

JAN 27

\$5.95

# Broadcasting & Cable™

The Newsweekly of Television and Radio

Vol. 127 No. 4 65th Year 1997 A Carriers Publication

## HOW MUCH MORE CONSOLIDATION CAN TV TAKE? Page 4

### COVER STORY

## Washington Steals the Show With Inauguration '97

Page 39



TOP OF THE WEEK / 4  
BROADCASTING / 39  
CABLE / 57  
TECHNOLOGY / 65

# Povich & Chung

*Strong  
Words  
for  
Access.*

**DREAMWORKS**  
**TELEVISION**

©1997 DreamWorks Television. All Rights Reserved.

# **Audience**

*...Our word for customer.*

# **Value**

*...Our word for why people watch.*

# **Story**

*...Our word for what people want to know.*



# Fast Track

Must Reading from  
**Broadcasting  
& Cable**  
January 27, 1997

## TOP OF THE WEEK / 4

**Broadcasters voice differences on consolidation** Some broadcasters fear that more deregulation will put more channels in fewer hands. Others contend it's already happened. / 4

**ABC must pay \$5.5 million to Food Lion** A North Carolina jury ordered ABC to pay grocery chain Food Lion \$5.5 million in punitive damages for trespass and fraud in an undercover report on the supermarket's food-handling practices. The network said it will appeal. / 11

**NBC pulls plug on Canal de Noticias** NBC is pulling the plug on Canal de Noticias, a Spanish-language news network that claimed to have 5 million subscribers in Latin America and the U.S. The collapse of the network comes as welcome news to Westinghouse/CBS, which just last July purchased competing service TeleNoticias. / 11

**FCC indecency review yields few fines** Although FCC officials last fall launched a fresh review of pending indecency complaints against Howard Stern and other broadcasters, so far most stations have encountered smooth sailing at the commission's enforcement division. / 26



After VH1 mounted an aggressive campaign for reinstatement featuring recording artists Tony Rich, John Mellencamp, Don Henley and Jewel (pictured above in Denver), Tele-Communications Inc. reversed its decision on bumping popular cable networks VH1 and MTV. / 10

### AT LARGE

#### NANBA looks back—and ahead

North American National Broadcasters Association Secretary General Bill Roberts discusses the origins of his group, as well as its plans to expand its scope. / 37



### CABLE / 57

#### Cable hopes to sell investors on core value

From "tracking" stocks and spin-offs to initial public offerings and "monetizing assets," leading cable companies are looking at any and all tactics to improve cash flow, reduce debt, simplify corporate structures and gain some investor recognition of the value of core cable operations. / 57



Barry Diller's Home Shopping Network is closing its merchandise-return center in Florida and axing 250 employees. / 59

### Telemedia Week

#### WorldGate, NetChannel move toward launch

WorldGate Communications added funding from some significant sources for first-quarter trials of its TV-based Internet access cable service, while Oracle's and Thomson's NetChannel moved toward a debut in late March. / 63

### TECHNOLOGY / 65

#### SPECIAL REPORT: DOMESTIC SATELLITES

The satellite industry is still grappling with the loss of 24 C-band transponders and 16 Ku-band transponders floating above U.S. skies, in the wake of the failure of AT&T's Telstar 401 hybrid satellite. / 65

#### Loral, EchoStar getting fixed look

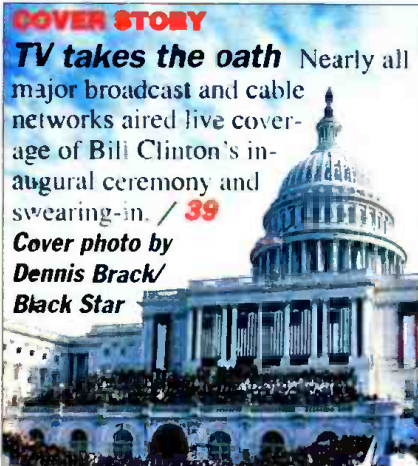
Loral Space & Communications and EchoStar have raised eyebrows in the satellite industry with their entry into the fixed satellite service market, signaling moves in new directions for both companies. / 68

### BROADCASTING / 39

#### COVER STORY

**TV takes the oath** Nearly all major broadcast and cable networks aired live coverage of Bill Clinton's inaugural ceremony and swearing-in. / 39

Cover photo by Dennis Brack/  
Black Star



#### Saban, Bohbot quiet on clearances

As of late last week, Saban Entertainment and Bohbot Entertainment had not released post-NATPE sales figures on new syndicated offerings for the coming season. Smaller distributors, such as Cluster Television, came away with strips and

weeklies cleared in more than 70% of the country. / 46

**Interep gets CBS Radio stations** CBS Radio has turned over national sales representation of its 79-station group—valued at \$250 million in sales—to the Interep Radio Store, and will fold CBS Radio Representatives. / 55

Changing Hands.....52	Datebook.....91	In Brief.....96
Classified.....76	Editorials.....98	Network Ratings.....51
Closed Circuit.....12	Fates & Fortunes.....93	Washington Watch...36

# CONSOLIDATION YEA OR NAY

NAB takes up industry debate over relaxation of duopoly, limitations on LMAs

By Chris McConnell

## WASHINGTON

**M**ore TV consolidation may be around the corner, some broadcasters say.

Others contend it has already happened.

TV broadcasters gathering in Naples, Fla., this week for the National Association of Broadcasters joint board of directors meeting will consider supporting further relaxation of the FCC's TV ownership restrictions. Some broadcasters—particularly those heading smaller groups—fear that such deregulation could open the door to placing more channels in the hands of fewer owners.

Those worries are echoed by advertisers, watchdog groups and even the Clinton administration. They fear that the buying trend—totaling more than \$10 billion in TV transactions in 1996 compared with \$4.7 billion in 1995—is leading toward an era of Charles Foster Kane-type media moguls.

"Monopoly power, pricing power, is not a good thing no matter what the medium is," says John Kamp, senior vice president of the American Association of Advertising Agencies.

"It's a way for the good old boys to keep everybody out," adds Andrew Schwartzman, president of the Media Access Project.

But others say that much of the feared consolidation already exists. They cite the widespread use of local marketing agreements (LMAs), which allow broadcasters to manage stations without counting them as "owned" facilities. Some 49 of the deals now exist in 45 markets.

"People have been slipping around the rule anyway," says Philip Jones, Meredith Corp. Broadcast Group pres-



Disney/ABC set the record for big deals.

## TV'S TOP 10

While the Telecommunications Act of 1996 didn't do much to deregulate the television business, it did raise the cap on how many TV households a broadcaster can cover. News Corp. raced to be the first to near the new 35% limit, in July 1996, and other companies are reaching for it.

Company	No. of stations	% of U.S. TV HH*	Former %**
News Corp./New World	22	34.841	22.05 (News Corp.); 12.78 (New World)
Westinghouse/CBS	14	30.83	30.95
Tribune/Renaissance	16	24.88	24.96
NBC	11	24.134	24.65
Walt Disney/ABC	10	23.952	24.06
Paxon Communications	19	18.725	17.97
Chris Craft/United Television	8	17.637	17.70
Silver King	16	16.448	20.00
Gannett/Multimedia	16	15.515	14.08 (Gannett)
Univision	12	13.352	12.8

\*In millions, based on Nielsen estimates, September 1996; consistent with FCC rules, UHF stations are credited for half the homes in a market. \*\*B&C, July 8, 1996

## GROUP GRABS

Here are the biggest TV-group deals of 1995\* and 1996:

**\$19 billion:** Walt Disney Co. buys Capital Cities/ABC and its 10 TV stations, 21 radio stations, interest in several cable networks and publications.\*

**\$5.4 billion:** Westinghouse Electric Corp. buys CBS Inc.'s seven TVs, CBS TV Network, radio stations, radio networks and CBS Entertainment Productions.\*

**\$3 billion:** News Corp./Fox Television Stations Inc. acquires the 80% it doesn't own of New World Communications Group Inc., including 10 TVs and one LMA.

**\$2.3 billion:** Merger of Multimedia Inc. into Gannett Co. Deal includes five TVs, two radios, a cable system and 11 daily newspapers.\*

**\$1.5 billion:** Merger of Providence Journal Co. into A.H. Belo involves 11 TVs, a newspaper and interest in cable networks.

**\$1.217 billion:** In two separate deals worth \$732 million and \$485 million, Raycom Media Inc. buys 15 TVs and two radios, and seven TVs. Sellers are Ellis Communications Inc. and AFLAC Inc., respectively.

**\$1.13 billion:** Merger of Renaissance Communications and its six TVs into Tribune.

ident. Jones—who opposes LMAs and further consolidation—also says relaxing restrictions on owning more than one TV station in a market would merely make people striking the LMA deals "feel less guilty."

"The major [deals] are probably already done," adds William Sullivan, manager of the Cordillera Communica-

tions station group.

Those LMA deals will eventually be subject to local ownership restrictions, under the proposal issued by commissioners last November. The proposal would treat new LMAs as owned stations and would grandfather existing agreements until they expire.

The move to attribute LMAs follows

a series of actions in Washington to relax the ownership rules. In response to the 1996 Telecommunications Act, the FCC last year eliminated the 12-station cap on TV ownership and raised the national audience-reach limit from 25% to 35%. In 1995 the commission also eliminated the financial interest and syndication (fin-syn) rule.

Such relaxations cleared the way for Disney to buy Capital Cities/ABC and for Westinghouse to buy CBS.

But while the FCC now is proposing to tighten its "attribution" rules, it also is asking comment on whether it should relax more ownership rules to allow common ownership of two UHF stations or a UHF/VHF combination within a market.

Policymakers have differed on the question. President Clinton last fall

said that he does not think that allowing common ownership of two TV stations in a market is a good idea.

"Outside of group owners, no one thinks [further concentration] is a good idea," adds Larry Irving, head of the National Telecommunications and Information Administration. "Syndicators and advertisers are scared to say anything."

FCC commissioners, however, do not rule out the notion of some ownership relaxation. FCC Commissioner James Quello says he could see a UHF/UHF or even a UHF/VHF combination in areas where the combination would not give the owner too much control over the local advertising market.

And FCC Chairman Reed Hundt last month asked whether allowing common ownership of two stations might

increase diversity of viewpoint and programming in some markets.

That was the argument favored by broadcasters at this month's NATPE convention in New Orleans. Discussing the remaining restrictions, executives on one panel pitched the notion that more consolidation might mean more diversity. Clear Channel Television's Rip Riordan pointed to the use of LMAs to revive stations that otherwise would not be broadcasting.

LIN TV President James Babb, in favoring more relaxation, points to competition with cable and DBS. "We need to be active in proposing that," Babb says.

Others disagree. Hubbard Television Group President Robert Hubbard says important distinctions remain between LMAs and outright ownership. And he

## The world of LMAs

The stations listed in bold type operate the stations that immediately follow under local marketing agreements. In the top 100 markets, BROADCASTING & CABLE found 40 LMAs in 35 markets.

Market	DMA	Station	Affil.	Ownership	Market	DMA	Station	Affil.	Ownership		
Dallas-Ft. Worth	8	<b>KDFW</b>	CBS	New World	Harrisburg	44	<b>WHP-TV</b>	CBS	Clear Channel		
		<b>KDFI</b>	Ind.	Dallas Media Investors			<b>WLYH</b>	UPN	Gateway Communications		
		<b>KXAS</b>	NBC	LIN			<b>WPBF</b>	ABC	Paxson B'csting		
*Atlanta	10	<b>KXTX</b>	Ind./WB	KXTX Inc.	West Palm Beach	45	<b>WTVX</b>	Ind./UPN	Krypton B'csting		
		<b>WGTX</b>	CBS	Tribune			<b>WPRI</b>	CBS	Clear Channel		
		<b>WATL</b>	WB	Qwest			<b>WNAC</b>	Fox			
Cleveland	13	<b>WOIO</b>	CBS	Malrite	Greensboro-High Point-Winston Salem	48	<b>WNRW</b>	Fox	Act III B'csting		
		<b>WUAB</b>	Ind./UPN	Cannell			<b>WGGT</b>	Ind.	Guilford B'csting Corp.		
Pittsburgh	17	<b>WPGH</b>	Fox	Sinclair	Albuquerque	49	<b>KRQE</b>	CBS	Lee Enterprises		
		<b>WPTT</b>	Ind./UPN	Glencairn			<b>KASY</b>	Ind.	Ramar Communications		
Phoenix	19	<b>KTVK</b>	Ind./WB	Media America Corp.	Louisville	50	<b>WDRB</b>	Fox	Blade Comm.		
		<b>KASW</b>	WB	Brooks Broadcasting			<b>WFTE</b>	Ind./UPN	Kentuckiana B'csting		
Sacramento-Stockton	21	<b>KCRA</b>	NBC	Kelly Broadcasting Co.	Jacksonville	55	<b>WAWS</b>	Fox	Clear Channel		
		<b>KQCA</b>	Ind./UPN	GE/Capital Corp./Pegasus			<b>WTEV</b>	Ind./UPN	Krypton B'csting		
Orlando-Daytona Beach	22	<b>WFTV</b>	ABC	Cox	Fresno-Visalia	57	<b>KMPH</b>	Fox	Pappas		
		<b>WZWY</b>	Ind.	Reese Assoc. Ltd.			<b>KGMC</b>	Ind.	Gray Coopla		
Baltimore	23	<b>WBFF</b>	Fox	Sinclair	Little Rock-Pine Bluff	58	<b>KLRT</b>	Fox	Clear Channel		
		<b>WNUV</b>	Ind./UPN	ABRY			<b>KASN</b>	Ind./UPN	Mercury B'csting		
Hartford-New Haven	26	<b>WVIT</b>	NBC	Viacom	Tulsa	59	<b>KOKI</b>	Fox	Clear Channel		
		<b>WTXX</b>	Ind./WB	Counterpoint Comm.			<b>KTFO</b>	Ind./UPN	RDS B'csting		
		<b>WTNH</b>	ABC	LIN			<b>WPMI</b>	Fox	Clear Channel		
Charlotte	28	<b>WTVU</b>	Ind./WB	K-W TV	Mobile-Pensacola	61	<b>WJTC</b>	Ind./UPN	Mercury B'csting		
		<b>WJZY</b>	Ind./UPN	Capitol B'casting Co.			<b>Austin</b>	65	<b>KTBC</b>	Fox	Argyle Television Holdings
		<b>WFVT</b>	Ind./WB	Family 55 Inc.			<b>KXAN</b>		NBC	LIN	
Milwaukee	29	<b>WCGV</b>	Ind./UPN	Sinclair	Honolulu	69	<b>KNVA</b>	Ind./WB	54 B'csting		
		<b>WVTM</b>	Ind.	Gaylord B'csting			<b>KHNL</b>	Fox	Providence Journal		
Raleigh-Durham	32	<b>WLFL</b>	Fox	Sinclair	Green Bay-Appleton	70	<b>KFVE</b>	Ind./UPN	KFVE Joint Venture		
		<b>WRDC</b>	NBC/UPN	Glencairn			<b>WGBA</b>	Fox	Donald Clark		
		<b>WRAL</b>	CBS	Capitol B'csting Co.			<b>WXGZ</b>	Ind./UPN	Ace TV		
Columbus	34	<b>WCMH</b>	NBC	Outlet Comm.	Omaha	74	<b>KPTM</b>	Fox	Pappas Telecasting		
		<b>WWHO</b>	Ind./WB	Fant B'csting			<b>KXVO</b>	Ind.	Cocola Broadcasting Co.		
San Antonio	37	<b>KABB</b>	Fox	River City	Tucson	80	<b>KMSB</b>	Fox	Providence Journal		
		<b>KRRT</b>	UPN	Jet Broadcasting			<b>KTTU</b>	Ind./UPN	Clear Channel		
Grand Rapids	38	<b>WOOD</b>	NBC	LIN	Fort Myers-Naples	89	<b>WBBH</b>	NBC	Waterman B'cast Group		
		<b>WOTV</b>	ABC	LCH Comm.			<b>WEVU</b>	ABC	Ellis Comm.		
Norfolk	40	<b>WAVY</b>	NBC	LIN	Johnstown-Altoona	91	<b>WATM</b>	ABC	Smith B'csting Group		
		<b>WVBT</b>	Ind./WB	Summit Comm.			<b>WWCP</b>	Fox	Evergreen B'cst Group		
*New Orleans	41	<b>WGNO</b>	WB	Tribune Broadcasting							
Memphis	42	<b>WNOL</b>	Fox	Qwest							
		<b>WPTY</b>	Fox	Clear Channel							
		<b>WLMT</b>	Ind./UPN	TV Marketing Group of Tenn.							

\*Tribune owns approximately 33% of Qwest, but does not have an LMA with these stations. Note: The smaller markets with LMAs include Lincoln-Hastings, Neb.; Florence-Myrtle Beach, S.C.; Columbus-Tupelo, Miss.; Duluth-Superior, Wis.; Victoria, Tex.; Greenville, N.C.; Monterey-Salinas, Calif.; Eugene, Ore., and Billings, Mont.



©1997, United States Satellite Broadcasting Company, Inc. USSB is a registered service mark of United States Satellite Broadcasting Company, Inc. U.S. Satellite Broadcasting, and The Standard in Satellite Television are service marks of United States Satellite Broadcasting Company, Inc. DSS® is a registered trademark of United States Satellite Broadcasting Company, Inc. All other trademarks are the property of their respective owners. MTV, Music Television, VHI Music First, Nickelodeon/Nick at Nite are trademarks of Viacom International Inc. Nick at Nite's TV Land and all related titles, logos and characters are trademarks of Viacom International Inc. All News Channel is a trademark of Conus Communications Company.





## Your ticket for great movies and entertainment.

*Over 800 movies a month – all delivered right to your TV in  
digital picture and sound. And you'll find it only on the 18"  
Digital Satellite System (DSS®) – The Standard in Satellite Television.<sup>SM</sup>  
U.S. Satellite Broadcasting.<sup>SM</sup> You can see everything from here.<sup>SM</sup>*



**U.S. Satellite Broadcasting**



sundance  
channel



ALL NEWS  
CHANNEL



Registered trademark of DIRECTV, Inc., a unit of Hughes Electronics Corporation. All information subject to change. HBO and Cinemax are registered service marks of Time Warner Entertainment Company, L.P. Showtime, The Movie Channel, and FLIX are service marks of Showtime Networks Inc., a Viacom International Inc. Comedy Central is a registered trademark of Comedy Partners. Lifetime Television is a registered trademark of Lifetime Entertainment Services. Sundance Channel is a trademark of Sundance Television, Ltd. Sundance Channel L.L.C. authorized user.

predicts that further relaxation of local ownership rules will spur more consolidation.

"We feel very strongly that it's not good for the industry and it's not good for consumers," says Hubbard.

"It removes from the market precisely those stations that have historically provided entry to new and different voices—minorities and women," adds Media Access Project's Schwartzman.

One issue threatening to affect the ownership status of several stations is the must-carry law pending before Supreme Court justices. Defenders of the law requiring cable carriage of local broadcast signals had a rough outing before the court last October, and several expect the court to throw out the law.

Broadcasters say that could threaten the viability of many UHF stations. "It makes the weak weaker," says Meredith's Jones.

"It could be a major negative impact," adds LIN's Babb, who predicts that a struck-down must-carry law combined with relaxed restrictions could accelerate TV consolidation. ■

## Meredith buys First Media TVs

**WASHINGTON**—In buying First Media Television LP's three full-power TV stations, Meredith Corp. acquires too much of a good thing in Orlando, Fla. Among First Media's holdings is CBS affiliate wcpX-TV Orlando; Meredith already owns Fox affiliate woFL(TV) there.

Meredith hopes to trade one of the Orlando stations for a TV in a similar size and growing market, said company president William T. Kerr last Friday in a news release. Meredith is proceeding as if the FCC will continue to bar TV duopolies, spokesman Craig Maltby says (see page 4).

Des Moines, Iowa-based Meredith will pay \$435 million cash for wcpX-TV and Fox affiliates whNS(TV) Greenville, S.C./Asheville, N.C.; KPDX(TV) Portland, Ore., and low-power KF XO(TV) Bend, Ore. (subject to FCC approval). The stations "fit our broadcasting goal of owning and operating stations with network and geographic diversity," Kerr said. Meredith owns three CBS affiliates, three Fox affiliates and one NBC affiliate in markets including Phoenix, Las Vegas and Flint, Mich.

With a successful trade of one of its Orlando stations, Meredith's reach would grow from less than 5% of U.S. TV households to nearly 8%, the company said.

And Meredith will keep buying TV stations in markets 15-50. "We have one of the top magazine publishing operations in the country. Our desire is to develop an equally important broadcasting business," Kerr said. Meredith publishes *Better Homes and Gardens* and *Ladies' Home Journal* among other magazines.

In anticipation of Friday's news, Meredith's stock rose to a 52-week high of \$54.38 on Thursday. But Friday it was down, closing at \$51.50. —EAR

# For syndicators, access is key

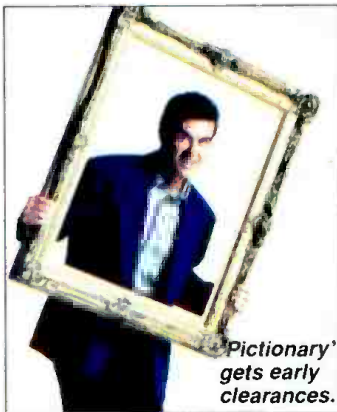
*Despite consolidation, hot shows can still find space one market at a time; for some, however, access to growing groups has become tougher*

By Cynthia Littleton  
**HOLLYWOOD**

**T**he supply side of the syndication business is anxiously awaiting the outcome of the FCC's review of long-standing TV station ownership restrictions.

Conventional wisdom dictates that the increasing concentration of station ownership helps syndicators with corporate ties to station groups and hurts those without them. But distributors in both positions say it's not so cut-and-dried.

The activity on the floor of this month's NATPE convention proved that independents can still clear a hot property the old-fashioned way—one market at a time. Yet NATPE also demonstrated how new-model giants such as CBS and Fox are changing the



*Pictionary* gets early clearances.

dynamics of syndication sales.

"The problem with consolidation isn't the size of the groups, it's access to them," says All American Distribution President George Back. All American had sold its new fall 1997 talk show contender, *Arthel & Fred*, in more than 60% of the country by the close of NATPE.

For a few station operators, "sales are no longer a content issue but an access issue. Now we're faced with companies that block us and tell us, 'I've got my own agenda and it supersedes yours,'" Back says. "Today's recourse is to go to their competitors. Tomorrow's recourse may have to be other means."

On the other hand, the easing of the duopoly rule could benefit many distributors. LMAs have helped produce

stronger stations in many markets, which translates to better customers for All American, Back says, citing the growth of Sinclair Broadcasting's LMA outlets in Baltimore, Pittsburgh and Milwaukee.

Moreover, industry veterans say, it's misguided to view major station groups as monoliths. Warner Bros. struck a group deal for *The People's Court* last month with the key NBC O&Os except Los Angeles; KNBC-TV had already committed to co-producing and airing *Arthel & Fred*, co-hosted by the station's sports anchor, Fred Roggin.

Worldvision generated a buzz early on in the sales season with the game show strip *Pictionary*, which was cleared at NATPE by a different group in each of the top three markets. "If you have desirable programming, you will be heard from," says Worldvision President John Ryan.

Kelly News & Entertainment also found a number of network O&O buyers for its FCC-friendly weekend teen

game shows, *Click!* and *Peer Pressure*. Industry observers say small and medium-size outfits like All American and Kelly N&E are unlikely to be squeezed out entirely if the FCC does ease station ownership restrictions.

There has been no stampede of top-50-market Big Three affiliates to off-network in the wake of last year's repeal of the prime time access rule.

While every show is different, one factor that favors independent distributors is the poor track record of in-house

productions, which are comparatively risky for the parent company. When they fail, the parent loses money on production and through lower ratings on its stations.

And even with an in-house station group ready to take the project, distributors say they're obligated to shop for the best deal. Eyemark put *Martha Stewart Living* on the open marketplace, just as Twentieth Television did with *The Home Team* before the strips were picked up by the CBS and Fox

O&Os, respectively.

Disney's Buena Vista Television is bucking the vertically integrated trend by launching its late-night contender *The John Salley Show* with the Fox-owned station group. The ABC O&Os are strapped for shelf space in late night after adding *Politically Incorrect* in the post-*Nightline* slot. But more important, BVT officials say, the audience profile of the Fox stations is a better fit with the show's target audience of young, urban adults. ■

# Keeney out; Powell may be in

*General's son may be next GOP FCC commissioner*

By Harry A. Jessell  
and Chris McConnell

## WASHINGTON

**G**ina Keeney's sudden withdrawal from consideration for an FCC seat touched off a feverish round of speculation about who's in and who's out at the agency.

And the hottest speculation centered on Michael Powell, son of potential GOP presidential candidate and former General Colin Powell. Michael Powell is now chief of staff for the antitrust division of the Justice Department, where, according to one source, he has been involved in telecommunications policy.

The 33-year-old Powell is now the leading candidate to fill the Republican vacancy once coveted by Keeney, according to some Hill sources. He could not be reached for comment.

Talk of the FCC's future included not only the Republican vacancy, but also three of the four other agency seats—replacements for Democrat James Quello, Republican Rachele Chong and even Democratic Chairman Reed Hundt.

Given a nudge by the White House, the 82-year-old Quello is stepping down by June 1. Chong's term ends June 30. And Hundt is widely expected to move on by the end of the year.

Claiming she did not want to lose more time with her family, Keeney, now chief of the FCC's Common Carrier Bureau, announced last Wednesday that she is no longer interested in the Republican vacancy. "It was really a tough decision," she told BROADCASTING & CABLE.

Keeney had been nominated by the White House for the FCC post last fall

and was expected to be renominated early this year.

Despite her assertions, many FCC watchers believe Keeney dropped out only after it became clear she could not win Senate confirmation. Key senators were miffed last year when the White House sent her name to the Hill without advance notice.

Keeney also was in disfavor with local telephone companies upset by the FCC's controversial interconnection rules, of which Keeney was principal author. Powerful industries don't pick FCC commissioners, but they can often veto them.

And some believe Republicans were disinclined to confirm two FCC staffers who owe their current jobs and allegiance to Hundt. FCC General Counsel Bill Kennard is the front-runner for the Democratic seat Quello is giving up after more than two decades.

A longtime communications lawyer who once worked at the National Association of Broadcasters, Kennard has managed to support Hundt's agenda without alienating the affected industries. His appointment would also return an African American to the agency.

Kennard has the full support of Hundt, and Hundt's friend and political patron Vice President Gore, who is calling the shots at the White House on FCC appointments.

That Kennard will receive the Democratic nomination seems as certain as these things get. However, a group of senators sent a letter to the White House last week endorsing Chris McLean, an aide to Senator Bob Kerrey (D-Neb.), for the Democratic opening. The group included Kerrey



Keeney cited personal reasons for bowing out of FCC race.

and Minority Leader Tom Daschle (D-S.D.).

Last week's most interesting conjecture centered on the chairmanship. Commissioner Susan Ness, who is a friend of President Clinton and the First Lady, has been angling to become the first woman to head the agency. And most industry sources still see her as the

most likely to succeed Hundt.

However, in recent weeks, there has been talk of a Ness challenger: Kathleen Wallman, Keeney's predecessor as chief of the Common Carrier Bureau.

Wallman left the FCC in late 1995 to work as a deputy to head White House Counsel Jack Quinn. After Quinn announced his departure, Wallman shifted to the National Economic Council. Significantly, her job description includes oversight of telecommunications.

In addition to Powell, several other names re-emerged for the Barrett seat, all Republican commissioners with state public utility commissions: David Baker (Georgia), Kenneth McClure (Missouri), Cheryl Parrino (Wisconsin) and Lisa Crutchfield (Pennsylvania).

There may be a spot for the runner-up in the race for Barrett's seat. The commission's other Republican—Chong—has no guarantee of reappointment once her current term expires in June. She has antagonized Hundt, opposing him on children's television rules and other high-profile issues. That may win her friends among Republicans on Capitol Hill and anti-Hundt lobbyists, but it may make it tough for her to win the White House nomination. ■



# VH1, MTV get reprieve from TCI

*Campaign likely to keep music channels on most systems*

By Price Colman  
DENVER

**F**or the third time in a month, Telecommunications Inc. has executed an about-face on bumping popular cable networks and is urging system managers to "review" decisions to drop VH1 and MTV.

The move by the nation's largest MSO came shortly before Viacom-owned VH1 was to conduct a "protest" press conference in Denver with recording artists Don Henley, John Mellencamp, Jewel and Tony Rich.

Instead of a protest, the event was more akin to a love-fest, with the artists praising the power of music, fans and supporters—and even TCI.

"We have great news," Henley announced to the media and VH1 supporters at the Buell Theatre in Denver Wednesday. "While we were flying here today, we received official word from TCI that both VH1 and MTV will be fully restored on all TCI systems to their pre-January levels."

It may be a little premature for VH1 to change its name to VHWon, however. TCI's official stance fell somewhat short of the sweeping

reversal Henley described.

"What we've done is urge our local system managers to review programing decisions in light of the public response" surrounding VH1 and MTV, said TCI spokesman Bob Thomson. "I would guess MTV will come back in virtually all places and VH1 in many places in shared channel status."

In Denver and at some other TCI systems, VH1 shares channel space with other networks, typically pay-per-view services.

Assuming system managers heed the corporate call, it will mean that roughly 2 million TCI cable viewers won't have to do without VH1 and 400,000 will get their MTV back.

Credit a savvy, aggressive campaign by VH1 for turning the tide. The network ran newspaper and radio ads in five key cities—Portland, Ore.; Hartford, Conn.; Lexington, Ky.; San Jose, Calif., and Denver—urging subscribers to call VH1 or, better yet, their local TCI system to voice their displeasure.

Thomson said about 400 of TCI's 500,000 subscribers on Colorado's Front Range responded. VH1 reported "thousands" of calls.

EchoStar Communications, the in-

cable's-face DBS service, seized Wednesday's event as an opportunity to promote its competing service.

"The message we want to send is we have VH1 24 hours a day and we have it better," said EchoStar spokeswoman Judianne Attencio, adding, "We're not here to bash cable or TCI, we're here to support VH1."

TCI's flip-flop came just a month after the MSO announced it was restoring superstation WGN-TV/Chicago in five Midwest states after announcing drop plans. The switch came after WGN successfully consummated negotiations with the NBA for carriage of Chicago Bulls games. And earlier this month, TCI restored The Nashville Network and A&E in Houston systems, where they had been dropped.

On Jan. 1 or shortly before, TCI enacted sweeping programing changes. Those changes included dropping VH1, MTV, E! Entertainment, WGN-TV, A&E, C-SPAN, Intro TV and other networks. Replacements included Discovery's Animal Planet, the Cartoon Network, Home & Garden Television (HGTV) and Encore plex. Those and other programing-related changes drew howls from Denver and Des Moines, Iowa, to Houston and Hartford, Conn., particularly after as many as 6.5 million TCI subscribers didn't receive new channel lineup cards.

From TCI's perspective, the programing changes were aimed not at outraging subscribers but at reducing costs by replacing underperforming or expensive networks with ones willing to pay an upfront launch fee.

TCI has declined to comment on launch fees, but the consensus among cable industry experts is that Animal Planet, Cartoon Network and HGTV paid \$4-\$8 per subscriber for carriage on TCI systems.

Describing the WGN-TV, VH1 and MTV issues as "skirmishes," Thomson hinted there may be more conflicts.

"We've acknowledged that we have discussions ongoing with Disney's ESPN," he said. "Sports programing is of immense concern to us. The cost structures are literally out of control, and we have suspicions that they are expecting cable customers to pay far more than cable customers are willing to pay for sports programing services...."

"Are cable operators viewed as collection agencies for programers or purchasing agents for customers? We prefer the latter role." ■

David L. Cornwell

# ABC must pay \$5.5 million to Food Lion

Award in 'PrimeTime Live' case could chill investigative reports, experts say

By Steve McClellan

## NEW YORK

**T**he ends don't justify the means. That appeared to be the message a North Carolina jury sent to ABC last week, when it ordered the network to pay Food Lion \$5.5 million in punitive damages. The network said it was outraged and that it intends to appeal.

Last month, the same jury found that ABC committed trespass, fraud and breach of fiduciary duty in connection with an undercover report on alleged wrongdoing at Food Lion supermarkets.

The unique case troubles many journalists because the accuracy of the story at issue—a Nov. 5, 1992, *PrimeTime Live* report—was not challenged in court by Food Lion. Indeed, an 11th-hour attempt by Food Lion to introduce a libel claim based on outtakes from the broadcast was dismissed as "not remotely persuasive" by Federal Magistrate Trevor Sharp.

Media experts say the jury sent a mixed message, noting that the \$5.5 million was a relatively paltry sum compared with the \$1.8 billion the grocery chain said it lost in market value after the story aired. The report showed employees selling moldy deli meats and repackaging other out-of-date meat, fish and poultry for sale.

Some say the decision could dissuade news organizations from tackling undercover reports altogether. "I hope that doesn't mean that serious stories are left uncovered, but that is the danger," says Sandra Baron, executive director of the New York-based Libel Defense Resource Center.

Most agree that the chill factor, to the extent there is one, will occur at smaller broadcast stations and not at the major networks. At NBC, Neal Shapiro, executive producer of *Dateline NBC*, says the Food Lion decision is a "terrible precedent" but won't deter his program from doing hidden-camera reports.

"In the industry we all think the hidden camera should not be overused," he says. "But sometimes the only way to get important stories is by hidden cameras" and by having reporters misrepresent themselves, as *Dateline* did in a recent story about security in the airline industry. Producers posed as security

**"Our basic thrust is to be honest to the audience."**

—ABC News's Richard Wald

**"I hope that doesn't mean that serious stories are left uncovered, but that is the danger."**

—Sandra Baron,

Libel Defense Resource Center

personnel for the story, which the Federal Aviation Administration termed a "public service" and that forced immediate changes in regulations.

"How else do you do that story?" Shapiro asks. "Do you call up the company and say, 'Can you tell us how good your security is?' Of course not."

That was essentially the outlook that

guided ABC News as it tackled the Food Lion story, says Richard Wald, senior vice president, ABC News. "It's not as though we were lying or hiding anything. We said on the air" that ABC News reporters misrepresented themselves to get jobs at Food Lion. "Our basic thrust is to be honest to the audience, not to walk into Food Lion and say 'Please show us rotten food.'"

Last week, news reports were filled with quotes from the jurors, who basically said journalists shouldn't break the law to get a story, no matter how good or tantalizing. And while many journalists side with ABC, at least some say the network got what it deserved.

"They lied and misrepresented themselves," said one news director at an ABC affiliate. "They tried to argue that because their story was right on the money they were somehow above the law. It didn't work for Richard Nixon and I don't know that it ought to work for ABC." Nixon's case went to the U.S. Supreme Court, and ABC's may end up there also. ■

## NBC kills Spanish network

*Cable systems carrying Canal de Noticias will be offered MSNBC*

By Rich Brown

## NEW YORK

**N**BC is pulling the plug on Canal de Noticias, a Spanish-language news network that claimed to have 5 million subscribers in Latin America and the U.S.

The collapse of the network comes as welcome news to Westinghouse/CBS, which just last July purchased competing service TeleNoticias from Telemundo. TeleNoticias officials have ambitious plans for their two-year-old service, which they say reaches more than 10 million homes in Latin America and Florida.

"It's a big-time opportunity for us," says Lloyd Werner, executive vice president, sales and marketing, for Group W Satellite Communications. "Canal de

Noticias had some decent opportunity throughout Latin America."

Cable operators now carrying Canal de Noticias will be offered NBC's MSNBC news network when the Spanish-language service shuts down next quarter. MSNBC initially will be available in English, but NBC is exploring ways to eventually offer a Spanish-language feed and hopes to find local partners to provide local content, according to a spokesperson. Latin America has an estimated potential reach of 80 million television households.

Canal de Noticias debuted in March 1993 and marked NBC's first major effort to package news programming for an audience outside the U.S. A year later NBC began offering the service to U.S. cable system operators and eventually lined up about 1 million subs, including a number of small systems in California and a sizable Time Warner/Paragon Cable system in San Antonio, Tex. "I've already opened conversations with Time Warner," Werner says. ■

# TCI off credit watch

By Price Colman

## DENVER

**S**tandard & Poor's gave Tele-Communications Inc. a welcome boost last Friday, affirming its investment-grade rating for TCI Communications and removing the company from credit watch, where it was placed last fall.

At the same time, S&P characterized its official outlook for TCI Communications (Nasdaq-TCOMA) as negative. That's based chiefly on lingering questions about whether the touted Imedia compression technology will provide the boost TCI expects.

S&P analyst Robert Nelson said the agency initially had been looking for a lackluster first quarter from TCI. But the company's aggressive attack on programing costs and its cuts of 2,500 jobs in December suggested rapid improvement in financials, he said.

"I would not be surprised to see very good improvement in cash flow in the first half of the year," Nelson said during a conference call Friday.

S&P's guidelines call for TCI's debt-to-cash flow ratio to be in the 5.25:1 to 5:1 range for the company to maintain the BBB- rating, one step above non-investment, or junk, grade. S&P also wants TCI to maintain the momentum and is looking for ratios of 4.75:1 to 5.25:1 after this year.

Chuck Kersch of Neidiger Tucker Bruner said S&P's action was expected. "Essentially, the revenue-generating potential of the coming year combined with the really sharp pencils that are being applied to the cost structure will do nothing but have positive impact for TCI," Kersch said.

While TCI's increasing fiscal conservatism is a positive sign, questions about Imedia, which reportedly offers a 24:1 compression ratio, cloud the picture, Nelson said.

"Imedia is the heart of the negative outlook," he said. "It is the heart and soul of TCI's ability to deliver satellite services to relieve channel constraint. But the Imedia approach is only going to take care of people in channel-constrained systems who want these expanded services. Many people in channel-constrained areas don't." ■

# Closed Circuit

## DENVER

### TCI shuffle?

**W**atch for possible executive-level changes at Tele-Communications Inc. Various sources told **BROADCASTING & CABLE** last week that shuffling of key executive positions is in the cards, possibly as soon as this week. Speculation persists that TCI Chairman John Malone is mulling candidates to fill the role of president he now holds (he is also chairman and CEO). Sources also said that some departures are likely. The company discounted the rumors. "No one knows what John is going to do with the configuration of the most senior offices," a TCI spokesperson said, adding: "I don't think he has it under active consideration."

## WASHINGTON

### Hundt locked out

**F**CC Chairman Reed Hundt was among those turned away from the Tennessee Inaugural Ball at Washington's Union Station last Monday after safety officials shut the doors to those arriving at the event. Officials took the action after deciding the crowd for Hootie & the Blowfish and Gloria Estefan was growing too large. But not all the FCC officials were left out in the cold. FCC Chief of Staff Blair Levin and International Bureau Chief Don Gips got inside before the cutoff.

## NEW YORK

### Premium position

**I**t's probably the sweetest time period in all of television—leading out of the Super Bowl—and *The X-Files* was slated for that coveted slot after the Green Bay–New England contest yesterday (Jan. 26). The show's post-Super Bowl episode sold for a \$200,000-plus premium over its normal rate, a Fox executive said, commanding between \$500,000 and \$550,000 per 30-second spot. *The X-Files* was scheduled to air at 10 p.m. (an hour later than usual), and network officials expected it to generate a record rating.

## NEW YORK

### Sounds of Sony.com

**S**ony Interactive isn't saying much about what its new Website, [Thestation@sony.com](mailto:Thestation@sony.com), will look like when it debuts soon. But one source who's had a preview reports that PC users playing Jeopardy online (Sony unit Columbia TriStar Interactive is supplying an interactive version of the game show to the site) will hear the same bells and buzzers that TV contestants in the studio hear. They will have an advantage, however: Jeopardy online will be multiple choice. And surfers also will probably be able to sample Sony Music CDs, which they may purchase online.

### Royal fan

**S**ci-Fi Channel programming VP Barry Schulman was charmed to learn at the recent NATPE convention in New Orleans that England's Prince Edward is a big fan of Sci-Fi Channel Europe. The TV-producing prince heads Ardent Productions Ltd., which is based across the street from Sci-Fi Channel Europe headquarters in London. Prince Edward complimented Schulman on the unusual exterior of Sci-Fi's London building and proceeded to pitch him on a series about ghosts.

### CBS eyes compression

**C**BS News relied on Tieman MPEG-2 digital compression gear to deliver affiliate feeds during its coverage of the presidential inauguration last week, but still used fiber for its live network feeds. "The inauguration was just another step in fine-tuning our overall plan to convert [distribution] to digital," says CBS's VP for broadcast distribution, Brent Stranathan. CBS is evaluating gear to digitize NTSC signals for network distribution, which will be the first phase of its HDTV conversion. "Most of that gear is still in the development stages," says Stranathan. "We want our picture quality to be one step above that of cable and DTH clients of compression manufacturers."



**Making a World of Difference Today...**



**EYEMARK**  
Entertainment

A Unit of CBS Enterprises

SOLD IN **85%** OF THE U.S.

