALLIED FIELDS

Appointments at Post Perfect, New York: **Piers Plaskitt**, VP, worldwide



Plaskitt



Howley

sales and marketing, Montage Group Inc., joins as VP/director, sales and marketing; **Pat Howley**, executive VP/GM, Moving Images, Color Wheel, joins as executive VP, operations.

Appointments at Foundation Imaging, Valencia, Calif.: **Steve Caldwell** joins as live-action visual effects supervisor and compositor; **Pam Vick** named compositor; **Cornelia Magas** joins as compositor; **Tom MacDougall**, **David Morton** and **Dan Ritchie** join as visual effects animators.

ASSOCIATIONS/LAW FIRMS

Karen Alexander, VP, public affairs, Ogden Energy Group Inc., Fairfield, N.J., joins The New Jersey Cable Telecommunications Association, Trenton, N.J., as president.



William Check, VP, business integration, WorldSpace, joins National Cable Television Association, Washington, as VP, science and technology.

SATELLITE/WIRELESS

Gareth Chang, president, Hughes Electronics International, Los Angeles, joins News Corp. Ltd. as executive chairman, Star TV, Hong Kong.

INTERNET

Rich Frank, chairman/CEO, Comcast Content and Communication (C³), joins cybermeals (www.cybermeals.com), San Francisco, as chairman, president and CEO.

Victoria Johnson, talent agent, Gersh Agency, joins ComedyNet (www.comedy.net), New York, as GM.

DEATH

Mary Frann, 55, actress, best known for her co-starring role as Bob Newhart's wife in the television comedy, *Newhart*, died in her sleep at her Beverly Hills home on Sept. 23. The *Newhart* series ran on CBS from 1982-1990. Before joining *Newhart*, Frann starred in *Return to Peyton Place* and *Days of our Lives*. She also made guest appearances on several series, including *The Mary Tyler Moore Show*, *Hawaii Five-0*, *WKRP in Cincinnati* and *The Rockford Files*. Frann also appeared in such television movies as *Eight Is Enough: A Family Reunion* and *The Hitchhiker*. She is survived by two sisters and a brother.

—Compiled by Denise Smith
e-mail: dsmith@cahners.com

OPEN MIKE

Character vs. issues

EDITOR: The public's reaction in trusting President Clinton more than they do the national news is not "the best example of killing the messenger since the days of Sophocles," as your Sept. 21 editorial stated. It simply reflects the fact that since the O.J. Simpson trial, the function of the mass media in the United States is to turn a profit from celebrity sex scandal stories.

And since no real events, like Hugh Grant's prostitute encounter, are filling the headlines, you have to substitute President Clinton. The office of the presidency is hemmed in by special interest groups and established institutions with their own narrow interests to protect.

Clinton is being whammed so hard because there are no serious disagreements between him and his enemies that can be exploited. He signed the Republican welfare bill in 1996, meaning he wouldn't even fight for what was left of Jimmy Carter's liberalism.

He's being attacked because there is nothing else left for conservatives to use to rally their followers with. If you don't attack a guy's character, there is nothing else left to attack.

This whole thing is simply vacuously empty celebrity news chatter. I remember Senator Phil Gramm saying in 1996 that he had to wait until after the Super Bowl before running advertisements. He knew no one would care about his campaign until after the football game. That says it all: This won't even exist in the minds of the American people if a big enough football game is at stake.

But then, would Adlai Stevenson have reacted differently to Sputnik than Dwight David Eisenhower?—*Bradley Laing (via Broadcasting & Cable Online: www.broadcastingcable.com)*

The deaths of Buffalo Bob Smith and kids TV

EDITOR: The tears I shed after learning about Buffalo Bob Smith's death (as well as [those of] Shari Lewis and *Wonderama*'s Bob McAllister)

are shed on behalf of all Americans who remember how great television used to be. We also mourn the deaths of local kids shows.

Station groups and individual owners should bow their heads in shame that the "vision" in television has died and gone to greed heaven. When local stations bought into the insane idea of afternoon kids blocks, it became a lame excuse for not creating local young people's programming. Kids today need programs that entertain, educate, inform and involve. Our kids and teens need role models other than drug-rehabilitated sports figures. They need to have a local show host they can look up to and call their own. What positive TV role model do kids have today? What TV forum do young people and families have to talk about the recent rash of school violence or the importance of voting?

