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The Newsweekly of Television and Radio

Vol. 127 No. 6 65th Year 1997 A Cahners Publication

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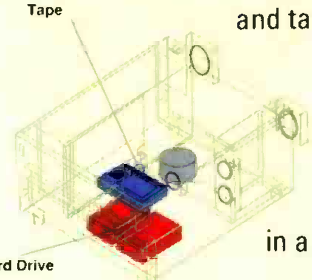

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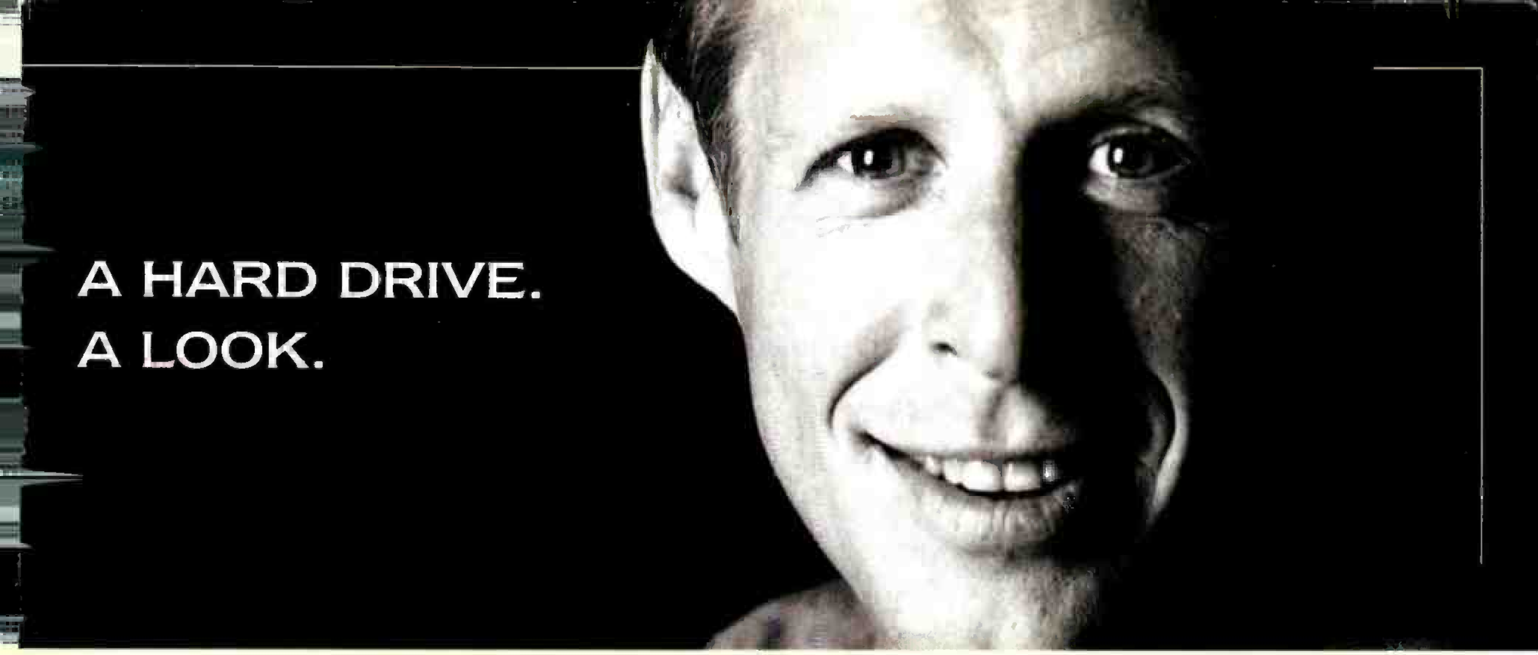

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Fast Track

Must Reading from Broadcasting & Cable

February 10, 1997

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White House calls for "expediting" digital TV licenses The White House is asking the FCC to move "expeditiously" on issuing digital TV licenses. But the issue of broadcasters' public interest responsibilities will remain unsettled for a while. / 7

Gore praises Clinton for consolidation position Vice President Gore says the consolidation sweeping the industry would have been worse but for President Clinton's holding firm on limits on deregulating broadcast ownership during Telcom Act negotiations. / 7

Analog spectrum auction set for 2002 The Clinton administration expects to raise a whopping $47.2 billion through spectrum auctions by 2002 to help balance the federal budget. But many say the administration is considerably overstating the spectrum's value. / 8

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First Amendment blocking campaign reform? After campaign spending hit record highs in 1995-96, long-time efforts to amend the Constitution to allow limits on campaign expenditures are drawing renewed attention. / 19

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Kids' WB! adds 10 hours of new shows Kids' WB! will boost its lineup by 10 hours this fall, adding shows from TV titan Norman Lear and film legend Steven Spielberg. / 32

ABC News takes its lumps *World News Tonight* has been dethroned by *NBC Nightly News* for most of the past two months. *This Week*, minus David Brinkley, usually takes second place behind NBC's *Meet the Press*, and *Good Morning America* runs a distant second to *Today*. Add to that two lawsuits and $15 million in damages, and it's been a rocky road for the network. / 33

'Alice' is the new slogan three adult contemporary radio stations hope will come to represent a hip and whimsical approach. / 43

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Video streams rising on the Internet Video- and audiowise, the Web offers only a glimmer of what it could become. But that could change quickly with the advent of high-speed cable Internet services and their accompanying expanded bandwidth, and with such new, quicker-access streaming technologies as RealVideo from Progressive Networks. / 26

Cover photo by Dennis Brack/Black Star

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Home shopper Global shops for UHF stations Home shopping retailer Global Broadcasting Systems is making an initial public offering valued at up to $470 million to help finance its ambitious TV-station buying spree. / 44

TCI launches digital TV service in two markets Tele-Communications Inc. will launch its ALL TV digital television service in Arlington Heights, Ill., and Fremont, Calif., this week. / 45

Cable subscribers' grass-roots efforts in Seattle and other communities are countering decisions by TCI to cut C-SPAN service. / 45

Telemedia Week

NBA gets game assist from Intercast The National Basketball Association became the second major professional sports league—after the National Football League—to put Intercast in its games. / 51

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Panasonic announced the restructuring of Panasonic Broadcast & Television Systems Co. and gave a sneak preview of its NAB '97 exhibition last week, including its DVCPRO nonlinear editing workstation. / 54