**Martha  
Stewart** **Living**

T E L E V I S I O N



**EYEMARK**  
Entertainment  
A Unit of CBS Enterprises

**Martha  
Stewart** **Living**  
M E D I A   S A L E S



PHOTO: ANTHONY AMOS





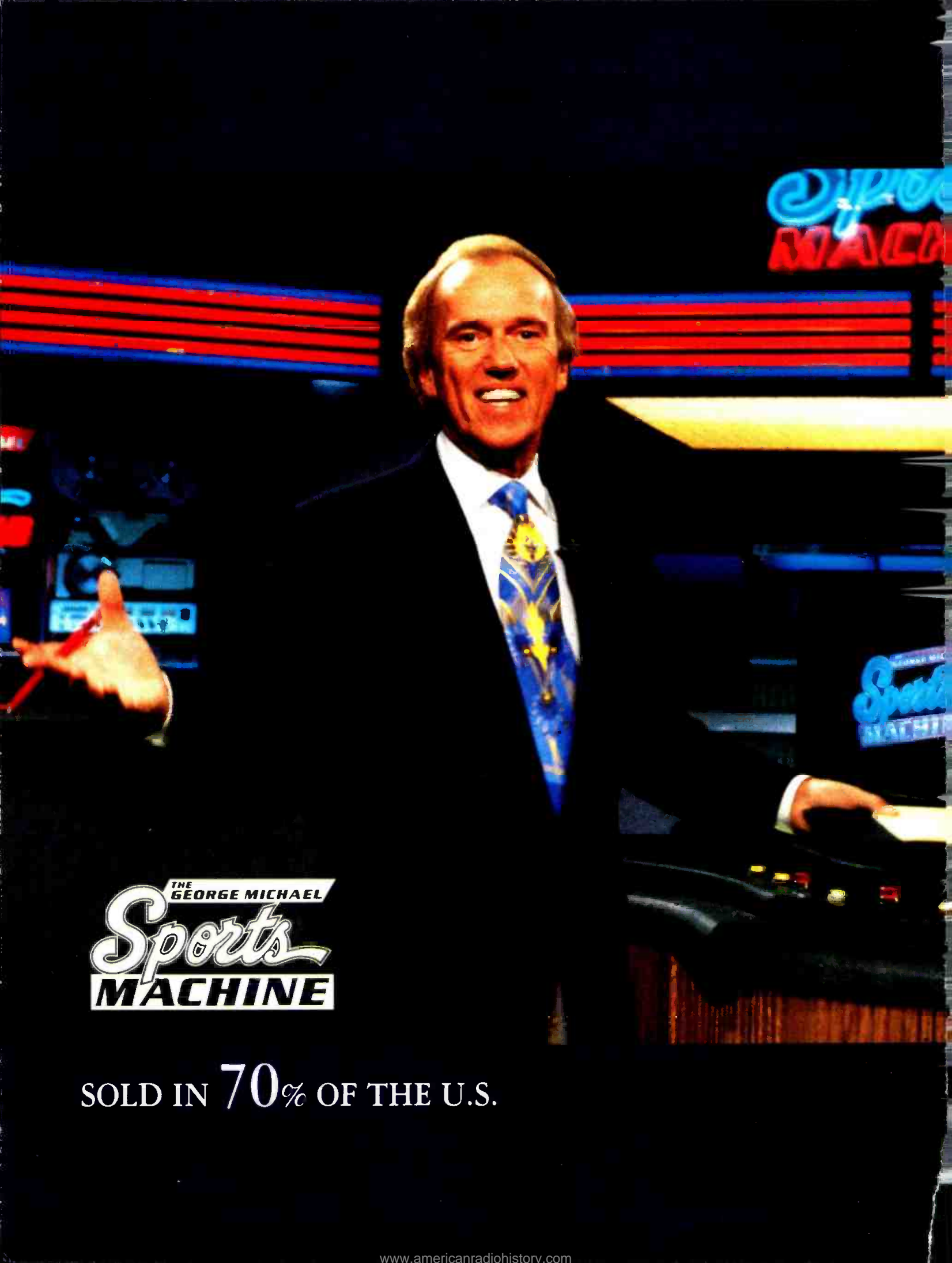
SOLD IN 85% OF THE U.S.

# GAYLE

THE GAYLE KING SHOW

 **EYEMARK**  
Entertainment & Media Sales  
A UNIT OF PBS GROUP INC.

IN PARTNERSHIP WITH  
**POST-NEWSWEEK**  
STATIONS INC.



Sports  
MACHINE

Sports  
MACHINE

THE  
GEORGE MICHAEL  
*Sports*  
MACHINE

SOLD IN 70% OF THE U.S.

SOLD IN 73% OF THE U.S.

# BOB VILA'S HOME AGAIN



**EYEMARK**  
Entertainment & Media Sales

A Unit of CBS Enterprises

Sold in 71% of the U.S.

**PSI FACTOR**

CHRONICLES OF THE PARANORMAL

Hosted by Dan Aykroyd









SOLD IN 80% OF THE U.S.

# PENSACOLA

WINGS OF GOLD



...And into the future.



**EYEMARK**  
Entertainment

A Unit of CBS Enterprises

© 1997 EYEMARK ENTERTAINMENT. ALL RIGHTS RESERVED.

[www.americanradiohistory.com](http://www.americanradiohistory.com)



*Caroline in the City*



*Touched  
By  
An  
Angel*



*dave's world*

# FCC indecency review yields few fines

*Effort hasn't led to severe action, but more complaints remain*

By Chris McConnell

**F**CC officials last fall launched a fresh review of pending indecency complaints against Howard Stern and other broadcasters, but so far most stations have encountered smooth sailing at the commission's enforcement division.

Commission officials estimate that they have dismissed more than 20 complaints since they launched their effort to cut down on a backlog of some 90 indecency complaints. The FCC has issued three indecency fines since launching the effort, but has also stated that none of the pending complaints against Stern is severe enough to threaten any of the Infinity radio licenses.

"They raise no substantial and material question of fact concerning Infinity's qualifications to be a commission li-



*The FCC says none of the Howard Stern complaints on file should pose a threat to Infinity's licenses.*

censee," the FCC said in approving the Westinghouse/Infinity merger last month.

The Westinghouse/Infinity merger application and other pending mergers last fall prompted commission officials to launch a review of pending indecency complaints. At the time of the Westinghouse/Infinity merger application, for instance, listeners in New Orleans, Chicago, Boston, New York and Richmond, Va., had filed indecency complaints against Stern.

FCC officials say they generally like to issue an initial decision on whether to pursue such complaints before allowing a station to change hands.

Last October, the effort resulted in a \$10,000 fine against the former owner of WVGO(FM) Richmond, Va., for two Stern broadcasts. But the FCC since then has taken no action against Stern's show.

FCC officials warn, however, that there are still more complaints to review.

They say they have dismissed some of the complaints against Stern but are holding on to others for further review. They also say new Stern complaints arrive daily.

Officials also say they still plan to ask Infinity whether the two broadcasts that netted last October's fine against Benchmark Communications Radio aired on any Infinity-owned stations.

Past practice at the commission has been to assume that any indecent Stern broadcasts also air on the Infinity-owned stations that carry his show. In the past, the FCC has hit some of the Infinity stations with fines after fining a Stern affiliate for indecency.

The officials also are still working to cut down on the rest of the indecency backlog. Last week, officials said they had cut the stack down to a series of complaints against 65 stations. FCC sources say the effort has been hampered by their review of the Westinghouse/Infinity merger. "We've made some progress," one official says. ■

## 'Net surfers not clogging phone lines, computer groups say

Internet surfers are not clogging the phone lines, computer industry representatives insisted last week.

Discussing pending FCC action on the "access charges" paid to local phone companies for delivering long-distance calls, the Internet Access Coalition urged the commission not to impose access charges on Internet service providers and released a study concluding that the data network does not pose a threat to telephone traffic. Members of the group include Microsoft, Intel, Apple and Compaq.

"There is no general systemwide congestion problem," Economics and Technology President Lee Selwyn said. Selwyn cited a study his company prepared for the computer industry group.

The study concludes that current Internet-related congestion problems can easily be fixed and that the Internet traffic poses no near-term threat to the telephone network. Participants in the group say they sponsored the study in response to regional Bell claims that the Internet traffic is clogging their telephone networks.

Telephone industry representatives contested the study's conclusions. "The fact is, Internet usage has grown more than 100 percent over the past 10 years," said Roy Neel, president of the United States Telephone Association. "Someone has to pay for that usage."

FCC officials last month issued their proposal for updating the current access charge regime. In the proposal the commission said it saw no reason to extend access charges to the "still-evolving information services industry."—**CM**

## New House Telcomsubcom assignments

The House Commerce Committee has assigned communications issues to the Telecommunications, Trade and Consumer Protection Subcommittee—formerly the Telecommunications and Finance Subcommittee.

Headed by Billy Tauzin (R-La.), Republicans on the subcommittee are Michael Oxley (Ohio), Dan Schaefer (Colo.), Joe Barton (Tex.), Dennis Hastert (Ill.), Fred Upton (Mich.), Cliff Stearns (Fla.), Paul Gillmor (Ohio), Scott Klug (Wis.), Christopher Cox (Calif.), Nathan Deal (Ga.), Steve Largent (Okla.), Rick White (Wash.), James Rogan (Calif.), John Shimkus (Ill.) and Tom Bliley (Va.).

Democrats on the committee: ranking member Edward Markey (Mass.), Rick Boucher (Va.), Bart Gordon (Tenn.), Anna Eshoo (Calif.), Eliot Engel (N.Y.), Albert Wynn (Md.), Thomas Manton (N.Y.), Bobby Rush (Ill.), Ron Klink (Pa.), Thomas Sawyer (Ohio), Gene Green (Tex.), Karen McCarthy (Mo.), and John Dingell (Mich.). —**HF**

**the Leader in  
young adult  
programming has  
done it  
again...**



**C O L U M B I A T R I S T A R  
T E L E V I S I O N D I S T R I B U T I O N**

# Renewe



THE 5:00PM FRANCHISE  
IN 8 OF THE TOP 10 MARKETS!



©1997 Columbia TriStar Television, Inc. All Rights Reserved.

**d Over**

**80%**

**of the  
Country**



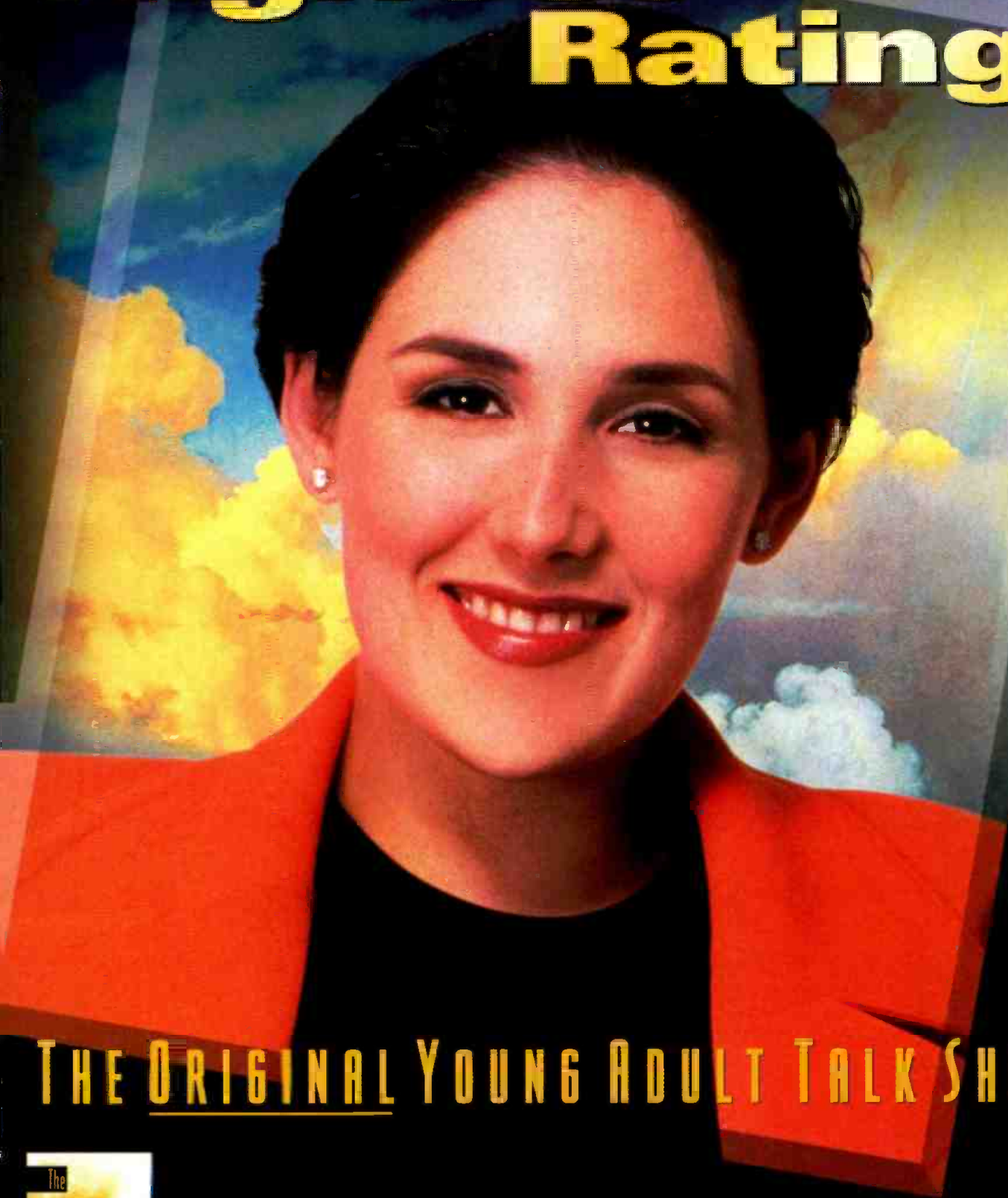
**Ricki  
Lake**



**COLUMBIA TRISTAR**  
TELEVISION DISTRIBUTION  
TELEVISION ADVERTISER SALES  
© 2001 PICTURES ENTERTAINMENT ZENITH

**The Leader In Young Adult Programming**

the **Season's  
Highest  
Rating!**



**THE ORIGINAL YOUNG ADULT TALK SHOW!**



Source: NSS, GAA weeks of 12/30/96 and 1/6/97

©1997 Columbia TriStar Television, Inc. All Rights Reserved.



# 4.2

HH. Rtg.

and  
**growing...**

Ricki  
Lake

COLUMBIA TRISTAR



TELEVISION DISTRIBUTION  
TELEVISION ADVERTISER SALES

The Leader In Young Adult Programming

the #1 New Da

#1 in Household



THE DATING GAME & THE NEWLYWED GAME

THE LOVE AFFAIR IS GETTING HOTTER!

Source: NSS, GAA week of 9/9/96 vs. 12/30/96

©1997 Columbia TriStar Television, Inc. All Rights Reserved.

# nighttime Strip!

s, Women 18-34 & 18-49!

+31%

Over  
Premiere

the Dating  
Newlywed  
Hour

COLUMBIA TRISTAR



TELEVISION DISTRIBUTION  
TELEVISION ADVERTISER SALES

The Leader In Young Adult Programming.

A promotional poster for a late-night television show. The background is a vibrant, multi-colored grid of light beams in shades of green, blue, and purple. Two men are featured in the foreground. The man on the left is Chris Spencer, wearing a brown suit jacket over a red shirt, smiling broadly. The man on the right is Quincy Jones, wearing a dark suit jacket over a red shirt and a patterned tie, also smiling. The text is overlaid on the image in a bold, yellow, sans-serif font.

host  
**Chris Spencer**

executive producer  
**Quincy Jones**

**THE NEW VIBE OF LATE NIGHT TELEVISION!**

EXECUTIVE PRODUCERS QUINCY JONES & DAVID SALZMAN

©1997 Columbia TriStar Television, Inc. All Rights Reserved.

[www.americanradiohistory.com](http://www.americanradiohistory.com)

**Sold Over**

**70%**

**of the  
Country**

**80 stations  
in just 3 Days!**

**VIBE**

COLUMBIA TRISTAR



TELEVISION DISTRIBUTION  
TELEVISION ADVERTISER SALES

The Leader In Young Adult Programming

## Hundt promotes car talk on 'Car Talk'

FCC Chairman Reed Hundt recently called NPR's *Car Talk* with a couple of questions. "Why doesn't Detroit design these cars with phone holders, just like cup holders?" Hundt asked the hosts, brothers Tom and Ray Magliozzi. He maintained that a cell-phone port would allow users to charge their phones and also would free their hands for driving. "You bring in tape cassettes and they're all over the car, and finally they get around to designing the car so there's places to put the cassettes. Now why don't they design them so that [there are] places to put the cellular phones?" The show's hosts responded by asking Hundt why the FCC even allows cellular phones in cars. Hundt also wanted a tip on what the decade's best used car will be by 2000 (with the stipulation that the car be American-made). The recommendation: a four-cylinder Camry, built in Kentucky. "You got a sale, then," Hundt said.

## Changes in minority staff

The minority staffers on the Senate Commerce Committee were inadvertently left out of our recent Capitol Hill staff roundup. Ivan Schlager, who has handled trade issues for Senator Ernest Hollings (D-S.C.) on the committee, took on the role of minority chief counsel and staff director in September, when Kevin Curtin joined the law firm Bryan Cave. Kevin Joseph moved up to minority senior counsel, and Anna Gomez left the FCC in November to join the staff as minority junior counsel.

## Bliley wants probe of Gingrich call interception

House Commerce Committee Chairman Thomas Bliley (R-Va.) wants the FCC to look into the taped cellular telephone conversation in which House Speaker Newt Gingrich (R-Ga.) discussed the House Ethics Committee's investigation of him. "Several persons may have violated provisions of the Communications Act and FCC rules," Bliley wrote in a letter to FCC Chairman Reed Hundt. "It is one thing for a law enforcement official with a warrant to intercept a cellular call—it is quite a different matter to have an unauthorized person intercepting a private call." Bliley asked the FCC to investigate the taping and to launch an inquiry into the availability of scanners capable of tuning in cellular telephone calls.

## Bomb threat

FCC employees had some time on their hands last Tuesday, after a pair of bomb threats sent them out of their offices. The FCC received the threats at two of its Washington buildings and promptly sent everyone outside while police swept the buildings. No bomb was found, and officials went back to work after a two-and-a-half-hour hiatus.

## EEO rulings

The FCC has issued a series of rulings on violations of its equal employment opportunity (EEO) policy and other rules. Progressive United Corp. received a \$30,000 "notice of apparent liability" for EEO violations as part of an FCC decision to renew the licenses of KVKI-FM, KEEL(AM)/KITT (FM) Shreveport, La. The commission denied a petition by

Walker County Communications and KTEM Radio Inc. to reconsider a pair of \$15,000 EEO fines the FCC had issued against the companies. Walker County Communications owns KSAM-AM-FM Huntsville, Tex., and KTEM Radio is the former owner of KTEM(AM)-KPLE(FM) Temple, Tex. The commission also reaffirmed an earlier decision to fine KKIQ-FM Livermore, Calif., \$10,000 for EEO violations after the station did not respond to the FCC's notice of apparent liability, issued last April. In another ruling, the FCC denied a request by Kenneth Ulbricht to reconsider a \$10,000 fine. It issued the fine after finding that Ulbricht took control of a Seaside, Ore., station without first receiving an FCC OK.

## Phythyon moves at FCC

Daniel Phythyon is moving from the FCC's Office of Legislative and Intergovernmental Affairs to the commission's Wireless Telecommunications Bureau. Phythyon, a former congressional liaison for the National Association of Broadcasters, has served as director of the FCC's legislative affairs office since last March. He will become the Wireless Telecommunications Bureau's deputy chief.

## RTNDA complaint

The Radio-Television News Directors Association does not like how the FCC has handled a court order to respond to RTNDA's push for action on the "personal attack" and "political editorial" rules. The U.S. Court of Appeals in Washington last month ordered the FCC to respond to the RTNDA's request for action. RTNDA is pushing for a repeal of the rules. The personal-attack rule requires broadcasters to notify the subjects of on-air personal attacks and offer them an opportunity to respond. The editorial rule requires stations to give candidates a chance to respond to on-air political editorials. In response to the court, the FCC last month invited comments on the prospect of modifying or repealing the rules. RTNDA said more comments are not necessary. "To further delay the appeals court's order by inviting further comment is completely unnecessary," said Bill Yeager, the association's Freedom of Information chairman. "The commission should not be permitted to cite its own unexplained nine-year delay as a reason to reopen the record."

## Dish rules panned

Viewers are taking their home-owners groups to the FCC over satellite dish restrictions. The FCC is inviting comments on two requests for a commission ruling that home-owner-group antenna restrictions violate FCC rules. The commission last year barred local restrictions on antennas and DBS dishes as part of its implementation of the 1996 Telecommunications Act. One of the pending petitions cites a prohibition on outdoor antennas, and the other cites rules concerning the placement of satellite dishes. Comments on both are due Feb. 15. The FCC also is accepting comments on a request from KA-ABC and Hollywood Park Casino that the commission rule on whether the companies can advertise legal gaming on TV in Southern California. The petition asks whether FCC rules allow advertising of games where players bet against each other and not against a casino. Comments on the petition are due Feb. 5.



Edited by Chris McConnell and Heather Fleming

# New shine on NANBA

**T**here's a new/old set of initials to deal with in western hemisphere telecommunications policy. It's NANBA—the North American National Broadcasters Association—which is spreading a wider wingspan these days. Last week, at its annual meeting in Mexico City, it was taking on such new issues as the production of quality product as well as the technical matters that have historically concerned it. It is considering a new category of affiliate members to embrace those involved with the medium, even if not broadcasters. Recognizing the fast-growing Spanish language demographic, it is encouraging participation from major players in that market. Radio will get special attention under NANBA's expansion

*In this interview, Toronto-based NANBA Secretary General Bill Roberts traces that organization's origins and projects some of its future.*

**We were intrigued to note that NANBA is already celebrating its 25th anniversary. Where does it fit in the international broadcasting scheme of things?**

NANBA is one of the eight large broadcasting unions around the world, and its focus has really been international. Moreover, it has always played a much larger international role than its budget or North American profile or number of members might indicate, in comparison with such other unions as the European Broadcasting Union and the Asia-Pacific Broadcasting Union, which are geographically and numerically larger. I think NANBA's more recent evolution is towards not only increasing and enhancing its work internationally, but also raising its profile within the North American or NAFTA community, and I think that last aspect is what you're experiencing. But NANBA has always been there for the past quarter century, always been present, always been a significant player.

**Is it essentially an engineering organization or a political organization?**

It's not a lobbying or advocacy organization. It has a technical committee, of course. That technical committee, you will remember, is the body that worked out the NANBA HDTV position, which was filed last year with the FCC, with the



NANBA's Bill Roberts

Mexican government, and with the Canadian government.

In the '70s, when there were transporter difficulties in the early days of SNG—moving equipment around the world, often in 20 or 30 cases at a time—it was NANBA that approached the International Customs Union in Belgium to have it accept a simple description of the equipment and identify it with a logo, print and distribute those logos worldwide.

**How many countries are represented in NANBA?**

Three: Canada, the United States and Mexico.

**What about Latin America?**

It's not represented within the NANBA family, but we have very good relations with them. For example, at the annual general meeting in Mexico City, we scheduled a major session on dig-

ital and advanced television, done in conjunction with our sister union, called OTI, which principally represents Latin and South American television entities. The full name is Organizacion de la Television Iberoamericana, because they also have some Spanish representation.

Another example of working with other constituencies is the work that we've just finished doing in Geneva with the World Intellectual Property Organization (WIPO). Again, that was a big stakes issue for North American broadcasters, but we worked very successfully with our EBU counterparts, for example, and were successful in beating back some of the more onerous original drafts of those two copyright treaties.

**Which are the big competitors among the world broadcasting organizations? Is it usually NANBA versus the EBU?**

I would say that NANBA takes a more aggressive free market, private sector approach in many of these venues. The EBU is predominantly a public or government broadcaster organization, and NANBA is a complete mix of private, public and not-for-profit broadcasters. So NANBA's positions tend to be a bit more aggressive in terms of competition and access and a free market approach. So there are occasionally some differing points of view, but there are not big cleavages and tensions between the unions.

**Is NANBA conspicuously larger or smaller than the other**

### **world broadcasting organizations?**

NANBA's has 21 members, including our full and associate members. Numerically that's quite small and NANBA's budget is modest compared to the budgets of the EBU and the ABU. But what NANBA actually does on the international scene is far disproportional to those numbers and to those resources. For a couple of reasons.

One, although our membership is only, you know, the 21 major broadcasting entities in North America, those are some major players; we're talking about ABC, CBS, NBC, Televisa, TV Azteca, CBC and CTV in Canada, and a host of others. So it is a strong membership base.

And although the NANBA budget is not huge in comparison to our European colleagues, which may have 400 staff members against our three or four full-time staff members, we can draw on resources that are very, very impressive. We can marshal fantastic contributions.

Two examples. Those eight unions got together under NANBA's leadership back in 1986 to form the Inter-Union Satellite Operations Group. That was headed by Mary Frost, who was at that time the president of NANBA. That has become perhaps the most important venue for the satellite industry, the broadcasting industry and the manufacturing industry to meet twice a year. But without a doubt, this is the place where the ironing out of irritants, whether they're billing irritants or technological irritants or interoperability irritants between equipment, this is where it's really sorted out. That's now run by one of our NANBA colleagues, Dick Tauber of CNN.

### **What big issues were you facing in Mexico?**

We spent some time thinking about broadcasters and their relationship to the telecommunications industry, and we invited a major Canadian telephone company that is doing a lot of research and investment in broadcast distribution and new media. We invited them to spend some time with us so that we can learn more about that, where things are going, what kind of relationship should we be building with the telephone industry, if any. And, of course, there will be one.

We spent some time dealing, as I mentioned earlier, with advanced television systems and, you know, can we encourage a Pan North American or Pan America's common approach to HDTV, built around the Grand Alliance, and what kind of support can we rally for the Grand Alliance.

We spent some time with the president of the European Broadcasting Union, Albert Sharf, and more time working on relationships between North American broadcasters and European broadcasters. We talked about how the European Commission is looking at Pan-European broadcasting policy, how the EBU is a player in that, and how, through our fraternal relations with the EBU, we can sort of have that process, mindful of our North American interests in Europe.

And we spent valuable time with the chairman of Televisa, Emilio Azcarraga, discussing where he thinks Mexican and Latin American broadcasting policy is going and, specifically, where Televisa is going.

And, within our advisory council process, we spent some time cutting our teeth on a special project for '97-98, around the Internet. We have approved a NANBA initiative to invest some time and resources in looking at the Internet over the

next 12 to 18 months, doing some good research and canvassing around Internet issues, and bringing that to some fruition, either as a North American workshop or in some way sharing the results of that and looking for partners with which to do that.

### **What about down the road? What do you anticipate being the seminal issues early into the 21st century?**

Let me begin with the things that we are definitely going to do, so we have put on the table the following issues. I've mentioned Internet and new media, I've mentioned the teleo, telephone company issue in broadcast distribution new media. We are going to put on the table the ITU, the International Telecommunications Union. The ITU in Geneva seems to be positioning itself as perhaps a new global regulator of telecommunications and broadcasting interests and even the Internet, if you read their literature, and we're going to be looking into that and, at the very least, establishing a more regular relationship with the ITU. And, very much in the vein of FCC Chairman Reed Hundt, we want to encourage the ITU to back away from such strict regulation and permit broadcasters both greater flexibility and speedier decisions coming out of the ITU as they affect broadcasters.

Another issue is the whole area of digital developments. We're not going to let go of the HDTV initiative that we began last fall. And we're also going to continue with the World Intellectual Property Organization and the copyright issue. There's going to be a major conference in the Philippines and, for the first time, thanks in part to our work, this will be a session which deals with what broadcasters need in terms of copyright protection in the future. That will be a major breakthrough.

*The high priority on getting to the table*

### **Are you a signatory to the ITU, if that's the term?**

We are recognized as a Non-Governmental Organization (NGO) at the ITU, yes. And that's one of the other aspects of NANBA that makes us different from the National Association of Broadcasters, for example. You can only get to the table at these international conferences if you are a multinational NGO or non-governmental organization.

There are other things that may come up in the future. We may be looking at audience trends and new measurement tools, and what is going to happen in terms of the balance of deregulation and re-regulation as we approach the year 2000 and beyond. Some folks have begun to talk about different rules in North America for ownership of broadcast properties. We're still wondering what's going to happen as Intelsat reorganizes. There's a lot of discussion and history about spectrum auctions in the United States, which is just beginning to happen in Canada.

One thing I personally would like to do—once the violence and the V-chip standards issue are settled—I would like to find some venue to reflect on that whole process and what it has meant, for example, or what precedents have been established on the other end of that issue for our American colleagues? First Amendment positions or for the Canadian Charter. I'm not as familiar with what the consequences might be constitutionally for our Mexican colleagues. What have we learned and what precedents have been established or not established, and in anticipation of such future issues coming up, how can we not repeat any mistakes? ■



# Broadcasting

January 27, 1997



Dennis Brack/Black Star

## TV takes the oath

By Heather Fleming

**B**ill Clinton's presidential inauguration may have generated less enthusiasm the second time around, but it was no less of a production for TV networks.

Nearly all of the major broadcast and cable networks aired live coverage of the inaugural ceremony and swearing in, which began about 11:30 a.m. Eastern time. Some also devoted time to the subject in their early morning news programs, covered the parade and provided recaps throughout the day and on the evening news.

### COVER STORY



*CNN aired continuous coverage of the inauguration beginning at 11 a.m. with Bernard Shaw and Judy Woodruff anchoring.*

C-SPAN, in its usual unfiltered format, provided the most comprehensive coverage, beginning at 7 a.m. and wrapping up at 2 a.m. the next day. But the event also offered the 24-hour news networks a chance to showcase their talent.

For the first time, CNN—whose strength is crisis and live event coverage—faced competition from News Corp.'s Fox News Channel and MSNBC. All three offered complete live coverage of the ceremony, weaved together by com-

mentary and analysis of the day's events.

"I would be less than candid if said I wasn't pleased that we have competition," said CNN Executive Vice

NO ONE EVER  
"LOOK DEAR  
FAVORITE NE



# EVER SAID, R, IT'S OUR NEWS RERUN."

And no one ever will. When it comes to producing the news, every second counts.

That's why we bring you the stories people want to see, faster and smarter. So that you can access them, and get them on the air while it's still news. Because a superior news product is what keeps you in touch with your audience and with your community. It's what makes a successful news program, and ultimately, a successful station.

*Serious about news?*



President Bob Furnad. "Everyone is stronger when you're looking over your shoulder to see what everyone else is doing. Competition makes us better."

The inauguration was an event that called for the broadcast networks' top anchors, political reporters and commentators. Including anchor Peter Jennings, ABC had 16 reporters and political analysts on camera

covering and commentating on the festivities in Washington, while NBC had seven and CBS six.

"While [the inauguration] is not necessarily a fascinating event, it's an important event and one that an amazing number of Americans take very seriously," said Lane Venardos, CBS vice president, hard news and special events. ■

**COVER STORY**



**PHOTO OP**

*Below—Sam Donaldson was one of 16 correspondents and commentators covering inauguration day activities for ABC. Anchor Peter Jennings led ABC's live coverage from 11 a.m. to 1 p.m. from a booth overlooking the Capitol.*

*Bottom—ABC's Ted Koppel followed Vice President Al Gore on inauguration day as part of Nightline's special in-depth look at the inauguration.*



Dennis Brack/Black Star

*Above—President Clinton delivers his second presidential inaugural address from the steps of the U.S. Capitol.*

*Right—A cameraman uses pictures to locate Clinton administration cabinet secretaries and designees among the thousands of people attending the inaugural ceremony.*

*Below right—Tom Brokaw and Katie Couric were among NBC's correspondents and anchors covering the inauguration from its booth atop the Labor Department building.*





Left—Drawing upon the resources of its broadcast partner, MSNBC's coverage was anchored by Brian Williams and Edie Magnus from a booth in Lafayette Park. It simulcast NBC's coverage of the swearing in, then originated its own coverage for the remainder of the day.



Right—Dan Rather anchored CBS News's coverage of the inauguration from 11 a.m. to 1 p.m. from C-SPAN's building near the Capitol.

Right—PBS's NewsHour with Jim Lehrer offered live coverage of the inaugural ceremony with Lehrer anchoring. Political analysts Mark Shields and Paul Gigot joined him for the live broadcast from 11 a.m. to 1 p.m.



Far right—C-SPAN was the only TV network offering complete coverage of the inaugural church service (pictured). It aired unedited footage of the day's events beginning at 7a.m.



## The inauguration: Washington TV's local story

The Presidential Inauguration was more than just another big political story for Washington TV stations—it was one of the hottest stories of the past year.

Running 14 1/2 hours of inaugural coverage, NBC O&O WRC-TV covered the goings-on most extensively with a combination of local and network broadcasts. WRC-TV was the only station in the market to run network coverage of the presidential swearing-in, speech and part of the parade. It filled in the gaps with local coverage.

"We made a decision early on that we were committed to full-bore coverage," said WRC-TV News Director Dave Lougee. "There's no event comparable to [the Inauguration] in the city. This wasn't the day to be running syndicated programs."

Both the CBS and ABC affiliates opted to go with local coverage during the day's ceremonies, switching to the regularly scheduled network evening news.

ABC affiliate WJLA-TV began the day with local news then switched to network coverage. It broke up the morning's coverage with talk shows at 9-11 a.m. The inaugural ceremony was broadcast at 11 a.m.-1 p.m. Before picking up with local coverage of the parade at 2



At Washington's WRC(TV), Doreen Gentzler and Jim Vance interviewed NBC's Tim Russert, offering a mix of local and network coverage that stomped the competition.

p.m., it ran *All My Children* at 1 p.m.. WJLA-TV cut coverage of the parade short to show *The Oprah Winfrey Show* at 4 p.m.

WUSA(TV), the CBS affiliate, covered the inaugural ceremony at 11 a.m.-2 p.m. and tuned out at 2-4 p.m. while *As the World Turns* and *Guiding Light* aired. WUSA did not cover the parade.

Fox affiliate WTTG(TV) covered the inauguration ceremonies at 9-10 a.m. during *Fox Morning Breakfast* and again at 11:30-1 p.m. for the swearing-in.

NewsChannel 8, Washington's 24-hour cable news channel, also covered inaugural events in their

entirety. It was live from 5:30 a.m. to 6:30 p.m. and from 9-11 p.m. for a total of 15 hours, generating its highest prime time rating.

Trouncing the competition in ratings all day, WRC-TV's mix of local and network coverage apparently worked.

At 9 a.m., WRC-TV had a 7.1 Nielsen Media Research rating, while WUSA had a 6.6, WJLA-TV a 5.3 and WTTG a 2.6. By noon, WRC-TV's lead climbed to a 15.8, while WUSA trailed with a 9.7, WJLA-TV with a 6.1 and WTTG with a 2.5. At 4-5 p.m. WRC-TV's lead grew to a 16.6, while WJLA-TV moved to second place with 7.3 and WUSA earned a 5.8.

—HF

## Fox takes minimalist approach

Fox's coverage of the presidential inauguration—like its coverage of other major political events over the course of the '95-'96 election cycle—was limited.

Fox President Rupert Murdoch, a leading proponent of free air time for federal candidates, said last spring that "public service" is a commitment that all broadcasters should make. Yet Fox has opted for minimal coverage of major political events over the past year.

During the inauguration, Fox News Channel—News Corp.'s new 24-hour cable news channel—covered the ceremonies from 11 a.m. to 1:30 p.m. and provided regular updates throughout the rest of the day. But Fox network affiliates were left to cover the inauguration at their discretion using pool feeds offered by Fox News Channel.

"We don't dictate what [the Fox stations] have to run, but we make everything available to them live," says George Case, Fox News, vice president, newsgathering. "The only difference between what [the other networks] do [is that] what we do for affiliates is far more



Fox News Channel's live coverage was anchored by Brit Hume from Washington and Catherine Crier from New York from 11 a.m. to 1:30 p.m.

extensive than what any others do for their stations. [Also], we do not produce a broadcast network news show like the others." —HF

### COVER STORY



Left—CNBC cut from its regularly scheduled programming to air live coverage of the inaugural ceremony. It also provided regular updates throughout the day.



Above—C-SPAN not only gave viewers an unedited look at the President's swearing in ceremony (pictured), but it took viewers step-by-step through President Clinton and First Lady Hillary Rodham Clinton's entire day. It wrapped up coverage at 2 a.m. the next morning at the inaugural balls.



Left—CNN aired continuous coverage of President Clinton's second inaugural beginning at 11 a.m. It broke up its day-long coverage into half-hour blocks, where it focused on one particular subject area. Topics included ethics, the Clinton legacy, race relations, and the Martin Luther King holiday.

SETTING THE  
PACE OF

# CONVERGENCE

When it comes to NAB'97,  
one word says it all. Hot

You can feel the energy. The air is crackling with excitement. As more than 1,200 exhibitors converge on Las Vegas! To show off the hottest new technologies, products and services for broadcasting, audio/video production, post-production, satellite communication, telecommunications, multimedia and the Internet. Everything you need to compete in the world of convergence. Plus 200 sessions in 11 conferences. Unlimited opportunities to network — and do business — with industry movers and shakers from around the world. It's all here at NAB'97, the most exciting show in town.

## And it's getting hotter!

Just as the convergence marketplace is growing by leaps and bounds, so is NAB'97 — with new features and programs. So if you want to stay one step ahead of your competition, NAB'97 is the place to get a head start. Check out these new features:

▼ 5 new conferences

NAB Communications and Connectivity'97

Uplink'97: International Satellite Conference

Electronic Distribution Conference

NAB MultiMedia World

Internet Business Conference

New Media Professional Conference

Broadcast Designers Conference

▼ Hundreds of new exhibits for television/video/film,

radio/audio, multimedia and the Internet and intranets.

And if connectivity is important to you, there's plenty of it in the new Satellite and Telecommunications Pavilion.

▼ Plus, you can explore the world of cyberspace in the bigger and better Internet Theater and new Intranet Business Theater.

# NAB'97

## NAB MultiMedia World

Conferences: April 5 & 6-10, 1997

Exhibits: April 7-10, 1997

Las Vegas, Nevada USA

## Bring Your Whole Team!

With so much going on — so much to see, hear, demo, learn and experience, you can't possibly be everywhere at once. Don't miss a beat — bring your whole team so you can make the most of everything NAB'97 has to offer.

## Register on the Web!

Check our website at [www.nab.org/conventions/](http://www.nab.org/conventions/) for all the latest information on conferences, exhibitors, registration and housing. Interactive search tools make it easy to find the sessions and exhibitors that will benefit you, and plan your visit to NAB'97.

For more information, complete this form and fax to: (202)429-5343

Please send me information on NAB'97  Attending  Exhibiting

Areas of Interest (Check all that apply):

Radio/Audio  Television/Video/Film  Multimedia  Internet/Intranet  Telecommunications  Satellite

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Call Letters  AM  FM  TV

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip (Postal Code) \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail Address \_\_\_\_\_

For up-to-the-minute registration, exhibitor and program details:

- Visit the NAB Website at [www.nab.org/conventions/](http://www.nab.org/conventions/)
- Call the NAB Fax-On-Demand Service at (301)216-1847 from the touch-tone handset of your fax machine and follow the voice instructions.
- Or for information on attending, call (800)342-2460 or (202)775-4970. For information on exhibiting call (800)NAB-EXPO or (202)775-4988.

BC

# Saban, Bohbot mum on clearances

Cluster, Summit exit NATPE with 70%-plus coverage for strips and weeklies

By Cynthia Littleton

**T**here was unusual silence last week in some quarters of the kids business.

As of press time Thursday, two of the most prominent distributors of children's programming, Saban Entertainment and Bohbot Entertainment, had yet to release post-NATPE sales figures on new syndicated offerings for the coming season.

Smaller distributors, such as Cluster Television and Summit Media, had an easier time at NATPE, coming away from syndication's annual sales marathon with strips and weeklies cleared in more than of 70% of the country.

The new product from Saban and Bohbot is selling; station buyers in a number of markets confirm, but sealing a deal for a new strip has become an arduous process for both buyers and sellers. In the top markets, handshake commitments can get bogged down by protracted negotiations over time periods, promotional commitments and the amount of guaranteed advertising money attached to each show.

The biggest hurdle for distributors, by

far, is the lack of shelf space for syndicated strips. To wit, The Disney Afternoon is scaling back from two hours to 90 minutes next fall. But even the promise of a new TV version of "101 Dalmatians" isn't enough to help The Disney Afternoon hang on to all of its optimum time slots.

The WB network's Kids' WB! slate has absorbed many time slots once occupied by The Disney Afternoon and other syndicated programming. The growing popularity of morning and midday newscasts on Fox affiliates and other traditional independents has cut into the hours available for animated programming. Last year, Chris Craft/United Television's KPTV-TV Portland, Ore., replaced its entire weekday kids slate with a three-hour morning news block.

Among the most pressing concerns for broadcasters whose long-term plans include weekday kids programming is



Cluster's 'Mummies' has 82% clearance.

quality control.

"This was the worst selection [of kids shows] I've ever seen at NATPE," says a buyer for a major station group who would not speak for attribution. "And still we've got too many shows chasing fewer and fewer time periods. The programs we've seen so far aren't going to pull any kids away from Nickelodeon."

Saban came to NATPE armed with off-Fox Children's Network episodes of *X-Men* and other Marvel Comics series, but the company's biggest draw with baby-boomer programmers turned out to be *The All-New Captain Kangaroo*. While interest was strong, some buyers said they were waiting to see if Saban could find a host worthy of filling Bob Keeshan's shoes.

Bohbot's most promising new property, according to buyers, is the animated spin-off of the hit "Ghostbusters" movies. The company has faced criticism in the past for marketing low-budget animated series, but the half-hour *Extreme Ghostbusters* strip is being produced by Columbia TriStar Television.

Cluster Television left NATPE with 92 stations (82% clearance) on board for its new strip *Mummies*. Summit Media found takers for *Mr. Men* in 88 of the top 100 markets. With advertising support from cereal giant General Mills, DIC Entertainment's *The Wacky World of Tex Avery* was expected to be an easy sell for The Program Exchange, although clearance figures were not available at press time.

Sales also were slow for new weekly programs. As industry veterans predicted, the bumper crop of educational

## TV as good as Golden

Fox's hit drama *The X-Files*—honored at last year's Emmys for its behind-the-scenes talent—came out on top at the 54th annual Golden Globes.

The Chris Carter creation earned a best drama Globe, while stars David Duchovny and Gillian Anderson took home statuettes for best actor/actress. The Globes—decided by voting members of the Hollywood Foreign Press Association—were awarded during a live broadcast on NBC Jan. 19.

The host network made a strong showing at the Globes. *3rd Rock from the Sun*'s John Lithgow and *Mad About You*'s Helen Hunt—both honored with Emmys last September—earned Globes for best actor/actress in a musical/comedy. A best musical comedy Globe also went to *3rd Rock*, a Carsey-Werner production.

HBO's *Rasputin* took a prize for best miniseries, while star Alan Rickman won a best actor Globe for his title-role performance in the HBO/Ryshar original. Rickman received a best actor Emmy last September for the same role.

Ian McKellen won for his supporting role in *Rasputin*, and Helen Mirren seized a statuette for her work in Showtime's *Losing Chase*. Kathy Bates grabbed a supporting actress Globe for her portrayal of Jay Leno's former agent in *The Late Shift* on HBO.

In all, Globes were awarded in 11 TV categories, and 13 statuettes went to achievements in film. NBC's live broadcast of the awards from a Beverly Hills hotel earned a 13.4 Nielsen rating/21 share in households, besting last year's 12.9/20 on the same network. —LR



offerings designed to help stations meet the FCC's new three-hour weekly standard produced a bottleneck among FCC-friendly programs, especially in the top 50 markets.

MG/Perin's *Chucklewood Critters*

was picked up by ABC O&Os in New York and Chicago, but the distributor left NATPE with just 31% of the country sold. Start-up distributor Young American Entertainment hit 30% with the live-action *Young Amer-*

*ica Outdoors*.

There was no word at press time on other high-profile projects such as Hearst Entertainment's *Popular Mechanics for Kids* or Tradewinds Television's *Owl TV*. ■

# Netlets take aim at sweeps

By Lynette Rice

**U**PN has sports superstars and a first-ever theatrical, while rappers and blues artists will highlight The WB's comedy lineup during February the sweeps.

Saturday afternoons have long been set aside for movies on UPN, but Feb. 25 will mark the first time a theatrical joins the netlet's prime time lineup. Brian De Palma's "Carlito's Way," starring Al Pacino and Penelope Ann Miller, will air from 8 to 9:30 p.m.