Some [of the] excuses by seven figure-income CEOs are: "There's no room on the schedule"; "We're adding another newscast," and "It's cost-prohibitive to produce local programming." That's why stations dump millions into news, while networks think real hard about adding another news magazine to their prime time lineup. It doesn't make sense. Where did the entertainment and fun go? News magazine stories are becoming worn-out, boring, cookie-cutter reports. Give me another *Carol Burnett Show*, another *Kids are People, Too* or just one more *Wonderama*.

Stop expanding news locally and nationally and begin thinking about why Nickelodeon is so successful. We need more original live-action kids shows. Kudos to Fox's new Family Channel.

I would strongly suggest individual and group station owners reevaluate their programming efforts. It is your fault that Americans turned to cable and away from local television. Only you have the ability to bring it back home where it belongs and give kids a reason to watch.—*Steve Howard (via Broadcasting & Cable Online: www.broadcastingcable.com)*

The most powerful woman in American business is Carly Fiorina, group president of Lucent Technologies' global service provider business, *Fortune* magazine proclaims in its Sept. 24 online edition. Talk-show producer Oprah Winfrey follows at number two. Media and technology managers are scattered throughout the list: Pearson PLC CEO Marjorie Scardino is 10th; Pat Russo, Lucent's executive VP for corporate strategy and relations, is 12th; MTV President Judy McGrath is 18th; Geraldine Laybourne, until recently president of Disney/ABC Cable Networks and now chairman of Internet venture Oxygen Media, is 20th; Patricia Fili-Krushel, the new president of the ABC Television Network, is 38th, and Anne Sweeney, who replaced Laybourne, is 47th. The magazine notes that no woman is in charge of a

blue-chip company. Most women on *Fortune's* list are in "industries that put a premium on creativity: advertising, media and entertainment and publishing."

The competition is getting really ugly in Cincinnati. Since August, Jacor Communications, which owns five radio stations in the market, has mounted a merciless publicity campaign against the general manager of a rival CBS station. Jacor accuses WKRC(FM)'s Jim Bryant of trying to scare off its advertisers by masterminding a phony "citizens' group" to protest purportedly indecent programming. In June, letters to Jacor sponsors supposedly penned by the group threatened to "expose" them in advertisements in the *Cincinnati Enquirer*. Jacor, which is suing Bryant in Cincinnati's Hamilton County Court, has repeatedly needled him and WKRC in a flurry of press

releases and in updates posted on Jacor's Website parody of WKRC. One-sided updates on the Bryant case can be accessed by clicking on a picture of Barney, Homer Simpson's alcoholic pal. Miffed by Jacor's lack of decorum, CBS last week asked the court to impose a gag order on participants in the case. In court papers, Bryant and CBS have denied any wrongdoing. Lori Broomhead, WKRC marketing director, declined to comment further.

NBC declined comment on reports from insiders that the network is closing three bureaus—Denver, Tokyo and Johannesburg, South Africa. Sources confirm that the closings will happen, probably by year's end, as part of the recently announced corporate pruning. NBC will eliminate about 300 jobs, and sources say that 25-30 positions will be cut from

the news division.

The Justice Department has killed Citadel Communications Corp.'s plan to sell four radio stations in State College, Pa., saying it would have given the would-be buyer control of about 46% of the radio advertising revenue there. "Had the deal... been consummated, business concerns in the State College market would likely have paid higher prices for radio advertisements," Joel I. Klein, assistant attorney general for Justice's antitrust division, said in a statement last Thursday. The would-be buyer, Talleyrand Broadcasting Inc., already owns WZWW(FM) State College, which controls about 28% of the market's radio ad revenue, Justice said. Talleyrand and Citadel will continue to own and operate the stations they owned before the deal was abandoned. The stations involved were