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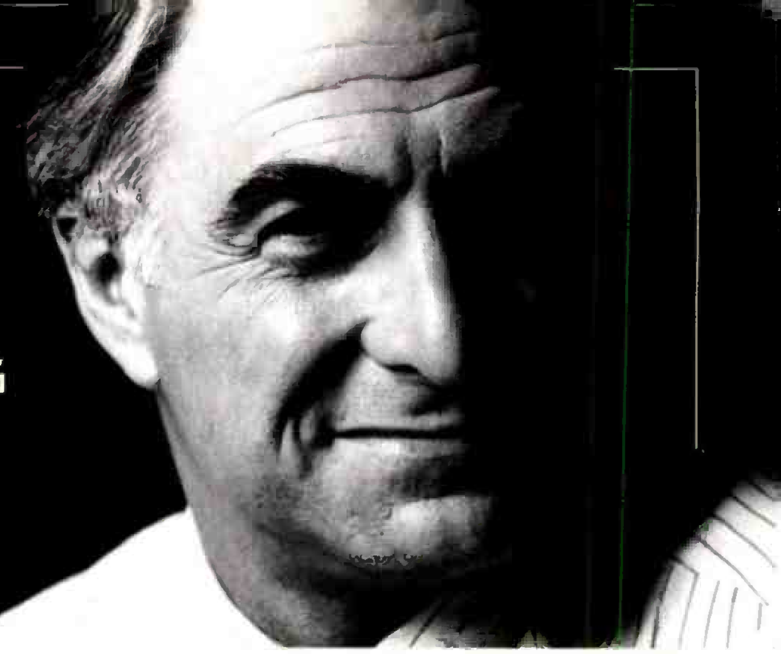

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Malone picks new no. 2

TCI chairman hands over presidency to InterMedia's Leo Hindery, passes over Brendan Clouston, whose fate is uncertain

Hindery (upper right) is a longtime friend of Malone (above) and managing general partner of InterMedia, a top 10 MSO. Clouston (right), head of TCI Communications, may move to TCI International.

By Price Colman

DENVER

Tele-Communications Inc. Chairman John Malone has relinquished his president title, one of three he holds, and picked longtime ally Leo Hindery of InterMedia Partners to fill the position.

Shortly before press time Friday, TCI's board of directors approved the selection of Hindery, 49, who is widely viewed as a strong operational executive and a savvy deal maker.

"He's a very strong operating guy," says Jessica Reif of Merrill Lynch. "It's clear that they need stronger people on the operating side. A lot of people at TCI are deal makers."

TCI spokesman Robert Thomson says Hindery will join the company "shortly," but did not specify when. "This is an enormous honor for me and my family, and it is a great privilege to work with John Malone, who is a longtime dear friend and the man who largely brought me into the cable industry," Hindery said in a statement. "Much of the success I have had with Intermedia and in our industry I owe to John. I am exhilarated by this opportunity, and I look forward to helping him as president of TCI."

Malone will maintain, at least for the time being, the titles and duties of chief executive and chairman.

InterMedia—which ranks among the top 10 cable MSOs, with roughly 1.4 million subscribers—is partly owned by TCI. TCI's stakes in the four partnerships that compose InterMedia range from 30% to 49%.

Hindery's selection raises questions about the corporate fate of Brendan Clouston, president and chief executive of TCI Communications. Since late last year, there has been speculation that Clouston is on his way out following TCI's sub-par third-quarter performance. While Malone has continued to express confidence in Clouston, Clouston's role has clearly diminished over the past few months. Sources say he has been called on the carpet during marathon budgeting sessions with Malone.

When news surfaced recently that Malone was considering giving up the title of president, Clouston was one of the names prominently mentioned as a possible successor. The fact that Malone chose Hindery is another sign of Clouston's diminished influence at the nation's largest MSO. Under the new executive structure, Clouston will report to Hindery—not to Malone, as had been the case.

Speculation in financial circles has been that Clouston would eventually leave TCI to head TCI International. A spokesperson for TCI International said Friday, "We have absolutely no knowledge that Brendan would become part of the officer team for TINTA."

There has also been speculation that Clouston would head TCI's telephony business, in which he is said to be interested, or move to the Sprint PCS joint venture. A TCI spokesperson said Friday only that Clouston remains president of TCI Communications.

Among other candidates rumored to be in the running for the key position were Peter Barton, head of TCI programing subsidiary Liberty Media, and Trygve Myhren, founder of ATC and former head of Providence Journal Co.

Barton has long been considered a potential heir to Malone. But analysts, speaking anonymously, say that Barton's selection would have sent a message that TCI is preparing to parcel up the company for sale.

Myhren said he was unaware that he was in the running.

"This is not a job that I would seriously consider at this stage in my life," he said. "But just as important a consideration is the fact that nobody has asked me to take it.... This kind of move is very, very important for the company. I'm confident John [Malone] chose wisely."

TCI is under pressure on virtually all fronts, particularly financially. Malone has promised to raise \$750 million–\$1 billion in cash flow in 1997, a dramatic turnaround from what analysts have estimated will be a negative \$500 million cash flow in 1996.

The company has made a number of moves to reduce costs—cutting 3,000 jobs, reducing executive compensation, slowing rebuilds—but now must show that it can generate sufficient cash flow.

"The company is in a period where they have to prove they can show very good numbers," says Merrill Lynch's Reif. "The first quarter is the tell-all quarter. They have to do well. If there is a surprise on the upside, the stock could have a good move.

"If the surprise is on the downside, you don't want to be anywhere near the stock." ■

White House calls for 'expediting' digital TV licenses

Broadcasters' public responsibilities on new medium would be defined later

By Heather Fleming
WASHINGTON

The White House is asking the FCC to move "expeditiously" on issuing digital TV licenses while it puts off the issue of broadcasters' public interest responsibilities.

President Clinton is convening a special advisory group to study and make recommendations within one year on what should be the public interest responsibilities of broadcasters regarding digital TV. The FCC should keep the public interest question open, the White House says, while proceeding with digital license allocation.

"As President Clinton and I have consistently stated, broadcasters are trustees of the public airwaves," Vice President Al Gore told reporters last week. "Digital technology will greatly enhance the opportunity available to broadcasters to utilize multiple channels. The public interest obligations should be commensurate with these new opportunities."

FCC Chairman Reed Hundt and public interest groups welcomed the proposal with open arms. "I totally support the idea that no DTV licenses should be issued unless and until it is clearly understood that licensees must serve the public interest in a variety of ways," Hundt said. He later added that the commission might establish a general public interest mandate—such as a requirement that 5% of the digital channel be devoted to public interest use—that regulators would later develop into specific rules.

Vice President Gore: 'The public interest obligations should be commensurate with these new [digital TV] opportunities.'

Gigi Sohn, executive director of Media Access Project, cautioned that the FCC should not think it is now "absolved from doing the right thing. They have to commit to specific enforceable and meaningful public interest obligations."