World heavyweight champion Evander Holyfield will make a guest appearance on *In the House* Feb. 3, while NBA star Cedric Ceballos will show up on *Sparks* Feb. 10. Other stunt casting plans include an appearance by Little Richard on *Homeboys in Outer Space* Feb. 11; Ed McMahon and Ted Lange (*Love Boat*) on *Malcolm and Eddie* Feb. 24, and Robert Guillaume on *Goode Behavior* Feb. 24.

The Borg—the villainous humanoids last seen in "Star Trek: First Contact"—will make their first appearance on *Star Trek: Voyager* Feb. 5, while E Street Band saxophonist Clarence Clemons guest-stars in *The Sentinel* Feb. 19. Other than the theatrical, no specials are planned next month.

"Network specials are good stunts, but they don't build the network. We



*The Borg visit 'Star Trek: Voyager.'*

want to build our core regular series with strategies that give them maximum exposure," says Michael Sullivan, UPN's entertainment president. "Having these guest spots helps juice things up a bit."

Over at The WB, rappers Ice Cube, Mack-10 and WC guest-star on *The Jamie Foxx Show* Feb. 12, while Ron Isley of the Isley Brothers makes an appearance on *The Steve Harvey Show* Feb. 9 in an evening of Valentine's Day-themed programming that also involves *Brotherly Love*. Other appearances from the music world include soul man Peabo Bryson on *The Parent Hood*, Feb. 16, and R&B singer Montell Jordan on *Sister, Sister* Feb. 19.

Nell Carter, who can be seen in a Feb. 24 episode of UPN's *Sparks*, will show up on *Brotherly Love* Feb. 2, while Peter Graves and Barbara Rush can be seen on *7th Heaven* Feb. 3. June Lockhart also will appear on the family drama Feb. 10. Susan Anton can be found on *Nick Freno: Licensed Teacher* Feb. 19.

The two-hour season finale of *Savannah* will air Feb. 24s. ■

## CTW rolls out slate

Dubbing it the largest rollout ever, the Children's Television Workshop last week announced its development slate, which includes shows for CBS's Saturday morning schedule.

"We are reaching out more to Hollywood's creative community as CTW begins to undertake more ambitious projects geared toward reaching 6- to 11-year-olds—a segment of the audience we believe is underserved with our particular way of entertaining and educating children," said Dolores Morris, vice president of program development at CTW.

Under an agreement reached last year, CTW and CBS will develop and produce at least three half-hour series for the Saturday morning lineup, with a commitment for one of the series for fall 1997. The projects in development at CBS include *The Ghostwriter Mysteries*, a live-action series that extends the Ghostwriter franchise on PBS; *Problem #13 - Problem #13*, an animated half-hour comedy/adventure series that incorporates math into the story line; and *Jam Inn!*, a live-action half-hour that focuses on music appreciation.

Other shows in development by CTW: *The Batty and Crooky Show*, featuring William Wegman's weimaraners in a live action/animated show; *Backflip*, a half-hour series co-created by Hodding Carter and Andrew Ames (*Good Morning, America*); *Rebels of Underland*, an animated adventure series created by Jeffrey Nelson (ABC's *CRO*); *MoJo*, a music adventure series; *Live from Galaxis!*, a live-action science fiction series, and *Just Chill*, a prime time family special developed by Boston-based Kid Co.

CTW also is creating a series that will teach children how to draw cartoons with the co-creators of the California Raisins. —LR

### Errata

In the Jan. 20 edition of BROADCASTING & CABLE, the story "Making Waves at NATPE" incorrectly reported that license fees for King World Productions' game shows *Wheel of Fortune* and *Jeopardy!* were reduced by 50% in selected markets as part of renewal agreements announced at NATPE. King World does not comment on license fees, but a company spokesperson said speculation that fees were halved was "totally inaccurate."

# 'Ricki' re-upped through mid-'98

*Mother-to-be proves talker-in-demand*

By Cynthia Littleton

Just call Ricki Lake the mother of all young adult-targeted talkers. The host, who helped turn young adults on to single-topic talk shows, is now basking in the glow of expectant motherhood as her show prepares to mark its fifth anniversary. Lake and her husband, New York physician Rob Sussman, are expecting their first child in March.

Lake's syndicated talker is also maturing as a franchise, now worth tens of millions of dollars annually to Columbia TriStar Television Distribution. Sony Corp.'s syndication unit scored on its first swing in the daytime-strip arena with the show, whose style, pace and tone have had a noticeable influence on

the production of other talkers.

Some in the industry doubted that *Ricki Lake* would have the legs to become a long-term player: CTTD emerged from this month's NATPE convention with the proof. CTTD has sold the show through at least mid-1998 in 80% of the country, including early fringe commitments in nine of the top 10 markets.

*Ricki Lake* got off to a slow start in season four this fall, based on year-to-year comparisons of household and demo ratings, but the show's national numbers have been steadily climbing. *Ricki Lake* has climbed from a 3.2 Nielsen Media Research household average for the week of Sept. 9 to a 4.2 average for the week of Jan. 6.

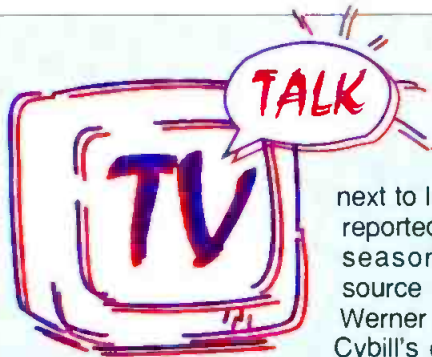
This fall, the show will switch from



*Ricki's on a roll through '98.*

Big Three affiliates in San Francisco and other markets to Fox affiliates and other traditional independents whose audience profile is more in sync with Lake's fan base.

Lake's pregnancy is not expected to disrupt production of the show, which will be almost completed for this season by the time the baby is due. A nursery is under construction in Lake's New York production offices. ■



## Daughter defection

Actress Dede Pfeiffer may be the next to leave CBS's *Cybill*—reportedly by the end of the season, according to a source close to the Carsey-Werner show. Pfeiffer plays *Cybill*'s daughter Rachel on the Monday comedy, which is

averaging an 11.2 Nielsen rating/17 share. Earlier this season, multiple producers and writers defected from the sitcom, including executive producer Howard Gould, who was replaced by Bob Myer (*Roseanne*).

## Postcards from the Edge

NBC's *Suddenly Susan* is temporarily out of its Thursday time-slot to accommodate the midseason replacement *The Naked Truth*, but it won't stray far from home. NBC will air clever, on-air electronic postcards featuring star Brooke Shields in exotic locales in the interim. *Suddenly Susan* returns to its 8:30 p.m. timeslot Feb. 27.

## Fox's February

A voiceover appearance by Jodie Foster on *The X-Files* and the broadcast premiere of "True Lies" highlights Fox's plans for February sweeps. Next month's lineup—the first sweeps orchestrated by entertainment president Peter Roth since taking the job in September—also includes

specials such as *The World's Scariest Police Chases* Feb. 2 and *Star Wars: The Magic and the Mystery* Feb. 4; the annual NAACP Image Awards Feb. 27, and the 167th airing of *The Simpsons* (right), which will surpass *The Flintstones* as the longest-running animated prime time series.



## Ratings hotline

ABC has launched a new labeling hotline that provides content ratings for parents. The national toll-free number, 1-888-ABC-WATCH, offers recorded information on ratings and provides an address and telephone number for more information about the TV Parental Guideline system. The network will air a series of announcements to give viewers a heads-up on the new toll-free number.

## An eye for beauty

CBS and Donald Trump have teamed for ownership and broadcast rights of the Miss Universe, Miss USA and Miss Teen USA pageants. The agreement calls for the companies to share 50-50 ownership. CBS also has signed on to carry the pageants through 2002. Miss Universe and Miss USA have aired on CBS since 1972; Miss Teen, since 1983. The new name of the production company for the pageants is Miss Universe LP. —LR

# New look for Fox

New design team will re-engineer Fox on-air look

By Lynette Rice

New marketing plans are brewing at Fox to boost branding for the network as well as for children's programming in the U.S. and abroad.

Broadcast designers/producers Jim Cahill and Jim Atkinson have signed a multiyear deal with Fox to create a new marketing division under the supervision of Stacey Marks-Bronner, executive vice president, marketing. The producers—nicknamed The Jims—who will be based at Fox Television Center in Hollywood, will design and produce

a new on-air look for the network.

"We're setting the bar very high as we reposition this network," says David Hill, president, Fox Television. "Our entire presentation will be affected. The Jims are concentrating on an extensive branding initiative and special programming. The new Fox will be completely visually re-engineered."

The producers came up with NBC's successful "seamless format" in 1994, creating promotional spots within the end credits of shows. The technique has been credited with reducing channel surfing.

On the children's front, the Fox Kids Network will roll out branding improvements both domestically and abroad, beginning Feb. 1.

The Fox Kids logo will drop its pastel hue for a bolder image that incorporates movement and bright swatches of color, while a new series of musical interstitials—some tailored to particular countries—will feature a variety of kids in contemporary settings yelling the new slogan "Fox Kids Rox Kids."

The theme will be maintained in the Fox Kids "Toolbox," a host of network properties—such as the Fox Kids Countdown on 200 radio stations across the country, the Fox Kids Website, the Fox Kids Club and the Totally Fox Kids Magazine—that promote the children's lineup. ■

# Group finds fault with TV ratings

Parents Television Council lists G and PG shows with sexual references

By Lynette Rice

Prompted by the "dopiness" of the new system, the Parents Television Council has launched its own analysis of content ratings assigned to network prime time shows.

The results are not pretty. In the first week of the new ratings system, the nonprofit Los Angeles group—a special project of the TV watchdog group Media Research Council—found expletives and discussions of teenage sex in family-hour shows labeled TV-G.

Preliminary findings of the council's "Ratings Reality Check" also discovered one 8 p.m. show that featured a character boasting of having sex four times a day—including once on the hood of a car.

Words like "suck" and "bastard," along with cases of premarital sex, were found in family-hour sitcoms labeled TV-PG, the survey found. Shows after 9 p.m. that were labeled TV-PG also were put under the microscope, especially when the 8 p.m. CBS drama *Promised Land* earned the rating for depicting a man rescuing an abused woman.

"*Promised Land* has none of the sexual innuendo, none of the vulgar language. Why is that a TV-PG?... Maybe they thought it was a little scary," said Mark Honig, executive director of the council. "*Men Behaving Badly* delves into a lot of material that is mature in theme. Granted, it's on at 9:30, but it's getting the same rating as another show

that most would consider extremely family-friendly.

"This points out that this system is not workable," continued Honig, who was in New Orleans Wednesday to congratulate affiliates of The WB for their eight family-friendly shows in prime time. "It should be content-based."

An ABC spokesperson—who hasn't seen the preliminary findings—declined comment. CBS corporate spokesman Chris Ender reminded the council that the new ratings system started only Jan. 1.

"It's important for everybody to realize we are trying out a system that has never happened before," Ender said. "It's a system that we believe is on the right track, but we will evaluate it over time to see if it is working properly and having the desired effect."

Honig said the survey, conducted by four analysts, will continue for eventual release at the end of the month. Other preliminary findings:

■ Jan. 6, NBC's *Mr. Rhodes*, 8:30, TV-G: Character recalls his teen years when he has sex in a driver's ed car.

■ Jan. 7, ABC's *Life's Work*, 8:30, TV-PG: Joke about a man who masturbates by rubbing against a tree.

■ Jan. 7, NBC's *Caroline in the City*, 9:30, TV-PG: Four uses of the word "suck," one use of "bastard." Man who's moving in with a woman admits to having sex with his ex the night before.

■ Jan. 8, NBC's *Wings*, 8, TV-PG: Character boasts of having sex four times in one day—including one time on the hood of an El Camino.

■ Jan. 8, NBC's *Chicago Sons*, TV-PG: Character predicts how he will meet



Unda USA The national Catholic association for communicators

## The 1997 Gabriel Awards

Honoring radio and television programs that enrich their audiences through a values-centered vision of humanity.

### Program Categories:

Entertainment • The Arts • News and Information • Religion • Community Awareness Campaigns • Children's Programming • Features • PSAs • Station of the Year Awards • Personal Achievement Award

Deadline: March 31, 1997

For Information and/or Entry Forms call:  
National Office (937) 229-2303, ext. 1

To Enter...Send Tapes, Forms & Fees to:  
Gabriel Awards, Unda-USA, 901 Irving Avenue,  
Dayton, Ohio 45409-2316

a single woman in a hotel room to eat pralines off each other's naked bodies. Sexual innuendo, such as referring to a male body part as "Mr. Sturdy."

■ Jan. 9, NBC's *Friends*, 8, TV-PG: Character goes to upstairs neighbor's apartment to complain about noise,

ends up having sex with him. Returns to her apartment and hears man immediately having sex with someone else.

■ Jan. 9, NBC's *The Single Guy*, 8:30, TV-PG: "Bastard" used twice; lead character talks of having one-night stand with his father's fiancée.

■ Jan. 10: CBS's *Dave's World*, 8, TV-PG: Penis, breast jokes. Two uses of word "ass."

The Parents Television Council is best known for its "1997-98 Family Guide to Prime Time Television," which identifies family-friendly shows. ■

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

**Crowning show for King World**

NATPE '97 was the best one yet for first-run syndication's traditional leader. King World Productions says this month's NATPE convention was "the most successful trade show in the company's history." In addition to key long-term renewals for its access mainstays *Jeopardy!* and *Wheel of Fortune*, King World says its magazine shows *Inside Edition* and *American Journal* are a firm go for the coming season; *Inside Edition* has been sold through 2000 in selected markets. *The Geraldo Rivera Show* has also been renewed for 1997-98 on CBS O&Os in New York, Los Angeles and three other markets. "The week [of NATPE] began with headlines bemoaning the state of our business," said Michael King, KWP president. "By the end of the first day of business, we proved that not only is first-run syndication alive and well, but King World is stronger than ever."

**Black history vignettes**

Baruch Entertainment is offering a new package of 60-second historical vignettes tied to Black History Month. The spots cover everything from the art of the Harlem renaissance to biographical sketches of great black Americans. Baruch is offering the collection for cash, with unlimited runs over a license term of two to four years. So far, 32 stations have signed on for the package, including WABC-TV New York and WPWR-TV Chicago.

**Like, cool**

In 1993, self-proclaimed beatniks Maxwell Truth, Bird and Zelda saw the best minds of their generation being destroyed by late-fringe infomercials—so the trio from Buffalo decided to do something about it. Three years later, their late-night weekend B-movie series, *Off Beat Cinema*, is on the road to syndication after developing a cult following in

Buffalo and nearby Toronto on ABC affiliate WKBW-TV Buffalo. Against the backdrop of the fictional Hungry Ear Coffee House, the three friends don sunglasses and period garb to introduce such campy classics as 1968's "Night of the Living Dead," Ed Wood's "Plan 9 from Outer Space" and even a few gems like Alfred Hitchcock's "The 39 Steps" and Orson Welles's "The Third Man." Distributor Scott Entertainment, of Westport, N.Y., maintains that all of the vintage black-and-white titles in the weekly barter package are in the public domain and thus cleared for broadcast. Scott is also cobbling together national distribution on regional cable networks, college stations and low-power TV programming services.

**Travel mileposts**

Fifteen years and 3,903 segments later, News Travel Network is still out hunting for leisure travel bargains. The San Francisco-based distributor of the 90-second Consumer Travel Reports passed both of those milestones last week. The spots, often renamed or folded into local newscasts, are cleared in 58 markets, including Tribune Broadcasting's KTLA(TV) Los Angeles and WGN-TV Chicago. NTN is an offshoot of the Bay Area marketing agency Preview Travel.

**Drawing card**

If she can work wonders for Tickle Me Elmo, why not *Pictionary*? Rosie O'Donnell may have lent her Midas touch to Worldvision Enterprises' new game show last week during her monologue by volunteering to be a contestant. O'Donnell noted that she helped "win a lot of cars and money" for people during her appearances on a similar show, *Win, Lose or Draw*, in the late 1980s. O'Donnell even named Sally Struthers her preferred celebrity partner, citing the *All in the Family* star's prowess on *Win, Lose or Draw*. Through a spokesperson, Struthers says she's ready to partner

with Rosie anytime. And Worldvision executives were truly touched by the unsolicited plug from America's sweetheart. "Now all we're trying to do is figure out who might be worthy opponents for Rosie and Sally," said Lou Dennig, senior vice president, programming. Added *Pictionary* host Alan Thicke: "Rosie is fast and funny, with enough energy to jump-start Ed Begley's [solar-powered] car."

**'Private Parts' promotion**

As part of the promotional blitz for Howard Stern's film debut in "Private Parts," Rysher Entertainment is said to be putting together a behind-the-scenes TV special on the making of the movie. The half-hour barter special will likely have a three-week broadcast window running from mid-February to early March. The theatrical, also produced by Rysher, is due out March 7.

**Viper against drunk driving**

The stars of Paramount Domestic Television's *Viper* are taking a whirlwind cross-country tour next month to benefit the nonprofit group Mothers Against Drunk Driving. Kicking off Feb. 2 at the close of the annual auto races in Daytona Beach, Fla., the *Viper* crew is set to make appearances at Target stores in seven major cities, with Los Angeles the last stop, on Feb. 13. Going along for the ride with actors Jeff Kaake and Heather Medway are two of the show's automotive stars, including the fully armored vehicle known as "The Defender." The foursome will also appear in new MADD public service announcements to be provided to all *Viper* affiliate stations.

**Oprah coup**

Promax International has scored a major coup, landing Oprah Winfrey as keynote speaker for its upcoming conference and exhibition in Chicago. Winfrey's address will kick off the three-day gathering of promotion, marketing and broadcast design executives on June 4. —CL

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

Week 18	abc	CBS	NBC	FOX	U/PIN	WB
	7.2/11	11.0/17	9.7/15	7.4/11	3.1/5	2.2/3
MONDAY	8:00 75. <b>Dangerous Minds</b> 7.1/11	23. <b>Cosby</b> 11.4/17	57. <b>Jeff Foxworthy</b> 8.1/12	50. <b>Melrose Place</b> 8.5/13	98. <b>In the House</b> 3.2/5	112. <b>7th Heaven</b> 2.2/3
		32. <b>Ink</b> 10.1/15	67. <b>Mr. Rhodes</b> 7.2/11		94. <b>Mal &amp; Eddie</b> 3.6/6	
	67. <b>ABC Monday Night Movie—Close to Danger</b> 7.2/12	22. <b>Murphy Brown</b> 11.5/18	27. <b>NBC Monday Night Movie—Home Invasion</b> 10.8/17	85. <b>Ned and Stacey</b> 6.2/10	103. <b>Sparks</b> 3.0/5	112. <b>Savannah</b> 2.2/3
		25. <b>Cybill</b> 11.1/17		82. <b>Married...w/Child</b> 6.3/10	110. <b>Goode Bhvr</b> 2.4/4	
	10:00	26. <b>Chicago Hope</b> 11.0/18				
TUESDAY	12.7/19	10.1/16	11.7/18	8.1/12	3.3/5	
	8:00 16. <b>Foseanne</b> 12.5/19	42. <b>Promised Land</b> 9.2/14	24. <b>Mad About You</b> 11.2/17		94. <b>Mo'isha</b> 3.6/6	
	8:30 33. <b>Life's Work</b> 9.9/15		39. <b>NewsRadio</b> 9.5/15	57. <b>Rock 'n' Roll Skating Championship</b> 8.1/12	103. <b>Homeboys</b> 3.0/5	
	9:00 6. <b>Home Imprvmt</b> 14.8/22	29. <b>CBS Tuesday Movie—Country Justice</b> 10.6/16	15. <b>Frasier</b> 12.7/19		98. <b>Mo'isha</b> 3.2/5	
	9:30 18. <b>Spin City</b> 12.1/18		19. <b>Caroline in/City</b> 12.0/18		97. <b>In the House</b> 3.4/5	
WEDNESDAY	11.4/18	7.6/12	9.0/14	7.8/12	4.5/7	3.1/5
	8:00 37. <b>Grace Undr Fire</b> 9.6/15	43. <b>The Nanny</b> 9.1/14	48. <b>Wings</b> 8.7/14	51. <b>Beverly Hills, 90210</b> 8.4/13	93. <b>The Sentinel</b> 4.2/6	102. <b>Sister, Sist</b> 3.1/5
	8:30 43. <b>Coach</b> 9.1/14	65. <b>Pearl</b> 7.4/11	45. <b>Chicago Sons</b> 9.0/14			106. <b>Nick Freno</b> 2.8/4
	9:00 19. <b>Drew Carey</b> 12.0/18	51. <b>Coast to Coast</b> 8.4/13	67. <b>NewsRadio</b> 7.2/11	67. <b>Party of Five</b> 7.2/11	92. <b>Star Trek: Voyager</b> 4.8/7	96. <b>Wayans Br</b> 3.5/5
	9:30 21. <b>Elen</b> 11.7/18		59. <b>Men Bhvg Badly</b> 7.9/12			98. <b>Jamie Foxx</b> 3.2/5
THURSDAY	6.1/9	8.5/13	21.7/33	6.4/10		
	8:00 75. <b>High Incident</b> 7.1/11	33. <b>Diagnosis Murder</b> 9.9/15	4. <b>Friends</b> 19.4/29	85. <b>Martin</b> 6.2/9		
			5. <b>The Single Guy</b> 17.8/27	87. <b>Living Single</b> 6.1/9		
	9:00 90. <b>Murder One</b> 5.0/7	51. <b>Moloney</b> 8.4/13	1. <b>Seinfeld</b> 24.4/36	77. <b>New York Undercover</b> 6.6/10		
	9:30 79. <b>Turning Point</b> 6.4/10	67. <b>48 Hours</b> 7.2/12	3. <b>Naked Truth</b> 20.1/30			
FRIDAY	11.1/19	7.4/13	10.8/18	6.2/11		
	8:00 31. <b>Family Matters</b> 10.4/18	67. <b>Dave's World</b> 7.2/12	33. <b>Unsolved Mysteries</b> 9.9/17	88. <b>Sliders</b> 6.0/10		
	8:30 40. <b>Boy Meets World</b> 9.4/16	78. <b>Ev Loves Raymd</b> 6.5/11				
	9:00 36. <b>Sabrina/Witch</b> 9.8/17	59. <b>JAG</b> 7.9/13	12. <b>Dateline NBC</b> 13.0/22	79. <b>Millennium</b> 6.4/11		
	9:30 47. <b>Clueless</b> 8.9/15	64. <b>Nash Bridges</b> 7.5/13	41. <b>Homicide: Life on the Street</b> 9.3/16			
SATURDAY	7.8/14	9.1/16	6.7/12	2.8/5		
	8:00 45. <b>Saturday Night at the Movies—Monkey Trouble</b> 9.0/16	67. <b>Dr. Quinn Medicine Woman</b> 7.2/13	90. <b>Dark Skies</b> 5.0/9			
		67. <b>Early Edition</b> 7.2/13	62. <b>The Pretender</b> 7.6/13	106. <b>NHL All-Star Game</b> 2.8/5		
	9:00		62. <b>Profiler</b> 7.6/14			
	10:00 89. <b>Relativity</b> 5.5/10	14. <b>Walker, Texas Ranger</b> 12.9/24				
SUNDAY	8.8/14	11.1/18	12.2/18	8.1/13		2.7/4
	7:00 79. <b>Lois &amp; Clark</b> 6.4/11	7. <b>60 Minutes</b> 14.2/24	54. <b>Dateline NBC</b> 8.3/14	82. <b>World's Funniest Outtakes</b> 6.3/11		110. <b>Brotherly Lv</b> 2.4/4
	7:30					112. <b>Nick Freno</b> 2.2/4
	8:00 65. <b>A n Fun Hm Vid</b> 7.4/11	9. <b>Touched by an Angel</b> 13.8/21		55. <b>The Simpsons</b> 8.2/13		108. <b>Parnt 'Hood</b> 2.7/4
	8:30 59. <b>A n Fun Hm Vid</b> 7.9/12			49. <b>King of the Hill</b> 8.6/13		103. <b>Steve Harvey</b> 3.0/5
WEEK AVG	9.3/15	9.4/15	11.7/19	6.5/10	3.6/6	2.7/4
	9.6/16	9.8/16	10.7/18	7.7/13	3.2/5	2.6/4

# Changing Hands

The week's tabulation of station sales

## Proposed station trades

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

### THIS WEEK:

TVs  $\square$  \$160,000,000  $\square$  1  
 Combos  $\square$  \$26,421,641  $\square$  11  
 FMs  $\square$  \$10,525,000  $\square$  4  
 AMs  $\square$  \$2,600,000  $\square$  1  
 Total  $\square$  \$199,546,641  $\square$  17

### SO FAR IN 1997:

TVs  $\square$  \$179,030,000  $\square$  4  
 Combos  $\square$  \$478,421,641  $\square$  29  
 FMs  $\square$  \$278,854,168  $\square$  18  
 AMs  $\square$  \$6,353,151  $\square$  11  
 Total  $\square$  \$942,658,960  $\square$  62

### SAME PERIOD IN 1996 (AS OF JAN. 29):

TVs  $\square$  \$98,185,010  $\square$  7  
 Combos  $\square$  \$86,963,225  $\square$  12  
 FMs  $\square$  \$61,406,010  $\square$  11  
 AMs  $\square$  \$637,999  $\square$  6  
 Total  $\square$  \$247,850,245  $\square$  38

Source: BROADCASTING & CABLE

## TV

### KSTW(TV) Tacoma/Seattle, Wash.

Price: \$160 million

Buyer: Cox Broadcasting Inc., Atlanta (Nicholas D. Trigony, president; Andrew S. Fisher, executive VP, TV; Cox Enterprises Inc., owner); owns KFI(AM)-KOST-FM Los Angeles, KACE-FM Inglewood/Los Angeles and KTVU(TV) Oakland, Calif.; WFLC-FM and WHQT-FM Miami, WFTV(TV) Orlando, WSUN (AM)-WCOF-FM St. Petersburg/Tampa and WWRM-FM Tampa, Fla.; WSB-TV-AM-FM Atlanta; WXNU(FM) Valley Station/Louisville, WRVI-FM (formerly WAJE-FM) New Albany, Ind./Louisville and WRKA(FM) St. Matthews/Louisville, Ky.; WHEN (AM)-WWHT(FM) (formerly WHEN) Syracuse, N.Y.; WSOC-TV Charlotte, N.C.; WHIO-TV-AM-WHKO-FM Dayton, Ohio; WPXI(TV) Pittsburgh; KFOX(TV) El Paso, Tex.; is buying/acquiring WZZK-AM-FM and WODL-FM Birmingham, Ala.; WEZN-FM Bridgeport, Conn.; WCFB(FM) Daytona Beach, WHTQ(FM), WHOO(FM), WMMO(FM), WDBO(AM)-WWKA-FM and WZKD(AM) Orlando and WFNS(AM) Plant City/Tampa, all Fla.; WJZF-FM La Grange/Atlanta; WBBS(FM) Fulton/Syracuse and WSYR(AM)-WYYY(FM) Syracuse, N.Y.; KGTO(AM)-KRAV-FM, KRMG (AM)-KWEN(FM), KJSR(FM) and KGTO(AM)-KRAV-FM Tulsa, Okla., and KCJZ(FM) Terrell Hills/San Antonio and KKYX (AM)-KCYX(FM) San Antonio, Tex.; is selling WIOD(AM) Miami; is swapping

WCKG(FM) Elmwood Park/Chicago and WYSY-FM Aurora/Chicago; has LMAs with WCNN-AM Atlanta and WUPL(TV) New Orleans. Cox also owns Rysher Entertainment and the following newspapers: Mesa Tribune, Tempe Daily News Tribune, Chandler Arizona Tribune, Yuma Daily Sun, Gilbert Tribune and Scottsdale Progress Tribune, all Ariz.; Daily Sentinel, Grand Junction, Colo.; Palm Beach Post and Daily News and Daytona News-Journal, both Fla., and Atlanta Journal and Constitution.

Seller: Gaylord Entertainment Co., Nashville (E.W. Wendell, president); owns KTVT(TV) Fort Worth/Dallas and WSM-AM-FM and WWTN(FM) Nashville; three cable networks

Facilities: Ch. 11, 316 kw visual, 47.8 kw aural, ant. 891 ft.

Affiliation: CBS

## COMBOS

### KGEM(AM)-KJOT(FM) Boise, KQXR(FM) Payette/Boise and KCID-FM Caldwell/Boise, Idaho

Price: \$8 million

Buyer: Lartique Multimedia Systems Inc., San Diego (John Lynch, president); is buying KLIX-AM-FM and KEZJ-FM Twin Falls, Idaho

Seller: American General Media, Bakersfield, Calif. (Anthony S. Brandon, president/67% owner); for holdings, see "Changing Hands," Dec. 30, 1996. Note: American General bought KGEM-KJOT and KQXR in November 1996 for \$5.1 million.

Facilities: KGEM: 1140 khz, 10 kw; KJOT: 105.1 mhz, 43 kw, ant. 2,570 ft.; KQXR: 100.3 mhz, 98 kw, ant. 708 ft.; KCID-FM: 107.1 mhz, 3 kw, ant. 365 ft.

Formats: KGEM: adult standards; KJOT: AOR; KQXR: modern rock; KCID-FM: dark

Broker: Media Services Group Inc.

### WBUK(FM) Fort Shawnee/Lima, WIMA(AM)-WIMT(FM) Lima and WLVZ-FM St. Mary's/Lima, all Ohio

Price: \$6.5 million

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner); owns WSPD-AM-WVKS(FM) Toledo and WRVF-FM Beavercreek/Toledo, Ohio; is buying WAKS(FM) Marysville (near Lima) and WIOT-AM-FM Toledo; is buying WNVE(FM) South Bristol Township/Rochester, N.Y. (for other holdings, see "Changing Hands," Jan. 20).

Seller: Lima Broadcasting Co., Lima (Les C. Rau, president/10% owner); no other broadcast interests

Facilities: WBUK: 107.5 mhz, 3 kw, ant. 328 ft.; WIMA(AM): 1150 khz, 1 kw; WIMT: 102.1 mhz, 11 kw, ant.

1,060 ft.; WLVZ-FM: N/A

Format: WBUK: oldies; WIMA: news/talk; WIMT: country; WLVZ-FM: N/A

### WXBD(AM) Biloxi/Gulfport, WXR(FM) and WXL(FM) Gulfport, WXYK(FM) Pascagoula/Gulfport and WCPR-FM Wiggins/Gulfport, all Miss.

Price: \$3.65 million (WCPR-FM for \$1.65 million)

Buyer: Gulf Coast Radio Partners, Providence, R.I. (Michael E. Schwartz, Aaron Daniels, Monte Lang, Steve Fehder, principals); owns WBWZ(FM) New Palz/Poughkeepsie, N.Y.

Seller, WXBD, WXR, WXL, WXYK: Southern Horizons Broadcasting Co., Gulfport (Lawrence Steelman, principal); no other broadcast interests

Seller, WCPR: White Broadcasting Co., Gulfport (Jack White, principal); no other broadcast interests

Facilities: WXBD: 1490 khz, 1 kw; WXR: 96.7 mhz, 3 kw, ant. 245 ft.; WXL: 107.1 mhz, 1.85 kw, ant. 394 ft.;

WXYK: 105.9 mhz, 25 kw, ant. 312 ft.; WCPR-FM: 97.9 mhz, 50 kw, ant. 466 ft.

Formats: WXBD: nostalgia; WXR-FM: rock; WXL-FM: soft AC; WXYK-FM: CHR; WCPR-FM: rock

Broker: Bergner & Co.

### KWOS(AM)-KJMO(FM) Jefferson City, Mo.

Price: \$2.65 million

Buyer: Zimco Inc., Cape Girardeau, Mo. (Jerome R. Zimmer, president/20% owner); for holdings, see "Changing Hands," Nov. 11, 1996

Seller: Triple-D Properties Inc., Jefferson City (Frank R. Newell, president/90% owner); no other broadcast interests

Facilities: AM: 1240 khz, 1 kw; FM: 100.1 mhz, 33 kw, ant. 600 ft.

Format: AM: news/talk; FM: oldies

### WKMC(AM) Roaring Spring/Holidaysburg-WHPA(FM) Holidaysburg, Pa.

Price: \$2 million

Buyer: Forever of PA Inc., Washington (Carol B. O'Leary, president/38.3% owner); owns WFBG(AM)-WFGY (FM) Altoona, Pa.

Seller: WHPA/WKMC Inc., Charlottesville, Va. (David Mitchell, president); no other broadcast interests

Facilities: AM: 1370 khz, 5 kw day, 38 w night; FM: 104.9 mhz, 280 w, ant. 1,417 ft.

Format: AM: big band; FM: adult contemporary

### KUTY(AM) Palmdale/Los Angeles-CLKX(FM) Rosamond, Calif.

Price: \$1.375 million (\$425,000 for AM; \$950,000 for FM)

Buyer: Point Broadcasting Co., Santa

Monica, Calif. (John Q. Hearne, chairman); is buying KHJJ(AM)-KGMX-FM Lancaster/Palmdale/Los Angeles; owns KBET(AM) Santa Clarita and KKZZ(AM)-KOCF(FM) Oxnard/Ventura and KTRO(AM) Port Hueneme/Oxnard/ Ventura-KCAQ(FM) Oxnard/Ventura, Calif.; also is buying KXSP(AM) Ventura-KTND(FM) Ojai/Ventura, all Calif.; has applied to build FMs in Johannesburg and Temecula/Riverside, Calif.

**Seller:** Paul Dale Ware, Palmdale; no other broadcast interests

**Facilities:** AM: 1470 khz, 5 kw; FM: 93.5 mhz, 3 kw, ant. 207 ft.

**Formats:** AM: Spanish; FM: classic rock  
**Broker:** Exline Co.

**KSDN-AM-FM Aberdeen, S.D.**

**Price:** \$850,000

**Buyer:** Roberts Radio LLC, Pleasantville, N.Y. (Robert W. Pittman, chairman/13% owner; Robert B. Sherman, president/.7% owner; Alpine Radio LLC, 18.1% owner); is buying KKAA-AM-FM Aberdeen, S.D. (for other holdings, see "Changing Hands," Jan. 6)  
**Seller:** Green Bay Broadcasting Co. Inc., Green Bay (William C. Laird, president); owns WDUZ(AM)-WQLH-FM Green Bay, Wis.

**Facilities:** AM: 930 khz, 5 kw day, 1 kw night; FM: 94.1 mhz, 100 kw, ant. 440 ft.

**Format:** AM: adult contemporary; FM: AOR

**Broker:** Blackburn & Co. (seller)

**KDRS(AM)-KLQZ-FM Paragould, Ark.**

**Price:** \$545,000

**Buyer:** Lyons Communications Inc., Malvern, Ark. (50% owner; Monte Lyons, president); is selling KISI-FM Malvern, Ark.

**Seller:** SAS Communications Inc., Corning, Ark. (Jim Adkins, president/owner). Adkins owns KCCB(AM)-KKBG(FM) Corning

**Facilities:** AM: 1490 khz, 1 kw; FM: 107.1 mhz, 3 kw, ant. 410 ft.

**Format:** AM: gospel; FM: oldies

**Broker:** Sunbelt Media Inc.

**WSEZ(AM)-WUME-FM Paoli, Ind.**

**Price:** \$436,000

**Buyer:** Imojean Fugate Apple, French Lick, Ind.

**Seller:** Indiana Patoka Development Corp., Paoli; no other broadcast interests

**Facilities:** AM: 1560 khz, 250 w day; FM: 95.3 mhz, 3 kw, ant. 300 ft.

**Formats:** AM: talk; FM: adult contemporary

**WSHN-AM-FM Fremont, WCOMM(FM) Gulliver and WTIQ(AM) Manistique, all Mich.**

**Price:** \$415,641 for stock

**Big deal**

The following station-sale application, previously reported in BROADCASTING & CABLE, was made public last week by the FCC: WTWO (TV) Terre Haute, Ind., and KQTV(TV) St. Joseph, Mo. (B&C, Dec. 30, 1996). Buyer: Nexstar Broadcasting Group LLC. Seller: TCS Television Partners LP (80.2% owner). Price: \$31.8 million for stock.

**Buyer:** Todd S. and Donald Noordyk, Negaunee and Fremont, Mich. Todd Noordyk has applied to build FM in Negaunee. Donald Noordyk has applied to build FM in Iron Mountain, Mich.

**Seller:** Stuart P. Noordyk Restated Trust, Fremont

**Facilities:** AM: 1550 khz, 1 kw day; FM: 100.1 mhz, 2.75 kw, ant. 295 ft.; WCMM: 94.7 mhz, 100 kw, ant. 813 ft.; WTIQ: 1490 khz, 1 kw

**Formats:** AM: news/talk; FM: country, WCMM: country; WTIQ: soft hits

**50% of KFEL(AM)-KNKN(FM) Pueblo, Colo.; WITH(AM) Baltimore; KKIM(AM) Albuquerque, KARS(AM)-KLVO(FM)**

**Belen and KDNR(FM) Los Lunas, all N.M., and WTSJ(AM) Cincinnati and WCCD(AM) Parma, Ohio**

**Price:** Stock conversion of 320 shares of Class B common stock into 320 shares of Class A

**Buyer:** Great American Insurance Cos., Cincinnati (Carl H. Lindner III, president); will own 50% of voting stock

**Seller:** Mark McNeil, Cincinnati; with other shareholders, will own 50% of voting stock. McNeil previously owned 70%.

**Facilities:** KFEL: 970 khz, 3.2 kw day, 184 w night; KNKN: 107.1 mhz, 50 kw, ant. 338 ft.; WITH: 1230 khz, 1 kw; KKIM: 1000 khz, 10 kw day; KARS: 860 khz, 250 w day, 186 w night; KLVO: 97.7 mhz, 100 kw, ant. 859 ft.; KDNR: 106.3 mhz, 100 kw, ant. 656 ft.; WTSJ: 1050 khz, 1 kw day, 278 w night; WCCD: 1000 khz, 500 w day

**Formats:** KFEL: Christian; KNKN: country; WITH: soft hits of the '50s, '60s and '70s; KKIM: Christian; KARS: C&W; KLVO: Spanish; KDNR: jazz; WTSJ: Christian; WCCD: religion

**RADIO: FM**

**Exchange of WMYU(FM) Sevierville/Knoxville and WWST(FM) Kams/Knoxville, Tenn., for KQRC-FM Leavenworth,**

**ROBERTS BROADCASTING**

has acquired

**WKZX-TV**

Cookeville, Tennessee

from

**INAVISION BROADCASTING**

for

**\$1,200,000**

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



**Kalil & Co., Inc.**

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

**Kan./Kansas City, Mo.**

**Value:** At least \$6.5 million (price paid for WMYU and WWST in October 1995)

**Swapper, WMYU, WWST:** Heritage Media Corp., Dallas (James Hoak, chairman; Paul W. Fiddick, president, Radio Group); owns KCFX (FM) Harrisonville/Kansas City and KCIY (FM) Liberty/Kansas City, Mo.; is buying KCAZ (AM) Mission, Kan./Kansas City and KXTR (FM) Kansas City, Mo.; also owns WEAR-TV Pensacola, Fla.; WPTH (AM)-WIL-FM and KIHT (FM) St. Louis; WPTZ (TV) North Pole and WBBF (AM)-WBEE-FM and WKLX (FM) Rochester, N.Y.; WVAE-FM Fairfield, Ohio; KOKH-TV Oklahoma City; KXYQ (AM) Milwaukee, KKSX-FM Portland and KKRH-FM Salem, all Ore.; KEVN-TV Rapid City and KIVV-TV Lead-Rapid City, S.D.; WNNE-TV Hartford, Vt.; KRPM-FM Tacoma and KKSX (AM) Vancouver, Wash.; WCHS-TV Charleston, W.Va., and WEMP (AM)-WMYX (FM) Milwaukee and WAMG (FM) Wauwatosa, Wis.; also is buying/acquiring WHRR (FM) Avon/Rochester, N.Y., and KNWX (AM) and KRPM (AM)-KCIN-FM Seattle; is swapping away WRNO-FM, WEZB-FM and WBYU (AM) New Orleans

**Swapper, KQRC-FM:** Journal Broadcast Group Inc., Milwaukee, Wis. (Douglas G. Kiel, president; Journal Communications Inc., owner); owns KFFN (AM)-KKHG-FM and KMZX-FM Tucson, Ariz.; WSYM-TV Lansing, Mich.; KTNV (TV) Las Vegas; KOSR (AM)-KEZO-FM and KKCD (FM) Omaha, Neb., and WTMJ-TV-AM-WKTI (FM) Milwaukee; is buying KOSJ-FM Nebraska City/Omaha, Neb.; is selling WSAU (AM)-WIFC (FM) Wausau, Wis.

**Facilities:** WMYU: 102.1 mhz, 100 kw, ant. 1,979 ft.; WWST (FM): 93.1 mhz, 1.2 kw, ant. 515 ft.; KQRC-FM: 98.9 mhz, 100 kw, ant. 990 ft.

**Formats:** WMYU: oldies; WWST (FM): CHR; KQRC-FM: AOR

**WQCK (FM) Clinton, La.**

**Price:** \$2.025 million

**Buyer:** Bethany World Prayer Center Inc., Baker, La. (Larry D. Stockstill, president)

**Seller:** Hoffman Media, Alexandria, Va. (Hubert N. Hoffman, president); owns WYNX (AM) Smyrna, Ga.; WLSL (FM) Crisfield, Md., and WGGM (AM)-WDYL (FM) Chester, Va.

**Facilities:** 92.7 mhz, 32 kw, ant. 604 ft.

**Format:** Contemporary Christian

**Broker:** Media Services Group Inc.

**KZPK (FM) Paynesville, Minn.**

**Price:** \$1 million

**Buyer:** Leighton Enterprises Inc., St. Cloud, Minn. (Alver Leighton, president/86.5% owner); owns KYCK (FM) Crookston, KDLM (AM) Detroit Lakes and KNSI (AM)-KCLD (FM) St. Cloud,

**Amplifications**

■ Dave Garland was the broker for the \$90,000 sale of KRAF (AM)-KCMA (FM) Holdenville, Okla., from Hughes County Broadcasting to Tyler Media Group Inc. (B&C, Jan. 6).

■ Hickman Associates was the broker for the seller of WSUS (FM) Franklin, N.J., WSUS Communications Inc. (B&C, Dec. 30, 1996). The deal was for \$5 million; buyer was Nassau Broadcasting Partners LP.

Minn., and KNOX-AM-FM Grand Forks, N.D.; has applied to build station at St. Joseph, Minn. Alver Leighton also owns KBOT (FM) Pelican Rapids, Minn.