Syndicated ratings, week two

- The second week of ratings didn't turn out very well for King World's new syndicated talker, *The Roseanne Show*. *Roseanne* has averaged a 2.7 rating/9 share in its first nine days on the air, according to metered-market data compiled by Nielsen Media Research. The talker averaged a 2.8/9 its first week and has fallen to a 2.5/8 in the second week (Sept. 21-24). *Roseanne's* first nine days averaged a 3.4/10 on WNBC(TV) New York, a 2.6/10 on KNBC(TV) Los Angeles and a 2.2/7 on WMAQ-TV Chicago.
- King World's other new first-run series, *Hollywood Squares*, has gone in the other direction. The game averaged a 5.0/10 in its first nine days, improving lead-in and year-ago time period numbers. In its first week, *Squares* averaged a 4.8/10, and for the week of Sept. 21-24 it rose to a 5.3/10.
- The off-network debut of Warner Bros. Domestic TV's *Friends* fared well in its first four days in syndication. *Friends* averaged a 5.4/10 in the metered markets for Sept. 21-24, improving on both the time period lead-in and last year's time period numbers. On WPIX(TV) New York, the series has scored a 6.0/10 at 7 p.m. and an 8.2/17 at 11:30 p.m. On KTLA(TV) Los Angeles, *Friends* has averaged a 6.4/11 at 7 p.m. and a 4.3/10 at 11 p.m.

- Warner Bros.' new late-night syndicated combo of *The Love Connection* and *Change of Heart* got going last week as well. *Love Connection* averaged a 1.6/5 in the metered markets (Sept. 21-24), and *Change of Heart* scored a 1.7/6. *Change of Heart* averaged a 3.6/14 on KCAL(TV) Los Angeles, while *Love Connection* pulled a 2.4/8 on WPIX.
- Columbia TriStar's new talk show with Donny and Marie Osmond started in syndication with a 1.7/6 four-day average. In New York, the brother-sister combo scored a 2.1/7 on WNYW(TV), and it averaged a 1.4/5 on KTTV(TV) Los Angeles (Sept. 21-24).
- Pearson Television's remake of *The Match Game* debuted last week and averaged a 1.1/4 in its first four days. On WCBS-TV New York at 1:30 a.m., the show averaged a 0.9/4; at 3 p.m. on KCBS-TV Los Angeles, the celebrity-driven game scored a 1.2/4.
- Big Ticket/Worldvision's new court series with Judge Joe Brown saw improvement in its second week on the air, averaging a 2.3/7 in the metered markets from Sept. 21-24. In its first week, Brown averaged a 2.2/7.
- CTTD's off-network launches of *The Nanny* and *NewsRadio* averaged a 2.5/5 and a 2.1/5, respectively, in their first nine days in the off-network world. —Joe Schlosser

WRSC(AM)-WQWK(FM), WBLF(AM) and WIKN(FM). As part of the \$8.5 million deal, announced last November, Talleyrand also wanted to acquire WQKK(FM) Ebensburg and WGLU(FM) Johnstown, Pa.

CBS has begun to close down its mobile field operations division,

holding an auction of its mobile fleet last Friday and today (Sept. 28) at its field shop in Secaucus, N.J. CBS's production of the U.S. Open earlier this month was the last event for which it used its own trucks; the network will rely on leasing vendor trucks for all future field productions, as it now does for the majority of its sports coverage. "This has been in the works for six months," says Bob Ross, CBS vice president for East Coast operations. "This makes it official." Ross says employees at the Secaucus facility will move to the CBS Broadcast Center in Manhattan, and some production equipment will be redeployed in New York as well.

While Emmis Communications Corp.'s net income fell slightly in the second quarter, from \$4.7 million to \$4.3 million, it was the strongest quarter in company history. Broadcast cash flow rose 27%, to a record \$23.6 million, and net broadcasting revenue was up 42.2%, to \$48.2 million, the company said. "At Emmis, we believe in managed versus mass acquisition," company chairman Jeff Smulyan said in a statement. "The double-digit growth indicates that

International futurists

The future of U.S. prime time programming in the international market, while not as bright as its past, is still a strong business. That was the consensus of a



panel, "Do U.S. Programs Still Work Internationally in Prime Time?" sponsored by the International Council of NATAS and the International Radio & Television Society last Thursday (Sept. 24) in New York.