On Capitol Hill, House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) agreed that the FCC should move forward with issuing licenses, but he predicted that he and the commission would disagree over the public interest. "My theory is that eventually you relieve broadcasters of public interest responsibilities and let [commercial broadcasters] move them over to public TV to help stabilize public broadcasting," Tauzin said. His subcommittee will hold a hearing this week examining issues surrounding digital TV.

Senator John McCain (R-Ariz.), a proponent of auctioning the digital TV spectrum, is withholding comment until he sees the final proposal. Components of the Commerce Committee chairman's campaign finance reform bill—including free airtime for federal candidates and discounted advertising rates—are likely to be raised before the public interest advisory panel.

Broadcasters are hardly enthusiastic over the prospect of additional public interest responsibilities, but the real news for them was the White House's call to move forward with the digital licenses.

"I think it's a convenient way for Reed Hundt to declare victory, in the sense that he now has someone to pay attention to his interest in public interest requirements" in a digital age, and not use that as a means of holding up the assignment process," said one broadcast lobbyist.

Another broadcast lobbyist said the proposal "raises more questions than it answers." In the past, "our experience with [Hundt] is that when he starts with these government quotas—like agreeing to do three hours of kids programming—he defines what it is after the fact, to his own liking. Nothing is decided up front...and, therefore, we're going into this a lot more skeptical." ■

Gore praises Clinton for 'holding firm' on consolidation

WASHINGTON—If you think the Telecommunications Act has brought too much consolidation in the TV and radio industries in the past year, you should thank the Clinton administration that it hasn't been worse.

That's according to Vice President Al Gore. Although the administration embraced the bill when it was signed a year ago, the White House had pushed for limits on deregulating broadcast ownership during negotiations.

"The administration's opposition to undue relaxation of media concentration has been justified by the rapid achievement in most markets of the maximum radio and TV concentration allowed under the act," said Gore. "It certainly vindicates the President's insistence that we maintain limits. If the President had not held firm, you can just imagine what kind of consolidation would have taken place."

But Gore still defended the act. "This is the first year of a process of change that will take quite some time."

Cable rate increases during the past year "could have and would have occurred whether the legislation passed or not," he said. "All of them are within the boundaries that would have been permitted under the old government law. [The increases] mostly represent inflation plus recoverable capitalization of new services."

Gore also said he was "a little bit surprised" that cable companies have been slow to accelerate investment in broadband interactive networks. "I rather suspect that the pioneers who make these investments will be handsomely rewarded." —HF

Hundt differs with Quello, Chong on ratings hearing

WASHINGTON—FCC Chairman Reed Hundt may want a hearing on the TV ratings, but two other commissioners are not so sure.

Commissioners James Quello and Rachelle Chong want more information on the ratings plan before committing the FCC to a hearing. Their opposition was reflected in last week's public notice on the ratings, which makes no mention of a hearing.

"We seek comment on whether the industry proposal is 'acceptable,'" the notice says. "Parties should specifically identify the factors they believe that the commission should consider in making this determination." Comments are due April 8.

But while the notice mentioned no hearing, Hundt did so in a separate statement on the subject. "I plan to schedule a public hearing after the initial comment period," he said. Hundt added that a hearing is "fully consistent with Congress's direction that we decide 'in consultation' with public interest groups and other interested parties whether the industry ratings proposal is acceptable."

Late last month, Hundt had told Senator Kent Conrad (D-S.D.) that the commissioner's review would include a public hearing on the ratings. And others at the FCC insist the hearing will happen despite last week's disagreement over including it in the public notice. In a joint statement, Chong and Quello said they have no objection "in principle" to a hearing, but want to wait until the FCC sees the inital round of comments before planning one.

The FCC issued the notice as part of its effort to determine the acceptability of the ratings system developed by entertainment industry executives. The 1996 Telecommunications Act requires the FCC to appoint an advisory committee to develop an alternative ratings scheme if the FCC finds the current one unacceptable.

Meanwhile, Representative Ed Markey (D-Mass.) and Senator Byron Dorgan (D-N.D.) criticized the positions of Chong and Quello. "It is very unfortunate that neither Commissioner Quello nor Commissioner Chong believes that this issue deserves a public hearing," said Markey. "This is unacceptable," added Dorgan. —CM

Clinton's budget: $47B from spectrum

Includes $36 billion from sale of TV chs. 60-69; former CBO head questions figures

By Heather Fleming

WASHINGTON

The Clinton administration expects to raise a whopping $47.2 billion through spectrum auctions by 2002 to help balance the federal budget.

But many say the administration is considerably overvaluing the spectrum. Senate Majority Leader Trent Lott (R-Miss.) said the administration's projection was "not practical and not possible." Robert Reischauer, former director of the Congressional Budget Office, said in a *Washington Post* op-ed piece that if the President's budget expects to raise more than $10 billion from spectrum auctions and other government asset sales, then "the public should take the promise of a balanced budget with a big wink."

Lending credence to Reischauer's comments is a Feb. 5 letter from FCC Wireless Telecommunications Bureau Chief Michele Farquhar to Senator Ernest Hollings (D-S.C.). Farquhar said she was concerned that a planned auction of nonbroadcast 2 ghz spectrum would not prove as lucrative as first thought.

President Clinton's fiscal 1998 budget blueprint, unveiled last week, includes $36.1 billion in new spectrum auction revenue. As expected, the administration is proposing to auction some analog broadcast spectrum (chs. 60-69) by 2002, and some frequencies used for electronic newsgathering. Included in that $47.2 billion total is $11.1 billion in spectrum auction revenue already budgeted.

The administration's proposal for digital TV mirrors last year's budget. Broadcasters would be given an additional block of spectrum to make the transition to digital transmission, and at the end of the transition they would return their current analog spectrum. The analog spectrum would be auctioned in 2002, but would not be given to the new occupants until 2005. The NAB opposes an "accelerated" transition to digital.