**Seller:** Ronald J. Linder, St. Cloud; no other broadcast interests

**Facilities:** 98.9 mhz, 50 kw, ant. 492 ft.

**Format:** Dark

**WLRR (FM) Milledgeville, Ga.**

**Price:** \$1 million

**Buyer:** Salem Communications Corp., Camarillo, Calif. (co-owners/brothers-in-law Edward G. Atsinger III [president], Stuart W. Epperson [chairman]); owns KPXO (AM) (formerly KOOL) Phoenix; KFIA (AM) Carmichael, KGER (AM) Long Beach, KDAR (FM) Oxnard, KPRZ (AM) Poway/San Marcos, KAVC (FM) Rosamond and KKLA (AM) San Bernardino, all Calif.; KRKS (AM) Denver-KRKS (FM) Boulder, KNUS (AM) Denver, KPRZ (FM) Fountain, KBIQ (FM) Manitou Springs and KGFT (FM) Pueblo, Colo.; WYLL (FM) Des Plaines, Ill.; WEZE (AM) Boston; KKMS (AM) (formerly KEGE) Minneapolis/St. Paul; WWJU (AM) Hackensack, N.J.; WMCA (AM) New York; WTJY (FM) Johnstown and WRFD (AM) Worthington/Columbus, Ohio; KPDC-AM-FM Portland; WFIL (AM) and WZZD (AM) Philadelphia; WPIT (AM)-WORD (FM) Pittsburgh; KKHT (FM) Conroe, KENR (AM) Houston and KSLR (AM) San Antonio, all Tex.; KTSL (FM) Medical Lake, KGNW (AM) Burien/Seattle and KLFE (AM) Tacoma/Seattle, and 15% of WAVA (FM) Arlington, Va./Washington.; is buying KMJI (AM) Sacramento, Calif.; KIKX-FM Manitou Springs, Colo.; WBNW (AM) Boston; WHK (AM) Cleveland; KEWS (FM) (formerly KSNN) Arlington/Dallas, Tex., and KMPS (AM) Seattle; is selling KDFX (AM) Dallas; has TBAs with WHLO (AM) Akron and WTOF (FM) Canton, Ohio. Atsinger and Epperson also co-own 50% of KFAX (AM) San Francisco. Atsinger owns 40% of KKLA (FM) Los Angeles. Epperson owns WTOB (AM) Winston-Salem, N.C.

**Seller:** Preston Small, Milledgeville; no other broadcast interests

**Facilities:** 100.7 mhz, 3 kw, ant. 328 ft.

**Format:** Adult contemporary

**RADIO: AM**

**KCEO (AM) Vista/San Diego, Calif.**

**Price:** \$2.6 million

**Buyer:** North County Broadcasting Corp. of San Diego, San Rafael, Calif. (Arthur Astor, president)

**Seller:** Nationwide Communications Inc., Columbus, Ohio (Steve Berger, president); owns KFSD-FM San Diego; is buying KUPR-FM Carlsbad/San Diego; also owns KZZP (FM) Mesa, Ariz./Phoenix; KVRV (FM) Mesa/Phoenix; WPOC (FM) Baltimore; KXNO (AM) North Las Vegas-KLUC-FM Las Vegas; WGAR-FM Cleveland; WCOL-AM-FM and WNCI (FM) Columbus, Ohio, and KDMX (FM) Dallas and KHMx (FM) Houston; is buying KHTC-FM Phoenix, and KSGS (AM)-KMJZ-FM St. Louis Park/Minneapolis/St. Paul, Minn.; is selling KXNO-AM North Las Vegas-KLUC-FM Las Vegas; is swapping WOMX-FM Orlando, Fla., for WMJI (FM) and WMMS (FM) Cleveland; is swapping KISW (FM) Seattle for right to acquire KTBZ (FM) Lake Jackson/Houston; is swapping KPOP (AM)-KGB-FM San Diego for KSLX-AM-FM Scottsdale/Phoenix; is swapping KSLX-AM-FM for KEGL (FM) Fort Worth/Dallas. Note: Nationwide is in process of buying KCEO.

**Facilities:** 1000 khz, 2.5 kw day, 500 w night

**Format:** Talk

**Broker:** Gary Stevens & Co.

—Compiled by Elizabeth A. Rathbun

**Errata**

■ The president of Bonneville International Corp., Bruce T. Reese, was incorrectly reported in the Jan. 13 "Changing Hands." Also, the call letters of several of the company's stations have changed. wxvr (FM) Brad-dock Heights, Md./Washington is now wwzz (FM), while wosi (AM) Frederick, Md./ Washington-wxtr-fm Waldorf, Md./Washington now are wxtr (AM)-wwvz (FM) Frederick/Washington.

■ It was incorrectly reported in "Changing Hands," most recently on Jan. 20, that Paxson Communications Corp. has a time brokerage agreement with whbi-tv Lake Worth/West Palm Beach, Fla. Paxson in March 1996 said it intended to set up a TBA with the unbuilt station ("Changing Hands," March 18, 1996), but there is no such agreement, says Stephen Diaz Gavin, lawyer for Hispanic Broadcasting Inc. which is building the station and is its 100% owner, Gavin says.



# Interrep gets CBS Radio stations

*Acquisition of 79 stations effectively narrows rep field to Interrep and Katz*

## Radio

By Donna Petrozzello

**C**BS Radio has turned over national sales representation of its 79-station group, valued at \$250 million in sales, to the Interrep Radio Store beginning Feb. 1.

As a result, CBS will fold its CBS Radio Representatives sales arm, which represented national ad sales for 23 stations, many CBS-owned, under the umbrella of Interrep-managed rep firms. Group W Radio Sales, which represented 16 stations owned by Westinghouse, also will close.

In addition to folding CBS Radio Reps, CBS will merge CBS Radio Unwired, which has represented national sales for stations in unwired radio networks for the past two years, into Interrep's unwired network sales operation.

CBS Radio Reps and Group W Radio Sales were two of the last major company-owned, national rep firms. The consolidation of nearly all radio stations under either Interrep or Katz Radio Group (KRG) national sales representation completes the gradual phasing-out of group-owned rep firms, were prevalent in the 1950s and 1960s.

The move to New York-based Interrep brings the entire CBS Radio group—comprising stations owned by CBS Radio, Westinghouse Electric



*Infinity's Michael Weiss will head the new, unnamed sales group.*

Corp. (Group W) and Infinity Broadcasting—under one firm. Interrep had represented stations owned by Infinity since January 1995, when Infinity formed its independent Infinity Radio Sales branch under Interrep management.

Interrep plans to divide the 79 stations into four teams, keeping top managers in place. Michael Weiss, president of Infinity Radio Sales, will preside over the new, not-yet-named sales group. Managers overseeing CBS Radio Reps, the former Group W Radio Sales and Infinity Radio Sales will continue to lead one of the four teams.

CBS Radio President Dan Mason

says merging the stations under Interrep will help CBS "capitalize on the great growth potential in national radio sales."

The move solidly defines the territories of Interrep and Katz, also based in New York. The additional CBS stations give Interrep about \$115 million more in billings annually, says Interrep Chairman Ralph Guild.

Guild puts Interrep's total billings at \$850 million. With national radio revenue an estimated \$1.6 billion, Interrep will control almost half.

However, KRG President Stu Olds contends that Katz controls about 53% of national radio billings, while Interrep has 47%. Guild puts the split closer, at 50-50. Guild argues that Interrep has "a much larger share of billings in the top 20 cities."

Despite losing the CBS stations to Interrep, Olds says the change is "extremely good for the independent rep business" because it "recognizes the fact that we probably can do this better" than in-house reps.

Olds also says the move will give "Mel [Karmazin, Infinity president] a loud voice inside the Interrep organization."

Media buyers have mixed opinions of CBS's consolidation. Dennis McGuire, vice president and associate director of broadcast for The Media Edge, says the new group could try to drive up the cost-

## Analysts take stock of radio

Reports this month from UBS Securities and Lehman Brothers anticipate solid stock gains for Westwood One Inc., Evergreen Media, American Radio Systems and Emmis Broadcasting.

UBS Securities analysts listed 18% and 19% hikes in stock values for Evergreen and Westwood One, respectively, compared with an average 12% increase for radio stocks last year. With the merger of CBS/Westinghouse and Infinity Broadcasting now closed, UBS notes, Westwood One is 28% owned by Westinghouse; UBS expects Westwood One to achieve 24% profit margins in 1997.

UBS anticipates that Evergreen will increase its free cash flow by about 20% annually during the next several years, which in turn could result in a 15%-18% increase in stock valuation. UBS said Evergreen's 15%-25% revenue share in most markets where it owns sta-

tions leaves the group "ample room for acquisition." UBS also praised Evergreen management, crediting it with the high audience shares earned by WKTU(FM) New York and KKBT(FM) Los Angeles.

Likewise, Lehman Brothers initiated coverage of American Radio Systems with a "buy" rating this month. Analysts credited ARS with potential broadcast cash-flow growth of up to 25% over the next two years, a large and diverse station portfolio and "one of the largest average market revenue shares in the industry, at 33%."

Lehman analysts give Emmis an "outperform" rating. Lehman praised the company's recent purchase of St. Louis-market stations WLBQ(FM), WKBQ(AM) and WKKX(FM) in November as the company's "re-entry into the mergers and acquisitions game." Lehman also credited Emmis as holding "franchise stations" with "strong underlying value" and "innovative programming." —DP

LISTENER



**Please help**

Actor Michael J. Fox (left) is one of several celebrities featured in a print ad campaign sponsored by the WNYC Foundation, the new owner of WNYC-AM-FM New York. The foundation is attempting to raise \$20 million to fund its purchase of the stations from the City of New York. The week-long campaign, which kicked

off in the *New York Times*, coincides with a four-day on-air fund drive this week. WNYC board member and advertising executive Jerry Della Femina created the campaign. —DP

per-point rates in some markets: "We'll take a close look at how aggressively these radio stations are going to be positioned in terms of sales and whether it will be the corporate philosophy to [increase] the cost per point."

McGuire warns that radio could easily drive up rates and discourage advertisers who might seek other media buys to avoid what they considered hyped radio prices.

Meanwhile, Richard Russo, senior vice president and director of radio at JL Media, disagrees, saying that he expects "better service" from a team of four managers representing sales for 79 stations rather than the potential for higher prices: "With four teams selling about 20 stations each, I think you'll get better service than you would from a rep firm that's selling 300 stations." ■

R I D I N G G A I N

**Good fourth for SFX**

New York-based SFX Broadcasting Inc. reported a 33% increase in broadcast cash flow on a pro forma basis in fourth quarter 1996, compared with the same period in 1995. SFX said that the cash-flow increase is the "highest quarterly result in the company's history." For 1996, SFX said its pro forma cash flow totaled approximately \$100 million, a 26% increase over 1995. SFX's net revenue increased by 12% in the fourth quarter and by 10% for the entire year, compared with similar periods in 1995. On a non-pro forma basis, SFX reported \$50 million in net revenue and \$18 million in cash flow for the quarter, while for the year, it had approximately \$143 million in net revenue and \$50 million in cash flow.

**Clear Channel banking on Stern**

Clear Channel turned over the morning shift of its new alternative rock KKND(FM) Port Sulphur, La. (New Orleans), to Howard Stern on Jan. 20, three days after Stern's contract expired with his former New Orleans affiliate, WRNO(FM). The move may prove a savvy way for Clear Channel to get its five-month-old rocker on the map. Stern was among the top-rated hosts in the market before Heritage Media bounced him and other controversial talkers from WRNO last year after pressure from a citizen's group.

Heritage purchased WRNO from EZ Communications last year. KKND Program Director Vince Richards says audience response to Stern's return has been "95 percent positive."

**'NBA on ESPN' returns**

*The NBA on ESPN Radio* tipped off its second season on Jan. 19 with coverage of the Chicago Bulls vs. the Houston Rockets. In its second year ESPN Radio plans to cover regular-season and postseason games, conference finals, the All-Star Weekend and the NBA draft during the 1997-98 season. Broadcasts will include game updates and halftime reports with hosts Brent Musburger and Jim Durham. Coach Jack Ramsay and former player Quinn Buckner return as game analysts. ESPN Radio Network, a joint venture with ABC Radio Networks, provides sports programming to 375 stations nationwide.

**The doctor is in at KPIX-FM**

Variety talk KPIX-FM San Francisco has hired local psychotherapist Dr. Tara Fields to host a call-in talk show offering advice weekdays, noon-3 p.m. Fields replaces Dr. Laura Schlessinger. Schlessinger, syndicated nationally from KFI(AM) Los Angeles, left KPIX-FM Jan. 1 for KGO(AM) San Francisco. Schlessinger had given KPIX-FM one of its highest-rated dayparts. KPIX-FM is promoting Fields as "the next Frasier."



**U.S. debut**

Newly elected UN Secretary General Kofi Annan gave his first American interview, to Westwood One Radio Networks correspondent Carol Zimmer for the NBC Radio Network, Mutual News and the *Weekend Headliner* program.

**WHTZ(FM) launches 'The Elliot Report'**

WHTZ(FM) Newark, N.J. (New York), morning man Elliot Segal has debuted a morning prep fax service in cooperation with United Stations Radio Networks. Segal says "The Elliot Report," available on a barter basis, has 50 stations, including WNNX(FM) Atlanta and WZMX(FM) Hartford, Conn. The report features entertainment news, sports news, movie box-office results and celebrity birthdays.—DP

## Cable seeks credit for core value

*Companies take various financial roads to improve cash flow*

By Price Colman

It's a little early to label 1997 the year of anything, but signs are emerging that the cable industry plans to seize the coming months as an opportunity for some concerted financial engineering.

From "tracking" stocks and spin-offs to initial public offerings and "monetizing assets," the leading cable companies are looking at any and all tactics to improve cash flow, reduce debt, simplify corporate structures and gain some investor recognition of the value of core cable operations.

"It's striking that all five [top] MSOs are simultaneously talking about it," says Spencer Grimes of Smith Barney & Co., adding that words and action are two different things.

Nonetheless, there's plenty of talk. Leading the probability pack: an IPO of the Sprint PCS joint venture, whose partners are Sprint, with 40%; Tele-Communications Inc. (30%), and Comcast and Cox (15% each).

Sources tell BROADCASTING & CABLE that TCI founder Bob Magness, who died Nov. 15, last summer told confidants that a Sprint PCS IPO would come in 1997.

Sprint is rumored to be seeking majority control of the partnership, and a private buyback of stock by Sprint, coupled with an IPO, would address two issues: an IPO could generate much of the financing needed to build out the PCS network, and the cable partners could gain much-needed cash.

According to a recent estimate from Chuck Kersch of Neidiger Tucker Bruner, that build-out is costing the joint venture about \$13.88 per POP (point of presence). With licenses recently won in an FCC auction, the joint venture expects its network to reach as many as 260 million POPs at a build-out cost of roughly \$3.6 billion.

Given continuing pressure on revenue

and cash flow, it's a price the participating MSOs are loath to pay, and an IPO—which would allow partners to retain some interest in the venture—is a likely alternative.

One obstacle in the way of an IPO of the Sprint joint venture is determining what it is worth.

"It is difficult to truly value it, particularly since it is the largest PCS company," says Smith Barney's Grimes. "All three [cable] companies would suffer from a minority-stake discount, and whether or not the assets are mature enough, I'm not certain. You'd think they would wait until they roll out in the nation's largest market before conducting an IPO."

The Sprint PCS service is scheduled to launch in that market, New York, in

the first half of the year.

What distinguishes 1997 from past years is that TCI, historically the industry leader in complex financial wheeling and dealing, should have plenty of company.

"Every year is the year of the spin-off for TCI," says Rick Westerman of UBS Securities. "And it seems as though the other large MSOs, particularly Comcast and Cox, have shown a willingness to consider the sale of off-balance sheet assets as a way to recognize the value inherent in businesses that are not receiving value in the market."

TCI has already announced a number of moves it is considering making or plans to make in coming months: spinning out Liberty Media Group, now a tracking stock, into a separate company;

### VJN becomes The Box

In an effort to become more closely associated with its video-on-request service, Video Jukebox Network is restructuring and changing its name to The Box Worldwide.

As part of the restructuring, the company is also creating domestic and international subsidiaries. "By establishing separate divisions in the U.S. and abroad, the company is well positioned to heighten the brand identity and the local customization of our service," says Alan McGlade, CEO of Video Jukebox Network.

One of the new subsidiaries, The Box—USA, will be headed by Stanley Greene, former vice president of Bell Atlantic Video Services, where he was responsible for planning the telco's entrance into video distribution services. Greene will attempt to increase distribution in the U.S. and create partnerships with radio stations to heighten the service's profile in local markets.

The other subsidiaries created by the restructuring are The Box Worldwide—Latin America; The Box Worldwide—Europe; The Box Holland and The Box—Argentina.

According to the company, some 25 radio affiliates have promotional partnerships with The Box. Greene will be based in New York and will report to McGlade.

The revamping has a lot to do with the company's financial struggles. The stock, which reached a 52-week high of 2 3/16 on May 28, plummeted to 1/2 on Oct. 22. It closed Jan. 22 at 3/4. Video Jukebox Network Inc. has

spinning out TCI's 82% ownership of TCI International; creating a new tracking stock that includes TCI's holdings in Teleport Communications Group and the Sprint PCS joint venture; selling or spinning out Liberty's holdings in Superstar-Netlink, a provider of programming to the C-band satellite dish industry.

Also on the drawing board, cable industry analysts say, is an IPO for At Home Corp., the high-speed data-by-cable joint venture of TCI, Kleiner Perkins Caufield & Byers, Cox and Comcast.

Fundamental changes also are in store for number-two cable operator Time Warner. To consummate the restructuring or dissolution of its partnership with US West in Time Warner Entertainment (TWE), Time Warner will have to conduct a series of com-

plex moves.

Chuck Lillis, chief executive of US West subsidiary US West Media Group (UMG), has made no secret that he'd like to acquire a controlling interest in the partnership. US West bought a 25.5% interest in TWE in 1993 for \$2.5 billion. Lillis has also stressed that UMG is interested specifically in the distribution network rather than the programming parts of TWE. That means that Time Warner executives Gerald Levin and Ted Turner will have to come up with a way to retain TWE's interests in Warner Bros. studios, HBO and the WB Network.

Altering the composition of the TWE partnership also raises the question for Time Warner of what to do with its roughly 31% interest in Primestar Partners. TCI owns 20.9% of the partnership, which it spun off last year with

other satellite-related holdings into TCI Satellite Entertainment. GE Americom owns 16.6%, while Comcast, Cox and Continental each hold a 10.4% interest.

Both Cox and Comcast have indicated they want to stay in the partnership. But Time Warner, with its \$17.5 billion debt load and a corporate focus shifting from distribution to content, could well be looking to cash out, or "monetize," its holdings in Primestar Partners. Continental, now part of UMG, is reportedly assessing whether its stake is strategic enough to hold.

Other deals that could crop up in '97 include Comcast selling its non-digital cellular business; Cox selling interests in Telewest and E! Entertainment, and UMG following through on previously announced plans to cash out of non-strategic or minority-owned international cable operations. ■

# Cable takes wraps off new projects

*'The High Life,' 'Renegade,' 'Weird Science' among canceled series as critics hear from cable*

By Rich Brown

A variety of original cable programs ranging from a new prison drama to a six-hour version of *Ivanhoe* were unveiled last week—and several shows axed to make way for them—at the Television Critics Association press tour in Los Angeles. Among the announcements:

## A&E

Original programming debuting on A&E in the months ahead includes several two-hour specials, *Bob Vila's Guide to Historic Homes of the Mid-Atlantic: Police!*, with Bill Kurtis; *The Irish in America*, narrated by Aidan Quinn, and *The Great Escapes of World War II*, narrated by Ed Asner. Also on tap are three international co-productions based on classic novels: *Jane Eyre*, *Emma* and the six-hour *Ivanhoe*.

## Bravo

Bravo will present new productions for its Sunday night pop-culture series, *Exposé Showcase*, including "The History of Talk Radio" and "The Rise and Fall of Ballet." Beginning in April, Bravo's Sunday night schedule will feature *Exposé* at 7 p.m. ET, followed at 8 by *Profiles*, a new series of acquired and



Bravo goes 'Inside the Actors Studio' with Christopher Reeve.

original documentaries about artists (*Profiles* replaces *South Bank Show* in the time slot). *Inside the Actors Studio* enters its third season with 12 new shows in the Sunday 9 p.m. slot.

## Disney Channel

The Disney Channel unveiled an extensive development slate designed to present more live-action series on weekdays and additional animation series on weekends. Among the new offerings are *Use Your Head*, a Sandollar production from comedian Amy Hill; *Bear in the Big Blue House*, a Jim Henson Productions offering created by Mitchell Kriegman; *The Dumb Bunnies*, a car-

toon series produced and developed by Nelvana in association with Scholastic Inc., and *Imagine That*, written and hosted by author Douglas Love. Weekday development includes *Attention Earthlings*, a game show from Jim Henson Productions; an unnamed kids-oriented sports show from sister-network ESPN, and *Test Track*, a game show from Telescene Productions. Weekend series in development include a Henson-produced sitcom, *Take My Family, Please*. Original movies in development include *Genius*, from DIC Entertainment, and *Northern Lights*, from Alliance Communications.

## HBO

Rysher Entertainment and *Homicide* executive producer Tom Fontana will produce *OZ*, a new hour dramatic series for HBO. The network has ordered eight episodes and plans a July debut for the prison drama. HBO has also renewed *The Larry Sanders Show* (which will be back for a sixth season in 1998) and *Dennis Miller Live*. Miller's new contract also calls for two stand-up specials and a variety of on-screen and promotional activities. In other developments, HBO has canceled David Letterman-produced series *The High Life*.

## Showtime

In mid-1997, Showtime will debut *The Hugger*, a dramatic series from filmmakers Tony and Ridley Scott, that begins with a trilogy of movies in mid-1997 followed by 19 additional episodes. Terence Stamp will appear as host. Upcoming original movies on Showtime include *Riot* (Luke Perry, Mario Van Peebles, Melvin Van Peebles and Cicely Tyson); *The Twilight of the Golds* (Jennifer Beals, Faye Dunaway, Garry Marshall, Rosie O'Donnell); *Mandela and de Klerk* (Sidney Poitier and Michael Caine) and *In the Presence of Mine Enemies*. Original series *Sherman Oaks* has gotten the ax.

## The Movie Channel

The Movie Channel unveiled the first six of its 20-25 original movies that will debut in 1997: *Bullet to Beijing*, with Michael Caine; *National Lampoon's Dad's Week Off*, with Henry Winkler, Olivia d'Abo and Richard Jeni; *Money Plays*, with Roy Scheider and Sonia Braga; *Exit in Red* with Mickey Rourke; Jack Higgins' *Midnight Man*, with Rob Lowe, and *When Time Expires*, with Richard Grieco, Mark Hamill and Chad Everett.

## USA

USA has picked up action series *Pacific Blue* for an additional 22 episodes and has signed Cicely Tyson to star in a new version of the movie "Scrooge." Original series *Renegade* and *Weird Science* have been canceled. ■

# HSN closes center, cuts jobs

*Diller continues moves to "create a business that will perform to its optimum for shareholders"*

By Michael Katz

The cuts keep on coming for Barry Diller's Home Shopping Network.

HSN is closing its merchandise-return center in Florida and axing 250 employees. The work of the Florida facility will be taken over by the company's centers in Waterloo, Iowa, and Salem, Va. The employees, who will be laid off by April 30, will be able to apply for other jobs at the company's headquarters in St. Petersburg, Fla.

The move will allow HSN to "improve customer service significantly while we continue to create a business that will perform to its optimum for shareholders," says HSN President James Held.

The cuts are a continuation of an ongoing effort, since Diller bought the company in November 1995, to shrink the workforce and thereby increase profits and please Wall Street. So far,



the strategy has worked.

Last February, HSN disclosed a restructuring plan that would eliminate 100 jobs, or 2.5% of the workforce, and reduce a tier of mid-level executives from 28 to nine. HSN officials expected the revamping to save the company \$4 million in payroll expenses and reduce annual operating costs by \$20 million. Before that, the company had laid off 1,100 workers in the previous two years. Earlier this month, HSN closed three Orlando-area outlet stores.

Following the downsizing, HSN last October reported better-than-expected third-quarter profits, with a net income of \$7 million compared with a loss of \$17.7 million for the same period the previous year. Revenue also increased 7.7% for the quarter. In July, HSN announced earnings of \$5 million for the second quarter compared with a loss of \$9.7 million for the same quarter in 1995. ■

# Lenfest goes it alone in Philly suburbs

*Rainbow has dropped out as partner in local news venture*

By Rich Brown

Cable system operator The Lenfest Group within five months plans to debut a Philadelphia-area news and information channel without the help of previously announced partner Rainbow Programming Holdings.

Lenfest has decided to launch the channel on its own following the collapse of a short-lived deal with Rainbow. Under the previous plan, Rainbow was to purchase NewsChannel. Lenfest's text-based local news service, and use the channel position to deliver a full-service news channel to the cable operator's 920,000 area subscribers.

Under the new plan, Lenfest will rely on its own systems to produce local programming that will be mixed in with the existing text-based service. After 3 1/2 years of operation, the text-based NewsChannel will be scaled back from a 24-hour operation to a filler service.

"We tried a 24-hour news channel, and we don't feel that's the way to go," says Don Heller, president, Lenfest Programming Services. "I do see a time for a 24-hour news channel in this market, but I don't think the time is right now. The big factor is getting the advertising market attuned to buying cable in that manner."

The new channel will combine news

from NewsChannel with local programming from Lenfest's Suburban Cable systems in three states (Pennsylvania, New Jersey and Delaware) and exclusive programming to be developed by the channel. The as-yet-unnamed channel will feature a daily programming wheel that will likely include six hours of NewsChannel programming, 12 hours of regional programming and six hours of local programming.

Suburban Cable is already producing some local programming at its systems, including a teen talk show, a sports coach show and a Delaware program called *First State News*, Heller says. Regional shows already in the works

THE FUTURE OF N

30,000



WWW.MSNBC.COM

IN JUST 7 MONTHS WE'VE GROWN TO OVER

30 MILLION SUBSCRIBERS.

AND BY THE YEAR 2000 WE'LL HAVE OVER 55 MILLION.

THANKS TO OUR AFFILIATES FOR MAKING

THE FUTURE OF NEWS A REALITY...TODAY.

NEWS HAS ARRIVED!

0,0000

IT'S TIME TO  GET CONNECTED

include *Day Tripper*, which will focus on places to visit in the area. Also under consideration is a movie review show that will feature titles being offered on pay per view. Ad sales will be handled by Lenfest's Radius Communications division.

Heller downplayed speculation in the local press that Lenfest might seek to combine its local news and information efforts with those of another area cable system operator. Comcast Corp. Comcast produces a local channel. The Comcast Network, which offers sports, talk and public affairs programming to its 1.1 million subscribers in Pennsylvania and New Jersey.

"There's always a possibility, but right now we're on a different page," Heller says.

While both operators develop their services for the Philadelphia area, there's still no apparent interest in creating a 24-hour news channel for the city itself. Philadelphia is thought to have lagged behind other major cities in launching a 24-hour regional news channel largely because of the fractionalization of cable system ownership in the market. ■

## Utley moves to CNN

Garrick Utley is jumping from ABC News to CNN starting next month, the cable network has announced. Utley will be based in New York and will report on a range of stories in the U.S. and abroad.

It's the second major defection for ABC in two months. In December, Brit Hume, longtime ABC News Washington correspondent, signed a deal to join Fox News.

Utley has been ABC's chief foreign correspondent, based in London, since 1993. Before that, he spent 30 years at NBC News. Officially, Utley's title is contributor, and his schedule will be dictated by news events, said a CNN spokesperson. "He may work 80 hours some weeks and then not appear on the air for several weeks." Utley will be exclusive to CNN "on TV for news," said the spokesperson. But the television news veteran will be able to continue other projects, such as hosting the PBS series of Metropolitan Opera performances. —SM

50

## PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Jan. 6-12, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	Rating U.S.	Cable Share
1. Movie: "Last Stand at Saber River"	TNT	Sun 8:00p	5,182	7.3	5.3	11.0
2. Rugrats	NICK	Thu 7:30p	3,264	4.7	3.4	7.2
3. Rugrats	NICK	Mon 7:30p	3,222	4.6	3.3	7.0
4. Movie: "Top Gun"	TBS	Sun 3:50p	3,221	4.5	3.2	9.5
5. Movie "Point Break"	TBS	Sun 10:50a	3,050	4.3	3.1	11.5
5. Movie "Raiders of the Lost Ark"	TBS	Sun 6:05p	3,020	4.3	3.1	7.3
5. Rugrats	NICK	Tue 7:30p	3,016	4.3	3.1	6.7
5. Rugrats	NICK	Wed 7:30p	2,987	4.3	3.1	6.8
9. World Champ. Wrestling	TNT	Mon 9:00p	2,928	4.2	3.0	6.1
10. Doug	NICK	Thu 7:00p	2,697	3.9	2.8	6.3
10. Rugrats	NICK	Fri 7:30p	2,696	3.9	2.8	6.6
12. Hey Arnold	NICK	Mon 8:00p	2,647	3.8	2.7	5.5
12. Doug	NICK	Tue 7:00p	2,641	3.8	2.7	6.2
14. Hey Arnold	NICK	Wed 8:00p	2,567	3.7	2.6	5.5
14. Doug	NICK	Mon 7:00p	2,546	3.7	2.6	5.8
14. Doug	NICK	Wed 7:00p	2,543	3.7	2.6	6.0
17. New Adventures of Robin Hood	TNT	Mon 10:00p	2,572	3.6	2.7	5.7
18. Kenan & Kel	NICK	Sat 8:00p	2,460	3.5	2.5	6.2
18. Tiny Toons Adventures	NICK	Sat 9:00a	2,432	3.5	2.5	11.0
20. Movie: "Hang'em High"	TBS	Sat 8:05p	2,389	9.4	2.5	5.8
20. Rugrats	NICK	Sat 8:30a	2,368	3.4	2.4	11.8
20. Movie: "Last Stand at Saber River"	TNT	Sun 10:01p	2,367	3.4	2.4	5.8
20. All That	NICK	Sat 8:30p	2,343	3.4	2.4	5.7
20. All That	NICK	Sat 8:30p	2,343	3.4	2.4	5.7
24. Movie: "Predator 2"	TBS	Sun 8:35p	2,378	3.3	2.5	5.0
24. Movie: "Road House"	TBS	Sun 10:50p	2,371	3.3	2.4	7.2
24. Doug	NICK	Fri 7:00p	2,316	3.3	2.4	5.9
24. Rugrats	NICK	Sun 10:00a	2,315	3.3	2.4	9.1
24. Tiny Toon Adventures	NICK	Tue 6:30p	2,281	3.3	2.4	5.7
24. Tiny Toon Adventures	NICK	Thu 6:30p	2,280	3.3	2.4	5.6
24. Tiny Toon Adventures	NICK	Sat 9:30a	2,273	3.3	2.3	10.0
31. Rugrats	NICK	Sat 7:30p	2,253	3.2	2.3	5.8
31. Are You Afraid of the Dark?	NICK	Thu 5:00p	2,240	3.2	2.3	7.1
31. Secret World of Alex Mack	NICK	Thu 8:00p	2,210	3.2	2.3	4.6
31. Movie: "Little Girls Pretty Boxes"	LIF	Sun 8:00p	2,172	3.2	2.2	4.7
35. Movie: "Magnum Force"	TBS	Sun 1:20p	2,192	3.1	2.3	7.4
35. Are You Afraid of the Dark	NICK	Mon 5:00p	2,177	3.1	2.2	6.6
35. Tiny Toon Adventures	NICK	Mon 6:30p	2,155	3.1	2.2	5.2
35. Inspector Gadget	NICK	Thu 4:30p	2,153	3.1	2.2	7.5
35. The Statler Brothers Show	TNN	Sat 9:00p	2,138	3.1	2.2	5.2
35. Movie: "D. Steel's Changes"	LIF	Sun 6:00p	2,053	3.1	2.1	5.2
41. NCAA/Iowa State @ Kansas	ESPN	Mon 9:36p	2,157	3.0	2.2	4.8
41. AAAHH!!! Real Monsters	NICK	Sun 10:30a	2,114	3.0	2.2	8.0
41. Tiny Toon Adventures	NICK	Wed 6:30p	2,106	3.0	2.2	5.2
41. Rocko's Modern Life	NICK	Tue 5:30p	2,104	3.0	2.2	6.0
41. Movie: "Pet Sematary II"	USA	Sun 2:30p	2,094	3.0	2.2	6.6
41. Rocko's Modern Life	NICK	Mon 5:30p	2,080	3.0	2.2	5.8
41. Kablam	NICK	Fri 8:00p	2,070	3.0	2.1	5.0
41. J. Henson's Muppet Babies	NICK	Sat 10:30a	2,067	3.0	2.1	8.7
41. Rocko's Modern Life	NICK	Thu 5:30p	2,063	3.0	2.1	6.0

Sources: Nielsen Media Research, Turner Research



# Broadcasting & Cable's **Telemedia**

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

# Week®

## Internet Access

# WorldGate adds \$11 million toward service launch

Thomson's, Oracle's NetChannel also set for intro

By Richard Tedesco

**W**orldGate Communications drew \$11 million from some significant sources last week to fund first-quarter trials of its TV-based Internet access cable service. Meanwhile another TV-based 'Net service, Oracle's and Thomson's NetChannel, moved toward a debut in late March.

WorldGate's announcement of funding from Citicorp and Motorola and Cablevision Industries founder Alan Gerry follows affiliation deals with several major MSOs last fall. Commercial introduction of the WorldGate service is planned for June, following several first-quarter trials, according to WorldGate Chairman Hal Krisbergh. Comcast Cable will kick off the trials next month with

one involving some 100 Philadelphia-area households.

WorldGate's service enables access via a cable TV channel to Websites or random Internet access for a projected \$4.95 per month. The service itself requires WorldGate software, which is included in current analog/digital boxes from General Instrument or Scientific Atlanta to enable access rates at 100 kbps downstream and 14-20 kbps upstream. WorldGate splits revenue with the operators.

"This is something unique for the cable operators to do—universal access without the consumer laying out a dime for the hardware," says Krisbergh.

Meanwhile, NetChannel, a TV Internet access service supported by Oracle Corp.'s NCI unit and Thomson Consumer Electronics, is angling for a

says. "It's not really about accessing the Internet; it's about expanding the television experience."

Thomson will soon start cranking out set-tops to be priced at \$300, and Zenith Electronics recently announced plans to build a similar box (see "Telemedia," Jan. 13). Zenith has not yet formally aligned with NetChannel, but the two are likely to announce a deal shortly.

NetChannel is not saying how many boxes will be in the consumer pipeline this year. Likewise, WorldGate won't estimate how many GI or S-A boxes equipped with its software will be available to its MSO partners this year.

But Krisbergh expects all of WorldGate's MSO partners, who represent 10 million cable subscribers, to initiate commercial deployments this year.

The preeminent player in the TV Internet access field is WebTV, supported by set-top boxes being marketed by Sony and Philips Electronics in the \$300-and-up price range. More than 30,000 units have been sold to date.

Another player in the increasingly crowded Internet TV field is ViewCall America, with deals in place with Hitachi and Boca Research for boxes to be available in the second quarter of this year. ViewCall also has a deal with Sega for a \$200 cartridge that will work with its Saturn game player, and its technology will be included in big screen Mitsubishi sets hitting the market in March.



This spring, RCA/NC will join the ranks of electronics companies allowing Internet access via TV. The unit shown will facilitate online banking, e-mail, shopping and other interactive functions for around \$300.

March launch to coincide with the National Cable Television Association show. Details about the launch will be available shortly, according to Philip Monego, NetChannel president, who says subscription fees will match current \$19.95 monthly Internet access fees.

NetChannel will cache certain Websites for ready user access, says Monego, adding that the service will enable immediate access to broadcast, cable and satellite channels being viewed by the user. NetChannel will employ an intelligent agent to enable customized caching. "Speed is very important, and consumers need to have a rich and entertaining experience," Monego

### US West rolling out high-speed 'Net access

US West Interprise Networking Services will introduce high-speed Internet access service in 11 markets during first quarter 1997.

The digital subscriber line (DSL) technology will be the first commercial DSL service offered by any Bell operating company and will be available in markets throughout US West's 14-state operating region by year's end. Interprise's service will provide business users with Internet access via HDSL at 704 kbps for \$175 per month plus a onetime installation fee. In addition to unlimited Internet access, the user also gets e-mail access. Netscape's browser will be used, and Motorola will be supplying the modems.

The service will initially be available in Seattle and Spokane, Wash.; Minneapolis and Rochester, Minn.; Portland, Ore.; Boise, Idaho; Salt Lake City; Denver; Omaha; Des Moines and Cedar Rapids, Iowa; Albuquerque, N.M., and Phoenix and Tucson, Ariz.—RT

Internet Standards

# Multicasting promoted to improve Webcasts

Standards group thinks results could show in two years

By Joan Van Tassel  
special correspondent

**A** developing technology should give radio broadcasters improved access to distant audiences via the World Wide Web—possibly within the next two years—experts concluded at the Internet Protocol Multicasting Initiative meeting in Santa Clara, Calif., earlier this month.

The meeting was held to launch educational and marketing efforts to promote IP multicasting, which is intended to expand broadcast capability on the Internet. The IPMI is an alliance of major computer hardware, software and networking companies with the charter to speed the adoption of IP multicast standards and products. The coalition is funded by member companies, such as AudioNet, Cisco Systems, IBM, Intelsat, MCI, Microsoft and Netcast.

Stardust Technologies Inc.,

which marketed the standards for Microsoft's Winsock applications, is managing the initiative for the group. IPMI plans to reach out to the broadcasting community to educate its members about how they can use the Internet to showcase and distribute their products.

"Key content people in entertainment and the multimedia game developers are itching to get their stuff out there," says Marty Bickford, director of partner relations for Stardust Technologies. "The improved quality that IP multicasting offers will make the Internet an important medium for radio programmers within the next two years. It may take longer to distribute video, unless content providers bypass the Internet backbone by going over satellites."

According to Judy Estrin, CEO of Precept Software, "The advantage that IP multicasting brings to radio stations is that it extends the

familiar broadcasting model to the Internet. They will be able to leverage the 'Net to build an international audience sooner than television broadcasters because their bandwidth requirements can be handled today."

Today, Webcasters "unicast" their programming so that each listener receives an individual stream. Subscriber log on to their online or Internet service provider and surf to a Website. The site server streams out the radio station's signal, and each stream travels to the receiver across the Internet backbone. If there are 100 listeners, there are 100 data streams.

If a large number of stations streamed their programming simultaneously to many listeners, it would bring both the Internet and the public switched telephone network to their knees. Moreover, even with the current traffic, there is often significant pack-

et delay and loss, resulting in jittery reception with unacceptable dropouts of signal.

"If unicasting is a point-to-point medium, IP multicasting turns the Internet into a point-to-multipoint service. The Webcaster streams the data only once, and it can be received by many," says Karen Milne, president of Stardust Technologies and the IP Multicasting Initiative organization.

Even that one stream is carried by a dedicated portion of the Internet infrastructure avoiding the heavily used backbone. The stream is packetized, inserted between other packets, and "tunnels" through a dedicated router.

Instead of going directly to subscribers, the online and Internet service providers receive the same stream and distribute it to their customers. There can be thousands—even millions—of listeners all listening to the same station. Only at the last point at the providers' servers is the data replicated to individual receivers. Since the listener is already using local dialup from his or her location to the service, it doesn't pose any special challenge for the provider.

As of October 1996, there were 262 radio stations streaming their signals over the Internet. "Today, the 'Net is still in the crystal radio phase. No one can make money with it now because it can deliver an audience of only a few hundred listeners, a few thousand at most," says Steve Church, president of Cleveland-based Telos Systems, which manufactures specialized telephone equipment for radio talk shows and offers a signal encoder and receiver player for audio signals. "But within two years, with IP multicasting, there will be no limit to the number of people who can listen at one time. They will get a signal with reasonable fidelity that provides an enjoyable listening experience." **TML**

## Olympia, Telos take on RealAudio

RealAudio may soon have real competition.

St. Louis radio program syndicator, Olympia Online is in the final stages of putting together a group of 80-100 stations from the top 50 markets who will put their signals live on the Net in March or April.

As part of the deal, Olympia is also packaging the stations with sponsors that will support the move onto the Web. "We have agreements with some sponsors, but we're still seeking relationships in that area," explains William Moir, vice president of Olympia Online.

Members of the Olympia-organized group will compress and encode their signals using Telos Systems' Zephyr NetCoder. At the other end, listeners will hear the station with the Telos plug-in player.

"There are a lot of broadcasters who have been waiting because they look at the product out there and decide they don't want a bad signal out on the Net. Their signal is the most precious thing they have because it's their product. Our system and the Telos technology will give them the quality they've been looking for," says Moir.

The Telos equipment was designed for professional use. Rather than encoding and compressing the radio signals with a general-purpose desktop computer, Telos employs five digital signal processors in a powerful special-purpose box. "Our system costs more, but it delivers higher performance says Steve Church, president of Cleveland-based Telos Systems.

A spokesman for Progressive Networks, which produces market leader RealAudio, made no comment about the Olympia Online deal except to say that radio broadcasters are only a portion of their business and that their product is also used for live events and to carry the audio portion of video Webcasts.—**JVT**

# Technology

January 27, 1997

## Domestic Satellites: Special Report

Space segment is always in demand by the growing U.S. broadcast and cable industry. In 1996 the capacity crunch seemed to be easing slightly, as the FCC doled out expansion slots in May and prices held steady through a busy summer. That all changed on Jan. 11 with the sudden failure of AT&T's Telstar 401 satellite. Now, finding the necessary capacity to keep television signals bouncing out of the sky has become a difficult juggling act, with no quick relief in sight.

# Bye-bye birdie

*Telstar 401 loss leaves a lasting impression*

By Glen Dickson

**T**wo weeks after the failure of AT&T's Telstar 401 hybrid satellite (B&C, Jan. 20), the satellite industry is still grappling with the reality of having 24 fewer C-band transponders and 16 fewer Ku-band transponders floating above U.S. skies.

The capacity loss has tightened a recovering C-band market and dealt an immense blow to an already strained Ku-band supply.

"Ad hoc users are seeing an extreme crunch on Ku-band," says Scott Lenehan, manager of North American broadcast services for capacity reseller Vyvx. "There was a shortage even prior to the 401 failure, and it just worsened an already tight situation."

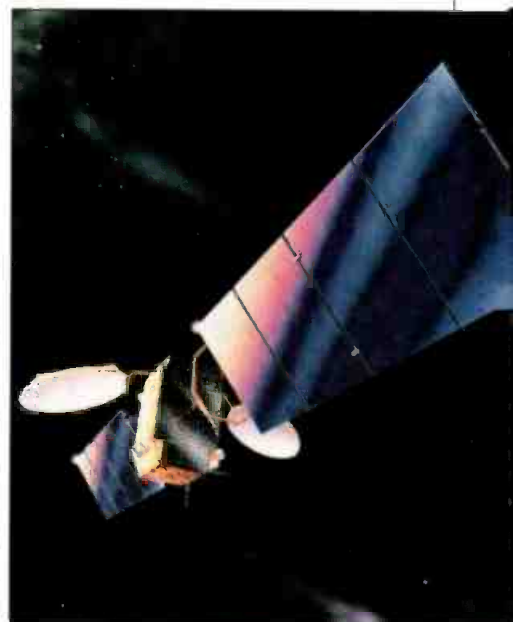
Since the next two birds with Ku-band capacity scheduled to launch, GE Americom's GE-2 and AT&T's Telstar 5, have dedicated their Ku-band payloads to DBS services (Primestar and AlphaStar, respectively), the capacity shortage for occasional users of Ku-band time that existed before the 401 failure won't get any better until the launch of GE-3 in late 1997 and Telstar 6 in 1998.