Moderator Bert Cohen of Worldvision Enterprises summarized: "While American television programming certainly does not enjoy the prime time success [internationally] . . . it did 15 years ago, the export of American television programming will still be very strong moving into the next century with the proliferation of new technology."

Panelist Rainer Seik of CBS Broadcast International added: "We will always sell American programs abroad, but we have to be aware that the gold rush is over."

On hand for the joint panel were (l-r): Cohen; Seik; Guido Corso, RAI Corp.; Georges Leclere, International Council of NATAS, and Peggy Conlon, BROADCASTING & CABLE, and IRTS Foundation chairman.

our strategies are on track and well-positioned." Emmis owns or is buying 16 radio and 12 TV stations.

The latest generation of RealNetworks streaming technology will be bundled in America

Online 4.0, the online service's latest CD. The release, featuring the latest AOL graphics, could ostensibly equip the more than 13 million AOL members with RealPlayer 5.0. RealNetworks estimates that 8%-9% of the 30 million PC users who (it claims) have downloaded its players subscribe to AOL. And it expects to tally tens of millions of new users, according to Maria Cantwell, RealNetworks senior VP of e-commerce.

Clear Channel Communications Inc. is paying about \$87 million for some 22,000 billboards in France, bringing its

holdings there to more than 26,000 panels, the company said last Monday. The name of the French company is Sirocco S.A. Clear Channel now operates or is affiliated with 441 radio stations, 18 TV stations and about 200,000 outdoor advertising displays in 25 countries. Clear Channel also owns 29% of Spanish-language radio broadcaster Hefel Broadcasting Corp.

Scientific-Atlanta has struck a deal to include Wink Communications' enhanced broadcasting software in its Explorer

2000 digital set-top boxes. That software, enabling text overlays and interactive commerce functions, will be accessible to the 12 million cable subscribers that S-A hopes to reach in a 52-system

digital network it is creating. Wink has deals to develop interactive content with several TV programmers, including NBC, CNN, ESPN, Court TV, TBS, MTV, The Nashville Network and The Weather Channel.

Prodigy, Inc. filed a registration statement with the SEC late last week for an initial stock offering

that could be issued in November. The once pre-eminent online service has been the subject of IPO speculation for the past year. A cash infusion of \$49 million from Telfonos de Mexico in July bolstered the bottom line of the struggling service, which now claims 450,000 subs.

Hired last week to develop programs to boost prime time ratings, new **Court TV President Henry Schleiff announced the first slight tweak in the network's prime time lineup.** Starting today (Sept. 28), Court TV moves its original series *Cochran & Company* from 10 p.m. ET to 8 p.m. and takes the show from tape to live for the first time. Court TV also shifts *Trial Story* to 10 p.m. from 8 p.m. Court TV's other live weeknight series, *Prime Time Justice*, remains at its 9 p.m. ET slot.

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletesting* 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. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. *Reg. U.S. Patent Office.



Incorporating The Fifth Estate TELEVISION Broadcasting

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by Cahners Business Information, 245 West 17th St., New York, NY 10011. Cahners Business Information is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630, Bruce A. Barnet, President and Chief Executive Officer; Jackie A. Daya, Vice President and Chief Financial Officer; Mark Lieberman, Executive Vice President. *Broadcasting & Cable* copyright 1998 by Reed Elsevier Inc. All rights reserved. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Properties Inc., used under license. Periodicals postage paid at New York, N.Y. and additional mailing offices. Canada Post International Publications Mail Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Rates for non-qualified subscriptions, including all issues: USA, \$129; Canada, \$169 (includes GST); Foreign Air, \$350; Foreign Surface, \$199. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 U.S., \$10 foreign. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600). Cahners Business Information does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