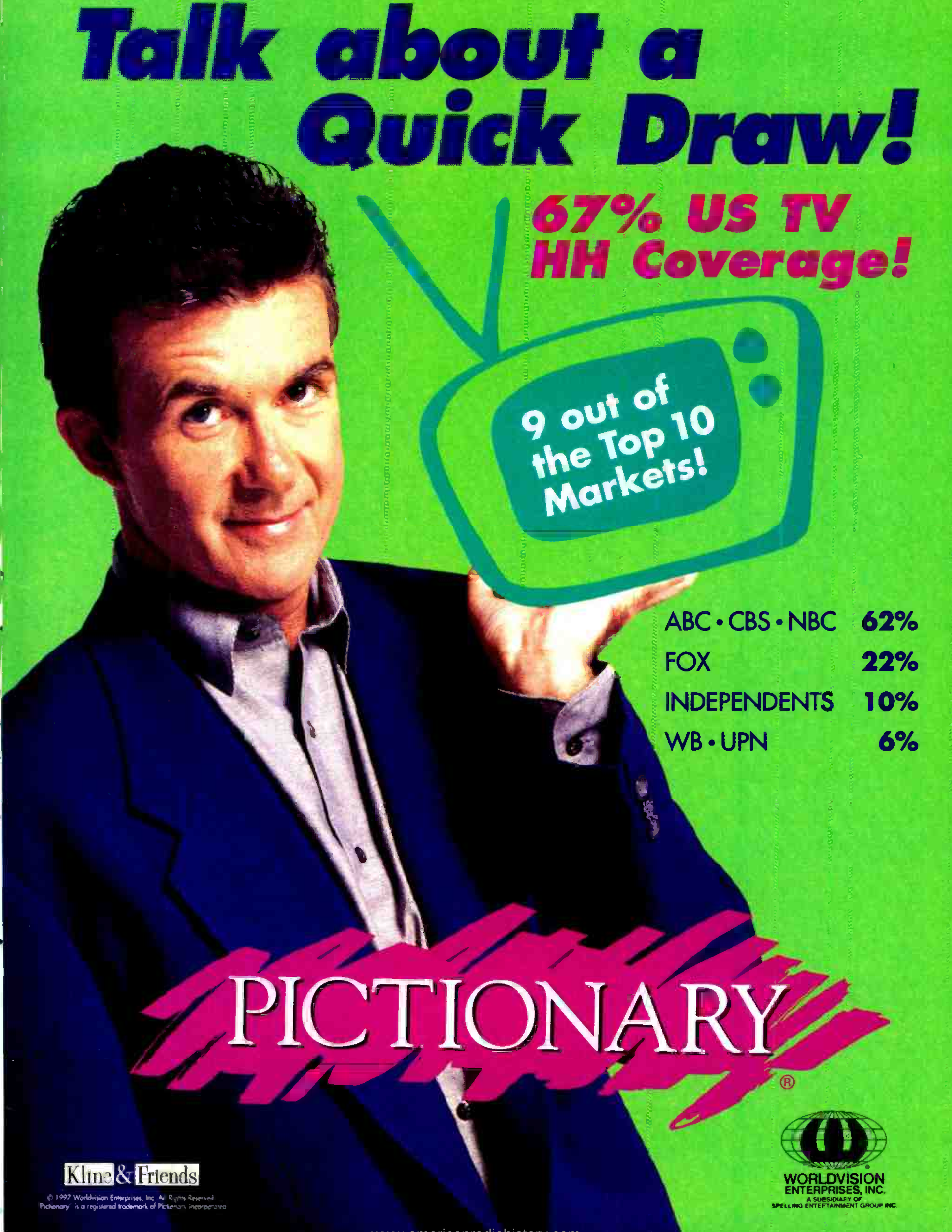
This year, the administration estimates that the analog auction would raise $14.8 billion, compared with last year's estimate of $17 billion. If revenue from the analog auction did not reach the targeted $14.8 billion, the FCC would collect a "fee" from the broadcasters to make up the difference.

Broadcasters say this time around, they plan "to raise a huge stink" about any "tax" they would be subjected to under a digital TV transition plan. But an administration official says the White House considers the $14.8 billion to be a "conservative" estimate of how much would be raised by the analog auction.

The administration's auction plan for UHF TV channels 60-69 closely resembles legislation introduced last week by Senate Commerce Committee Chairman John McCain (R-Ariz.). The President's budget proposes auctioning 36 mhz of spectrum in the 60-69 block in 2000 and 78 mhz in 2002 for a total $3.5 billion. In addition, the administration has tentatively decided to reserve 24 mhz for public safety uses.

McCain's proposal would require the FCC to allocate four new radio channels between TV chs. 60 and 69 to public safety use within 30 days of enactment. Within five years, the FCC would auction the remaining spectrum in the 60-69 block for commercial use. It earmarks 10% of the spectrum auction revenue for distribution to the states for law enforcement and public safety. In addition, McCain's bill makes the FCC's auction authority permanent and creates a private, nonprofit corporation to oversee the auctioning, assignment of licenses and distribution of the proceeds.

The FY '98 budget also includes $219.1 million for the FCC, up $30 million because of expenses associated with moving its Washington offices to the Portals complex, and $18 million for the National Telecommunications and Information Administration, up from $15.3 in FY '97. ■



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Viacom station bids due this week

Ten stations are being sold individually; hoped to bring $1.4 billion

By Elizabeth A. Rathbun
WASHINGTON

Bids are due Friday on Viacom International Inc.'s 10 radio stations, sources say. Prices are expected to run high for the rare chance to pick up a station in a top-eight market.

After quiet attempts over the past nine months to sell its radio group for $1.4 billion, Viacom hired CS First Boston to sell the stations individually. Speculation is that Viacom President Sumner Redstone may not get his $1.4 billion, but he may do better than the $1 billion–plus that was offered for the group as a whole.

"He is a tough seller," one observer says of Redstone. "He won't sell unless he gets a *big* number." Viacom's stations are in five of the nation's eight biggest markets, according to Arbitron: WLTW (FM) and WAXQ(FM) New York (1); KYSR (FM) and KXEZ(FM) Los Angeles (2); WLIT-FM Chicago (3); WLTI(FM) Detroit (6), and WMZQ-AM-FM, WJZW(FM) and WBZS(AM), all Washington (8). "They're really great radio stations," one source says. "This is real beachfront property."

A Viacom official could not be reached for comment.

Few group owners could afford the asking price of more than 20 times cash flow, one source says. Among those reportedly interested are Walt Disney Co./Capital Cities/ABC Inc.; Emmis Broadcasting Corp.; Evergreen Media Corp., and Jacor Communications Inc.

The winning bids are to be announced on Feb. 17.

Sumner Redstone is holding out for $1.4 billion for Viacom's 10 radio stations.

Deals get FTC nod

The Federal Trade Commission recently approved several large radio deals before the usual end of the antitrust waiting period. The deals, which still need FCC approval:

- Clear Channel Communications Inc.'s purchase of KSCA(FM) Glendale/Los Angeles from Gene Autry's Golden West Broadcasters. Clear Channel put up $10 million for an option to buy the station and will pay $102.5 million to exercise the option (B&C, Jan. 13).
- Bonneville International Corp.'s swap of KMBZ(AM)-KLTH(FM) and KCMO-AM-FM Kansas City, Mo., and KIRO-AM-FM and KNWX(AM) Seattle, for Entertainment Communications Inc.'s KLDE(FM) Houston. The deal is valued at $100 million (B&C, Jan. 13).
- Jacor Communications Inc.'s $72 million purchase of KOGO(AM)-KKLQ-FM, KCBQ(AM) and KIOZ(FM), all San Diego, from Par Broadcasting Co. The deal took Jacor one station over the local ownership cap of eight stations, but it has promised to spin off an AM to meet the limit (B&C, Oct. 28, 1996).
- Beasley Broadcast Group's $65 million buy of WWDB-FM Philadelphia from Mercury Radio Communications. (B&C, Jan. 13).