*'When the big-ticket customers got moved to Telstar 402R, they kicked out a lot of the little guys without protected service,' says Ray Conover, Conus Communications VP of engineering. 'A lot of them are knocking on our door.'*

Ku-band capacity being used on Galaxy IIIIR by the Galaxy Latin America DBS service.

"That's the next new Ku-band capacity coming into the market, at the end-of-November time frame," says Carl Brown, Hughes senior vice president for Galaxy Satellite Services.



*ABC has picked up two C-band transponders on GE-1 (top right) as backup for its eastern and western primary program feeds.*

*Smaller resellers like Miami's Hero Productions (top left) are benefiting from increased demand for occasional-use time.*

"The problem is the gap right now."

GE Americom also is moving up the launch of GE-3 from the fourth quarter of 1997 to the third, says Andreas Georghiou, vice president of global satellite services for GE Americom. "We'll also look to put some older satellites [like Satcom K-1 and K-2] into inclined orbit to deal with the capacity shortage," he says.

Vyvx had 15 C-band transponders before Jan. 11, and lost only two because of 401's failure. The company has picked up an additional C-band transponder on GE-1 to make up for the lost capacity, and has been successful in reassigning about 95% of its affected C-band customers.

Options are scarce on the Ku-band side, however, and Vyvx is even exploring using fiber distribution to

## Special Report: Domestic Satellites

handle its old satellite customers. Vyxx's Lenehan says that "1997 as a whole will be tough Ku-wise."

"Platinum" service 401 customers like ABC had no problem getting replacement C-band capacity from AT&T—that's what they paid for. ABC had five C-band transponders on 401, and now it has five on 402R. It has also acquired two backup C-band transponders on GE Americom's GE-1.

But for Ku-band space, even an SNG giant like ABC is forced to scramble. "AT&T doesn't have Ku-band in their inventory," says Richard Wolf, ABC director of telecommunications and distribution services. "So we'll be on other satellite systems through brokers, resellers and other direct satellite operators."

Conus Communications has implemented a strict new satellite booking policy to deal with the Ku-band crisis. The satellite cooperative isn't accepting any bookings in key news times from non-Conus stations through at least Jan. 31.

"It's created a very tight occasional market, so we have to protect our news clients," says Ray Conover, Conus vice president of engineering. "We've set aside some key hours where if you're not in Conus, you're not getting it."

Naturally, the 401 failure has tightened Ku-band prices. "Prices went up 40 to 50 percent at 6:16 a.m. on Jan. 11," Wolf says. (AT&T lost contact with the bird at 6:15 a.m. ET.)

"On a full-time basis for Ku-band, [the 401 failure] really made prices jump," says Grace Leone, president of capacity reseller EFC Startime. "The latest quote I heard had gone from \$185,000 per month for a transponder to an asking price of \$250,000 per month. I don't know if that will sustain once GE-2 is launched and operational. I know it's presold [to Primestar], but there are often opportunities once it's up in the sky."

Leone adds that the Ku-crunch may accelerate broadcasters' conversion to digital compression technology (see page 70). "Some slivers and parcels are available, but a full transponder is very difficult to find," she says.

C-band prices are climbing too. "We were starting to see deals back out there in the marketplace," says Bob Behar, president of capacity reseller Hero Productions. "They're now gone. Right now, you can get whatever price you want...there's a rush in securing capacity." ■

## Flying the crowded skies

The FCC in May 1996 moved to increase the supply of fixed (non-broadcast) satellite capacity, authorizing 11 new satellites. Here's the current satellite lineup, with the new birds in color. When two appear in the same slot, the first is near retirement and is expected to move to accommodate the second.

Orbital slot west longitude	Frequencies	Satellite	Owner
139	C	Aurora 2/Satcom C-5	GE Americom
	Ku	ACS-3K	AMSC
137	C	Satcom C-1	GE Americom
	Ku	unassigned	
135	C	Satcom C-4	GE Americom
	Ku	<b>Orion O-FA</b>	Orion
133	C	Galaxy 1-R(S)	Hughes
	Ku	unassigned	
131	C	Satcom C-3	GE Americom
	Ku	unassigned	
129	C	Loral 1	Loral
127	C	Galaxy IX**	Hughes
	Ku	unassigned	
125	C	Galaxy 5-W	Hughes
	Ku	GSTAR II	GE Americom
123	hybrid	<b>Galaxy X</b>	Hughes
121	Ku	<b>EchoStar FSS-2</b>	EchoStar
105	K	GSTAR IV	GE Americom
103	C	GE-1	Hughes
	Ku	GSTAR 1/GE-1	GE Americom
101	hybrid	Satcom SN-4	GE Americom
99	hybrid	Galaxy IV	Hughes
97*	C	<b>Telstar 302/Telstar 5</b>	AT&T
95	hybrid	Galaxy II	GE Americom
93	hybrid	unassigned	AT&T
91	hybrid	Galaxy VII	Hughes
89	hybrid	Telstar 402R	AT&T
87	hybrid	Satcom SN-3	GE Americom
85	C	Telstar 302/GE-2	AT&T
	K	Satcom Ku-1/GE-2	GE Americom
83	C	unassigned	
	Ku	<b>EchoStar FSS-1</b>	EchoStar
81	C	unassigned	
	Ku	Satcom Ku-2	GE Americom
79	hybrid	<b>GE-5</b>	GE Americom
77	hybrid	<b>Loral 2</b>	Loral
76	C	Comstar D-4	Comsat
74	C	Galaxy VI	Hughes
	Ku	SBS-6	Hughes
72	Ku	unassigned	
69	hybrid	Satcom SN-2/Telstar 6	GE Americom/AT&T
67	hybrid	<b>GE-3</b>	GE Americom
64	C	unassigned	
	Ku	unassigned	
62	C	unassigned	
	Ku	ACS-2K	AMSC
60	C	unassigned	

Note: Most domestic fixed (non-broadcast) communications satellites operate at either the C-band (4/6 ghz) or Ku-band (12/14 ghz) frequencies. However, many of the newer birds are hybrids, operating in both bands. Each domestic orbital slot can accommodate two single-band satellites (one C-band and one Ku-band) or one hybrid.

\* AT&T has petitioned the FCC to move Telstar 302 from 93 to 97 to replace the lost Telstar 401, and then replace Telstar 302 with Telstar 5 when it is launched in May.

\*\* Launched May 23, 1996.

GRAPHIC BY BROADCASTING & CABLE



# The future is clear.

Hughes Communications Galaxy<sup>®</sup> is committed to providing you with the highest quality, high-powered satellite transmission.

Whether your needs require video, data or audio distribution, our advanced Galaxy and S3S system meets — and exceeds — the complex requirements necessary to build the global communications infrastructure of tomorrow.

To find out how our satellite capabilities can shape your future, call us at (800) 414-7382.

**HUGHES**  
COMMUNICATIONS  
**GALAXY<sup>®</sup>**

<http://www.hc-sat.com>

# Loral, EchoStar getting fixed

Two companies look to offer new services and expand

By Michael Katz

**L**oral Space & Communications and EchoStar have raised eyebrows in the satellite industry in recent months with their entrance into the fixed satellite service market, signaling moves in new directions for both companies.

Loral immediately became a big player when it bought AT&T Skynet Satellite Services in September 1996 for \$712.5 million. The purchase gave Loral four satellites, two of which were already in orbit. However, that deal now will change because one of the satellites, Telstar 401, was lost in space and declared permanently out of service (B&C, Jan. 20).

"We're sitting down to talk to them about how it affects the deal," says ATT

spokesman Mike Granieri. "We have lost a significant asset of the business we originally negotiated to sell to them," Granieri adds that both companies are committed to the sale, and a new agreement should be squared away in a couple of weeks. The insured value of the bird is \$132.5 million; however, it hasn't been determined whether Loral will collect the insurance or have the value of the satellite deducted from the purchase price of AT&T Skynet Satellite Services.



Carriers scramble to replace capacity lost when Telstar 401 died.

To compensate for the loss of Telstar 401, AT&T will maneuver Telstar 302 into the vacated 97 degree orbital slot for the remaining six months of that bird's expected life. Telstar 5, slated to launch in May, then will permanently take over the slot. Those moves, however, are pending FCC approval. Telstar 302's current slot at 85 degrees will be taken over by GE Americom's GE-2. AT&T officials still have not decided what will be done with the 93 degree slot that was originally scheduled to be home to Telstar 5.

The cause of the satellite's disappearance is still uncertain. Speculation has ranged from Telstar 410, having some sort of "disease" to a collision with debris.

"They really think that perhaps it ran into space junk," says Mary Frost, managing director of Price Waterhouse's entertainment, media and communications group. "In which case you wouldn't have to worry about the other satellites." Frost adds that whatever the cause, "the Loral people seem to still be pleased with the purchase because they value the orbital slots, satellite service and marketing and sales team."

Despite the recent glitch, Loral's headfirst dive into the fixed satellite service marks its determination to offer new services and expand internationally. And the company expects to make a big splash in those high-risk, high-margin markets. Loral already has a network of service providers in more than 100 countries to help it launch new international services (including mobile phones and








**CRAWFORD  
COMMUNICATIONS**

## CRAWFORD SATELLITE SERVICES

A Division of Crawford Communications, Inc.  
535 Plasamour Drive, Atlanta, GA 30324 USA

Contact Don Glass or Jim Schuster  
at 404-876-7149 or 1-800-831-8027 (U.S. only)  
or visit our web site at [www.crawford.com](http://www.crawford.com)  
Call, Fax 404-873-0292 or E-mail today:  
[dglass@crawford.com](mailto:dglass@crawford.com) or [jschuste@crawford.com](mailto:jschuste@crawford.com)

-  **Transportables**
-  **Satellite Time, Space Segments & Transponder Leasings**
-  **Domestic & International Teleport Services**  
Uplinks, Downlinks, Backhauls, Turnarounds, etc.
-  **Full-Time Network Origination**
-  **Internet Access**  
64 kbs-T1, Web Page Design
-  **Temporary & Permanent Earth Station Communications**  
1.8 - 11 Meter Satellite Dishes

-  **Digital Compression & Data Circuits**
-  **Telephone Switching & Frame Relay**  
64 kbs - DS3, Lowest Rates
-  **Video Conferencing**
-  **Microwave & Fiber Connectivity**
-  **Business Television & Syndication**



For a  
quick change  
of  
scene!



**LDK 10P SuperXPander.**

**From portable to studio camera in less than a minute.**

The new Philips BTS SuperXPander. Now, in less than a minute, you can transform the versatile portable LDK 10P camera (with its award winning switchable DPM sensors) into a fully fledged studio camera. And back again. The SuperXPander... giving your LDK 10P camera dual role capability, with no loss of camera functionality.

Call toll free 1-800-962-4287 (For immediate information faxed to you, press option 4) to find out more about the LDK 10 series of cameras from Philips Broadcast Television Systems Company.

*Let's make things better.*



**PHILIPS**

## Special Report: Domestic Satellites

high-speed Internet access) beginning in the second half of 1998.

"They see the growth that a lot of people are seeing, and they will be players in a big way," says Frost. "I have every confidence that [Loral CEO] Bernie Schwartz knows exactly what he's doing. He's done some things in the past that show he is ahead of the game."

The industry is also taking notice that EchoStar, with its acquisition of two fixed Ku-band slots, is looking to be more than just a direct broadcast satellite service. "EchoStar wants to become more of a general satellite company," says Coudert Bros. analyst Tim Logue.

Although EchoStar may not be a big fish in the pond yet, the industry may soon take the company (and its president, Charlie Ergen) more seriously. "When EchoStar entered into an agreement with Lockheed Martin for seven or eight satellites, everyone thought Ergen was crazy," says Walter Morgan, president of Communications Center. Now "they're not saying he's crazy."

But entering the high-stakes fixed satellite business also calls for a high

ante, which EchoStar cannot pony up on its own. "It is quite obvious that EchoStar has some financial hurdles in the near and long term to become a major player in the domestic and international arena," Logue says.

There are rumblings throughout the industry that EchoStar could run out of money next month, raising the possibility of a partnership. John Malone's TCI was once rumored to be EchoStar's most likely partner, but with its own financial problems to worry about, it seems less plausible that TCI will get involved.

One industry analyst suggests that Loral and the extra money it will have from the lost satellite might be a good match with EchoStar, which needs about the same amount that Loral will save. "If Loral wants to get into DBS, it may make sense to join Ergen," the analyst says.

While much of the industry speculates what EchoStar will do, Ergen is playing it close to his vest. The company laughed off rumors that it is running out of money, but has said it is looking

for financial partners and that it has had some meaningful discussions. But the company won't reveal who it had talked to other than that they aren't other satellite companies. EchoStar also will not comment on how it will use the satellites in its two new slots or who would build and launch the birds.

"EchoStar has a great opportunity to offer other services," says Frost. "I think the broadcast industry would be delighted if EchoStar offered services to bridge the capacity gap," she says, referring to the shortage of capacity on satellites for newsgathering sources. ■

## MPEG easing capacity crunch

*Broadcasters, cable networks using compression to stretch satellite space*

By Glen Dickson

**N**ow that manufacturers have worked most of the kinks out of digital compression, broadcasters and cable networks are using the technology to get the most from their precious satellite capacity—which has become a lot more valuable with the recent passing of Telstar 401.

In fact, digital compression forms the basis of PBS's satellite service recovery plan, which it put into effect soon after Telstar 401 stopped communicating on Jan. 11. PBS has already converted its technical center in Alexandria, Va., to all-digital operation, and has been using General Instrument DigiCipher I compression gear for some of its feeds for the past two years. As a "platinum service" customer on Telstar 401, PBS also had guaranteed backup capacity on AT&T's Telstar 402R.

After losing service on its seven

**DVB FLEXIBILITY**

Radýne  
DVB-3000  
DIGITAL VIDEO MODULATOR

- 1 to 30 MB/s (in 1 B/s Steps)
- PLUS, Single High Rate (30 to 50 MB/s)
- UP TO 40 MSym/s
- 50 to 180 MHz
- Meets ETSI 300-421

The New  
**Radýne**

5225 South 37th Street  
Phoenix, Arizona 85040  
tel (602) 437-9620  
fax (602) 437-4811



# The COLUMBIA/TDRSS Satellite System and Television, *a marriage made in the heavens*

The COLUMBIA/TDRSS Satellite System options include a single satellite hop for simultaneous program distribution to all of North America and Europe. Or you can cover all of Europe, North America and Asia with just two of our satellites. (the other guys need three)

The COLUMBIA/TDRSS Satellite System provides more coverage per dollar, all-weather C-Band reliability, 24-hour booking service, digital compression capability and a company that truly understands television's unique requirements.

The COLUMBIA/TDRSS Satellite System and Television....*made for each other!*



COLUMBIA COMMUNICATIONS CORPORATION

ATLANTIC OCEAN REGION  
7200 Wisconsin Avenue, Suite 701  
Bethesda, Maryland 20814-5228  
Telephone (301) 907-8800  
Toll Free (888) 907-8800  
Facsimile (301) 907-2420

PACIFIC OCEAN REGION  
1088 Bishop Street, Suite 2912  
Honolulu, Hawaii 96813-3126  
Telephone (808) 523-8100  
Toll Free (888) 523-8100  
Facsimile (808) 523-5010

## Special Report: Domestic Satellites

401 transponders (six Ku-band and one C-band), PBS shifted six Ku-band General Instrument DigiCipher I compressed feeds to a backup transponder—transponder 7—on 402R while 185 Ku-band dishes serving 348 stations nationwide also made the switch.

"We went from running six MCPC channels on a single 54 mhz transponder to running six on half of a single transponder," says Gwen Woods, PBS director of satellite services. By Jan. 12, PBS picked up an additional C-band transponder on 402R, allowing it to resume regional program services with analog feeds.

"From a lay-person standpoint, the quality of the feed hasn't diminished," says Edward Caleca, PBS senior vice president of broadcast operations and engineering.

NBC now is using Wegener MPEG-2 compression gear to conserve Ku-band space for its SNG feeds. In October, NBC satellite service provider



Hero Productions is using General Instrument DigiCipher II to support a 'compression condo' on GE-1.

Ascent Network Services signed a multimillion-dollar contract with Wegener to supply MPEG-2 integrated receiver/decoders to all NBC affiliates, NBC Newschannel and MSNBC, and digital encoders to all NBC affiliates with uplinking capability.

According to Ken Fuller, NBC direc-

tor of satellite and transmission operations, NBC launched compressed service off GE Americom's GE-1 on Jan. 15.

"So far it's been fine," Fuller says. "People are getting used to it. Technically there haven't been any problems, and the performance has been good." NBC is transmitting four MPEG-2 news feeds off a 36 mhz transponder to service MSNBC, CNBC and NBC Newschannel. The compressed SNG feeds are NBC's first step toward con-

verting its entire network program distribution to MPEG-2.

HBO completed its conversion from DigiCipher 1 to General Instrument MPEG-2 satellite delivery in early December, and is now sending out 16 digital HBO and Cinemax feeds from the Hughes Galaxy V and IR birds. According to Bob Zitter, HBO senior vice president of technology, the cable programmer plans to add six more digital feeds this year.

"It's worked really well," says Zitter. "Unfortunately, things were late, as they have been throughout the history of digital compression. But the gear is working in a stable manner."

Zitter says that all HBO affiliates have digital decoders and that some cable operators which were early proponents of digital set-tops have also bought digital transcoding products so they can pass through the MPEG-2 feeds to subscribers.

Miami production center and teleport Hero Productions launched a "compression condo" of seven MPEG-2 channels on GE-1 this fall, and president Bob Behar says the remaining three C-band channels (on one transponder) are coming in handy for ad hoc use, especially since the 401 failure: "We've used about every piece of digital compression gear out there. The latest is DigiCipher II, and we also have Divicom, Scientific-Atlanta PowerVu and DigiCipher I. We're still using all of them, and they all work pretty well. First-generation DigiCipher had its limitations, but now that the second generation is MPEG-2 it has all the flexibilities of the other ones."

Hero also runs digital Ku-band feeds to Spain and Portugal on Hispasat and C-band compressed feeds to Latin

## France Telecom absorbs Keystone

France Telecom, the world's fourth-largest telecommunications carrier, has acquired U.S. capacity reseller Keystone Communications. (Keystone previously owned 45% of Keystone.)

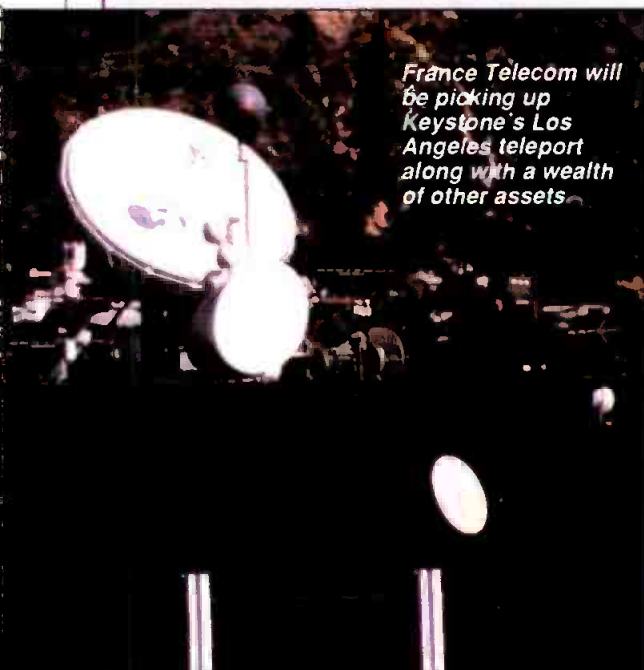
The French company, which had revenue of \$29.6 billion in 1995, already owns and operates a regional four-satellite system, Telecom 2, and has permanent access to capacity on both Eutelsat and Intelsat. France Telecom will now own Keystone's large domestic satellite and fiber capacity and its three teleports in Los Angeles, New York and Washington.

The company will pair its wholly owned Maxat Ltd. subsidiary in the UK and Keystone's assets with its own capacity to offer intercontinental "Global Skylink" service, which will include partnerships with telcos in the Pacific region.

"Our acquisition of Keystone serves as an important step in our international

strategy to provide customers with managed, seamless end-to-end broadcast transmission services across Europe, North America, South America and the Asia Pacific region," says Michel Combes, France Telecom's senior vice president for broadcast services.

—GD



France Telecom will be picking up Keystone's Los Angeles teleport along with a wealth of other assets.

# Day & Night

## Discover The Difference of Keystone



Around the clock and around the world. Keystone offers the most comprehensive range of domestic and international video and audio transmission services, including:

- Full Time Services
- Occasional Services
- Special Events
- Sports Broadcasting
- Cable Distribution
- Syndication Services
- Business Television
  
- International Services
- Atlantic Skylink
- Pacific Skylink
- Sputnik Express
  
- And More

# KEYSTONE

**Keystone Communications Corporation**

Please contact our 24-hour Service Booking Center

**(800) 752-8469 • (310) 845-3930**

Los Angeles • New York • Washington, D.C.

Salt Lake City • Paris • London • Tokyo • Hong Kong

Internet World Wide Web. <http://www.keystonecom.com>

## Special Report: Domestic Satellites



Group W Network Services will use Scientific-Atlanta compression gear (above) to launch Eye on People from its Stamford, Conn., earth station (r).



America on Intelsat 609 and 701. Behar says there is no real difference in digital performance between the two frequencies: "If the signal is there, it's always good—there are no sparkles and no noise. With digital, it's either there or it's not there."

Hero uses an average encoding rate of around 5 megabits per second, running as high as 9 mbps for some broadcast customers and as low as 3.5 mbps for others.

Group W Network Services (GWNS) also has a lot of experience with digital compression, as an early adopter of DigiCipher I and DigiCipher II in its Stamford, Conn., plant

and then as one of the first users of PowerVu in its Asia Broadcast Center venture in Singapore. Now the satellite and technical services provider is gearing up to launch Eye on People, CBS's new cable network, on a digitally compressed C-band feed on March 31.

Group W will use almost \$1 million in Scientific-Atlanta's PowerVu gear to launch Eye on People, which will be joined by Speedvision and two other MPEG-2 compressed channels on the Hughes Galaxy VII bird. Although Group W had been using DigiCipher I for its compression platform on Galaxy VII, Altan Stalker, GWNS senior vice president/GM, says the PowerVu con-

trol software is better suited to the Galaxy VII application: "We do a fair amount of ad hoc network service for sporting events and sports teams on that transponder. The biggest difference between PowerVu and DigiCipher is that the PowerVu management system is a lot more refined and is better suited to handling our specialized occasional business. I'm sure the GI software will get there in due course."

Stalker adds that Eye on People will be the first cable network at Group W to have a completely digital playback and distribution operation. "It's CCIR-601-based transport all the way to the cable affiliate," he says. ■

## Cutting Edge

By Glen Dickson

ABC affiliate KOMO-TV Seattle has become the third TV station to start experimental HDTV transmissions, following CBS affiliate WRAL-TV Raleigh, N.C., and NBC O&O WRC-TV Washington. The Fisher Broadcasting station launched KOMO-TV-HD last Monday, using a DTV transmitter from Larcant Inc., an antenna from Dielectric Communications and modulation, demodulation and decoding gear from Zenith Electronics.

In other Dielectric news,

A.H. Belo Corp. has signed with the Raymond, Me.-based company to supply DTV and NTSC antennas, transmission line and RF systems for its stations nationwide. A.H. Belo, the sixth group owner to sign a comprehensive antenna deal with Dielectric, owns WFAA-TV Dallas; KHOU-TV Houston; KIRO-TV Seattle; KXTV(TV) Sacramento, Calif.; WVEC-TV Hampton, Va. (Norfolk); WWL-TV New Orleans, and KOTV(TV) Tulsa, Okla.

CPN Television Studios, Clearwater, Fla., has



Front, l-r: CPN TV's President Stuart Arnold, COO Ron Fester, and (background, l-r) designer/animators Ka Tai Tang, Alex Dimella and Manny Gonzalez in the 'Batcave,' CPN TV's new graphics studio.

opened a new graphics studio (above) that is handling animation work for such clients as NBC 2000 and *The Tonight Show with Jay Leno*. The facility, called the "Batcave," has a 360-degree work environment containing five graphics workstations, including three

Power Macs running Electric Image, After Effects, Elastic Reality, Form Z, Photoshop and Quark.

The Ethernet-networked room also has a Media 100 for editing and a DEC Alpha running Softimage animation software.



**Four minutes to air.  
Don't you just love  
waiting for the tape?**



digital storage

**Profile® Solutions**



Now would be a good time to talk to us about the Profile® PDR Digital Video Disk Recorder.

It has complete Fibre Channel network capability; up to nine hours of native digital storage; a new interface that makes editing, scheduling and managing source files as easy as click and drag; an awesome RAID option with as much as 96 hours of instant digital access; or a Profile Library System on the order of 1.5 Terabytes.

What this means is that the ulcer-inducing days of waiting for someone to finish with a vital source tape – or even trying to locate it – are finally gone. Everybody can share the same source, at the same time. Instantly.

Talk to us about the PDR and other digital storage solutions. Call 1-800-998-3588 ext. 704, or visit our web site at <http://www.tek.com/VND>

**Have you talked to Tektronix?**

**Tektronix**

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**Station Manager, WDIY-FM, Allentown, PA.** WDIY-FM, a national award-winning, top-70 market community public radio station, seeks experienced, hands-on manager with strong leadership and financial skills and a record of community involvement. This individual will supervise professional and volunteer staff to continue a pattern of rapid growth experienced during the station's first two years on air. The successful candidate will be able to interact effectively with station volunteers, listeners, potential funders, and community leaders. She/he will actively participate in fund-raisers and special events, and will oversee the maintenance and advancement of the technical operation. Required: BS or MS in Communications or related field, three years experience in broadcast operations, and management skills proven in a community radio or other not-for-profit setting. Understanding of FCC, CPB and other legal requirements is essential. Salary DOE plus benefits. Send cover letter, resume and three references to: Station Manager Search, WDIY, 301 Broadway, Bethlehem, PA 18015. Deadline: March 1, 1997. WDIY is an Equal Opportunity Employer.

**President and CEO.** Alaska Public Radio Network. The Alaska Public Radio Network (APRN), a 501 (c) (3) non-profit corporation located in Anchorage, Alaska, is seeking a highly motivated chief executive to oversee Alaska's pre-eminent statewide news organization. APRN is looking for a person with demonstrated management and fundraising experience, strong communications skills, a proven record of innovative leadership and a solid history of fiscal planning and oversight. APRN's President and CEO, working under the direction of the APRN Board of Directors, must ensure the highest quality news and public affairs programming, lead network fundraising efforts, prepare and manage APRN operating and capital budgets, and orchestrate strategic planning with APRN Board, staff and membership. Please send a cover letter and resume to: APRN CEO Search Committee, 360 Egan Drive, Juneau, AK 99801. Salary DOE. Closing date 2/17/97. EOE.

**GM/GSM** for great, small New England city. Excellent lifestyle, established station. Take charge person who sells. Resume. Confidential introduction letter. Reply to Box 01053 EOE.

### HELP WANTED SALES

**Y-105, KGFY, Hot New Country format.** Stillwater, OK - is expanding and looking for two experienced broadcast sales people. Good lists - \$1,200 per month starting with excellent bonus package. Send resume with references to 217½ South Washington, Stillwater, OK 74074. Questions 405-372-6000.

**Victim of sales department consolidation?** Verifiable sales track record? We need two talented pro sales reps with Jennings training to join our team. Multimedia company specializing in television direct response programs. Here's your shot to get rich in Florida. Fax resume and W2's for past 3 years in confidence to (352)595-3008. The Firm. EOE. M/F.

**GSM. New Jersey's most powerful AM station.** WVNJ-1160, is seeking an aggressive, experienced sales leader. Excellent opportunity for rapid success and advancement on all levels. Respond to confidential fax 212-348-5254. EOE.

**Expanding private broadcast company** with music and newstalk stations seeks to hire experienced people with strong backgrounds in sales, traffic and sales management. Opportunities available in the Colorado Rocky Mountains and Napa Valley, CA. Fax resume, in confidence, to Moss Entertainment Corp., Attn: Jack Maley, Fax #970-925-1142 or call Doreen to set-up an appointment at the RAB in Atlanta. Phone 970-925-5776.

**Director of Sales.** Forever Broadcasting is offering a ground floor opportunity to the right person. We're seeking an innovator, not an implementer, to head our Central Pennsylvania sales effort. Forever is a growing group specializing in medium-small markets. If you can motivate, teach, develop customer loyalty and create buying ideas, we want you to grow with us. Management experience a must. Send confidential resume with cover letter and references immediately to: Carol Logan, P.O. Box 2005, Altoona, PA 16603 or fax 814-946-1222. EOE.

### HELP WANTED TECHNICAL

**Chief Engineer** for growing group of AM/FM radio stations in Colorado Ski Country. Immediate opening for full time engineer with experience in RF, digital, satellite, audio, and computers. Applicant must be able to work on mountaintop sites and be comfortable with winter conditions. Includes all major benefits. EOE. Fax resume to: Rocky Mountain Radio 970-949-0266. Attn: Marty Hijmans.

### HELP WANTED NEWS

**Reporter/Producer** for leading national radio ministry. Will research and report on consumer and economic issues for a fast-paced financial program from a Christian perspective. Should be creative with good writing skills and a proven track record. Tape and resume to Steve Moore, Christian Financial Concepts, Box 100, Gainesville, GA 30503. No calls, please. EOE.

## SportsTALK Hosts Anchors & Producers



### Cleveland's 50kw giant is GROWING!

Home of the American League Champion Indians, Cleveland's ALL Sports and play-by-play powerhouse is expanding. We are looking for "talented" people who know what it takes to build a championship team.

**SportsTALK Host:** If you think reading the paper is show prep, don't bother to apply! We are searching for "talented" people who know the game, know how to entertain, and know how to have fun on the air.

**Anchor/Reporter:** We are searching for "talented" people who know their way around a locker room, know how to get close to the people that count, and know how to write and deliver entertaining sports.

**Producer:** We are searching for "talented" people who know how to get the most out of air talent, know how to build an entertaining show, and know how to "dig" for the most interesting guests, topics and "hooks."

If you are ready to join America's #1 Rated SportsRADIO team in the nation's 13th DMA, rush tape and resume to: **Debbie Williams, HR Department, 9446 Broadview Road, Cleveland, Ohio 44147-2397.**

You'll love Cleveland, the home of Rock & Roll and the hottest sports town in America!

No beginners. No telephone calls.  
An Equal Opportunity Employer. M/F.

**News Director.** Powerful Central NY duopoly. Premiere news leader 74 years. News hound who eats, sleeps, breathes news. Good air and five years experience must. Call Ken Cowan, G.M. 607-257-6400. EOE.

### HELP WANTED ANNOUNCER

**Radio Play-By-Play Announcer.** An experienced radio play-by-play announcer is wanted for major college football and basketball network. Successful applicant must be willing to relocate and possess strong on-air skills. Some television work required. Only experienced applicants need apply. Send resume, photo and sample cassette tapes (both football and basketball) to: Play-by-Play, PO Box 5156, New York, NY 10185.

**SITUATIONS WANTED MANAGEMENT**

If **experience is important**, I've got 25 years in small, medium and major markets. 19 years with one company. Startups too! Looking for longlasting GM or GSM opportunity in the Midwest, preferably Illinois. 281-338-0898.

**Bottom line oriented G.M.** with over 27 years experience in management and ownership. Small to large market. Jack Inman 910-642-8292.

**SITUATIONS WANTED ANNOUNCER**

**Experienced Announcer/Salesman available in February.** Small/medium market! Now assisting with ownership change in Brownfield, Texas. Doing mornings, local news, copy and production. Dick Hoff 1-806-637-6330.

**TELEVISION**

**HELP WANTED MANAGEMENT**

**PINNACLE BROADCASTING COMPANY.**

Pinnacle Broadcasting is looking for quality General Managers and General Sales Managers for stations being acquired in 1997. Managers must be sales oriented and have documented track record. If you're interested in working for a growing broadcast company, send your resume to:



**Edward J. Ferreri, President/CFO**  
**Pinnacle Broadcasting Company, Inc.**  
**2505 N. Hwy 360, Suite 620**  
**Grand Prairie, TX 75050**

*Pinnacle Broadcasting is an Equal Opportunity Employer*

**General Manager.** WHTM-TV, ABC affiliate in the Harrisburg-Lancaster-Lebanon-York, PA market, needs an experienced, hands-on leader for our successful operation. Hyphenated market presents challenges for individual with previous track record of success. Solid station in an attractive market, owned by an aggressive, growing group. Market experience helpful, strong management background a necessity. Send resume, cover letter and salary history to Frederick J. Ryan, Jr., Allbritton Communications Company, 808 17th Street, N.W., Suite 300, Washington, DC 20006. No phone calls, please. EOE. M/F.

**HELP WANTED GRAPHICS**

**Art Director:** KTRK-TV, an ABC/Disney O&O, is looking for a talented and experienced designer to manage our art department. This is an exceptional opportunity for someone who's ready to step up to a first-class station. You'll have the tools and resources to do your best, while working on a team that's committed to staying on top. Quantel Paintbox Express experience preferred--HAL Express, Picture Box, Infit, and MAC experience a plus. Please send a tape and samples of print projects to: Tom Ash, Creative Services Director, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. EOE. Pre-employment drug test required.

**HELP WANTED SALES**

**SALES OPERATIONS MANAGER**

Will supervise traffic operations to insure timely production of broadcast log. Will be responsible for input and clearance of sales orders; will determine and offer make-goods; make accurate inventory reports. Requires 5-10 years' experience in major market managing traffic operations, expertise in BIAS system and television sales operations. Ability to gain maximum utilization of inventory and work under pressure of daily deadlines necessary. College degree preferred.

Send resumes to: Human Resources, WHDH-TV, Inc., 7 Bulfinch Place, Boston, MA 02114. Fax: (617) 248-0653. An EOE Employer, M/F/D/V.



**NEW BUSINESS/SALES PROMOTION MANAGER**

The ABC owned and operated station in the #5 market is seeking an energetic, self-motivated leader with a proven ability to direct a television station's new business and sales promotion efforts. Candidates must have a minimum of 5 years television/radio experience and possess strong management, creative and business development skills. Must be able to identify potential sources of advertising revenues and develop sales campaigns. Should be experienced with the latest sales computer tools and have a verifiable track record in new business development and sales promotion. Application deadline is February 21, 1997. Please send resume and cover letter to:

**KGO-TV Personnel**  
**900 Front Street**  
**San Francisco, CA 94111**  
 EOE

**Major group owned Buffalo television station** looking for Local Sales Manager. Individual will be aggressive, innovative and be able to lead, train and motivate a local sales staff. Must have good management and interpersonal skills and excellent track record in television sales management. Send resume to Box 01042 EOE.

**Television Advertising Sales Executive.** WATE-TV/Young Broadcasting of Knoxville, Inc. is seeking a Television Advertising Sales Executive. Candidate must have at minimum two (2) years of television sales experience. Along with your resume, send a letter detailing your success in developing new business. We're looking for applicants with a demonstrated customer-focused selling attitude. Interested parties send resume to: Personnel, WATE-TV, P.O. Box 2349, Knoxville, TN 37901. No phone calls, please. WATE-TV/Young Broadcasting of Knoxville, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

**General Sales Manager.** WIFR, the Benedek Broadcasting station in Rockford, Illinois, has an immediate opening for a GSM. Candidate must possess strong new business development and management skills. Prefer local sales background with experience in research and inventory control. Send resume to Bob Smith, Vice President/General Manager, P.O. Box 123, Rockford, IL 61101. EOE.

**Branch Sales Manager.** Work in conjunction with General Sales Manager to accomplish sales goals. Manage branch sales team. Assist in development of new business, promotions, research and marketing, and execute special projects. College degree; 1 year sales management plus 3 years in the field sales. Computer knowledge and experience working with advertising agencies. Shelley Martin, KLTU, PO Box 957, Tyler, Texas 75710. EOE.

**Account Executive.** KDTV Channel 14 has two immediate openings for an Account Executive to work in the Local Sales Department. Qualifications: Requires 2-5 years of media sales experience; must have a proven track record with emphasis in New Business and relationships with advertising agencies; knowledge of the NSI rating service; strong research and negotiating skills; computer skills; and be highly motivated, creative and aggressive. Spanish language fluency preferred but not required. Description of Duties: The Account Executive will represent KDTV to an assigned list of advertising agents and clients; sell advertising to agencies and clients; develop new business through use of co-op and vendor advertising and creative ideas for KDTV. He/she will provide competitive market reports in weekly sales meetings; forecast sales revenue and activity; analyze rating books and research utilized by the Sales Department; service accounts with KDTV clients outside and follow through on internal procedures with KDTV television. Mail/Fax resume: Astrid Juarez, KDTV Channel 14, 2200 Palou Avenue, San Francisco, CA 94124. Fax 415-695-3926. EOE.

**Account Executive.** Top 20 ABC affiliate in the West seeks an experienced TV sales professional. Qualified candidates must possess a strong new business record calling on direct accounts, solid presentation skills to generate non-traditional revenue, and have strong agency negotiation skills. Prefer TVScan and/or BMP, Qualitative and metered market experience. Send resume, cover letter, and salary history to Box 01051 EOE.

**Account Executive/Top 50 Market.** Minimum of 3 years broadcast sales experience required. Candidate should have a proven track record with major agency/client negotiations and new business development. Strong presentation skills, proactive and creative approach to marketing a must. Success with vendor programs and marketing promotions a plus. Should have working knowledge of a variety of research tools. Send resume and cover letter to: WYOU-TV22, 415 Lackawanna Avenue, Scranton, PA 18503. EOE.

**Account Executive.** Midwestern Illinois market looking for an experienced Account Executive. \$50,000-60,000. Reply to Box 01050 EOE.

**Account Executive:** KDLT-TV, the NBC affiliate in Sioux Falls, SD is looking for a seasoned salesperson to handle top list. Candidates should be computer friendly, and have a desire to make a lot of money! Send resume to: Michael Cornette, G.S.M., KDLT-TV, 3600 South Westport Avenue, Sioux Falls, SD 57106. E.O.E.. M/F.

**Account Executive-WTAT FOX 24,** Charleston, SC seeking competitive sales professional for position of Account Executive. Must be aggressive and highly motivated with three to five years experience. Send resumes to: Mark Moseley, WTAT FOX 24, 4301 Arco Lane, Charleston, South Carolina 29418.

**HELP WANTED TECHNICAL**

**The Home Shopping NETWORK**

The Home Shopping Network, the leader in electronic retailing, located in the Tampa Bay area, is seeking outstanding individuals to join its dynamic, fast-paced, Broadcast Division. As a result of healthy performance, the following positions have become available:

**Broadcast Engineer**

Minimum of two years experience in satellite communications and/or broadcast maintenance. FCC or SBE certification preferred.

**Camera and Audio Operators**

Studio positions that offer career growth for individuals with 1-2 years experience coupled with a degree in Communications, Radio, TV or Film. Would also consider a recent graduate with strong experience from a related internship program.

The Home Shopping Network offers competitive salaries and a comprehensive benefits package including employee discount and tuition reimbursement.

Please send resume to: **The Home Shopping Network, Human Resources Dept., BE/SE, 2501 118th Ave., N., St. Petersburg, FL 33716. FAX: (813) 572-5801. EOE/MF.**

**Electrical Engineer** (N. Andover, MA). Characterize laser diodes for analog video distribution and fiber-coax telephony; RF circuit design of tone generators for automatic level control and associated alarm and stabilization circuitry; coordinate w/vendors for development of tone oscillators and peripheral circuitry. Ph.D. in Electrical Engineering plus 6 mos experience in the job offered or 6 mos experience as Researcher in communications and signal processing. 6 mos experience in job or as Researcher may take place during or after education and must involve fiber optic communications; communication systems design using simulation s/ware, optical and RF spectrum analyzers, bit error rate test sets, and infra-red lasers for appl'ns in communication systems; characterization of laser diodes. M-F 40 hrs/wk. 8:15am-5:15pm. \$67,000/yr. Must have proof of legal authority to work in US. Send resume in duplicate to PO Box 8968, Case No. 60184, Boston, MA 02114. No fee charged.

**Broadcast Engineer.** KCSM, San Mateo, CA. KCSM, a Public Broadcaster in the San Francisco Bay Area, is seeking an experienced maintenance engineer. Must be enterprising and have experience with production and post production equipment, and phone systems. For information and an application call 415-574-6555.

**Chief Engineer.** The successful candidate will have superior knowledge of UHF transmitters as well as a strong studio management background. Organizational skills will be necessary for planning and rebuilding our facilities to meet future needs. Computer skills are a must. Send your resume and salary history to Chief Engineer, KSHV-TV, 3519 Jewella Avenue, Shreveport, LA 71109 or fax to 318-631-4195. EOE.

**Technician.** Accepting applications for Operations vacation relief positions at Colorado's News leader KCNC. Send resume c/o Human Resources, KCNC-TV, 1044 Lincoln Street, Denver, CO 80203. EOE/MF.

**CHIEF ENGINEER**

Atlanta is the place to be and WB36!, the #1 WB affiliate in the country is seeking an experienced hands on Chief Engineer to join its management team. This individual will manage the existing operation while spearheading the station's capital expansion. UHF transmitter experience required. Engineering Degree preferred. Must have a minimum of 5 years management experience, solid people skills and extensive budgeting background. Must have a solid hands-on experience in broadcast maintenance, trouble shooting, repair of studio video and audio equipment and computer systems.

If qualified, please send resumes to:

**Human Resources Department  
WB36!  
One Monroe Place  
Atlanta, GA 30324.  
or fax to  
(404) 881-3759  
No phone calls please. EOE.**

**Television/Radio Engineer.** State of the art television and radio broadcast facility with satellite up-link is accepting applications for the position of Television Engineer. One year minimum experience in RF troubleshooting, operation and maintenance of television and radio production broadcast equipment. FCC license and/or SBE certification with two year degree required, four year degree preferred. Knowledge of computer operating systems. Knowledge of FCC rules and industry standards. Ability to work under pressure. Willingness to work any shift, weekends, holidays and overtime. Apply at Human Resources, Grand Valley State University, 140 Lake Michigan Hall, Allendale, MI 49401. Application deadline date is February 10, 1997. EEO/AA ADA.

**Maintenance Technician - NBC O&O** in Raleigh has an immediate opening for an experienced maintenance technician. 1-3 years installing and maintaining broadcast, ENG and related equipment. Send resume to Sim Kolliner, Director of Technical Operations, NBC-17, 1205 Front St., Raleigh, NC 27609. EOE.