To air is human

Some executives at the Big Three networks felt that airing all four hours of the president's verbal fencing may not have been the best use of their valuable airtime. For all the sex and lies, the president's videotape served up less drama than the regularly scheduled soaps. But whether the tape was compelling TV is not the point. The Big Three chose to broadcast the tape because it was news of potentially historic proportions. We underscore the point here to preempt the next round of charges that broadcasters don't do enough to meet their public interest obligations. Every person in every TV home—not just those who can afford or desire cable—was able to watch the president's testimony in its entirety. Viewers now will be able to judge for themselves whether the man should keep his job. To air the tape, broadcasters paid a big price in lost revenue. As Clinton and his inquisitors debated fine points of English grammar, one 30-second spot after another slipped away. One estimate pegs the cost at millions. And that comes on top of the extra millions the networks are spending to cover this seemingly endless story during a period when they are looking to cut budgets and nudge themselves into reasonable profitability. We realize that more than altruism motivated the coverage. No one wanted to miss out on what could have been a truly riveting event. And that's the other point: Broadcasters don't need the government—listen up, Gore commission—telling them what to do or how to do it. Good old-fashioned competition and powerful journalistic traditions do just fine.

P.S. As we write today, hurricane Georges is threatening South Florida. For millions there, TV and radio are lifelines. Stations are telling them where the storm is heading, how to prepare and where to get help. The information will save property and lives. We can think of no better example of serving the public interest, convenience and necessity.

Hold your nose

The Child Online Protection Act passed the House Commerce Committee last week. It addresses a troubling dilemma: protecting the freedom of Internet speakers and content providers while respecting the desire of anyone with young children to protect them from the flood of smut that is only a click away. The bill requires online service providers to take affirmative steps to educate their customers about keeping inappropriate material out of the reach of their children; sounds OK so far. But it also requires those who post adult material on the Web to restrict minors' access to it or face potential fines and jail terms. Given the computer savvy of the average 8-year-old and the Herculean task of securing every peephole, that is a virtually impossible task. It also is likely an unconstitutional one.

It takes a strong nose and a strong First Amendment to protect some of the stuff on the Internet (which gives a new meaning to computer graphic). That material's ubiquity makes prosecuting the worst of it under the local standards test of the obscenity statute a tricky proposition. But a federal appeals court has ruled—and the Supreme Court has upheld the decision—that “the most participatory form of mass speech yet developed, the Internet, deserves the broadest possible constitutional protections.”

As we said when the Philadelphia court struck down the Communications Decency Act in 1996, the First Amendment is never secure anywhere, so you must protect it everywhere. But we understand the concern of many parents, and we've surfed enough to know how filthy the waters can get. We certainly understand the desire by those behind the Child Online Protection Act to find some way of painting over the windows of online sex shops, but this bill strikes us as overbroad and unworkable as law.

Washington 1705 DeSales Street, N.W. Washington, DC 20036
Phone: 202-659-2340 Editorial Fax: 202-429-0651

Harry A. Jessell, editor

Mark K. Miller, managing editor

Kira Greene, assistant managing editor (special projects)

John S. Eggerton, assistant managing editor (editorials)

Dan Trigoboff, senior editor

David R. Borucki, art director

Kim McAvoy, contributing editor

Elizabeth A. Rathbun, assistant editor

Paige Albinak, Bill McConnell, staff writers

Allison Frey, editorial assistant

Denise P. Smith, Kenneth R. Ray, graphic artists

Alisa Holmes, Web production manager

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028

Stephen McClellan, bureau chief

John M. Higgins, assistant managing editor (cable)

Glen Dickson (technology), Donna Petrozello (cable),

assistant editors

Richard Tedesco, associate editor (Internet)

Karen Anderson, staff writer

Christopher Jones, Web editor

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036;

213-549-4100; Fax 213-937-4240

Michael Stroud, bureau chief

Joe Schlosser, staff writer

Denver 28310 Pine Dr., Evergreen, CO 80439;

303-670-4124; Fax 303-670-1082

Price Colman, bureau chief

Broadcasting & Cable

If you have a comment or news
call 202-463-3700 or
e-mail to www.broadcastingcable.com