Cox adds to L.A. holdings

Cox Radio Inc. will pay $19 million for Spanish-language KRTO-FM West Covina/Los Angeles, Calif. The deal, which is subject to FCC approval, was announced last Thursday. Cox already owns two FMs and one AM in the nation's second-largest radio market; it also owns nearby KTVU(TV) Oakland. Seller is El Dorado Communications Inc., which is buying KRRA(AM) West Covina and also has a time brokerage agreement with KGRB(AM) West Covina. Broker for the Cox/El Dorado deal is Gary Stevens.

Hicks tops 200

Thomas O. Hicks and his related Hicks, Muse, Tate & Furst Inc. companies topped the 200 radio-station mark last week, paying $60 million for 20 more stations in Alaska, Arizona, Virginia and Wisconsin (see "Changing Hands," page 38). That brings Hicks et al. to 216 stations, according to BROADCASTING & CABLE's count.

The latest deal, with three different buyers, takes Hicks's Capstar Broadcasting Partners Inc. into Arizona and Wisconsin for the first time. Capstar was set up in May 1996 to buy stations in midsize radio markets. The deal is subject to FCC approval. Brokers on the deal were Media Venture Partners for sellers COMCO Broadcasting Inc. and Commonwealth Broadcasting of Arizona LLC, and Americom for Richard P. Verne. ■

News Corp. TV profits drop

NEW YORK—News Corp.'s second-quarter (ended Dec. 31, 1996) television revenue was up 10%, to $850 million. But the gain wasn't enough to offset higher programing costs and lower ratings, which resulted in a 5% drop in the company's TV segment operating profits, to $120 million.

For the first six months of the company's fiscal 1997 (which ends June 30), TV operating profit was down 17%, to $173 million, on a 7% revenue gain, to $1.367 billion. The company said its owned station group posted revenue and profit gains, with Los Angeles, Chicago and Houston stations showing strong growth, offset somewhat by weaker results in New York and Washington. But solid gains at the company's film and print segments helped boost overall operating profit 15%, to $706 million.

The company said it took a $33 million write-down associated with prepayment of public debt and costs relating to last year's sale of a book division. Operating profits at the film division were up 154% largely because of the continued success of "Independence Day," which has generated almost $800 million worldwide at the box office.

Bishop Cheen, a media analyst with First Union Capital Corp., says his view of the company's results is "wait and see. This is a rebuilding year for Fox and they just started rebuilding. They have a lot of work to do. They have shown in the past they're capable of coming up with good shows. You can't count them out. If I had a dollar for every time Wall Street buried Fox on its way up, I'd be a rich man." —SM

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Playing musical networks

More shows are finding new homes

'Family Matters,' which first appeared on ABC and has now moved to CBS, is just one of the growing number of shows that have found new life on a different network.

By Lynette Rice

HOLLYWOOD

The veteran sitcom *Family Matters* has become the latest player in the game of network hopscotch, having found a new home at CBS after ABC reportedly failed to up the ante on the show's license fees.

The Miller-Boyette comedy, which has served as a cornerstone of ABC's TGIF lineup, follows a host of other sitcoms and dramas that have found new life on competing networks this season. This year's movable feast includes *JAG*, which debuted on NBC last year before moving to CBS last month; *The Naked Truth*, which moved from ABC to NBC, and *The Jeff Foxworthy Show*, which switched from ABC to NBC.

UPN and The WB also have found some success in picking up network hand-me-downs. UPN is playing host to *In the House* (which debuted on ABC), while The WB now airs *Brotherly Love* (formerly of NBC) and *Sister, Sister* (ABC).

"It gives you a recognizable franchise," says Kelly Kahl, CBS's vice president of scheduling. "It's something that clearly has an audience somewhere else. Hopefully, you can bring that audience over."

CBS hopes to do just that with its 22-episode order of *Family Matters*, which has traditionally scored high marks at ABC in total households, teens and kids (9.3 Nielsen Media Research rating/17 share average this season). CBS likely will steal some of ABC's thunder by keeping the show on Friday once it switches next season. The changeover also includes the development of additional programing for CBS by Miller-Boyette-Warren Productions.

The defection of *Family Matters* reportedly surprised some high-level ABC executives, but an inside source said the disappointment was minimized by the show's age. Its debut on CBS next year will mark its ninth season, with the popular Steve Urkel character now in college. ABC apparently was expecting only one more year from the show. Still, the show was a winner for ABC on Friday nights, routinely taking its time slot.

"This is exciting for us on several levels," says Leslie Moonves, CBS Entertainment president. "*Family Matters* represents the finest in family entertainment and is the perfect foundation upon which to build a new franchise evening."

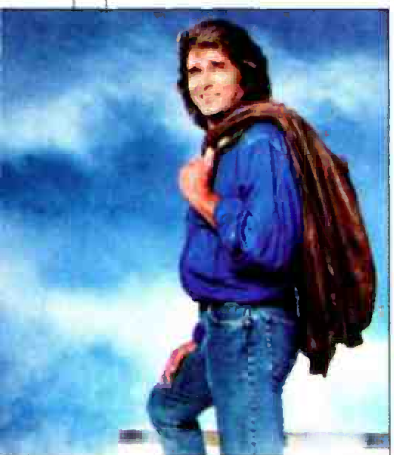
Executives say the recent practice of show swapping is valuable in an age when networks are redefining themselves.

"It's a much more common practice," says The WB's head of programing, Garth Ancier. "When [we] see a show that would work for our network that's on someone else's, we say, 'Gee, it's gotten some exposure there, but it's not quite a good fit for them. It would work better for us.' "

For *In the House* producers Quincy Jones/David Salzman Entertainment, UPN offered a new lease on life for a sitcom that wasn't able to blossom on NBC. "You really feel that you try to do your best; you put blood, sweat and tears into a show, but often shows get canceled for reasons that are beyond your control...maybe it was just the positioning," says Debra Langford, Jones/Salzman vice president of television. "From the moment Lucie Salhany and UPN heard that this show was on the fence, they were aggressive and supportive and enthusiastic about getting it."