**TV Chief Engineer.** KETA-TV, Oklahoma City, is seeking a hands on leader with a strong broadcast maintenance background. Supervisory and organizational skills will be essential in guiding our technical team in planning and implementing projects. 5 years broadcast experience required. Salary range \$40,000 - \$45,000. Send resume to Personnel, Oklahoma Educational Television Authority, P.O. Box 14190, Oklahoma City, OK 73113. AA/EEO.

**Director of Engineering.** Nationwide television network seeks highly qualified engineering manager to head its Miami based production and satellite facility. We are searching for a forward thinking individual with the ability to effectively communicate goals and objectives to staff members from a variety of backgrounds and levels. Candidates must have extensive engineering management experience at a major market TV station or network. Strong personal management and budgetary skills required. Computer and server based skills essential. Studio, master control or production experience helpful. A technical degree is desirable. Reply to Box 01052 EOE.



**Small market UHF station in Northwest** seeks all-around engineer experienced in RF, studio and production gear, and computers. Duties include maintaining on-air look, managing operations department, and hands-on repair and maintenance. Must be organized, communicative and motivated to work unsupervised. Send resume. Salary requirements and date of availability to Box 01036 EOE.

**Studio Maintenance Engineer:** Beautiful facility, state-of-the-art equipment. Respectable salary. Nice Weather. Hands-on broadcast/video tape experience required. WCBI-TV, Jerrell Kautz, C.E., Box 271, Columbus, MS 39701. Email: jkautz@wcbi.com Fax: 601-329-1004.

**Major group owned Buffalo television station** looking for Chief Engineer. Individual must possess good interpersonal and management skills and be capable of directing all of the technical operations of a television station. EOE. Send resume to Box 01043 EOE.

**HELP WANTED NEWS**

**GENERAL  
ASSIGNMENT REPORTER**

KGO-TV is seeking an experienced reporter with proven on-air skills. Must have a minimum of 5 years television reporting experience preferably in a major market. Application deadline is February 21, 1997. Please send resume, cover letter and videotape to:

**KGO-TV Personnel  
900 Front Street  
San Francisco, CA 94111  
EOE**

**WEEKEND CO-ANCHOR/REPORTER**

KGO-TV is seeking an anchor/reporter with extensive experience in live reporting to co-anchor weekend newscasts and perform general assignment reporting on weekdays. Candidate should have a minimum of 5 years experience in television news reporting. Must have excellent writing skills. Application deadline is February 21, 1997. Please send resume, cover letter and videotape to:

**KGO-TV Personnel  
900 Front Street  
San Francisco, CA 94111  
EOE**

**Photographer.** Talented, skilled, NPPA-style team players needed for immediate openings. College degree preferred. One year of experience required. Submit tapes/resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

**Top North Texas NBC affiliate** seeking applications for General Assignments Reporter with minimum of one year's experience. Send non-returnable VHS or 3/4" tape with resume to: Lynn Marshall, News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX is an Equal Opportunity Employer.

**TV/Radio Coordinator,** Kansas State University News Services. Phone 913-532-6415 to receive a job description. Or visit our web site at <http://www.newss.ksu.edu> Applications due by February 15. Kansas State University is an Equal Opportunity Employer.

**Reporter.** We're expanding! Come join a hot team with all the bells and whistles! We need a digger who knows how to work a beat and develop sources, who is full of new ideas, who can produce focused unique packages and who loves "live." College degree required. Two years of experience in a commercial television newsroom preferred. Send tape/resume to Human Resources Director, WYFF TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

**Reporter.** WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. Vital role in our 2 1/2 hour morning news program. Daily live reports for a 3am to noon shift. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

**Regional Manager.** Conus Communications is looking for a Regional Manager who will manage a multi station Conus News Gathering region. Will be responsible for coordination and facilitation of the satellite news gathering needs for the region and has experience with local news gathering operations as well as a working knowledge of day to day local newsroom operations. Applicant must have experience, and ability to deal with news management and personnel, must be a proven leader, and self starter and must be willing to relocate. Send resumes: Human Resources, Conus Job #8-97, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

**Producer.** WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. We already have 2 morning producers. Become the third as we devote more resources to win in the morning. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

**Photojournalist:** News 4 San Antonio is looking for a full-time photojournalist. We're looking for someone with a great eye, a terrific work ethic and strong editing skills. Experience is preferred in network affiliated television. If that is you, please send a tape and resume to Jim Myers, Chief Photographer, KMOL-TV 4, P.O. Box 2641, San Antonio, Texas 78299.

**Photographer/Editor.** KABE-TV, a Univision owned station in Bakersfield, CA, is looking for a Photographer/Editor. Candidate must possess excellent video and audio skills as well as lighting technique. Job entails news and commercial production shooting as well as digital editing on a Turbo Cube. Spanish fluency and broadcast experience required. Please send resume to: KFTV-TV Personnel Director, 3239 West Ashlan Avenue, Fresno, CA 93722. EOE.

**Photographer.** WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. Must be motivated to find spot news before the desk sends you, constantly willing to get sound bites. Work on 1:10 stories that must come to life and 5 minute stories with time for your best shots and sound to breath. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

**WTVD-TV, an ABC owned station,** is looking for a talented, creative photographer who loves hard news and doesn't watch the clock. Candidate must be able to edit quickly with an attention to detail. 3+ years of experience preferred. Live microwave van experience a plus. Send tape and resume to Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27702. EOE. No calls please.

**News Producer** needed immediately for daily live news program. Must have minimum 2 years of experience as Producer or Associate Producer. Responsible for organizing and formatting newscast rundowns. Computer knowledge and good writing skills; experience with live ENG and SNG technology. Bilingual (Spanish/English) preferred, strong Spanish skills a must. College degree preferred. Send tapes and resume with salary history to: Producer, KXLN-TV, Channel 45, 9440 Kirby Drive, Houston, TX 77054. EOE.

**News Planning Editor.** UPN News 13, Los Angeles, has an immediate opening for a News Planning Editor. The Planning Editor will be responsible for developing the type of exclusive hard news stories that will set UPN News apart from the competition. The ideal candidate will be an aggressive journalist who can quickly develop a thorough directory of reliable sources. We are looking for a strong communicator with a background in news Assignments or Investigative Producing. Candidates should have 3 to 5 years experience in a large television market. Please send your resume and salary history to: UPN 13, Human Resources Department, 915 North La Brea, Los Angeles, CA 90038. Or fax to 213-851-4187. UPN 13 is an EOE.

**News Assignment Editor.** Experienced assignment editor with 3-5 years of desk and/or producing experience. Must have excellent resource management skills and a "can-do" attitude; a sense of efficient logistics who can find, pitch, and set-up a good story. Familiarity with the PA/NJ/Del region a plus. Key position in Newsroom for a real leader. Send resume (no phone calls, please) to Tracey Russell-Greene, News Assignment Manager, KYW-TV3, 101 South Independence Mall East, Philadelphia, PA 19106. EOE. M.F. ADA.

**Small market UHF station in Northwest seeks** all-around engineer experienced in RF, studio and production gear, and computers. Duties include maintaining on-air look, managing operations department, and hands-on repair and maintenance. Must be organized, communicative and motivated to work unsupervised. Send resume, salary requirements and date of availability to Box 01036 EOE.

**Studio Maintenance Engineer:** Beautiful facility, state-of-the-art equipment. Respectable salary. Nice Weather. Hands-on broadcast/video tape experience required. WCBI-TV, Jerrell Kautz, C.E., Box 271, Columbus, MS 39701. Email: jkautz@wcbi.com Fax: 601-329-1004.

**Major group owned Buffalo television station** looking for Chief Engineer. Individual must possess good interpersonal and management skills and be capable of directing all of the technical operations of a television station. EOE. Send resume to Box 01043 EOE.

**HELP WANTED NEWS**

**GENERAL  
ASSIGNMENT REPORTER**

KGO-TV is seeking an experienced reporter with proven on-air skills. Must have a minimum of 5 years television reporting experience preferably in a major market. Application deadline is February 21, 1997. Please send resume, cover letter and videotape to:

**KGO-TV Personnel  
900 Front Street  
San Francisco, CA 94111  
EOE**

**WEEKEND CO-ANCHOR/REPORTER**

KGO-TV is seeking an anchor/reporter with extensive experience in live reporting to co-anchor weekend newscasts and perform general assignment reporting on weekdays. Candidate should have a minimum of 5 years experience in television news reporting. Must have excellent writing skills. Application deadline is February 21, 1997. Please send resume, cover letter and videotape to:

**KGO-TV Personnel  
900 Front Street  
San Francisco, CA 94111  
EOE**

**Photographer.** Talented, skilled, NPPA-style team players needed for immediate openings. College degree preferred. One year of experience required. Submit tapes/resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

**Top North Texas NBC affiliate seeking applica-** tions for General Assignments Reporter with minimum of one year's experience. Send non-returnable VHS or 3/4" tape with resume to: Lynn Marshall, News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX is an Equal Opportunity Employer.

**TV/Radio Coordinator,** Kansas State University News Services. Phone 913-532-6415 to receive a job description. Or visit our web site at <http://www.newss.ksu.edu> Applications due by February 15. Kansas State University is an Equal Opportunity Employer.

**Reporter.** We're expanding! Come join a hot team with all the bells and whistles! We need a digger who knows how to work a beat and develop sources, who is full of new ideas, who can produce focused unique packages and who loves "live." College degree required. Two years of experience in a commercial television newsroom preferred. Send tape/resume to Human Resources Director, WYFF TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

**Reporter.** WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. Vital role in our 2 1/2 hour morning news program. Daily live reports for a 3am to noon shift. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

**Regional Manager.** Conus Communications is looking for a Regional Manager who will manage a multi station Conus News Gathering region. Will be responsible for coordination and facilitation of the satellite news gathering needs for the region and has experience with local news gathering operations as well as a working knowledge of day to day local newsroom operations. Applicant must have experience, and ability to deal with news management and personnel, must be a proven leader, and self starter and must be willing to relocate. Send resumes: Human Resources, Conus Job #8-97, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

**Producer.** WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. We already have 2 morning producers. Become the third as we devote more resources to win in the morning. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

**Photo urnalist:** News 4 San Antonio is looking for a full-time photojournalist. We're looking for someone with a great eye, a terrific work ethic and strong editing skills. Experience is preferred in network affiliated television. If that is you, please send a tape and resume to Jim Myers, Chief Photographer, KMOL-TV 4, P.O. Box 2641, San Antonio, Texas 78299.

**Photographer/Editor.** KABE-TV, a Univision owned station in Bakersfield, CA, is looking for a Photographer/Editor. Candidate must possess excellent video and audio skills as well as lighting technique. Job entails news and commercial production shooting as well as digital editing on a Turbo Cube. Spanish fluency and broadcast experience required. Please send resume to: KFTV-TV Personnel Director, 3239 West Ashlan Avenue, Fresno, CA 93722. EOE.

**Photographer.** WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. Must be motivated to find spot news before the desk sends you, constantly willing to get sound bites. Work on 1:10 stories that must come to life and 5 minute stories with time for your best shots and sound to breath. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

**WTVD-TV, an ABC owned station,** is looking for a talented, creative photographer who loves hard news and doesn't watch the clock. Candidate must be able to edit quickly with an attention to detail. 3+ years of experience preferred. Live microwave van experience a plus. Send tape and resume to Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27702. EOE. No calls please.

**News Producer** needed immediately for daily live news program. Must have minimum 2 years of experience as Producer or Associate Producer. Responsible for organizing and formatting newscast rundowns. Computer knowledge and good writing skills; experience with live ENG and SNG technology. Bilingual (Spanish/English) preferred, strong Spanish skills a must. College degree preferred. Send tapes and resume with salary history to: Producer, KXLN-TV, Channel 45, 9440 Kirby Drive, Houston, TX 77054. EOE.

**News Planning Editor.** UPN News 13, Los Angeles, has an immediate opening for a News Planning Editor. The Planning Editor will be responsible for developing the type of exclusive hard news stories that will set UPN News apart from the competition. The ideal candidate will be an aggressive journalist who can quickly develop a thorough directory of reliable sources. We are looking for a strong communicator with a background in news Assignments or Investigative Producing. Candidates should have 3 to 5 years experience in a large television market. Please send your resume and salary history to: UPN 13, Human Resources Department, 915 North La Brea, Los Angeles, CA 90038. Or fax to 213-851-4187. UPN 13 is an EOE.

**News Assignment Editor.** Experienced assignment editor with 3-5 years of desk and/or producing experience. Must have excellent resource management skills and a "can-do" attitude; a sense of efficient logistics who can find, pitch, and set-up a good story. Familiarity with the PA/NJ/Del region a plus. Key position in Newsroom for a real leader. Send resume (no phone calls, please) to Tracey Russell-Greene, News Assignment Manager, KYW-TV3, 101 South Independence Mall East, Philadelphia, PA 19106. EOE. M/F, ADA.

**News Producer:** Immediate opening for experienced news producer for successful, established, weekly motorsports news show on major cable network. Minimum of 3 years experience required. Please send resume, references and non-returnable VHS tape to: Producer, 6025 Victory Lane, Harrisburg, NC 28075.

**Major group owned Buffalo television station** looking for Executive News Producer. Focus will be content and presentation of daily newscasts. Individual will have strong producing, writing and management skills and will work closely with News Director on editorial process, story selection and newscast formatting. EOE. Send resume to Box 01041 EOE.

**I-Team Reporter.** WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. Smart digger with the right tone in stories to weed out wrong-doing that's relevant and not sensational. Work alongside the best and the brightest investigative producers. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

**General Assignments Reporter.** Candidates must understand contemporary storytelling techniques, provide compelling enterprise stories daily, and fight for the lead each newscast. We want more than a spot news chaser. Minimum two years experience is required. Broadcast journalism degree preferred. Send resumes to: Christina Medina, Human Resources Coordinator, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an Equal Opportunity Employer.

**Full and Part-time TV Anchors needed.** Metro Networks News Bureaus in Washington and Baltimore are looking for experienced TV reporters/anchors. Good writing, news judgement, and production skills necessary. Send tape and resume to Jim Ribble, Director of Operations, Metro Networks, 5454 Wisconsin Avenue, Suite 1215, Chevy Chase, MD 20815. No phone calls please.

**Entire News Team including News Director** needed at brand new, small market (#175) ABC affiliate in Michigan's Beautiful Upper Peninsula! We need well-rounded people who can "do it all"...report, shoot, edit, anchor, do weather and sports, and hustle! Must have positive, "can-do" attitude, work well with people, and have excellent driving record. If you love the rugged outdoors, Lake Superior, winters with lots of snow and gorgeous summers, send a detailed resume, written statement of your news philosophy, and tape (Beta preferred, 3/4" OK) to: News Team, WBKP, ABC TV 5&10, 1122 Calumet Avenue #5, Calumet, MI 49913. EOE/MF.

**Chief Photojournalist.** FOX O&O with a strong tradition in quality photojournalism seeks a leader for its news photojournalists. Ideal applicant should believe in NPPA standards, as well as having a commitment to teaching and training. Send tape and resume to: Tom Loebig, VP/News, WGHP-TV FOX, HP-8, High Point, NC 27261. EOE/MF.

**Director (DGA).** Wanted: Take charge TV news maniac to help propel Philadelphia's fastest growing news product to new heights! You need 10 years major market newscast directing experience with a significant technical background. You must have the ability to interact extensively with the producers, stage personnel, and technical crew to manage the direction of a fast paced, visually exciting show. You will be a teacher, a motivator, a complete Team Player. You will work with a large and diverse team, have a flexible schedule, and use your communications skills to achieve constant excellence. Please send resume to: NBC 10, Manager, Employee Relations, City Avenue & Monument Road, Philadelphia, PA 19131. We are an Equal Opportunity Employer.

**Assistant News Director.** WSTM-TV, NBC in Syracuse, seeks assistant news director with penchant for hard news, high production values and tight writing. Supervise reporters and producers on newscast planning and production. Review and approve news copy and supervise special projects. Medium market experience as a newsroom manager or producer or large market experience as a producer required. Applications, resume, non-returnable 3/4" or VHS tape and statement of news philosophy to Lisa Wadsworth, Personnel, WSTM-TV, 1030 James Street, Syracuse, NY 13203. EOE.

**Are you working in News,** but dreaming of a gig in Entertainment? Our Emmy Award winning local entertainment and information show, Louisville Tonight Live, is just the place to break in. Are you a reporter who has the ability to turn creative packages and make live shots sing? Our alum are using the skills they learned on our show in the top twenty markets. Send resume and tape to: Cindy Vaughan #920, WHAS 11, P.O. Box 1100, Louisville, KY 40201.

**Anchor/Reporter.** WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. Warm, genuine, down-to-earth anchor who can also consistently write and tell stories. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

**Anchor.** WFTX-TV in the Ft. Myers/Naples market seeks a Weekend Anchor/Reporter. Three years television experience required, college degree preferred. The successful candidate will be a leader and FOXIFIED. Send non-returnable tape and resume to Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

**Weekend Producer.** #1 rated news station needs weekend news producer. This is a full-time job, with desk responsibilities during the week. Tapes and resumes to: Dave Busiek, News Director, KCCI-TV, 888 Ninth Street, Des Moines, IA 50309. EOE.

**Western New York's Number One source** for news has an immediate opening for a Full-Time Photographer. Enterprise and investigative skills, ability to shoot and edit beta to NPPA standards under extreme deadlines, along with a positive, can-do attitude, are a must. Requirements: One year experience, college degree, and microwave proficiency are preferred. If you are the best in your newsroom and would like the freedom and coaching to be even better send a resume and non-returnable tape to: Human Resources Generalist, WOKR-TV, 4225 West Henrietta Road, P.O. Box 20555, Rochester, NY 14602-0555. WOKR-TV is an Equal Opportunity Employer. Minorities and women are encouraged to apply.

**Western New York's Number One source** for news has an immediate opening for a creative, committed broadcast journalist. At Rochester's Newsroom 13, we believe in uncovering the news as well as covering it. We are looking for a Weekend Anchor/General Assignment Reporter. Enterprise and investigative skills, along with a positive, can-do attitude, are a must. Requirements: Two years experience, college degree preferred. If you are the best in your newsroom and would like the freedom and coaching to be even better send a resume and non-returnable 3/4" tape to: Human Resources Generalist, WOKR-TV, 4225 West Henrietta Road, P.O. Box 20555, Rochester, NY 14602-0555. WOKR-TV is an Equal Opportunity Employer. Minorities and women are encouraged to apply.

## HELP WANTED PROMOTION

### DAILY TOPICAL PROMOTION PRODUCER

KGO-TV is seeking a Daily Topical Promotion Producer who will be responsible for producing all topical promotional spots for Channel 7 News. Must have a proven track record in promotion and production. Must be a team player and have the ability to work under pressure and tight deadlines. Application deadline is February 21, 1997. Please send resume, cover letter and videotape to:

KGO-TV Personnel  
900 Front Street  
San Francisco, CA 94111  
EOE

**Promotion Director.** ABC affiliate in southeast market has openings for full time highly motivated professional. Must be self starter that can handle quick turnarounds and deadlines. Able to handle news, sales, and community promotions. Some experience with digital equipment required. Send tape and resume to Gina Teague, GM, WWAY-TV, P.O. Box 2068, Wilmington, N.C. 28402. EOE. M/F/V/D.

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

**Promotion Director.** WBRE-TV, the NBC affiliate in the 49th market, is seeking a dynamic, creative individual to lead our promotion department. Promotion and News are top priorities at WBRE-TV and we've got gold and silver Promax awards to prove it. Are you aggressive with a winning attitude? The proof is on the tape. Send it along with your resume and references to: Personnel, WBRE-TV, 62 S. Franklin Street, Wilkes-Barre, PA 18773. EOE.

**Marketing Writer/Producer:** New Mexico's #1 TV station is searching for a talented writer/producer. If you excel at hard-hitting news promotion and set the standard for it in your market, we want to hear from you. Our ideal candidate is a creative, highly motivated professional with great writing and production skills. An eye for graphics, the ability to work well under tight deadlines and a keen understanding of branding and positioning very important. Two years news promotion experience and college degree preferred. If you meet these qualifications and are ready to make the move to one of the country's most livable cities, send your resume, reel and salary requirements to: Yvette Perez, Marketing Director, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

**HELP WANTED RESEARCH**

**Research Coordinator (Miami-based).** Seeking an individual with background in Nielsen ratings. Ability to write cogent analysis and articulate verbally. Graphic capabilities to produce presentations. A highly self-motivated individual with organizational skills. Fax resume to 212-455-5224.

**HELP WANTED PRODUCTION**

**INVESTIGATIVE PRODUCER**

KGO-TV is seeking an investigative producer to research, write and supervise the editing of investigative series and segments produced by the Channel 7 I-TEAM. Must have 3-5 years of experience as a television segment producer in an investigative unit. Strong writing skills and production skills are required. Experience in computer assisted reporting preferred. Application deadline is February 21, 1997. Please send resume, cover letter and videotape to:

**KGO-TV Personnel  
900 Front Street  
San Francisco, CA 94111  
EOE**

**TELEVISION**

**Bloomberg**  
FINANCIAL MARKETS  
COMMODITIES  
NEWS

**BI-LINGUAL ASSOCIATE  
PRODUCER - SPANISH**

Bloomberg L.P. is the premier high-tech, multi-media information services firm, providing news, sophisticated data and analysis to investment professionals and major companies around the world.

We currently seek an enthusiastic professional to handle all facets of production for our fast paced news operations.

The successful candidate will possess the following qualifications:

- Fluency (oral & written) in English & Spanish; Portuguese a decided asset
- 1-2 years' TV production and on-camera experience
- Strong computer skills
- Detail-oriented with the ability to handle several projects in a deadline driven environment.

Please mail or fax your resume to: **Howard Horder, Human Resources, Dept-BIPA1, Bloomberg L.P., 499 Park Avenue, New York, NY 10022; FAX: 212-940-1954.** Equal Opportunity Employer M/F/D/V. No phone calls please.

**Video Editor.** A Maryland based production company located in Columbia is seeking an individual with Media 100 and Matrox experience. Please fax resume to 301-621-4622 or mail to Romano & Associates, Inc. 10630 Little Patuxent Parkway, Suite 313, Columbia, MD 21044. Romanoinc@aol.com

**Videographer/Editor - KSWB, Tribune Broadcasting** in San Diego is seeking an experienced, creative and driven videographer/editor to join the market's fastest growing TV station. The ideal candidate is well versed in single camera field production, lighting and story telling with a camera, in addition to being a solid editor comfortable in the linear and non-linear worlds. Reporting to the creative service director, this person will be responsible for shooting station promotion and image pieces, PSA's and some commercials. Editing duties will include station promotion, image and commercial production. A "knockout" reel, can-do attitude, solid people skills and broadcast or professional television production experience are a must. A four-year degree is preferred. Send non-returnable VHS tape, resume and references to Mr. Will Givens, Director of Creative Services, KSWB-TV, P.O. Box 121569, Chula Vista, CA 92112. No phone calls please. KSWB is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

**Paintbox Artist** - Immediate opening for creative designer to work on Quantel Paintbox and Harriet. Help us with exciting news graphics, sports, promotion and station image graphics. Minimum three years experience. Send resume and reel to Kathy Thaden, 7 News, 123 Speer Blvd., Denver, CO 80203. Equal Opportunity/Affirmative Action Employer

**Top 40 Midwest market** is looking for a Creative Services Director. This manager will be responsible for the following: creative direction of the station's promotion and marketing efforts, the overall graphic look, the station's promotional campaigns and media plans. The Creative Services Director will also play a key role in developing our community projects. Must be able to work closely with the General Manager, News Director and other key department heads. Send resume and a one page explanation on how to develop a brand image for a television station. Reply to Box 01054 EOE.

**Producer.** A Chicago based Chinese/American television show production company is seeking a Producer. Responsibilities include coordinating filming, directing, writing, editing documentaries and motion pictures. Films are produced in Chinese and English. Requires 6 years of job related experience. Send resume to Susan B. Larson, President, CTV, 435 North Michigan Avenue, Suite 2900, Chicago, IL 60611. No calls.

**300 days of sunshine!!** In an unrelated story, your skills as a Design Director are needed in beautiful, desirable Portland, Oregon. Come join a station that loves to have fun in a city that does the same. If you have 3 to 5 years experience in a mid to large market TV art department: have extensive experience in creating graphics for news and promotion using SGI based Liberty paint system and Quantel Harriet; have supervisory experience and excel under tight deadlines, then we really need to talk. Print design savvy preferred. Call (503)464-0600 for an application, then send it with your resume and tape ASAP to: KOIN-TV, Design Director Search, 222 SW Columbia, Portland, OR 97201. KOIN-TV. Lee Enterprises are Equal Opportunity Employers.

**Executive Producer:** Top 50, Southeast affiliate seeks current cutting-edge EP or dynamic line producer with three to five years of experience ready for the next challenge. Supervise an eager team of producers, approve all scripts and organize quality control. We are #1 in news and need someone who can keep us there. If you can create and communicate a vision using all the toys including research, SNG, non-linear news editing and 3-D animated graphics, tell me how you would do it. Resumes to Box 01028. EOE.

**ENG Personnel** For A Major Broadcast Facility in NYC. ENG field operations with camera (and microwave) experience, video tape editors, and ENG maintenance, employment would commence spring/summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel and per diem expenses. Send resumes to: Media Management Services, Suite 345, 847A Second Avenue, New York, NY 10017 or fax to 212-338-0360. This employment would occur in the event of a work stoppage, and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

**Creative Services Manager.** KLGT-TV, Warner Bros. affiliate (14th market), has an immediate opening for an individual interested in a great opportunity. Two years experience and college degree preferred. Interested candidates send a written resume outlining industry experience, salary requirements and a tape illustrating on-air skills to: Wendy Kocon, 1640 Como Avenue, Saint Paul, MN 55108. EEO Employer.

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

**HELP WANTED  
FINANCIAL & ACCOUNTING**

**Financial Managers.** Sinclair Communications, Inc., the nation's largest television group owner, has openings in several markets for Financial Managers. Successful candidates will possess an Accounting degree and have a minimum 2 years previous broadcast experience. Please send resume with salary requirements to: Michael E. Sileck, Sinclair Communications, Inc., P.O. Box 4800, Baltimore, MD 21211. We are an Equal Opportunity Employer. Women and minorities are encouraged to apply.

**SITUATIONS WANTED NEWS**

**NWS Meteorologist with National TV experience** pursuing Meteorologist position in medium to large size market. Received highest radar score of all NWS meteorologists in the country. Great voice, perform voice-overs. Impressive references! Mike Gerber 208-343-8701.

**Dallas - Ft. Worth Area.** Radio TV Assignment Reporting sought by novice. Midlife career change. Favorable presence, college graduate. College radio experience. Extensive professional background. Tape not available. Will interview at my expense. Any opportunity considered. Ron 1-800-729-7053.

**SITUATIONS WANTED MANAGEMENT**

**Business Manager** from top 25 market seeking new opportunity. Will relocate. Twenty years experience. For resume, call (406)251-9700.

TO PLACE  
 AN AD  
 IN  
 BROADCASTING  
 & CABLE  
 Classified Section,  
 Call ANJOINETTE FASULO  
 PHONE 212-337-7073  
 FAX 212-206-8327  
 OR  
 SANDRA FREY  
 PHONE 212-337-6941  
 FAX 212-337-6957

**PROGRAMMING SERVICES**



**National Weather Network**  
 Your own on-air meteorologist via satellite. Custom and localized TV weathercast inserts for FOX, UPN, WB, Indy stations and cable stations. Three satellite feeds daily. Your own on-air meteorologist and great graphics. Sell these inserts and make money. Low cash and barter and very simple to receive and use. Call Edward St. Pe' at NWN 601-352-6673 and start today.

**TV RESUME TAPES**

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

**TV SALES TRAINING**

**LEARN TO SELL  
TV TIME**

The program works. Former students now sell for NBC, ABC, ESPN, MTV, Katz, Turner, Petry, and dozens of TV stations across the country.

(Over 25 years in the TV industry)

Call for free information packet.

**ANTONELLI MEDIA  
TRAINING CENTER  
(212) 206-8063**

**CABLE**

**HELP WANTED MANAGEMENT**

**ASSISTANT COUNSEL & DIRECTOR OF REGULATORY AFFAIRS**

Post-Newsweek Cable, a rapidly growing division of The Washington Post Company, is looking for an Assistant Counsel & Director of Regulatory Affairs to play a key, front-line role in its headquarters office, as the second attorney in a Legal Department handling a wide variety of legal and regulatory matters.

The position reports to the Vice President & General Counsel and will join a team responsible for legal and regulatory matters, acquisitions and other transactions, litigation supervision, personnel issues, tax, copyright, trademark, corporate compliance and other matters.

The ideal candidate will have at least three years' experience as a practicing attorney; significant understanding of cable television law and regulation (including FCC and copyright); excellent communication, interpersonal and advocacy skills; superior analytic, organizational, drafting and negotiating abilities; a high, self-imposed standard of excellence; and the ability to work independently in a challenging and rewarding environment.

The job location is at the corporate office in beautiful, sunny Phoenix, Arizona. Interested applicants should send their resume and salary requirements to:

**Post-Newsweek Cable**  
**Attention: Assistant Counsel Position**  
**4742 N. 24th Street, Suite 270**  
**Phoenix, Arizona 85016**

Post-Newsweek Cable is an equal opportunity employer

**HELP WANTED PRODUCTION**

**EXECUTIVE PRODUCER CHANNEL 5 NEWS**

Channel 5 News, a Time Warner Cable affiliate is seeking an experienced executive producer with strong writing skills and the ability to supervise news room activities. The prime candidate must possess a versatile character and the ability to work well with others. Attention to detail and team player attitude a must. A college degree in Broadcast News and a minimum of 3 years producing experience is required. Please send resume to:



**TIME WARNER  
CABLE**

**Time Warner Cable**  
**Human Resources Department**  
**400 Riverfront Drive**  
**Reading, PA 19602**  
*EEO/AA Employer M/F/H/V*

**Producers sought** for daily science & technology news show based in New York, aired in Far East. Need self-motivated people with strong ENG, writing, and editing experience. Science background a plus. Send resume (including cover and salary history) and non-returnable resume tape to: Science Technology Network, ATTN: Production Manager, 1500 Broadway, Suite 501, New York, NY 10036.

**HELP WANTED TECHNICAL**

**Have The World At Your Fingertips:** EWTN, The Global Catholic Network, is currently seeking persons with broadcast related experience to staff its brand-new Technical Operations Center. Personal Computer skills and knowledge of the Windows environment are a must. Send resumes to: TOC Operator Search, EWTN, P.O. Box 101642, B'ham, AL 35210. EOE.

**HELP WANTED PUBLIC RELATIONS**

**PUBLIC RELATIONS**

Viewer's Choice, a leader in pay-per-view, has an opening for a mid-level manager in its Corporate Communications Department to handle trade and consumer press relations & communications. Candidate will also have responsibility for internal and external communications, affiliate and trade communications. Position reports to VP, Corporate Communications/Creative Services. Minimum 2 years related experience in Cable TV required. Must have college degree and excellent written and oral communication skills. Proficiency with Windows, WordPerfect essential with website experience helpful. Send resume and salary requirements (must be included) to:



**Viewer's Choice**  
909 Third Avenue  
New York, NY 10022  
Attn: Human Resources - PR.

**TELEVISION PR PROS**



**Qualifications Required:**

Minimum 3-4 years of TV Trade and Consumer PR experience, established media contacts, proven ability to strategically plan and execute PR efforts, strong writing skills, college degree, willingness to relocate.

**Submit resume to:**



**Jim Weiss VP, PR**  
1050 Techwood Drive, NW  
Atlanta, GA 30318  
Fax: 404-885-4318

**ALLIED FIELDS**

**HELP WANTED NEWS**

**Video Producer/Director:** Mayo Medical Center consists of Mayo clinic Rochester, Rochester Methodist Hospital and Saint Marys Hospital which together form the world's largest private medical center. Currently we have the following Video Producer/Director opportunities available. *Video Producer/Director - Broadcast Specialist* Refer to Job Posting #96-3715. Requirements include Bachelor's degree in mass communications, film & video production. Three to four years experience needed. Non-degree applicants must have a minimum of six years of experience in television production. In addition to producing and directing video programs for patients and visitors, the candidate selected for this will act as "station manager" for the patient and visitor video network. State of the art technology (including digital editing and animation), coupled with a collegial atmosphere of professional development and creative freedom make this an excellent opportunity for an experienced, dynamic video producer. *Video Producer/Director - Refer to Job Posting #97-82.* Requirements include a Bachelor's degree in mass communications; film & video production. Master's preferred. Minimum of five years high-end video production experience. In addition to patient-directed video programs, the candidate selected for this position will provide creative direction for nationwide educational programs, documentary and historical programs, live interactive education, motivational and training videos, and an infinite variety of programs. State of the art technology (including digital editing and animation), coupled with a collegial atmosphere of professional development and creative freedom make this an excellent opportunity for an experienced, dynamic video producer. Mayo Medical Center, a leader in health care, offers a competitive salary range based upon experience up to 40K and an excellent personal benefits package. If you are interested in joining us in Rochester, please contact: Mayo Medical Center, David Voller, Human Resources Staffing Center, OE-1 200 1st Street SW, Rochester, MN 55905. Fax: 507-284-1445. e-mail: careers@mayo.edu <http://www.mayo.edu> Mayo Foundation is an affirmative action and equal opportunity employer. Mayo Medical Center uses optical scanning technology. When faxing or mailing your resume, please use a 12 point font with minimal use of bullets, italics, underlining and bolding

**BUSINESS OPPORTUNITIES**

**Station Owners/Managers** - Get free help and get paid for it! Allow a broadcasting student to come to your station and observe once a week for 18 weeks for \$2,000.00. 15 year accredited program. We can provide up to 10 students. Call Jim at Radio Connection 1-800-800-9581.

**RadioTour/USA** visitor information network franchise packages include two FM stations, turnkey services and national representation for under \$5,000. Once in a lifetime opportunity. Write to: RadioTour/USA, Box 199, Kilauea, Hawaii 96754 for details.

**HELP WANTED INSTRUCTION**

**University of Wisconsin-River Falls** seeks tenure track, asst. prof. for courses in radio/TV news, production; management; writing. Also teach from other courses, e.g. mass comm law, multimedia, media and society, etc. Advise students, student TV/radio newscasts. ACEJMC-accredited. Doctorate, prof. experience, evidence of teaching ability required. Begins Fall '97. Consideration of apps. starts March 7, 1997. Continues until filled. Inquiries/applications to: Michael Norman, Chair, Journalism Department, UW-River Falls, 410 South 3rd Street, River Falls, WI 54022-5001. AA/EEO.

**Lecturer Video Production.** Department of Journalism/Mass Communication, University of Nebraska at Kearney. (One year appointment - Renewable contract.) Teach scriptwriting courses and introductory/advanced video production courses; manage cable television operation; advise students. Required: Master's degree plus significant professional video production and scriptwriting experience. Preferred: Knowledge of computerized video post-production. Salary and benefits are competitive. Starting date August 1997. Application deadline: February 28, 1997. Send letter of application; vita, names and telephone numbers of three references; three recent writing samples; VHS tape of three recent productions to: Mr. Roy Hyatte, 109 Thomas Hall, UNK, Kearney, NE 68849. 308-865-8249. AA/EO/ADA. <http://www.unk.edu/>

**EMPLOYMENT SERVICES**

**JOBPHONE**  
Inside Job Openings, Nationwide  
**PRESS** 1 Radio Jobs, updated daily  
2 Television Jobs, updated daily  
3 Hear "Talking Resumes"  
4 To record "Talking Resumes" and employers to record job openings  
5 Entry level positions  
**1-900-726-JOBS**  
199 BFR BLD. JOBPHONE, NEWPORT BEACH, CA

**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**

**In CA, (818) 901-6330.**

**Entertainment Employment Journal™**

**RTNDA (900) 40-RTNDA**  
**RTNDA JOB LINE**  
Updated daily. 85 cents a minute.  
To place a free listing call: (202) 659-6510; fax: (202) 223-4007; RTNDA, 1000 Connecticut Ave., NW, Suite 615, Washington, DC 20036

**TV Reporters, Anchors and Producers!!!** You deserve the best chance to achieve your career goals. Call Tony Windsor at **NEWSDirections** (423)843-0547 or leave toll-free voice mail at (800)639-7347.

**TV News & Sports Reporter Openings.** Find out about them before they're listed anywhere else, even the internet. MCS 619-788-1082

**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.

**Agent/Attorney** with clientele in top 10 market seeking tapes of anchors, reporters and producers for representation. Send VHS or BETA tape to: G. Materre, 11 E. Adams #1600, Chicago, IL 60603.

**EDUCATIONAL SERVICES**

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

**WANTED TO BUY EQUIPMENT**

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

**New or Used** (perfect condition) wide band 6 MHz color PAL-N solid state guaranteed. UHF television transmitter (2). From 2 to 30 KW turned to Channel 31 and 29. VHF television transmitter (1). From 10 to 30 KW turned to Channel 5. Camcorders (2); mixer in Betacam. Dr. Marcelino Druetto, Iluzaingó 328 Témpereley (1834) Argentina. Phone: 541-292-5974.

**FOR SALE EQUIPMENT**

**SMART TAPES.**

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**

**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:** Scala Antenna, Model #CH-713HR, Freq. 174-216 MHZ. Call Charles Meyers at 901-375-9324 or www.flinn.com

**For Sale:** (2) UHF, 24 Bay LPTV Antennas, Channel 57 and 67. 1 year old recently removed from service. for more information call Charles Meyers at 901-375-9324 or www.flinn.com

**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.

**FOR SALE STATIONS**

**FLORIDA CALLING**

100,000 Watt-Top Biller  
Top Rated-Stable Staff  
4 Million Visitors Annually  
100's of Local Businesses  
Financially Qualified Only  
**The Connelly Company**  
(813)991-9494 Phone  
(813)991-9444 Fax  
connco@ix.netcom.com

**Mid-Ohio Valley AM-FM & Real Estate.** Box 667, Ravenswood, WV. 26164. Fax: 304-273-3020.

**Beautiful Northern California communities.** Three dominate Class C FM's and three AM's. Solid cash flow and history. Seller financing available to qualified buyer. Principals only. Broker 508-525-2244.

**FOR SALE BROADCASTING TOWER**

**Multi-Tenant Tower Site For Sale.** Ashland, Mass, for Boston Market. Major 40 acre site, 2 current tenants. 5 towers - 535'. Transmitter Building. Use: radio, beeper, cell, satellite comm., low power TV and FM, microwave relays. Bilt. 1980. \$3,500,000. Terms. Mary Halcomb 214-691-2545.

**BROADCASTING & CABLE'S CLASSIFIED RATES**

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

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

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.10 per word, \$42 weekly minimum. Situations Wanted: 1.15¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.45 per word, Screened Background: \$2.60, Expanded Type: \$3.20 Bold, Screened, Expanded Type: \$3.65 per word. All other classifications: \$2.10 per word, \$42 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$187 per inch. Situations Wanted: \$93.50 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

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

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

# Net profits.

In only a few years, the Internet has dramatically redefined the communications arena on a global scale. Although millions are already Internetworking, today's Website profits and possibilities only hint at the Net's future power to revolutionize the industry and our lives.

On February 10, *Broadcasting & Cable* weaves the first of four Web special issues with a look at TV and the Internet. Our in-depth reports will provide access to this rapidly evolving multimedia frontier. We'll also examine the Internet's vast financial potential, and identify key plays and players now bringing multimedia to the Web or transforming television into large screen websites.

If you're focused on expanding your presence in this exploding communications industry and are looking ahead to some real Net profits, you'll want to be part of these special issues. Your message will reach 35,000 leading decisionmakers in television, cable, radio and related multimedia and new technology. So get connected. Call your sales representative to reserve your ad space today.

**Special Report: The Web: TV and the Internet**  
**Issue Date: February 10 • Ad Close: January 31**

**Additional Web Specials: Issue Date: June 2 • Ad Close: May 23**

**Issue Date: August 11 • Ad Close: August 1**

**Issue Date: November 17 • Ad Close: November 7**

**Broadcasting  
&Cable**

ONE MARKETPLACE. ONE MAGAZINE.