Peggy Conlon, vice president/group publisher

Donald V. West, editor at large

Cahners Business Information

Bruce Barmet, president and chief executive officer

Mark Lieberman, executive vice president

Dan Hart, vice president, finance

Al Seraydar, group controller

Robert Conklin, vice president, circulation

Cheryl Miller, circulation director

Sharon Goodman, director of manufacturing

and distribution

Louls Bradfield, distribution director

Steve Labunski, director of special events

Rick Higgs, production manager, systems manager

202-463-3718; Fax 202-728-0695

Circulation inquiries

Broadcasting & Cable: 800-554-5729

Broadcasting & Cable Yearbook: 800-521-8110

Sol Taishoff, Founder and Editor (1904-1982)

Lawrence B. Taishoff, Chairman Emeritus

New York 212-337-6940; Fax 212-337-6947

Gary Rubin, associate publisher

Robert Foody, director of technical advertising

Yvonne Pettus, Robert Payne,

Sandra Frey, account executives

Georgina Sculco, creative services

Estrella Diaz, office manager/executive assistant

Classified 212-337-7073; Fax 212-206-8327

Antoinette Pellegrino, manager, classified/telemarketing

Doris Kelly, Francesca Mazzucca, advertising sales

representatives Sari Weiner, sales assistant

Los Angeles 213-549-4113; Fax 213-937-5272

Craig Hitchcock, Leandra Sterman, account executives

Chuck Bolckcom, account executive, (technology/cable),

San Francisco, CA 317-815-0882; Fax 317-815-0883

Nivle Samaan, sales assistant

International Group

Television International □

Television Asia □ Television Europe

Randi T. Schatz, associate publisher

212-337-6944; Fax 212-337-6948

Julie DesRoberts, US sales manager

Lisa M. Murphy, international advertising coordinator

London, Broadcasting & Cable (Editorial)

6 Bell Yard London WC2A 1EJ England;

44-171-520-5280; Fax 44-171-520-5227

Presents



Joseph J. Collins



Fred Friendly



Casey Kasem



David E. Kelle



Charles Kuralt



Terry Lee



Shari Lewis



Agnes Nixon



Jane Pauley



Mike Wallace



Lawrence Welk

T H E E I G H T H A N N U A L

HALL of FAME

Broadcasting & Cable welcomes eleven media luminaries into its Hall of Fame in recognition of their substantial and lasting contributions to the medium.

The Eighth Annual Hall of Fame inductions will be celebrated with a black-tie dinner on November 9, at the Marriott Marquis in New York City. A special souvenir program will be distributed at the event and will



also be included in the November 9 issue of *Broadcasting & Cable*, reaching 37,000 readers across the country.

Don't miss your opportunity to applaud these outstanding television and radio professionals with a message in this section. Call today to reserve your ad space. And, join us at the event. It will be a night worth remembering!

ISSUE DATE: *November 9* ❖ AD CLOSE *October 30*

For table reservations contact Steve Labunski 212.337.7158

Broadcasting & Cable
ONE MARKETPLACE. ONE MAGAZINE.

ADVERTISING OFFICES: NEW YORK 212.337.6941 LOS ANGELES 323.549.4113
WESTERN TECHNOLOGY / CABLE 317.815.0882 WASHINGTON D.C. 202.659.2340

Original and Interactive!

PLAY

A New Generation of Games
This Fall.



Live, interactive
game with rapid-fire
questions.



Viewers vote live
by phone.



Movie trivia game.
Viewers can win from
home.



Fun look back at
classic game shows.



Time trip into pop
culture. Audience
plays from home.

MATCH THE SHOWS AND WIN AN EXCITING PRIZE!

Mail this page along with your name, title, company and
address to:

Game Show Network
MATCH GAME

10202 W. Washington Blvd.
Culver City, CA 90232-3195

Western Region 310 842 4573

Central Region 972 404 0506

Eastern Region 212 833 8727

Canada 416 956 2030

National Advertiser Sales 212 833 6444

Game Show Network's launching
new, **innovative games** this
fall — bringing your customers
radical ways to interact
with their TV. There are
exciting, new **call-in-to-win
games** like Inquizition and
When Did THAT Happen?,
plus **Extreme Gong** where
thousands of viewers phone
in their votes to gong "talent"
from home. And because
it's live, anything goes!



n e t w o r k

a SONY PICTURES ENTERTAINMENT company

All Play, All Day!