Jones/Salzman retained the title but prepared the show for its new network by steering away from a family setting to a more youthful ensemble, Langford says. Thanks to rapper LL Cool J and actor Alfonso Ribeiro, the show is now popular among teen women. ■

News Corp., Liberty in a Family way?



'Highway to Heaven' is regularly featured on The Family Channel.

NEW YORK—The big rumor on Wall Street last week was that News Corp. and Liberty Media were jointly negotiating to acquire a controlling stake in International Family Entertainment, parent company of The Family Channel and MTM. IFE is controlled by evangelist Pat Robertson and his son Tim.

Liberty is the largest single shareholder in IFE, with 20%, but has no voting control in the company. Other major shareholders include Los Angeles–based Capital Group (9.5%) and New York investor Mario Gabelli (12%).

The parties wouldn't comment, but talks appeared to stem from a separate set of conversations Fox has had about creating a daily 12-hour block of children's programing for The Family Channel. Those talks have been ongoing for months, and Fox executives confirmed last week that the talks are continuing.

One obstacle to the larger deal is the Robertsons' reluctance to give up control of the channel. Another is a contractual provision that requires The Family Channel to devote a substantial number of hours to religious programs (notably *The 700 Club*) from Pat Robertson's TV ministry, the Christian Broadcast Network. —SM

Kids upfront up a little

By Steve McClellan
NEW YORK

Advertisers paid double-digit cost-per-thousand (CPM) price increases in last week's upfront children's market, although the amount of money in the market was said to be up only slightly—perhaps 3%, to $750 million.

On the broadcast side, price gains of 10% to 25% offset ratings declines this season and reduced inventory (the result of fewer available shows) for next season.

As several broadcast sales executives put it, cable "sucked up" a greater portion of the overall market this year, commanding 45%-50% of the dollars. The biggest gainers on the cable side were Nickelodeon and the Turner cable properties—primarily Cartoon Network.

Nickelodeon executives wouldn't disclose figures, but reportedly were telling clients they did as much as $280 million in this year's upfront. Competitors said they thought $250 million was more realistic. Either way, Nick commands the single biggest piece of children's advertising.

Cartoon Network's distribution jumped this past year to 40 million cable homes, from about 22 million, enabling it to command price hikes in the teen demographic and total commitments of some $60 million.

On the broadcast side, Fox was able to offset ratings declines in its Monday-Friday lineup this season with close to 20% CPM hikes in the upfront. Dollarwise, sources said, the network's take was flat with last year, or about $170 million, including the Saban inventory that Fox packages with its network fare. The Fox inventory alone is valued at roughly $135 million.

With 10 more hours of kids shows to sell (for a total 19 hours), The WB boosted sales 50%, to about $64 million, with CPM hikes in the high teens. ABC offset ratings declines with mid-teen CPM hikes, enabling it to generate $45 million, roughly flat with last year. With two hours' less inventory, and all FCC-friendly fare, CBS was said to have had sales of $10 million–$15 million, compared with $45 million a year ago. ■

Closed Circuit

NEW YORK

'Roseanne,' 'Cosby' get cable play

Look for an announcement, possibly as early as today (Feb. 10), that Carsey-Werner has sold the second-cycle syndication rights for *Roseanne* to cable superstation WTBS, effective in 1998. As part of the same deal, WTBS will get third-cycle rights to *The Cosby Show* starting in 1999. Both shows will also continue to air in broadcast syndication. In the past, C-W Distribution President Joe Zaleski has not been high on doing off-network cable deals, which he told B&C last month could cut short the life span of off-network shows in syndication. Speculation is that C-W isn't generating the revenue it wanted for the next cycle of those shows, which were a major focus for the company at NATPE. Terms for the WTBS deal weren't known, but C-W is asking for cash and one minute of barter from local broadcasters for the second cycle of *Roseanne*.

WASHINGTON

Commissioner Regan?

Another name emerged last week in the FCC nominee sweepstakes. Corning Inc. lobbyist Timothy Regan joined the list of candidates for the vacant Republican seat. The list also includes the Justice Department's Michael Powell and House Commerce Committee economist Harold Furchtgott-Roth. Some onlookers, meanwhile, speculated that two of the Republican contenders could be in for FCC nominations. Sources last week said there is growing doubt that the Clinton administration will renominate Commissioner Rachelle Chong for another term. Chong's term expires in June.

Satellite conference

Representatives of ABC affiliates met with some 16 senators last week to discuss the Satellite Home Viewer Act. Network affiliates are pressing a series of court cases charging PrimeTime 24 with violating the law, which bars satellite carriers from delivering network signals to areas serviced by local stations. The affiliates described the pending legal challenges and urged lawmakers not to change the law.

NCTA vs. ASkyB

The National Cable Television Association board emerged from its board meeting in Washington last week more determined to slow, if not stop, Rupert Murdoch's ASkyB plans to retransmit local broadcast signals as part of its DBS service, slated for launch next year. After the meeting, NCTA President Decker Anstrom stopped short of saying the association would oppose ASkyB's bid for copyright legislation affirming its right to carry local TV signals. But if ASkyB or any other DBS operators want to act like cable, he said, they should be regulated like cable. That means, among other things, ASkyB should be prohibited from retransmitting local TV signals where Murdoch's Fox owns TV stations because of the FCC rule against local cable-broadcast crossownership, Anstrom said. The prohibition rule should apply to both media or neither, he added.

KNOXVILLE

Home & Garden grows

Knoxville, Tenn.–based Home & Garden Television has struck a deal with Cablevision Systems Corp. that will give the network entry into the key New York ADI. Cablevision is the last top MSO to strike an affiliate deal with HGTV, which reaches 22 million subscribers nationally.

HOLLYWOOD

CBS gets dramatic

Forever Yours, a one-hour drama co-written and co–executive-produced by Paul Faggis (*EZ Streets*), is among the many drama pilots CBS has committed to for next season, a source close to the network says.

NBC DAYTIME

Thanks to the NBC affiliates who cleared Sunset Beach,
Our entire

LEEZA
***Up* 21%**

ANOTHER WORLD
***Up* 4%**

*Source: Aggregated Nielsen Station Index metered market ratings *Sunset Beach* premiere 1/6/97 to 1/29/97 versus November 1996 sweep.
Sunset Beach comparison to *Real Life*. Subject to qualifications which are available on request.

IS LOOKING UP!

NBC DAYTIME line-up is up 14%!*

DAYS OF OUR LIVES
Up 7%

SUNSET BEACH
Up 25%

Thanks for proving that
Anything can happen at sunset!

NBC

Battle of the network stories

TV juggles coverage of Clinton speech and Simpson verdict

By Michael Katz

When the networks discovered that the O.J. Simpson civil trial verdict was likely to be announced during President Clinton's State of the Union address, they were faced with a journalism 101 quandary: how to cover what is important versus what is interesting.