**Advertising Offices:** New York 212/337/6940 Los Angeles 213/549/4113 Western Technology/Cable 317/815/0882  
Washington D.C. 202/659/2340 Asia 81/6 956/1125 United Kingdom & Europe 011/44 171/437/0493

**Website Listings & Classified Ads: 212/337/7073**



# For the Record

<http://www.broadcastingcable.com>

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

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

## OWNERSHIP CHANGES

### Dismissed

**Orlando, Fla.** (BTC-961231GG, BTCH-961231GH, BTCH-961231GF)—Infinity Holdings Corp. for WHOO(AM)-WMMO(FM) and WHTO(FM); voluntary transfer of control from Infinity Broadcasting Corp. to Mel Karmazin, Gerald Carrus and Michael A. Wiener as trust (dismissed as duplicative). *Jan. 15*

**Arlington, Tex.** (BALH-961231GE)—Infinity Broadcasting Corp. for KEWS(FM); voluntary assignment of license from Infinity Broadcasting Corp. of Dallas to Infinity Broadcasting Corp. of Dallas II. *Jan. 14*

### Accepted for filing

**Canyon, Tex.** (BTC-970106EA)—Madison Radio Group Inc. for KZRK(AM); involuntary transfer of control from Madison Group Associates Inc. to Stanley L. Vick. *Jan. 16*

**Canyon, Tex.** (BTCH-970106EB)—Heritage Communications Corp. for KZRK-FM; involuntary transfer of control from Madison Group Associates Inc. to Stanley L. Vick. *Jan. 16*

**Jacksonville, Tex.** (BAPH-961220GR)—Robert Warren Shivery for KSIZ(FM); involuntary assignment of CP from Robert Warren Shivery to Herbert L. Bell (receiver). *Jan. 17*

**Roanoke, Va.** (BTC-970109GF)—WRIS Inc. for WRIS(AM); involuntary transfer of con-

trol from Margaret H. Gochenour (deceased) to Lloyd Gochenour (executor). *Jan. 22*

**Salem, Va.** (BTCH-970109GG)—WRIS Inc. for WJLM(FM); involuntary transfer of control from Margaret H. Gochenour (deceased) to Lloyd Gochenour (executor). *Jan. 22*

**Kewaunee, Wis.** (BTCH-970109GH)—Harbor Cities Broadcasting Inc. for WAUN-FM; involuntary transfer of control from estate of Andrew J. Brusda to Albert L. Brusda. *Jan. 22*

## NEW STATIONS

### Returned

**Maynardville, Tenn.** (BPED-961112MB)—Powell-Clinch Media Inc. for noncommercial FM at 88.3 mhz. *Jan. 15*

**Tellico Plains, Tenn.** (BPED-961024MC)—Lee College for noncommercial FM at 88.5 mhz. *Jan. 15*

### Granted

**Knob Noster, Mo.** (BPED-960111MD)—Lake Area Educational Broadcasting Foundation for noncommercial FM at 89.7 mhz. *Jan. 15*

**Poteau, Okla.** (BPED-950718MD)—American Family Association for noncommercial FM at 91.7 mhz, 3.25 kw, ant. 569 m. *Oct. 31*

**Mansfield, Pa.** (BPH-951108MA)—Farm & Home Broadcasting Co. for FM at 92.3 mhz, .8 kw, ant. 196 m. *Jan. 15*

**Maynardville, Tenn.** (BPED-960327MC)—Foothills Broadcasting Inc. for noncommercial FM at 88.3 mhz. *Jan. 15*

**Huntsville, Tex.** (BPED-960405MB)—American Family Association for FM at 88.3 mhz. *Jan. 15*

### Filed

**Troy, Ala.** (BPED-970113MC)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, MS

38801) for FM at 91.1 mhz, 2 kw, ant. 75 m., intersection of 23 Bypass and S.R. 21. Association has applied to build FMs in Nashville, Ark., and Hannibal and Kirksville, Mo. (see items, below). *Jan. 13*

**Batesville, Ark.** (BPH-970106MA)—Batesville Broadcasting Co. Inc. (J. Boyd Ingram, president/owner, PO Box 73, Batesville, MS 38606) for FM at 99.5 mhz, 6 kw, ant. 100 m., 12 km NNE of Batesville, E of Hwy. 167 N. Ingram owns WJBI(AM)-WBLE(FM) Batesville. *Jan. 6*

**Nashville, Ark.** (BPED-970110MB)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, Miss. 38801) for FM at 90.5 mhz, 32 kw, 169 m., Hwy. 73 S, Saratoga, Ark. Association owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; owns KVVA-FM Apache Junction, Ariz.; KAOW(FM) Fort Smith and KANX(FM) Pine Bluff, Ark.; KBUZ(FM) Topeka and KCFN(FM) Wichita, Kan.; WAPD(FM) Campbellsville, Ky.; KAPM(FM) Alexandria and KAPI(FM) Ruston, La.; WDFX(FM) Cleveland, WQST-AM-FM Forest and WAFR(FM) Tupelo, all Miss.; KAKU(FM) Springfield, Mo., and WAMP(FM) Jackson, Tenn.; is buying CP for FM at Ottawa, Kan.; is selling FM in Mount Morris, Ill.; is building FMs in Selma and Ozark, Ala.; Vincennes, Ind.; St. Martinville, La.; Hattiesburg and Natchez, Miss.; Hubbard, Neb.; Clovis, N.M.; Reedsport, Ore., and Culpeper, Va.; has applied to build FMs in Troy, Ala. (see item, above); Bentonville, Blytheville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Panama City, Fla.; Americus, Cairo, Dublin, Savannah and Waycross, all Ga.; Marion and Waverly, Iowa; Jonesboro, La.; Flora, Kankakee, Kewanee and Pana, all Ill.; Fairfield, Iowa; Manhattan, Salina and Independence, all Kan.; Mount Sterling, Ky.; Jonesboro, Many and Westdale, all La.; Muskegon, Mich.; Corinth, Duck Hill, Laurel, McComb and Port Gibson, all Miss.; Benton, Cabool, Hannibal (see item, below), High Point, Kennett, Kirksville (see item, below) and St. Joseph, all Mo.; Ahoskie, Fayetteville and Mount Airy, all N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Franklin, Pa.; Dillon, S.C.; Clarkesville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Fannett, Gatesville, Huntsville, Kerrville, Lamesa, Mart, Nacogdoches, Pampa, Victoria and Odessa, all Tex.; Charles City, Va.; Cuba City, Wis., and Gillette, Wyo. *Jan. 10*

**Laytonville, Calif.** (BPED-970109MD)—Redwood Community Radio Inc. (Shirley Hillman, president, PO Box 135, Redway, CA 95560) for FM at 90.1 mhz, .17 kw, ant. 722 m, N. Cahto Peak, 8.5 mi. W of Laytonville. Redwood owns KMUE(FM) Eureka and KMUD(FM) Garberville, Calif. *Jan. 9*

**Tehachapi, Calif.** (BPH-970102)—George S. Flinn Jr. (188 S. Bellevue, No. 222, Memphis, TN 38104) for FM at 100.1 mhz, .38 kw, ant. 389 m., .7 km W of Sugarloaf Mtn.

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
<b>Total Radio</b>	<b>12,001</b>
VHF LPTV	561
UHF LPTV	1,211
<b>Total LPTV</b>	<b>1,772</b>
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
<b>Total Translators</b>	<b>7,278</b>

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,544</b>

### CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

\*Based on TV household universe of 95.9 million  
Sources: FCC, Nielsen, Paul Kagan Associates  
GRAPHIC BY BROADCASTING & CABLE

Flinn owns KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark.; WCCL(TV) New Orleans, and WNWZ(AM) Germantown and WFBI(TV) and WHBQ(AM) Memphis, Tenn.; 25% of CP for KDEN(TV) Longmont, Colo.; has applied to build TVs in Nogales and Phoenix, Ariz., and Memphis; Kailua and Waimanalo, Hawaii; Jackson, Miss.; Norman, Okla., and Ogden, Utah; has 50% interest in applications for TVs in Gosnell, Ark.; Destin, Fla.; Newton and Des Moines, Iowa; Minden, La.; Arcade, N.Y.; Greenville, N.C.; Provo, Utah, and Spokane, Wash.; has interest in applications for TVs in Hot Springs, Ark.; Coolidge and Phoenix, Ariz.; Senatobia, Miss.; Santa Fe, N.M., and Tulsa, Okla.; is building FMs in Maumelle, Ark., and Sun Valley, Nev.; has applied to build FMs in Cambria and Temecula, Calif.; Grenada, Oxford and Tunica, Miss.; Forest Acres, S.C., and Virginia Beach, Va. ■ Flinn is president of Broadcasting for the Challenged Inc., which has applied to build TVs in Selma, Ala.; Nogales, Ariz.; Memphis, and Ogden, Utah. *Jan. 2*

**Tehachapi, Calif.** (BPH-970102MB)—Dixon Broadcasting Inc. (Ivan N Dixon III, president/owner, 300 Ohukai Rd., Kihei, Hawaii 96753) for FM at 100.1 mhz, .17 kw, ant. 555 m., on Bear Mtn. Dixon Broadcasting owns KONI(FM) Lanai City, Hawaii; has applied to build TV in Kailua, Hawaii. *Jan. 2*

**Tehachapi, Calif.** (BPH-970102ME)—Point Broadcasting Co. dba Tehachapi Broadcasting Co. (John Q. Hearne, president/owner, 100 Wilshire Blvd., No. 1000, Santa Monica, CA 90401) for FM at 100.1 mhz, .18 kw, ant. 549.6 m., Bear Mtn., 4.4 km ENE of Bear Valley Springs, Calif. Point owns KBET(AM) Santa Clarita and KZZZ(AM)-KOCF(FM) Oxnard/Ventura and KTRO(AM) Port Hueneme-KCAQ(FM) Oxnard/Ventura, Calif.; is buying 95% of KUTY(AM) Palmdale-KLXK-FM Rosamond and KHJH(AM)-KGMX-FM Lancaster, all Calif.; is buying 87.7% of KXSP(AM) Ventura-KTND(FM) Ojai/Ventura, Calif.; has applied to build FMs at Johannesburg and Temecula/Riverside, Calif. *Jan. 2*

**Tehachapi, Calif.** (BPH-970106MD)—Tehachapi Broadcasting Co. (co-managers Redford Clagg and Jimmy Phillips, 21416 Adam Drive, Tehachapi, CA 93561) for FM at 100.1 mhz, 6 kw, ant. -3 m., 2.3 km NE of Tehachapi. *Dec. 30*

**Tehachapi, Calif.** (BPH-970102MF)—Robert Adelman (326 W. Lakeview Drive, Palmdale, CA 93551) for FM at 100.1 mhz, 1.85 kw, ant. 181 m., Shrub Mtn., 2.5 km N of Tehachapi Willow Springs Rd. *Jan. 2*

**Temecula, Calif.** (BPH-970108MB)—Kimler Broadcasting Inc. (Helen Jones, president/owner, 29771 Bonanza Place, Canyon Lake, Calif. 92587) for FM at 103.3 mhz, 3.64 kw, ant. 126 m., 3.1 km SSE of Temecula. *Jan. 8*

**Julesburg, Colo.** (BTCH-9701)—Ogallala Broadcasting Co. (Ray H. Lockhart, president/owner, 1310 Highland Dr., Ogallala, Neb. 69153) for FM at 96.5 mhz, 51 kw, ant. 139 m., 7.7 km SE of intersection of I-80 and Cheyenne/Deuel County Line. Ogallala owns KOGA(AM) Ogallala, Neb. *Jan. 6*

**Limon, Colo.** (BPH-970108MF)—Roger Lewis Hoppe II (165 E Ave., PO Box 87, Limon, Colo. 80828) for FM at 93.7 mhz, 6 kw, ant. 22 m., 2 km NW of Limon. Hoppe owns K-LIM(AM) Limon and WZTU(FM) Bear Lake, Mich.; is building WBVE(FM) Beulah, Mich. *Jan. 8*

**Limon, Colo.** (BPH-970109MB)—EB Hayden LLC (Charles B. Moss Jr., member/manager/51% owner, 225 N. Mill St., Aspen, Colo. 81611) for FM at 93.7 mhz, 6 kw, ant. 100 m., 1.5 km N of interchange of US 40 and 24, 2.5 km NW of Limon. Moss owns KSPN-FM Aspen, KNFO(FM) Basalt, KTUN(FM) Eagle and KFMU(FM) Oak Creek, all Colo., and KAPF(FM) Taos, N.M.; has applied to build FMs in Healdsburg and Needles, Calif.; Grand Junction and Hayden, Colo.; Billings and Great Falls, Mont., and Jackson, Wyo. *Jan. 9*

**Keaau, Hawaii** (BPH-970108MD)—Deborah Tomoye Takehiro Ombac (620 Awa St., Hilo, Hawaii 96720) for FM at 105.1 mhz, 50 kw, ant. 5 m., 4.5 km NW of Mountain View, Hawaii, near intersection of N. Kulani and Ihope rcs. *Jan. 8*

**Keaau, Hawaii** (BPH-970109MC)—Volcano Broadcasting Corp. (Thomas A. Curtis, president/50% owner, PO Box 2346, Kealahou, Hawaii 96750) for FM at 105.1 mhz, 50 kw, ant. 61 m, KKO tower, 100 m. NE of N. Glenwood Rd., 2.8 km NW of intersection of N. Glenwood and Hwy. 11, 20 km SW of Keaau. *Jan. 9*

**Keaau, Hawaii** (BPH-970109MD)—Jon A. Le Duc (909 Kepler Dr., Green Bay, Wis. 54311) for FM at 105.1 mhz, 50 kw, ant. 193 m. Le Duc owns WJLW(FM) Allouez, Wis. *Jan. 9*

**Britt, Iowa** (BPH-970103MA)—Lyle Robert Evans (1296 Marian Lane, Green Bay, Wis. 54304) for FM at 99.5 mhz, 6 kw, ant. 100 m. Evans owns WEZR(FM) Brillion, Wis.; 90% of WWRS-TV Mayville, Wis.; 50% of WMBE(AM) Chilton, Wis. *Jan. 3*

**Hannibal, Mo.** (BPED-970108ME)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, Miss. 38801) for FM at 91.7 mhz, 15 kw, ant. 133 m., .5 mi. on County Rd. 67. Association has applied to build FMs in Troy, Ala., and Nashville, Ark. (see items, above), and Kirksville, Mo. (see item, below). *Jan. 8*

**Kirksville, Mo.** (BPED-970113MB)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, Miss. 38801) for FM at 91.9 mhz, 6 kw, ant. 61 m., "A" Hwy. through Willmathsville, Mo., 1/8 mi. E of intersection of "J" Hwy. S. on NW corner of intersection. Association has applied to build FMs in Troy, Ala.; Nashville, Ark., and Hannibal, Mo. (see items, above). *Jan. 13*

**Shell Knob, Mo.** (BPH-961205MC)—Cathy Roach and Michael W. Collins (5121 Cumming St., Omaha, Neb. 68132) for FM at 97.7 mhz, 6 kw, ant. 100 m., 2.7 km SSW of Jenkins, Mo. *Dec. 5*

**Sunrise Beach, Mo.** (BPED-970110MA)—Community Broadcasting Inc. (Richard P. Bott, president/33.3% owner, 3405 Shady

Bend Dr., Independence, Mo. 64052) for noncommercial FM at 90.3 mhz, 3.8 kw, ant. 60 m., .6 km N of intersection of Rte. "O" and Lake Rd. 0-275 near Laurie, Mo. Bott family owns KCV(FM) Mt. Bullion, Calif.; WFCV(AM) Fort Wayne, Ind.; KCVW(FM) Kingman, KCCV-FM Olathe, KCCV(AM) Overland Park and KCVT(FM) Silver Lake, all Kan.; KSIV(AM) Clayton, KLTE(FM) Kirksville, KLEX(AM) Lexington, KAYX(FM) Richmond and KSIV-FM St. Louis, all Mo.; KLCV(FM) Lincoln and KFGE(FM) Milford, Neb.; KNTL(FM) Bethany, KOCV(AM) Oklahoma City and KABH(FM) Shawnee, all Okla., and WCRV(AM) Collierville, Tenn. *Jan. 10*

**Fayetteville, N.C.** (BPED-970109MG)—Bible Broadcasting Network Inc. (Lowell L. Davey, president, 8030 Arrowridge Blvd., Charlotte, N.C. 28273) for noncommercial FM at 91.1 mhz, .5 kw, ant. 69 m., 2515 Muchinson Rd. Bible Broadcasting owns WYFD(FM) Decatur, Ala.; WYFB(FM) Gainesville, WYFO(FM) Lakeland and WYFE(FM) Tarpon Springs, all Fla.; WYFK(FM) Columbus, WYFS(FM) Savannah, WYFA(FM) Waynesboro and WYFW(FM) Winder, all Ga.; KYFW(FM) Wichita, Kan.; KYFL(FM) Monroe, La.; WYFO(AM) Charlotte, WYFL(FM) Henderson, WHPF-FM High Point and WYFO-FM Wadesboro, all N.C.; WYFV(FM) Cayce, WYFG(FM) Gaffney and WYFH(FM) North Charleston, all S.C.; WYFC(FM) Clinton and WYFN(AM) Nashville, Tenn.; KYFA(FM) Amarillo, KYFT(FM) Lubbock and KYFS(FM) San Antonio, all Tex.; KYFO-AM-FM Ogden, Utah, and WYFJ(FM) Ashland, WYFT(FM) Luray and WYFI(FM) Norfolk, Va. *Jan. 8*

**Wade, N.C.** (BPED-970110MC)—Covenant Educational Fellowship Inc. (Gardner H. Altman Sr., president, 2630 Mirror Lake Dr., Fayetteville, N.C. 28303) for noncommercial FM at 91.1 mhz, 3.4 kw, ant. 116 m., E side of U.S. 301, 1.8 km N at intersection of Hwy. 301 and County Road 1813, NE of Wade. Covenant owns WAPV(FM) North Myrtle Beach, S.C.; has applied to build FM in Spring Lake, N.C. Altman owns WMIW(AM) Atlantic Beach, S.C. *Jan. 9*

**Zanesville, Ohio** (BPED-970114MB)—Riverside Ministries (Carl Sullivan, president/25% owner, 2620 S. River Rd., Zanesville, Ohio 43701) for FM at 91.7 mhz, 6 kw, ant. 84 m., SR 146, 1.2 km W of Nashport, Ohio. *Jan. 14*

**Seminole, Okla.** (BPED-970113MA)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, Miss. 38801) for FM at 89.1 mhz, .5 kw, ant. 43 m., 3105 Hwy. 3 N. Association has applied to build FMs in Troy, Ala.; Nashville, Ark., and Hannibal and Kirksville, Mo. (see items, above). *Jan. 13*

**Shawnee, Okla.** (BPED-970109ME)—Love Station Inc. (Doyle Brewer, president, PO Box 14, Ponca City, Okla. 74602) for FM at 91.3 mhz, 19 kw, ant. 100 m., on Hwy 3E, 6.9 km NW of Seminole Airport tower. Love Station owns KLVV(FM) Ponca City; has applied to build FMs in Piedmont and Ponca City, Okla. *Jan. 9*

**Yukon, Okla.** (BPED-970110MD)—Educational Media Foundation (K. Richard Jenkins, president, 1425 N. Market Blvd., No. 9,

Sacramento, Calif. 95834) for noncommercial FM at 88.5 mhz. ant 121 m., 5.4 km from intersection of I-40 and SR 281. Foundation owns KLVN(FM) Chowchilla, KLVG(FM) Garberville, KLVN(FM) Kingsburg, KLVN-FM Magalia and KLVN(FM) Santa Rosa, all Calif., and KEZF(AM) Tigard, Ore.; is buying KROL(FM) Las Cruces, N.M.; is building KJFA-FM Grass Valley and KLVW(FM) Julian, Calif., and FM in Cherryville, Ore.; has applied to build FMs in Cherryville, Klamath Falls and Winchester, all Ore. *Jan. 10*

**Middleton, Tenn.** (BPH-9701)—B.R. and Martha S. Clayton (PO Box 142, Walnut, Miss. 38683) for FM at 100.7 mhz, 25 kw, ant. 100 m, 2.4 mi. W of Lacy, Tenn., on Rowenel's Chapel Rd., Hardeman, Tenn. Claytons own WLRC(AM) Walnut. *Jan. 9*

**Hemphill, Tex.** (BPH-970102MD)—David J. Cunningham (1785 Limerick Dr., Vidor, Tex. 77662) for FM at 103.9 mhz, 6 kw, ant. 100 m., 1.2 km SSE of Milam, Tex. *Jan. 2*

**Hemphill, Tex.** (BPH-970106MC)—Phillip Burr (PO Box 1000, Hemphill, Tex. 75948) for FM at 103.9 mhz, 6 kw, ant. 86 m., Hwy. 87, 3.2 km N of Hemphill. Burr owns KAWS(AM) Hemphill. *Jan. 6*

**McCook, Tex.** (BPED-970107MB)—Faith Baptist Church Inc. (Kenneth D. Apple, senior pastor, 4301 N. Shary Rd., Mission, Tex. 78572) for FM at 91.5 mhz, 2.6 kw, ant. 107 m., 2.2 mi. E of McCook on FM490, 1.5 mi. N of FM490 on county road. *Jan. 7*

**San Angelo, Tex.** (BPH-961226MB)—Ruben Velasquez for FM at 105.7 mhz, 25 kw, 100 m., 320 W. 26th St. Velasquez owns KOLM(FM) Odessa, Tex. *Dec. 26*

**San Angelo, Tex.** (BPH-961226MC)—John W. Barger (7800 NW IH-10, No. 330, San Antonio, Tex. 78230) for FM at 105.7 mhz, 25 kw, ant. 98 m, 320 W. 26th St. Barger has interest in KONO(AM) San Antonio-KONO-FM Fredericksburg and KRIO-FM Floresville, Tex., and application to build FM in Round Rock, Tex. *Dec. 26*

**St. Johnsbury, Vt.** (BPED-970108MC)—Vermont Public Radio (Mark A. Vogelzang, president, 20 Troy Ave., Colchester, Vt. 05446) for noncommercial FM at 88.5 mhz, 0 kw, 579 m., Burke Mtn., 4.5 km E of East Burke, Vt. Vermont Public Radio owns

WVPS(FM) Burlington. WRVT(FM) Rutland and WVPR(FM) Windsor. all Vt.; has applied to build FM in Norwich, Vt. *Jan. 7*

## FACILITIES CHANGES

### Dismissed

**Honolulu** (BP-920618AD)—Cosmopolitan Broadcasting Corp. for KOHO(AM): change ant., relocate transmitter. *Jan. 14*

**Framingham, Mass.** (BP-951020AA)—Fairbanks Communications Inc. for WKOX(AM): increase power to 50 kw; change daytime TL to River St., Newton, Mass.: change ant. *Jan. 14*

**Portland, Ore.** (BPED-910516MB)—Reed Institute for KRRC(FM): change frequency from 107.5 mhz to 104.1 mhz, change ERP to .07 kw; ant. ant. to 368 m., TL to 4700 SW Council Crest Drive. *Jan. 13*

**Abilene, Tex.** (BPH-960912ID)—Dynamic Broadcasting Inc. for KORO-FM: change channel from 100.7 mhz to 100.9 mhz. *Jan. 13*

### Returned

**Maurice, La.** (BPH-960906IE)—Citywide Broadcasting Corp. of Lafayette for KFXZ(FM): change ERP. *Jan. 10*

### Granted

**Williams, Ariz.** (BMPH-960607IH)—Jana Tucker for KVTF(FM): change TL. *Jan. 15*

**Jupiter, Fla.** (BMP-961101AB)—SSS Broadcasting Inc. for WMLZ(AM): change TL, power, ant. *Jan. 16*

**Louisville, Ky.** (BPED-960530IC)—Louisville Free Public Library for WFPL(FM): change ant., TL, ERP, class. *Jan. 16*

**Cambridge, Md.** (BMPH-960701IB)—CWA Broadcasting Inc. for WFBR(FM): change ant., TL. *Jan. 9*

**Branson, Mo.** (BPH-960911IE)—Turtle Broadcasting Co. of Branson for KRZK(FM): change ERP, class. *Jan. 14*

**Atlantic City, N.J.** (BP-961031AB)—Allan B. Mendelsohn (court-appointed trustee) for WUSS(AM): change community of license, TL, power. *Jan. 13*

**Santa Fe, N.M.** (BP-961031AA)—W. Russell Withers Jr. for KTRC(AM): change TL. *Jan. 13*

**Wethersfield Township, N.Y.** (BPH-960111LC)—Casciani Communications Inc. for WNUC(FM): change ERP. *Jan. 15*

**Blackstone, Va.** (BPH-960328II)—Denbar Communications Inc. for WBBC-FM: change ERP, class. *Jan. 13*

### Filed/Accepted for filing

**Maumelle, Ark.** (BMPH-961205ID)—George S. Flinn Jr. for FM at 96.9 mhz: change ERP, ant., TL, main studio location. *Jan. 17*

**Fort Bragg, Calif.** (BPH-961121IC)—Axell Broadcasting for KSAY(FM): new auxiliary station. *Jan. 17*

**Honolulu** (BP-970108AC)—Cosmopolitan Broadcasting Corp. for KOHO(AM): change ant., TL. *Jan. 15*

**Champaign, Ill.** (BPED-961212IE)—Parkland College for WPCD(FM): change ant., TL. *Jan. 17*

**Branson, Mo.** (BPED-961224IC)—Vision Ministries Inc. for KLFC(FM): change ant. *Jan. 17*

**Banks, Ore.** (BPH-961206IG)—Common Ground Broadcasting Inc. for KBBT-FM: change ant., TL, ERP. *Dec. 26*

**Lake Oswego, Ore.** (BMPH-961206IF)—Radio Systems of Miami Inc. for KKJZ(FM): change ant. *Dec. 26*

**Portland, Ore.** (BPH-961206IE)—American Radio Systems Corp. for KUFO(FM): change ant. *Dec. 26*

**Lewisburg, Pa.** (BMPH-961029IG)—Diggins Media Inc. for WCXR(FM): change ant., TL, ERP. *Oct. 29*

**Tobyhanna, Pa.** (BPH-961113IA)—Key-market of Nepa Inc. for WKRF(FM): change ant., TL, ERP. *Nov. 13*

**Mayaguez, P.R.** (961213IC)—Cadena Estereotempo Inc. for WIOB(FM): change TL, ant. *Jan. 9*

**San Juan, P.R.** (BPH-961106IB)—Cadena Estereotempo Inc. for WIOA(FM): change ant., TL, ERP. *Nov. 6*

**San Juan, P.R.** (BPH-961205IE)—WZNT Inc. for WZNT(FM): change ant., TL, ERP. *Dec. 26*

**Decatur, Tex.** (BMPED-961224IB)—Creative Educational Media Crop. Inc. for KDKR(FM): change ERP, TL, ant. *Jan. 9*

**Huntsville, Tex.** (BMPH-961104IB)—Helen Maryse Casey for KCEY(FM): change ant., TL, ERP. *Nov. 4*

**Maryville, Tex.** (961223AD)—Morgan Broadcasting Co. for WKCE(AM): change community of license, power, TL. *Jan. 13*

**Mineral Wells, Tex.** (961125IG)—Jerry Snyder and Associates Inc. for KYXS-FM: change ERP, TL, ant., class. *Jan. 9*

**Nacogdoches, Tex.** (BPH-960725IF)—Radio Licensing Inc. for KJCS(FM): change ant., TL. *Jan. 13*

**Tooele, Utah** (961213IB)—Local Broadcasters Inc. for KTLE-FM: change channel from C3 to A. *Jan. 9*

**Warren, Vt.** (BPH-961203IB)—Radio Ver-

## Call for authors

BROADCASTING & CABLE and Focal Press are seeking authors for a new series of books to be written by and for broadcast and cable professionals, addressing topics essential to their needs.

The books will be sponsored by BROADCASTING & CABLE and will be published internationally by Focal Press, a leading publisher of books and videos about media topics.

Areas of interest include, but are not limited to: telco entry, new distribution technologies, high-definition television, ratings, interactive programming and management issues. Books that cover innovative ideas and practical solutions are encouraged.

For more information or to submit a proposal please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

# PROFESSIONAL CARDS

**du Treil, Landon & Rackley, Inc.**  
A subsidiary of A D King, PA

240 North Washington Blvd  
Suite 700  
Sarasota, Florida 34236  
(941) 366-2611

MEMBER AFCEE

**CARL T. JONES**  
CORPORATION

CONSULTING ENGINEERS  
7901 YARNWOOD COURT  
SPRINGFIELD, VIRGINIA 22153  
(703) 569-7704

MEMBER AFCEE

**LOHNES AND CULVER**  
CONSULTING RADIO ENGINEERS

8309 Cherry Lane  
Laurel, MD 20707-4830  
(301) 776-4488



Since 1944

Member AFCEE

**COHEN, DIPPELL AND  
EVERIST, P.C.**

CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100  
WASHINGTON, D.C. 20006  
(202) 898-0111

Member AFCEE

**Technical Broadcast  
Consultants, Inc.**

Transmission Specialists

TV (NTSC & ATV) / STL Microwave / FM  
"The Engineer's Engineer"  
P.O. Box 97262 - Raleigh, NC 27624  
Tel / Fax (919) 846-2976

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS

Box 280048  
San Francisco, California 94128



707/996-5200

202/396-5200

e-mail engr@h-e.com

**CARL E. SMITH**  
CONSULTING ENGINEERS

AM FM TV Engineering Consultants  
Complete Tower and Rigging Services

"Serving the Broadcast Industry  
for over 50 Years"

Box 807 Bath, Ohio 44210  
(216) 659-4440



**Denny & Associates, PC**  
Consulting Engineers

PH 202 452 5630

FX 202 452 5620

Member AFCEE

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 AFCEE

**HATFIELD & DAWSON**

CONSULTING ENGINEERS

9500 GREENWOOD AVE. N.

SEATTLE, WASHINGTON 98103

(206) 783-9151, Facsimile (206) 789-9834

MEMBER AFCEE

**F.W. HANNEL & ASSOCIATES**

Registered Professional Engineers

911 Edward Street

Henry, Illinois 61537

(309) 364-3903

Fax (309) 364-3775

## RATES

13 weeks — \$100/week

26 weeks — \$85/week

52 weeks — \$70/week



Clarence M. Beverage  
Laura M. Mizrahi

PO Box #1130, Marlton, NJ 08053  
(609) 985-0077 • FAX: (609) 985-8124

**C.P. CROSSNO & ASSOCIATES**  
CONSULTING ENGINEERS

P.O. BOX 180312

DALLAS TEXAS 75218

TELECOMMUNICATIONS (FCC FAA)

CHARLES PAUL CROSSNO P.E.

(214) 321-9140 MEMBER AFCEE

**JOHN FX BROWNE & ASSOCIATES**  
CONSULTING ENGINEERS

Bloomfield Hills Broadcast • Cable  
810-642-6226 • Wireless

WASHINGTON  
202-293-2020

Member AFCEE

**Cavell, Mertz & Perryman, Inc.**  
Engineering, Technology  
& Management Solutions

10300 Eaton Place, Suite 450

Fairfax, VA 22030

(703) 591-0110 (202) 332-0110

FAX (703) 591-0115

**East Coast Video Systems**

consultants • engineers • systems integrators

52 Ralph Street  
Belleville, NJ • 07109

201.751.5655

Fax: 201.751.8731

www.ecvs.com on line in time

**Radio/TV Engineering  
Company**

"Serving Broadcasters over 35 Years"

Consultants Woodward J Patterson, Pres.  
1418 Hollister Lane Los Osos, Ca 93402  
Ph (805) 528-1996 & Fax (805) 528-1982

## AND SERVICES

Contact  
BROADCASTING & CABLE MAGAZINE  
1705 DeSales St., N.W.  
Washington, D.C. 20036  
for availabilities  
Phone: (202) 659-2340

**dataworld®**  
The Global Information Source™  
for the Communications Industry  
25 Years of Service  
800-368-5754 FAX 301-656-5341  
e-mail: info@dataworld.com

- DATAxpert™ software
- Custom mapping
- Current year demographics
- 5 year projections
- Broadcast databases

WWW: http://dataworld.com

**Stainless, inc.**  
New Towers, Antenna Structures  
Engineering Studies, Modifications  
Inspections, Erection, Appraisals  
North Wales, PA 19454  
215 699-4871 FAX 699-9597

**Shoolbred Engineers, Inc.**

Towers and Antenna Structures  
Robert A. Shoolbred, P.E.

1048 Morrison Drive  
Charleston, SC 29403 • (803) 577-4881

**LDI COMMUNICATIONS, Inc.**  
RF DESIGN & INSTALLATION SPECIALISTS  
LARCAN/LARCANT™ TRANSMITTERS  
ALAN DICK ANTENNAS & COMBINERS  
LEBLANC TOWER SYSTEMS  
650 South Taylor Avenue, Louisville, CO 80027  
TEL: 303-665-8000 FAX: 303-673-9900

Phone 916-383-1177  
Fax 916-383-1182  
**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

**FIRE • FLOOD • QUAKE**  
**VIDEOTAPE**  
Decontamination  
Rejuvenation  
Restoration  
800-852-7732  
**DISASTER RECOVERY**

**TOWER NETWORK SERVICES**  
Dallas (817) 561-9992  
Atlanta (770) 386-9991  
Fort Lauderdale (954) 771-7180  
Serving You Since 1969

**NATIONWIDE TOWER COMPANY**  
ERECTOR • DISMANTLER • ANTENNA • RELAMP  
ULTRASOUND • STRUCTURAL ANALYSIS • PAINT  
INSPECTIONS • REGUY • ENGINEERING  
P.O. BOX 138 POOLE, KY 42444-0138  
PHONE (802) 533-0880 FAX (802) 533-0844  
24 HOUR EMERGENCY SERVICE AVAILABLE

**DSI**  
RF Systems, Inc.  
• Remote Camera Systems  
• Transmitter and Studio Installation  
• Microwave and Satellite  
Engineering and Installation  
408-563-1144 24A World's Fair Drive  
Somerset, NJ 08873

**YOUR CARD HERE**  
Call:  
**(202) 659-2340**

mont Inc. for WDEV-FM: change ERP. Dec. 26

**Walla Walla, Wash.** (BMPH-961030IE)—Mark Jacky Broadcasting for FM: change ant., ERP, class. Oct. 30

**Hinton, W.Va.** (BP-961112AC)—Bluestone Broadcasters Inc. for WMTD(AM): change TL, ant. Nov. 21

**Petersburg, W.Va.** (BPH-961029IH)—South Branch Communications for WELD-FM: change ERP. Oct. 29

**Cheyenne, Wyo.** (BMPH-961031IB)—R.R. Rule for KRRR(FM): change class. Oct. 31

## CALL-SIGN ACTIONS

**Bakersfield, Calif.** (BALH-960930EB)—Hemisphere Broadcasting LLC: from KHIS-FM to KSMJ-FM. Jan. 10

**Bakersfield, Calif.**—Buck Owens Production Co. Inc.: from KCWR(AM) to KUZZ(AM). Jan. 10

**Defuniak Springs, Fla.**—Truth Communications Inc.: WAKJ(FM). Jan. 10

**Naples, Fla.**—Meridian Broadcasting Inc.: from WNOG-FM to WPRW(FM). Jan. 10

**Trenton, Fla.** (BAPLH-960816GE)—Pinna-

cle FM Broadcasting Inc.: from WDJY-FM to WLUS-FM. Dec. 6

**Mountain Home, Idaho** (BAL-961112-GQ)—FM Idaho Co.: from KLVJ(AM) to KMHI(AM) and from KLVJ(FM) to KTPZ(FM). Dec. 6

**Franklinton, La.**—Gaco Broadcasting Corp.: from KAKA(FM) to WFCG-FM. Jan. 10

**Mio, Mich.**—Todd A. Mohr: from WCLX(FM) to WAVC(FM). Jan. 10

**Stillwater, Minn.**—Smith Broadcasting Co. Inc.: from WIMN(AM) to WEZU(AM). Jan. 10

**Forest City, N.C.**—WFNQ License LP: from WFNO(FM) to WTPT(FM). Jan. 10

# OpenMike

<http://www.broadcastingcable.com>

## Remembering pioneers

EDITOR: Congratulations to BROADCASTING & CABLE on 65 years of publication and essential service to what you early dubbed "the Fifth Estate."

I'd like to point out another 65th anniversary and suggest two names to add to your Hall of Fame. On December 23, 1931, regular daily, publicly announced television service began here in Los Angeles on W6XAO, which continues today as KCBS-TV. The people responsible for that historic milestone were Donald M. Lee and Harry R. Lubcke.

Lee was the remarkable automobile dealer and distributor who had become a dynamic pioneer broadcaster, interconnecting his radio stations in San Francisco (KFRC), Los Angeles (KHJ) and other coastal cities with affiliates in California's central valley, Nevada, Oregon and Washington to form the regional network that would enable William Paley to add the entire Pacific time zone to his newly acquired CBS with but a single signature.

The Don Lee Broadcasting System was the source of such luminaries as Sylvester L. "Pat" Weaver on the management side and Ed and Pegeen Fitzgerald on the talent side. When Paley organized his own Columbia Pacific Network and acquired KNX and KOW (now KCBS), the Don Lee Network became the veteran leg of Mutual.

Lubcke, an ingenious engineer, built W6XAO for Don Lee in 1930 and, later, California's first FM station, W45LA Los Angeles, which, as KRTH, was recently sold for the highest price ever paid for a radio station.

In those pioneering days of television, Lubcke had to create many of the essential components himself, though W6XAO was all electronic from its inception. He even built receiving sets. You couldn't just go into Platt Bros. and buy a ready-made set to take home and plug in back then, but for ambitious and handy radio hobbyists willing to build their own, Lubcke offered free, easy-to-follow plans.

When transmission standards reached 30 frames per second, it was Lubcke's mathematician's mind that conceived of the five-blade shutter as the simple key to compatibility with 24 frame motion pictures. That may seem obvious now, but imagine how complicated life would've been without it.

By 1939, when daily TV service finally started in New York, and Los Angeles got a second station, W6XAO moved from its original site, atop the Don Lee Cadillac building at 7th and Bixel streets in downtown Los Angeles, to what became Mount Lee in the Hollywood Hills, above the Hollywood sign. The building and an antenna tower still stand there, though KCBS-TV transmits from the populous antenna farm on Mount Wilson, which may have been inspired by Mount Lee.

It was Lubcke who named the Emmy Award, a variation on "Immy," the popular nickname for the Image Orthocon camera, then in wide use.

Don Lee and Harry Lubcke were innovators, confident in the future of television, willing and able to make it happen, when most of us could barely imagine it.—Thomas D. Bratter, Los Angeles

## Ratings rap

EDITOR: I think the current position on the part of the Motion Picture Association of America and the television networks regarding program ratings is as unproductive as it is arrogant.

I suggest that the networks either develop a responsible social conscience and stop producing programs with irresponsible sexual and violent messages or at least find their *co-jones* and label the crap as such, as does HBO.

To Jack Valenti: Isn't it time you retire?

I hope the MPAA and networks feel much more heat.—G.D. Roberts, Nashville

## Public service

EDITOR: I always read BROADCASTING & CABLE with interest. Accordingly I feel that I must correct your misunderstanding on page 29 of the Nov. 25 edition, where NHK is incorrectly referred to as "government-owned."

NHK is independent of both government and corporate sponsorship and is financially supported by receiving-fee contracts with viewers in Japan. With the receiving-fee system to guarantee its financial independence, NHK is able to pursue its primary objective of fully serving the public without being subject to undue influence by the government or corporate sponsorship.

Therefore we appreciate being referred to as "Japan's public broadcaster," not as "government-owned."—Yoshihiko Ogaki, deputy director, public relations bureau, NHK, Tokyo

# Datebook

## THIS WEEK

- Jan. 27**—**Nebraska Broadcasters Association** annual state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.
- Through Jan. 27**—**West Virginia Broadcasters Association** winter meeting. Marriott Town Center, Charleston, W.Va. Contact: (304) 744-2143.
- Jan. 27-28**—**South Carolina Cable Television Association** annual winter meeting. Embassy Suites Hotel, Columbia, S.C. Contact: Patti Hall, (404) 252-2454.
- Through Jan. 28**—Regulatory and Law Forum on Competition in Wireless Markets, presented by **Strategic Research Institute**. The Fairmont Hotel, San Francisco. Contact: (800) 599-4950.
- Jan. 28**—**The Caucus for Producers, Writers & Directors** general membership meeting. Jimmy's Restaurant, Los Angeles. Contact: David Levy, (818) 843-7572.
- Jan. 28**—"It's a Small World After All: International Programming Opportunities," panel discussion presented by the New York chapter of the **Society of Satellite Professionals International**. The Lodge at Viacom International, New York City. Contact: Margy Wepman, (212) 873-1226.
- Jan. 31**—**The New York Festivals 1996** International TV & Cinema Advertising Awards Show/ **AME International Awards Show**. Sheraton New York Hotel & Towers, New York City. Contact: (914) 238-4481.

## FEBRUARY

- Feb. 4**—The Miami ShowBiz Summit, presented by **Variety**. The Biltmore Hotel, Miami. Contact: Seth Gordon, (305) 381-6500.
- Feb. 4**—"DBS: The Five Burning Questions," conference presented by **The Carmel Group**. The Westin Hotel, Los Angeles. Contact: (408) 626-6222.
- Feb. 4-5**—**Arizona Cable Telecommunications Association** annual meeting. Doubletree Suites Hotel, Phoenix. Contact: Susan Bitter Smith, (602) 955-4122.
- Feb. 5**—**Federal Communications Bar Association** congressional reception. The Capitol, Washington. Contact: Paula Friedman, (202) 736-8640.
- Feb. 5**—26th annual **Mobius Advertising Awards**. Museum of Broadcast Communications, Chicago. Contact: (312) 629-6023.
- Feb. 5-7**—"Pushing the Boundaries," fourth annual **American Association of Advertising Agencies** media conference and trade show. Hyatt Regency, Atlanta. Contact: Fran Massa, (212) 850-0731.
- Feb. 6-9**—**Radio Advertising Bureau** marketing sales conference. Marriott Marquis Hotel, Atlanta. Contact: (214) 753-6740.
- Feb. 7**—**International Radio & Television Society Foundation** newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Feb. 7-9**—"Redefining Government: Reporting the Coming Crisis in State and Local Finance," journalists conference presented by the **Foundation for American Communications**. Radisson Suite Hotel at River Ridge, Oxnard, Calif. Contact: Chris Gardner, (213) 851-7372.
- Feb. 10-12**—**CTAM** 13th annual research conference. Hotel del Coronado, San Diego. Contact: (703) 549-4200.
- Feb. 11**—**West Virginia Broadcasters Association** television sales seminar. Marriott Town Center, Charleston, W.Va. Contact: (304) 744-2143.
- Feb. 11-13**—52nd annual Georgia Radio-TV Institute, sponsored by the **Georgia Association of Broadcasters**. University of Georgia, Athens, Ga. Contact: (770) 395-7200.
- Feb. 12**—"Celebrating the 105th Congress," gala reception hosted by the Washington, D.C., chapter of **American Women in Radio and Television**. Cannon Caucus Room, U.S. House of Representatives, Washington. Contact: Melodie Virtue, (703) 841-0606.

- Feb. 12**—"Managing Your Own Career," workshop presented by the **Wome in Cable & Telecommunications Foundation**. San Francisco. Contact: Mary Daviau, (312) 634-2330.
- Feb. 12-13**—**Cable Television Association of Georgia** annual convention. Ritz-Carlton Hotel, Atlanta. Contact: Patti Hall, (404) 252-2454.
- Feb. 13-14**—"The FCC in 1997: New Priorities and Future Directions," conference presented by the **Federal Communications Bar Association** and the **Federal Communications Commission**. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Feb. 13-15**—**Wireless Cable Association** Technical Symposium and Winter Show. Riverside Hilton Hotel, New Orleans. Contact: (202) 452-7823.
- Feb. 14**—Deadline for entries for the **New York Festivals 1997** International Print & Radio Advertising Competition. Contact: (914) 238-4481.
- Feb. 18-20**—OFC '97, optical fiber communications conference presented by the **Optical Society of America**. Dallas Convention Center, Dallas. Contact: (202) 416-1980.
- Feb. 19**—**Cable Positive** first annual benefit dinner, honoring Dick Aurelio. New York Hilton, New York City. Contact: Molly Padian, (212) 713-7110.
- Feb. 19-20**—Asia Pacific Multichannel TV Summit, presented by **Kagan World Media Ltd.** Mandarin Oriental Hotel, Hong Kong. Contact: Alexandra Guthrie, +44 (0) 171 371 8880.
- Feb. 19-21**—32nd annual **Broadcast Cable Credit Association** seminar. Hyatt Riverwalk, San Antonio, Tex. Contact: Mary Teister, (847) 296-0200.
- Feb. 19-21**—Texas Show '97, presented by the **Texas Cable & Telecommunications Association**. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.
- Feb. 22-25**—**MECOM '97**, 9th annual Middle East international telecommunications show and conference. Bahrain International Exhibition Centre, Bahrain. Contact: Virginia Jensen, (210) 652-7070.
- Feb. 24**—Deadline for entries for the 18th annual **Banff Television Festival** program competition. Contact: (403) 678-9260.
- Feb. 24-27**—Canada Link '97, conference on cable and distribution services in Canada presented by **Link Events**. Vancouver Trade and Convention Center, Vancouver. Contact: Gerard Herador, (713) 342-9826.
- Feb. 25-26**—Great Lakes Broadcasting Conference & Expo, presented by **Michigan Association of Broadcasters**. Lansing Center, Lansing, Mich. Contact: (517) 484-7444.
- Feb. 26-27**—"The Future of Cable, Pay TV and New Media in Spain," conference presented by **Kagan World Media**. Hotel Villa Magna, Madrid. Contact: (408) 624-1536.
- Feb. 27**—**Federal Communications Bar Association** luncheon featuring Betty Alewine, president/CEO, COMSAT Corp. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Feb. 27-28**—"Cable Television Law 1997: Implementing the 1996 Telecommunications Act," conference presented by **Practising Law Institute**. PL Conference Center, New York City. Contact: (800) 260-4754.