"I can't remember a night like this," said Andrew Heyward, president of CBS News. "The actual decision not to interrupt the President was a no-brainer. The State of the Union address is a more important story, but the irony is that the public is definitely more interested in the Simpson verdict."

The network news departments consider it their civic duty to cover the speech, but at the same time could not ignore the breaking of one of the biggest stories of the year. Although the broadcast networks say they never planned to cut away from the speech, it was clear the decision wasn't automatic.

"You may be wondering what we're going to do, and we're wondering that ourselves," said NBC News anchor Tom Brokaw before Clinton's address.

NBC had the most flexibility of any of the news bureaus because it was able to stick with coverage of the speech while covering the Simpson verdict on its cable networks.

"We basically made the decision to put our primary network on the State of the Union address, judging it as a historical event and an important constitutional right," said an NBC spokesperson. With NBC devoting full coverage to Clinton, MSNBC and CNBC stuck to the Simpson verdict. "It was an easy decision," the spokesperson said.

However, not everyone in the NBC camp was happy about the decision-making that night. CNBC talk show host Geraldo Rivera told the *New York Post* he was furious at NBC for telling viewers to tune to MSNBC for more O.J. coverage while rarely mentioning CNBC. "I'll be damned if I'll allow myself to be disrespected."

Although the networks didn't break away from their coverage of the State of the Union address, President Clinton shared the TV screen with the incoming verdicts from the O.J. Simpson civil trial.

Because the civil trial was not televised, the jury's decision was relayed to reporters with cards held up to the window of a trailer receiving a live audio feed from the courtroom.

Being a niche cable network has advantages: Court TV was able to focus all its attention on the Simpson verdict while the major broadcast networks were covering President Clinton's address.

CNN televised the President's address in its entirety with bulletins on the bottom of the screen, while its Headline News network devoted about 75% of its time to the verdict, according to CNN's Ed Turner.

ABC and CBS, which don't have the luxury of owning cable news networks, still managed to cover both stories by staying with the President and running bulletins of the verdict. Fox News did the same, with a simulcast on its Fox News Channel. To feed the public's appetite for the Simpson verdict, the networks cut back on their pre- and post-speech analysis to make room for more coverage.

Miami Fox affiliate WSVN(TV) opted to cover the Simpson verdict, while the three other major network affiliates stayed with the State of the Union address. WSVN's decision paid off: the station's rating jumped from a 10.3 at 9 p.m., just before Clinton's speech, to an 18.9 at 10 p.m., according to Nielsen Media Research figures.

WSVN won the night, but its decision to preempt Clinton for Simpson could hurt its credibility. "You might get a temporary ratings benefit, but it would hurt a news organization in the long-term," said Heyward. "People will think you are not serious. It is important for the networks to stand for something other than audience maximization."

Regarding NBC's pre-speech split screen, with the Oval Office door on one side and a still shot of O.J. Simpson on the other, Martin Mull, a guest that night on ABC's *Politically Incorrect*, said: "Someone from another planet would have instantly thought O.J. was president." ■

Campaign reform needs constitutional fix, senators say

Others say First Amendment amendment is overkill

By Heather Fleming
WASHINGTON

The Constitution is getting in the way of campaign finance reform.

At least that's what some on Capitol Hill say. With campaign spending hitting record highs in the 1995-96 campaign cycle, longtime efforts by ranking Senate Commerce Committee member Ernest Hollings (D-S.C.) and Arlen Specter (R-Pa.) to amend the Constitution to allow limits on campaign expenditures are drawing renewed attention in the 105th Congress.

Hollings and Specter cite what they consider an incorrect Supreme Court ruling 20 years ago. But others who are sympathetic to campaign reform believe the senators go too far and that a constitutional amendment is neither necessary nor practical for fixing the political system.

Hollings and Specter say an amendment is needed to "correct" the Supreme Court's "flawed" 1976 decision in *Buckley v. Valeo*, which struck down limits on campaign spending as an unconstitutional restriction on free speech.

"After all, as a practical reality, what *Buckley* says is: Yes, if you have a fundraising advantage or personal wealth, then you have access to television, radio and other media and you have freedom of speech," said Hollings on the Senate floor. "[E]very senator realizes that television advertising is the name of the game in modern American politics."

House Majority Leader Richard Gephardt (D-Mo.) agrees. "I know that it is a serious step to amend the First Amendment," he said in a recent speech. "This is not an effort to diminish free speech; it is not meant to undermine our most cherished freedom. It is meant to reconcile the box we have been placed in by the courts, which have facilitated the creation of this untenable, unregulated campaign process by classifying all campaign activity as speech."

Nine co-sponsors have signed on to a resolution from Hollings and Specter toward amending the Constitution, and Gephardt will introduce a similar resolution in the House.

But not everyone agrees that the Supreme Court was wrong in the *Buckley* case.

"All speech involves money in some way or another, whether it's buying paper and pencils or buying TV time," says Robert Corn-Revere, a First Amendment lawyer with Hogan and Hartson. "Saying you can't spend money on behalf of principles you believe in is the same as saying you can't engage in the debate. If the problem is corruption—politicians selling influence—you don't need a constitutional amendment to solve that."

Others, including a group of 50 lawyers and law professors led by New York University School of Law professor Ronald Dworkin, say that the *Buckley* decision was wrong. But among those who disagree with *Buckley*, many nonetheless say there are ways to fix the system without amending the Constitution.

"*Buckley* allows room to maneuver—how much is unclear," says University of Chicago Law School Professor Cass Sunstein. The Supreme Court says you cannot limit an individual's campaign expenditures, but it does permit limitations on contributions to candidates, he points out. "Congress should just try to enact statutes that either don't violate *Buckley* or show Congress's judgment that *Buckley* is wrong...the Supreme Court does overrule itself."

The Brennan Center for Justice is staging "a multidisciplinary attack" on *Buckley*. It plans to aid campaign reformers being challenged under *Buckley* in court, sponsor a public education campaign, and encourage legal scholars to "rethink" what a post-*Buckley* world would look like. Instead of amending the Constitution, says Joshua Rosenkranz, executive director, Congress should "pass legislation that caps expenditures, and do it with extensive factual findings and extensive statements of purposes as to what Congress believes is the compelling interest of the public is and present it to the court."

Whatever the future of the *Buckley* decision, there is no question that attempts to change the Constitution face a much tougher uphill battle than other efforts at campaign finance reform.

"[E]very senator realizes that television advertising is the name of the game in modern American politics."

Senator Ernest Hollings

"It takes years for the constitution to be amended," notes Senator John McCain (R-Ariz.), co-author of campaign finance reform legislation backed by President Clinton and Democratic congressional leaders.