## MARCH

- March 1**—Deadline for entries for the **Society of Cable Telecommunications Engineers 1997** Field Operations Awards Competition. Contact: (610) 363-6888.
- March 3-4**—PROMAX Europe conference and exposition, presented by **PROMAX International** and **BDA International**. Hotel Arts (Ritz Carlton), Barcelona, Spain. Contact: (212) 376-6222.
- March 3-6**—1997 Western ComForum/TecForum/ProForum, presented by **International Engineering Consortium**. Broadmoor Hotel, Colorado Springs. Contact: (312) 559-4600.
- March 4**—2nd International Conference on Practical Satellite Imagery Projects for News Media, presented by **American University's School of Journalism et al.** American University,

Washington. Contact: (202) 885-2037.

- March 5-6**—7th annual **Society of Cable Telecommunications Engineers Vendors Day**. Concord Hilton, Concord, Calif. Contact: Steve Allen, (916) 786-4353.
- March 5-6**—"Engineering for the Non-Engineer," course presented by **Women in Cable & Telecommunications**. CNN Tower, Atlanta. Contact: Mary Daviau, (312) 634-2330.
- March 6**—10th annual **Achievement in Radio Awards**. The Rivers Club, Pittsburgh. Contact: Michelle Frenier, (412) 391-3193.
- March 7-9**—**International Teleproduction Society** financial institute. Sheraton Crescent Hotel, Phoenix. Contact: (703) 641-8770.
- March 7-9**—**Intercollegiate Broadcasting Association** 56th annual international convention of educational broadcasters. Hotel Pennsylvania, New York City. Contact: Fritz Kass, (914) 565-0003.
- March 8**—**National Association of Radio Talk Show Hosts** Talkfest Forum. Holiday Inn, San Antonio, Tex. Contact: Carol Nashe, (617) 437-9757.
- March 9-12**—**MID Television International Television Programme Market**. Dubai World Trade Center, Dubai, United Arab Emirates. Contact: +971-4-621-133.
- March 12**—**Radio & Television News Directors Foundation** annual banquet and celebration of the First Amendment. Mayflower Hotel, Washington. Contact: Joyce Schreiber, (202) 467-5215.
- March 13**—**International Radio & Television Society Foundation** newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- March 16-19**—Cable '97, **National Cable Television Association** annual convention and exposition. Ernest Morial Convention Center, New Orleans. Contact: Bobbie Boyd, (202) 775-3669.
- March 16-20**—**Electronic Industries Association** spring conference. J.W. Marriott Hotel, Washington. Contact: (202) 907-7971.
- March 18**—**Federal Communications Bar Association** luncheon featuring Sam Donaldson. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- March 18**—**National Association of Minorities in Communications** annual awards breakfast. Sheraton New Orleans, New Orleans. Contact: Roxanne Yballe, (310) 404-6208.
- March 24-27**—SBCA Las Vegas '97 Satellite Show, presented by the **Satellite Broadcasting and Communications Association**. Las Vegas Convention Center, Las Vegas. Contact: (800) 654-9276.

## APRIL

- April 4-7**—**Broadcast Education Association** 42nd annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.
- April 7-8**—**Television Bureau of Advertising** sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.
- April 7-10**—**National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

## JUNE

- June 4-7**—PROMAX and BDA '97 conference and exposition, presented by **PROMAX International** and **BDA International**. Navy Pier Convention Center, Chicago. Contact: (310) 788-7600.
- June 8-14**—18th annual **Banff Television Festival**. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.
- June 12-17**—**20th Montreux International Television Symposium and Technical Exhibition**, Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.
- June 23-25**—**Wireless Cable Association** 10th annual convention and exposition. Anaheim Convention Center/Anaheim Marriott Hotel, Anaheim, Calif. Contact: (202) 452-7823.

**Major Meeting dates in red**  
—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)

## Contemplating the future

**T**here may be no obvious place for a philosophy degree in the computer business. But 20 years after receiving that degree, Peter Neupert finds a use for philosophy "when I'm trying to figure out why I'm in the world and what I'm doing."

These days he spends most of his time focusing on development of news, sports and information content at Microsoft Corp. Having been in on the MSNBC deal from its exploratory days, Neupert concentrates on building that organization and on Microsoft's bicoastal relationship with NBC. "We've been running as fast as we can to get the services up," he says.

It's part of Microsoft's overall strategy in the mercurial world of media melding. "We're very focused on developing a new style of programing," Neupert says. "Whether it's directed to the PC or to television, we don't care."

That's a world away from designing a computerized inventory system for his family's wholesale plumbing supply business in Portland, which he did after earning an MBA at Dartmouth. That first practical experience with computers completed, he quickly moved into the venture capital field in his hometown.

In 1983 he became assistant to the chairman of a hardware/software start-up called Methus Corp. That led to his first joint-venture involvement, between Methus and another start-up, Computervision. When that foundered, Neupert became CFO at start-up Graphics Software Systems, which was developing a device-independent graphics system.

It makes sense that, soon after arriving there, he tried to sell the company to another, slightly larger, fledgling outfit: Microsoft. "And I got pretty close, at that," he recalls.

Neupert couldn't quite make the deal cook. But he got a job offer from Microsoft principals Bill Gates and Steve Ballmer, and suddenly found himself in the middle of a deal they were negotiating with IBM for the OS/2 system—a breakthrough deal that gave him a lightning course in life on the fast track. "I got to understand how the guts of the company worked," he says.

It was a learning process for both companies as well, says Neupert, who moved from managing OS/2 to running Microsoft's intensive marketing campaign to push its products into Japan and Australia. "It leveraged my knowledge of what



*"We're very focused on developing a new style of programing. Whether it's directed to the PC or to television, we don't care."*

### Peter Neupert

**Vice president of strategic relations, Microsoft Corp., Redmond, Wash.; b. March 6, 1956, Portland, Ore.; BA, philosophy, Colorado College, 1978; MBA, Amos Tuck School at Dartmouth College, 1980; computer programmer, Consolidated Supply, 1980-82, Portland; assistant to the chairman, Methus Corp., 1983-84, Portland; chief financial officer, Graphics Software Systems, 1985-87, Portland; Microsoft Corp.: director of operating systems, OS/2, 1987-88; senior general manager for OS/2, 1989; senior director of Far East, 1990-92; senior director, worldwide product development strategy; director of strategic relationships, 1994-95; current position since 1995; m. Sheryl Schafer, Jan. 9, 1988; children: Brie, 15; Matt, 13 (from previous marriage); Katie, 7; Kelly, 3.**

it takes to build a strong product and also the ability to build a team in what are radically different cultures," he says.

Gates then asked Neupert to turn his attention to the European front. Localizing its products was a huge expense for the company, according to Neupert, who was charged with articulating a five-year plan for Microsoft across Europe. In retrospect, he observes, it came down to architecture, creating tools that enabled translation of a system into other languages.

All that was prelude to the cross-cultural task of striking a deal with a media company, after Gates gave him his next mission in 1994: figure out an online news strategy. Parallel discussions with Turner Broadcasting and NBC narrowed to a dialogue with NBC after the Time Warner deal interrupted talks with Turner. NBC already had a relationship with Microsoft, exclusively supplying news, entertainment and sports content for MSN, which launched in August 1995.

Things moved quickly from the time Neupert and Gates first sat down with Bob Wright, Andy Lack and—by remote—Tom Brokaw, on location at the Million Man March in Washington. The deal was done by December. "We didn't get a lot of time to talk about the vision," Neupert recalls.

NBC adeptly set up the cable side of the operation. Microsoft had its hands full, quickly bringing the previously proprietary MSN service to the Web, soliciting user feedback and then redesigning it. "I had to produce the news, produce tools in transition, hire the team and then launch, all at once," Neupert recounts. "It's hard to plan and design a site when you've just got the resources to do it day-to-day."

He says it had the feel of a chicken-wire-and-chewing-gum operation during the first month. But it worked, kicking off using relatively untried Internet technology for a live chat between Brokaw and President Clinton the night of MSNBC's debut.

Now Neupert is also focused on a larger mission at Microsoft, "clearly pushing how you can integrate software and media properties to deliver a better user experience." And he finds that his philosophy background comes in handy in the practical aspects of that too: "Having to think through incredibly complex issues...years of training helps a lot." —RT

## BROADCAST TV

Appointments at WPGH-TV Pittsburgh: **John Huck**, anchor, CNN Headline News, and **Carolyn Clifford**, anchor, WLFL(TV) Raleigh, N.C., join as lead anchors. 10 p.m. news: **Leslie Pallotta**, anchor/reporter, *Good Morning Richmond*, joins as anchor/reporter, weekend news.

**Joseph Cioffi**, senior meteorologist, morning and noon newscast, News 12 Long Island, joins WPIX(TV) New York as weekend meteorologist.



Pearson

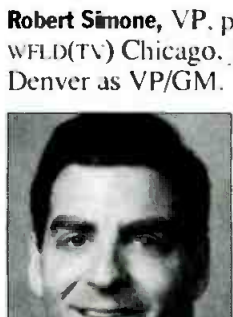
**Pamela Pearson**, creative services director, WGN-TV Chicago, joins KTLA(TV) Los Angeles as station manager.

Appointments at WBBM-TV Chicago: **David Steel**, free-lance creative services producer, WFAA-TV Dallas, joins as design director; **Charles deCourt**, engineering manager, KDKA-TV Pittsburgh, joins as director, technical operations.

**Candace Rister**, office manager, MMT Sales, Chicago, joins KPLR-TV St. Louis as local sales manager.

**Reed Larsen**, general sales manager, KIFI-TV Idaho Falls, Idaho, joins KGWN-TV Cheyenne, Wyo., in same capacity.

**Robert Simone**, VP, programming, WFLD(TV) Chicago, joins KDVR(TV) Denver as VP/GM.



Zurier

**Ben Zurier**, VP, development and acquisitions, Comedy Central, joins CBS Television Stations, New York, as VP, programming and research.

**Roger Green**, general sales manager, WPTV(TV)

West Palm Beach, Fla., joins WTVX(TV) Fort Pierce, Fla., as national sales manager.

**Christina Penza**, investigative reporter, KLAS-TV Las Vegas, joins KCOP(TV) Los Angeles as consumer investigative reporter.

## Sheldon Leonard 1907-1997



Leonard in the '60s

Sheldon Leonard, 89, renaissance man of the entertainment industry, actor, director, writer and producer, died Jan. 10 at his Beverly Hills home. From the underworld characters he played in Hollywood movies during the '40s to his pioneering development of television situation comedies, Leonard's heavy New York accent made him a natural in "tough guy" roles. His prolific career explored almost every aspect of entertainment. His early film roles included "Guys and Dolls," "The Thin Man," "Pocketful of Miracles" and "It's a Wonderful Life." He appeared in more than 150 movies, yet it was in television that he left his most indelible mark.

He sold his first television script in 1950 and began to work on a sitcom, *Make Room for Daddy* (later retitled *The Danny Thomas Show*). The show ran from 1953 to 1971, and Leonard appeared regularly as Thomas's agent while also directing the show. With Danny Thomas, Leonard produced, wrote and directed *The Andy Griffith Show* for CBS and *Gomer Pyle USMC*. He won two Emmys, in 1957 and 1961, for his work on *The Danny Thomas Show*. His third Emmy, in 1970, was for producing *My World and Welcome to It*. Other landmark shows that he executive-produced include *The Dick Van Dyke Show* and *I Spy*, which starred Bill Cosby, one of the first blacks to star in a major network program. Leonard also made appearances on *The Cosby Show*. Bill Cosby considered Leonard a friend and mentor, and last week's *Cosby* was dedicated to Leonard as well as to Cosby's slain son, Ennis. Other credits: *My Favorite Martian*, *The Joey Bishop Show*, *The Bill Dana Show* and *Big Eddie*, a 1975 CBS sitcom and his last acting role on television.

Leonard is survived by his wife, Frances; two children, Stephen and Andrea, and four grandchildren.

—DS,DT

**W. Clayton Trauernicht**, general sales manager, WGGB-TV Springfield, Mass., joins KTVD(TV) Denver as local sales manager.

**Neki Mohan**, reporter, WJTV(TV) Jackson, Miss., and **Rosy Gonzalez**, reporter, KPNX(TV) Mesa, Ariz., join WTVJ(TV) Miami as reporters.

**Betsy Farris**, local sales manager, KRCG(TV) Jefferson City, Mo., named VP/GM.

Calif., as president.



Stringfellow

**Stu Stringfellow**, senior VP, sales, King World Productions Inc., New York, named executive VP, domestic television sales.

**Jim Cahill** and **Jim Atkinson**, broadcast designers/producers, have

signed a multiyear deal with Fox Broadcasting Co. to create a marketing division focused on network branding. They will be based at Fox Television Center, Hollywood.

**Michael Hartounian**, director, business affairs, MGM Worldwide Television, Santa Monica, Calif., named VP.

Appointments at Sports Illustrated Television, New York: **Paulette Douglas**, senior producer, named VP, program development and executive producer;

## PROGRAMING



Parker

**Laurie Parker**, producer, joins de Passe Entertainment, Los Angeles, as VP, development.

**Carol Crowe**, director, acquisitions and marketing, Pierre David's Image Organization, joins Movcorp Holdings Inc., Beverly Hills,





Currie

### Steve Currie: Broadcaster abroad

Veteran broadcaster Steve Currie, former broadcast operations manager, KOIN(TV) Portland, Ore., in 1979; program and promotion manager at WDSU-TV New Orleans in 1976, and president, NATPE International, 1981-82, has been posted to Zagreb, Croatia as resident adviser for IREX's (International Research and Exchanges Board) Professional Media Program, ProMedia. The mission of the program funded by USAID, is to foster development of independent print and broadcast press in Central and Eastern Europe. "There's something special

about being able to pass on your experience to 500 people," he told BROADCASTING & CABLE on the eve of his departure.

**Ken Pisani**, producer, named senior producer.

### RADIO

**Adam Goodman**, program director, WZMX(FM) Hartford, Conn., joins WWMX(FM) Baltimore in same capacity.

**Dave Wilner**, local sales manager, WNAP-FM Indianapolis, joins WOX(FM) Baltimore as general sales manager.

Appointments at WBAL(AM) Baltimore:

**Greg Sher**, on-air sports host, WJFK(AM) Baltimore, joins as host, *Sportsline*;

**Anne Sweeney** named local sales manager.

**Ramon Cotta**, news editor, *El Nuevo Herald* (Spanish-language version of the *Miami Herald*), joins Radio Marti, Washington, as director, news department.

**Linda Egerton**, free-lance advertising writer/producer, joins New City Communications, Syracuse, N.Y., as account manager, WBBS(FM) Fulton/Syracuse.

Appointments at WYXR(FM) Philadelphia: **Rich Davis**, music director, assumes additional responsibilities as assistant program director; **Mark Shepherd** named production director.

**Dave Richards**, program director, WRGX(FM) Chicago, named station manager.

**Dave Pugh**, VP/GM, KSLX(FM) Scottsdale/Phoenix, Ariz., joins KZZP(FM) Phoenix as general manager.

**Al Tacca**, general sales manager, Berkshire Broadcasting, Danbury, Conn., named VP, sales.

**J. Don Hall**, VP/director, sales, Inspark Inc. (sports media and marketing company), joins MediaAmerica Inc., New York, as managing director.

**Michael Atterberry**, general sales manager, KUGN-AM-FM and KEHK(FM) Eugene, Ore., named general manager.

**Fred Child**, host and producer, *Around New York*, WNYC-FM New York, joins SW Networks there as morning show host, *Classic FM*. With the addition of Child, the on-air schedule has been rearranged: **Kaaren Hushagen**, host, 2-7 p.m., moves to 10:00 a.m.-3:00 p.m. slot; **Dennis Elsas**, host, 11:00 a.m.-2:00 p.m., moves to 3-6 p.m. slot.

**Tom Perry**, VP/Midwest regional manager, Allied Radio Partners, Chicago, joins WLUP(AM) there as sales manager.

**Dan Clinkscale**, sports broadcaster, joins KMBZ(AM) Kansas City, Mo., as evening sportstalk host and reporter.

### CABLE

Appointments at Showtime Networks, New York: **Glenn Oakley**, director, sales strategy, named VP, business strategy; **Jerry Offsay**, president, programming, has renewed his contract for an additional four years.

**Chris Coles**, senior VP/COO, TCI Internet Services, named senior VP/GM, business sales and marketing division, TCI Cable Management Corp., Englewood, Colo.

Appointments at ESPN: **Evan Sternschein**, VP, advertising sales, Eastern region, ESPN, New York, named VP, national sales; **Jodi Markley**, director, production, ESPN International, Bristol, Conn., named director, production and operations.

**Robert Ware**, national sales manager, Cable Networks Inc., Washington, named director, affiliate services.

Appointments at Turner properties: **Adam Yapkowitz**, director, affiliate rela-

tions, Turner Program Services, Atlanta, named director, affiliate marketing, Turner news networks there: **Jim Granlund**, director, information technology, Worldwide Information Technology Services, named VP, technology and operations, CNN Financial News there: **Steve Shusman**, supervising producer, CNN, Atlanta, named senior supervising producer.

**Rainer Vogel**, senior VP, marketing and services, VOX TV, Germany, joins QVC Deutschland GmbH there as CEO.

Appointments at Discovery Channel Pictures, Bethesda, Md.: **Linda Isaac**, director, program management, named VP; **Patrice Andrews**, supervising producer, post-production, named head, production group; **Cheryl Jones**, account representative, assumes additional responsibilities as director, program management.



Wilson



Arouh



Seifert

Appointments at FX Networks, Los Angeles: **Patrick Wilson**, VP, affiliate sales and marketing, named senior VP; **Janice Arouh**, director, affiliate sales and marketing, named VP, Western

region; **Alan Seiffert**, counsel, home entertainment legal group, 20th Century Fox Film Corp., joins as director, business and legal affairs.

Appointments at SportsChannel Regional Network, Woodbury, N.Y.: **Terri Morse**, VP/assistant general manager, Prism and SportsChannel Philadelphia, named senior VP/GM; **Robert Malandra**, director, planning and administration, Prism and SportsChannel Philadelphia, named VP/assistant GM; **Greg Bouris**, director, public and media relations, National Hockey League's Florida Panthers, joins SportsChannel New York, Woodbury, as director, public relations and communications.

**Karen Yurenuck**, operations manager, Marcus Cable, Fort Worth, named district manager, Denton, Tex., cable system.

Appointments at InterMedia Partners, Nashville: **Bill Haggarty**, director, middle Tennessee region, named director, subscriber services; **D. Wayne Vowell**, VP/GM, Sacramento Cable, Sacramento, Calif., joins as director, middle Tennessee region.

---

## MULTIMEDIA

---



**Kasha**

**Al Kasha**, composer and consultant, joins MTM Entertainment Inc., Studio City, Calif., as president, music division.

Appointments at Cox Broadcasting Inc., Atlanta: **Jim**

**Rouse**, VP/controller, named senior VP, finance and administration; **Angie Amon**, research analyst, named senior research analyst; **Teri Milhollin**, music research coordinator, named music research supervisor; **Shauna Sullivan**, counsel, Cox Enterprises, named senior counsel; **Dallas Clement**, assistant treasurer, Cox Communications, named treasurer; **Jayson Juraska**, VP/GM, New England system, named VP, operations, Cox Communications.

Appointments at Metro Networks Inc.: **Christopher Leonard**, director, operations, West Palm Beach, Fla., joins the Houston office in same capacity; **David Wheaton** named director, operations, Grand Rapids, Mich., office; **Jill Sochacki**, assistant director, operations, Denver, named director, operations, Colorado Springs; **Bill Richardson**, director, operations, Tampa/St. Petersburg, Fla., market, adds Sarasota, Fla., market to his responsibilities; **Doug Boynton**, **Mike Haake**, **Dave Klahr**, **Jim Sharpe**, **Phil Strider** and **Alan Edwards**, regional directors, named VPs/regional directors, operations, of their respective markets.

Appointments at KERA-TV/KERA(FM) and KD\*TN(TV) Dallas: **Jonnie England**, director, corporate communications, named VP; **Donald Boswell** named executive VP/COO.

Appointments at Latin Communications Group Inc. (LCG) and EXCL Communications, New York: **Elena**

**Scanlon**, founder/president, Cinco Media Communications Inc., Dallas, joins as network production manager; **Christy Flinn**, VP, sales and marketing, El Dorado Communications Inc., Los Angeles, joins as VP/director, marketing, San Jose, Calif.

**Steven Gampp**, VP/secretary/treasurer, Nu-West Industries Inc., joins Jones International Ltd., Englewood, Colo., as CFO.

**Sarah Doole**, head, commercial development, Granada Media Group, London, joins International Family Entertainment, Virginia Beach, Va., as VP, international business development.

**Mark Haverkate**, executive VP, RCN Telecom Services, Princeton, N.J., named president.

Appointments at A.H. Belo Corp., Dallas: **Marian Spitzberg**, VP/assistant general counsel, named VP/deputy general counsel; **James Moroney**, executive VP, television station group, named president.

**Emily Rooney**, director, political coverage and special events, Fox Broadcasting Co., New York, joins WGBH-TV Boston as host of *Greater Boston*.

**Harold Crump**, GM, KSTP-TV Minneapolis/St. Paul, joins Hubbard Broadcasting Inc. there as VP, corporate affairs.

---

## ADVERTISING/MARKETING PUBLIC RELATIONS

---

**Ross Portugeis**, managing director, Turner International Television Distribution, Europe, Africa and the Middle East, based in London, joins Turner International Network Sales Ltd. in same capacity, London.

**Timothy Hart**, managing partner/COO, Fathom, Los Angeles, joins Bates USA West, Irvine, Calif., as president/CEO.

**Peter Murray**, senior VP, National Cable Communications, joins Seltel Inc., New York, as VP, corporate development.

**Bret Rice**, research coordinator, Cable AdNet, Pittsburgh, named research and promotions supervisor.

**Kathryn Alexander**, manager, research, NewsTalk Television, joins Marshall Cohen Associates, Larchmont, N.Y., as associate.

**Richard Olsen**, executive VP/GM, Cliff Freeman and Partners, joins Saatchi & Saatchi Canada, New York, as CEO.

**Clif Webb**, anchor, Newschannel 8, Washington, joins Ryan McGinn, Arlington, Va., as VP, media training

and media relations.

---

## TECHNOLOGY

---

Appointments at Chyron Corp., Melville, N.Y.: **Kathy Bienz** named product manager, Pro-Bel products; **Matt Allard** named product manager, Chyron graphics products.

Appointments at Philips BTS, Rosemont, Ill.: **Jeff Gouch**, sales manager, Toshiba America, and **Mark Sharp**, regional sales manager, Todd Communications Inc., Minneapolis, join as district managers, North Central area sales; **Phil Christopherson** named senior field service engineer.



**Smith**

**Ralph Smith**, senior VP, Wandel and Goltermann Technologies, joins Contec LP, Schenectady, N.Y., as president/COO.

**Kinsley Jones**, global earth station antenna sales manager, Andrew

Corp., Orland Park, Ill., named global earth station antenna and broadcast systems business unit.

Appointments at The Metron Corp., Knoxville, Tenn.: **David Kubeja** named VP, sales and marketing; **Ben Lovingood** named VP, operations; **Gus Zacharias** named VP/CFO.

---

## DEATHS

---

**Gene Martin**, 85, radio writer, died of respiratory failure Jan. 17 in Denver. Between 1935 and 1955 Martin worked at KLZ(AM) Denver, WFAA-TV Dallas and WLW(AM) Cincinnati as a news writer and editor. In 1955 he launched *Almanac*, a five-minute commentary on weather, the seasons and the natural world. The show still airs on some stations in Ohio and New York state. Martin is survived by his wife, Gertrude; four children, and 10 grandchildren.

**Woody Leafer**, radio/TV host and voice talent, died of a heart attack Jan. 17 in Excelsior, Minn. In the 1940s Leafer worked as an on-air personality at WDSU(AM) New Orleans. He later hosted a television show, *Leave It to Leafer*. He is survived by his wife, Janice; a son, and two grandchildren.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

As part of its implementation of the 1996 Telecommunications Act, the **FCC last week said it will be granting eight-year license renewals to TV and radio stations.** The FCC said it will extend license terms to eight years for stations that already have been granted renewals during the current renewal cycle.

**Political ad spending in 1996 soared to a new record.** Data supplied by Competitive Media Reporting to the Television Bureau of Advertising indicates that total political spending last year reached \$400 million. That beat the \$350 million record set in 1994. Network political spending last year totaled \$33.8 million, less than half the 1992 total of \$73.8 million. Last year's spot/local total was \$366.6 million, versus \$225.8 million in 1992.

Senate Commerce Committee Chairman **John McCain** (R-Ariz.) **reintroduced campaign finance reform legislation** (S. 25) last week that would give candidates for federal office 30 minutes of free airtime if they agreed to limit their overall campaign spending

## Big year for cable deals

Two of the top cable brokerage firms notched record years for M&A (merger and acquisition) transactions, underscoring the continued consolidation in the industry. Denver-based Daniels & Associates, generally considered the leading cable brokerage, recorded 68 cable-related transactions worth \$3.7 billion. That compares with 47 deals in 1995 worth \$3.5 billion.

Communications Equity Associates also notched a record year with 35 domestic cable deals worth nearly \$561 million. "This was the best year we've ever had," said CEA spokeswoman Nora Feely. "It's definitely going up for us."

For both firms, the brunt of the activity was in M&As (as opposed to debt placements or financial advice). At Daniels, cable M&A activity accounted for 47 of the 68 transactions and roughly \$2.6 billion of the \$3.7 billion total. At CEA, 31 of 35 deals were M&As. CEA did not break out totals for the M&A and debt-financing categories. —PC

and personal spending on their candidacies. Complying candidates also would receive a 50% discount for all other ad time purchased 30 days before a primary election and 60 days before a general election.

**Corporation for Public Broadcasting President Richard Carlson will leave by June 30.** He delivered the news to CPB Board Chairman Alan Sagner last week. Carlson's second three-year contract doesn't expire until Decem-

ber. Although he has no particular plans, Carlson is in the market for another "difficult management job."

**The Justice Department has cleared its antitrust decks with the new year and is concentrating on radio mergers.** Among the markets now being investigated: Syracuse, N.Y., where Cox Broadcasting Inc. wants to buy number-one-rated WBBS(FM) Fulton/Syracuse; numbers three and five WSYR(AM)-WYYY(FM), and 11 and 10

WHEN(AM)-WWHT(FM). In Charlotte, N.C., EZ Communications Inc./American Radio Systems Corp. and SFX Broadcasting Inc. are grappling for control of nearly all of the top 10 stations. And Justice is still interested in Citadel Broadcasting Co.'s plans in Albuquerque, N.M. (B&C, Sept. 16, 1996). Although Citadel sold an AM-FM combo there last June, it still controls four of the top 10 stations in the market, according to Arbitron's spring 1996 book.

**A group of 20 organizations,** including the Center for Media Education, last Friday **urged the FCC to hold an en banc hearing on the TV ratings system:** "We are deeply concerned that the system proposed by the Implementation Group does not address the needs of parents."

**ABC's Ellen will temporarily move** into the 8:30-9 p.m. time slot held by *Life's Work* beginning March 4, while the new Arsenio Hall comedy gets a chance to shine in *Ellen's* regular 9:30 p.m. Wednesday slot beginning March 5. Earlier this month, the network had said it would temporarily pull *Ellen* until the May sweeps. There'll be room for the Ellen DeGeneres comedy on Tuesday after Feb. 25, when freshman comedy *Life's Work* completes its run of original episodes this season.

**Actress Dedee Pfeiffer may be the next to go on CBS's *Cybill***—reportedly by the end of the season, a source close to the Carsey-Werner show said. Pfeiffer plays a recurring role as *Cybill's* daughter Rachel on the Monday comedy, which has averaged a respectable 11.2

## Access producer arrested for obscenity

A local cable access producer in Ithaca, N.Y., is pleading innocent to obscenity charges after airing an episode that included nudity and profanity.

Michael Angley, 30, produces *Pirate TV*, a call-in show. The Jan. 7 episode included Playboy TV clips of naked women on pool tables and swearing from callers. Angley claims violation of his First Amendment rights.

The cable operator, Time Warner Cable, received 200 complaints about the show. Time Warner immediately drafted a policy restricting adult programming to 10 p.m.-2 a.m. and requiring all local access providers, including Angley, to sign it.

Meanwhile, the Tompkins County District Attorney issued a warrant for Angley's arrest on obscenity charges, a misdemeanor in New York. Angley was arrested on Jan. 15 in the middle of a live broadcast of *Pirate TV*. When the show returned to the studio after a video clip, Angley was gone. A staffer explained to the audience what had happened.

Time Warner is not involved in the criminal suit, but it suspended *Pirate TV* for 90 days as part of its new policy. It also moved all adult programming to ch. 57 instead of ch. 13, where Angley's show appeared. —PA

Nielsen rating/17 share season-to-date.

**NBC received 16 nominations**—more than any other network—in the third annual Screen Actors Guild Awards, announced last week in Los Angeles.

**MSNBC has signed a deal with MSO Century Communications that adds 500,000 subs** and will boost the 24-hour cable news channel's carriage to 30 million households by the end of February.

**Sony is restructuring its operations** to focus on the U.S. market and pursue the growing digital satellite broadcasting industry. Sony plans to expand Sony Corp. of America, making the New York operations a "second headquarters," said Sony Chairman Norio Ohga at a Tokyo press conference last Thursday. Sony, Sony Music Entertainment and Sony Pictures Entertainment of America will also form a company combining operations related to digital satellite broadcasting; the unit will encompass content, professional products and consumer set-top boxes. At press time, Sony was negotiating with News Corp. for a possible investment in the JSkyB direct satellite broadcasting venture.

**A U.S. District judge has ordered the five largest music companies, including Time Warner, to hand over documents to the Justice Department** for investigators examining possible price fixing. Since 1994, Time

## Cisneros joins Univision

Henry Cisneros, former secretary of Housing and Urban Development, has been named president/COO of Univision Communications, the Spanish-language television network and group station owner. Cisneros, whose background is mostly in government and public service, said he looks forward to working with the "Univision team" to "close the gap" between the network's overdelivery of Hispanic viewers and underspending on the network by advertisers. Univision Chairman/CEO A. Jerrold Perenchio said Cisneros's presence will "elevate the position that Univision occupies both in Hispanic communities and among leading communications companies."

The Univision network reaches 92% of Hispanic households in the country. The company, which recently went public, has O&Os in 11 of the top 15 markets and also owns the Spanish-language cable network Galavisión. —SM

Warner, Sony Corp., EMI Music, PolyGram, and Bertelsmann Inc. have refused to turn over the documents, which concern their foreign activities, but Judge Harold Greene said the government was entitled to look at the documents to determine if the companies' foreign activities affected U.S. markets.

**ESPN and ESPN2's college basketball prime time ratings have been bouncing high this year.** ESPN's college hoops ratings (Nielsen Media Research) have climbed 7% so far this season to a 1.5 compared with a 1.4 for last season. ESPN2's ratings have jumped 33%, from a 0.3 to a 0.4.

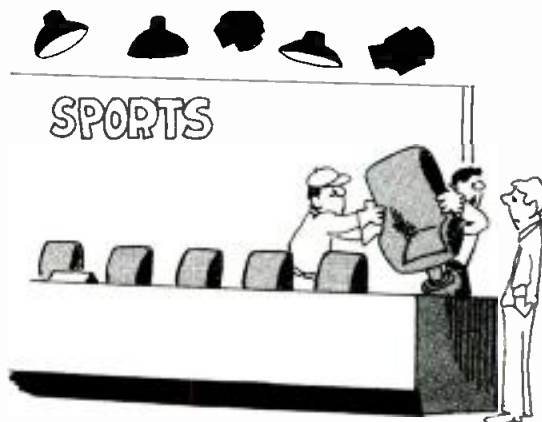
Ted Turner's **WTBS(TV) Atlanta has gotten the green light from Major League Baseball** to convert from a superstation to a cable network and seek the national rights to carry Turner's Atlanta Braves. The league's owners voted unanimously to give Turner the nod on the condition that WTBS telecast no more than 96 games, instead of its usual 124. But Turner's biggest hurdles still are

ahead. He has to convince News Corp.-owned Fox and Disney-owned ESPN to sell him the rights to the Braves because both of those networks have secured the rights to MLB games through the 2000 season. That will not be an easy task given Turner's ongoing public feud with News Corp. chief Rupert Murdoch.

The Cabletelevision Advertising Bureau reports that **basic cable achieved its highest rating during a broadcast season** (September-May) with a 21.1 during the week of Jan. 13-19. Cable also got its third-highest prime time rating.

For the week, basic cable also earned a 33.9 share in 20.4 million households compared with a 30.9 share in 18.6 million households during the same week a year ago, according to Nielsen Media Research.

**Errata:** In the Jan. 13 issue of BROADCASTING & CABLE, the Fifth Estate profile mistakenly credited Universal's Jim McNamara with negotiating a major international output agreement with Germany's Kirch Group. The deal was negotiated by Blair Westlake, Universal Home Entertainment's president of pay TV and business development.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Every time a pro coach gets fired we end up with another new analyst."

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* Reed Elsevier Inc. All rights reserved. *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.

### Cahners

*Broadcasting & Cable* (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by Cahners Publishing Co., 245 West 17th St., New York, NY 10011. Cahners Publishing Co. is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630; Bruce A. Barnett, President and Chief Executive Officer; Jackie A. Daya, Vice President and Chief Financial Officer; Neal Vitale, Group Vice President. *Broadcasting & Cable* copyright 1997 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, NY, 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, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. 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 US., \$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 Publishing Co. 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.

Incorporating The Fifth Estate TELEVISION Broadcasting

## Less is more

The National Association of Broadcasters TV board, meeting this week in Naples, Fla., has a formidable policy question before it: Should the NAB support initiatives to relax the TV duopoly rules while tightening the rules on LMAs (local marketing agreements)? The effect, should the FCC eventually adopt that course, would be to heighten the already dramatic upswing in TV consolidation across the country. And the further question is, is that good or bad?

Broadcasters who are for it argue that over-the-air TV is being subjected to ever-greater competitive pressure from cable, DBS, MMDS and other alternative delivery systems and that they need the extra muscle and economies of scale to hold their own. Broadcasters in opposition, generally those who fear being outgunned by competitors with two or more stations to their one, feel any further expansion of ownership would be countercompetitive.

The duopoly rules have historically limited a broadcaster to one station of each service in a market: AM, FM or TV. (The one-to-a-market rule is still in effect, but is so riddled by waivers as to be not worth reciting.) Even the most optimistic of TV petitioners believe the FCC will not go beyond granting UHF/UHF duopolies, although VHF/UHF combinations are under consideration.

But even VHF/VHF combinations can occur through the LMA route. As the table on page 5 describes, there are already 40 LMAs in the top 100 markets—effectively, unattributed stations operating in tandem with an existing station in that market, by the same owner. There's the rub. The FCC allowed all these LMAs into being essentially without rules: now it faces the awkward proposition of turning back the clock or of legitimizing these bastard operations.

(The way things stand now, even if the FCC forced LMAs to be attributed—that is, to be counted against an owner's allowable string—existing LMAs would be grandfathered for the lengths of their contracts.)

Some among those who've taken the LMA route and favor duopoly say the combinations saved stations that might otherwise have gone off the air. Anticipating Supreme Court disavowal of the must-carry laws, they expect a further wave of failing stations weakened by non-cable carriage. We hear an echo of the failing-newspaper act, which allows joint operating agreements when one is going under. That sauce could fit this gander as well.

What has yet to be developed is a public interest rationale for continuing to raise the bar of broadcast ownership opportunity. (Those who hold on to an LMA today, or convert a duopoly, will end up tomorrow with two LMAs—one analog and one digital. An owner with an original facility, an LMA and a duopoly U would have six hits at the spectrum.) The Justice Department has already begun blowing the whistle in radio. Can the FCC be far behind in demanding program diversity in TV?

Absent the aforementioned economic distress, we'd have a market's broadcasters continue to stand alone. LMAs should be retired from the lexicon of broadcast language, and the duopoly rules should remain the law of the land. Such autonomy as remains when a Fox has 40% of the broadcast audience, its own broadcast and cable networks, a major share of syndication and (presumptively) 50% of DBS should be held on to for dear life.

## When he's right, he's right

Congressman Billy Tauzin, chairman of the House Telecommunications Subcommittee, is on the right track regarding liquor advertising. He's suggesting that the government stay out of it while the distillers and broadcasters work out a voluntary code. That presumably would require an antitrust exemption and would be well worth it. Without objection, so ordered.

Washington 1705 DeSales Street, N.W., Washington, DC 20036  
Phone: 202-659-2340 Editorial Fax: 202-429-0651

**Harry A. Jessell**, executive editor  
**Mark K. Miller**, managing editor  
**Kira Greene**, assistant managing editor (special projects)  
**John S. Eggerton**, assistant managing editor  
**Dan Trigoboff**, senior editor  
**David R. Borucki**, art director  
**Kim McAvoy**, contributing editor  
**Elizabeth A. Rathbun**, **Chris McConnell**, assistant editors  
**Heather Fleming**, **Michael Katz**, **Paige Albinak**, staff writers  
**Rick Higgs**, systems manager  
**Denise P. Smith**, **Kenneth R. Ray**, graphic artists  
**Winslow Tuttle**, proofreader

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028  
**Stephen McClellan**, bureau chief  
**Rich Brown**, associate editor (cable)  
**Richard Tedesco**, associate editor (Telemédia Week)  
**Donna Petrozello** (radio),  
**Glen Dickson** (technology), staff writers

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036:  
213-549-4100; Fax 213-937-4240  
**Cynthia Littleton**, assistant editor  
**Lynette Rice**, staff writer

Denver 28310 Pine Cr., Evergreen, CO 80439:  
303-670-4124; Fax 303-670-1082  
**Price Colman**, bureau chief

www.broadcastingcable.com

**Broadcasting & Cable**  
The Newsweekly of  
Television and Radio  
Founded 1931

**Peggy Conlon**, publisher

**Donald V. West**, editor/senior vice president

**Richard Vitale**, vice president, operations and planning  
**Dan Hart**, group controller  
**Michael Borchetta**, circulation director  
**Sharon Goodman**, director of manufacturing and distribution  
**Louis Bradfield**, distribution director  
**Charles M. Coffax**, production manager  
212-463-6558; Fax 212-463-6563  
**Eric Peterson**, production assistant  
**Jane Rogers**, vice president, research  
**Gillian Lewis**, research director

**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

**Randi T. Schatz**, director of special projects, international sales director  
**Millie Chiavelli**, director of cable advertising  
**Robert Foody**, director of technical advertising  
**Yvonne Pettus**, **Julie DesRoberts** account executives  
**Joan Miller**, executive secretary  
**Estrella Diaz**, executive assistant  
**Antoinette Fasulo**, classified advertising manager  
**Doris Kelly**, telemarketing sales representative  
**Sandra Frey**, classified advertising representative  
Classified 212-337-7073; Fax 212-206-8327

Los Angeles 213-549-4113; Fax 213-937-5272  
**Gary Rubin**, national marketing director, director of syndication advertising  
**Craig Hitchcock**, account executive  
**Chuck Bolkom**, account executive, technology/cable sales  
Walnut Creek, CA 510-210-0814; Fax 510-210-0823  
**Kathleen Shuken**, administrative assistant  
**Barbara Wise**, director of creative services

**Yukari Media (Asia)**: 81-6-956-1125;  
Fax 81-6-956-5015

London Paramount House, 162-170 Wardour St., W1V3AT:  
44-171-437-0493; Fax 44-171-437-0495  
**Meredith Amdur**, **Lloyd Shepard**, international editors  
**Jennifer Montefiore**, BCC (United Kingdom & Europe):  
44-171-437-0493; Fax 44-171-437-0495

# VARIETY

presents



## THE miami SHOWBIZ • SUMMIT

entertainment  
in the americas

### • Participating Sponsors •

**The Miami Herald**  
**El Nuevo Herald**



## Tuesday February 4, 1997

Biltmore Hotel • Coral Gables • Florida

### • Keynote Speakers •

**KAY KOPLOVITZ**  
FOUNDER, CHAIRMAN & CEO  
USA NETWORKS

**TOM FRESTON**  
CHAIRMAN & CEO  
MTV NETWORKS

### • Panel Topics and Special Presentations •

ENTERTAINMENT ECONOMICS: FLORIDA  
LATIN AMERICAN BROADCASTING PERSPECTIVE: CAPTURING AN  
80 MILLION MARKETPLACE  
BRANDING A CHANNEL THROUGH ORIGINAL PROGRAMMING AND PACKAGING  
MUSIC IN THE AMERICAS: ARE CROSS-OVER DREAMS COMING TRUE?  
FILM, TELEVISION AND COMMERCIAL PRODUCTION FUTURES:  
DIGITAL TECHNOLOGY AND THE BOTTOM LINE

### • Featured Panelists •

JELLYBEAN BENITEZ, HOLA  
STEPHEN CHAO, STEPHEN CHAO INC.  
CYNTHIA HUDSON FERNANDEZ, UNITED INT'L. HOLDINGS  
NELY GALÁN, GALÁN ENTERTAINMENT  
TOM HUNTER, MTV NETWORKS LATIN AMERICA  
KEN LORBER, POST EDGE  
PABLO MANAVELLO, BMG LATIN  
DAWN MCCALL, DISCOVERY CHANNEL LATIN AMERICA  
ELLEN MORASKIE, WARNER CHAPPELL LATIN DIVISION  
PETER OWEN, QUANTEL  
JOSÉ MANUEL PAGANI, HBO OLE/CINEMAX  
RAFAEL PASTOR, USA NETWORKS INTERNATIONAL  
JOSÉ ANTONIO RIOS, GALAXY LATIN AMERICA  
JORGE PINOS, WILLIAM MORRIS AGENCY

Monday, February 3, 1997 • Gala Dinner to Honor The Film Society of Miami

**CALL NOW TO REGISTER**  
**2 1 2 . 3 3 7 . 6 9 2 4**

or register online at <http://www.showbizexpo.com>

### • REGISTRATION FEES •

Conference \$450 • Conference and Benefit Dinner \$600

Payment by American Express, Visa, Mastercard, Check

For further information call Beth-Ellen Keyes, Conference Manager, 212.337.6932

Attendance is Limited • Register Now!



**NO MATTER WHAT HAPPENS.**

**NO MATTER WHERE IT HAPPENS.**

**NO MATTER WHEN IT HAPPENS.**

**IT ALWAYS HAPPENS TO ONE OF US.**



**EYE ON  
PEOPLE**<sup>SM</sup>

**A NEW NETWORK COMING SPRING '97.**

For more information on the East Coast, call Ken Mullane at 203-965-6423;  
or on the West Coast, Lynn Wells at 303-771-9800.

The CBS EYE logo is a registered trademark, and EYE ON PEOPLE is a service mark, of CBS Inc.  
©1997 Group W Satellite Communications. All rights reserved.