"Frankly, [a constitutional amendment] is a cop-out. We need to address the problems immediately, not go through the very long and complex process of amending the Constitution." Still, even though it's "not a cure for the problem," McCain says he would sign on to a constitutional amendment.

Common Cause, a political watchdog group, also favors fixing the broken campaign finance system through legislation. "A constitutional amendment is unnecessary because you can address all of the significant problems in the system by legislating within the existing constitutional framework, and [an amendment is] politically unworkable because there is no realistic prospect of getting two-thirds of Congress and three-quarters of state legislatures to [change the First Amendment] anytime in the foreseeable future," says Donald Simon, executive vice president of Common Cause.

But action on legislation will be no easy task either. The Democratic congressional leadership's priority in the new Congress is campaign finance reform legislation, but Republicans are balking. The GOP wants to focus first on investigations into alleged campaign finance law abuses by the Democratic National Committee, and then decide what changes need to be made to current law.

"There is no more important speech in America than political speech," says Billy Tauzin (R-La.), chairman of the House Telecommunications Subcommittee. "It's at the heart and soul of what made us a free democracy, and is even at the center of what keeps us free." Calling for a constitutional amendment is "an effort at distraction," he says. "We have to deal with the fact that campaign laws as they exist have been perhaps violated. Whoever is playing with them loose and fancy has to answer for that first."

McCain's campaign finance reform bill, co-sponsored by Senator Russell Feingold (D-Wis.), appears the likely starting point for negotiations this year. That bill gets around *Buckley* by imposing "voluntary" limits on spending. Candidates would be rewarded with 30 minutes of free air time and 50% discounts on all other purchased air time. ■

Washington Watch

Edited by Chris McConnell

Continental's rates deregulated

The FCC's Cable Services Bureau last week deregulated the rates for a group of Continental Cablevision systems in Michigan. The company had cited Ameritech-owned cable systems in petitioning the commission to deregulate the rates. The FCC granted the request, deregulating the rates for systems in Plymouth, Plymouth Township, Canton Township, Northville and Northville Township.

Leach leaves Hill

Longtime House Commerce Committee aide David Leach is leaving Capitol Hill to join the law firm Dewey Ballantine. Clients for Leach's new employer include the United States Telephone Association, Viacom International, Tribune Co. and Nynex.

FCC staff moves

Karen Kornbluh is taking over the FCC's Office of Legislative and Intergovernmental Affairs. Kornbluh, who will be the office's acting director, replaces Daniel Phythyon, who has moved to the FCC's Wireless Telecommunications Bureau. Kornbluh is moving to the legislative affairs office from the FCC's International Bureau, where she has been working as assistant chief. She also has worked in the commission's Office of Plans and Policy as senior policy adviser.

In another FCC appointment, Michael Nelson is moving from the White House to the commission. Nelson, who has worked for four years in the White House Office of Science and Technology Policy as special assistant for information technology, is shifting to the commission's Office of Plans and Policy, where he will assume the position of director for technology policy.

Sohn earns distinction

Media Access Project's Gigi Sohn was among *American Lawyer*'s listing of 45 young lawyers outside the private sector "whose vision and commitment are changing lives." The January/February issue of the magazine said Sohn has emerged as "the strongest...voice for the public interest amid the mass media communications turmoil." Also making the "Public Sector 45" list was Securities and Exchange Commissioner Steven Wallman. Wallman is the husband of the National Economic Council's Kathleen Wallman, who some in Washington have named as a possible FCC commissioner.

CAI approved in Boston

The FCC has OK'd a request by CAI Wireless to provide two-way voice, data and video services over wireless cable channels in Boston. The company plans to develop a wireless system capable of providing high-speed Internet access as well as subscription TV. CAI Wireless says it is developing a test system with ADC Telecommunications of Minneapolis.

Authors' bylines

FCC commissioners late last year had hoped to issue a new policy statement on spectrum aimed at establishing a more "market-driven" policy for managing the airwaves. But the policy did not win support from a majority of the commissioners, so the FCC has instead released the document under the authors' names rather than as a commission policy statement. The paper, which the FCC said is intended to stimulate discussion and critical comment, proposes allowing spectrum users "maximum flexibility to respond to the market in order to achieve usage of spectrum that is of the greatest value to the public." FCC Deputy Chief Economist Gregory Rosston and FCC Special Counsel Jeffrey Steinberg wrote the paper.

FCC to hold auction info forum

The FCC will be giving potential bidders information on upcoming spectrum auctions during a one-day conference this month. The commission says its Feb. 19 "spectrum auctions forum" is aimed at informing potential investors about some of the services slated for auction. Some services headed for the auction block include local multipoint distribution service (LMDS), wireless communications service and paging services. The forum will be held in the Washington Marriott hotel.

NCTA blames GTE for blocking competition

The National Cable Television Association is singling out GTE as the chief opponent to local telephone competition. Discussing the one-year anniversary of the 1996 Telecommunications Act, NCTA President Decker Anstrom said GTE is doing everything it can to block local phone competition and added that his group is giving the company a "brick wall" award (to be displayed in the NCTA lobby) for its efforts. A GTE spokesperson responded that the company makes no apology "for standing up for our rights." The spokesperson said that blame for stalling competition belongs with the FCC, not with GTE.

OVS in New York

The FCC has certified two requests by Urban Communications Transport Corp. to operate open video systems in New York City and Westchester County, N.Y. The commission previously denied the company's applications but granted them after determining that Urban had delivered the applications to all the relevant local officials.

Battle looms over leased-access

Media Access Project says FCC is 'wrong a second time' on rate formula

By Chris McConnell
WASHINGTON

Proponents of lower cable leased-access costs are anticipating a court fight, after the FCC last week issued its plan to cut leased-access rates.

"We expect to be in court," Media Access Project President Andrew Schwartzman said of the FCC's new rate formula. "They've done it wrong a second time."

The FCC issued the formula hoping to make the leased-access channels more accessible to would-be programers. The rules allow operators to charge those who lease the channels an "implicit fee," based on the difference between the average price per channel that a subscriber pays the cable operator and the amount per subscriber the cable operator pays a traditional cable programer. Current rules allow operators to charge those leasing the channels the highest of the implicit fees paid by any programer.

> **"This is hardly more than a cosmetic change."**
> ***Mark Riely, Media Research Group***

The formula would replace the highest-implicit-fee system with an "average implicit fee" system. The new rate-setting formula is aimed at representing the average amount of subscriber revenue that programers cede to cable operators for carriage.

Several in the cable industry say they expect the formula to cut the leased-access rates 15%-25%. They also say the industry can live with it.

"The FCC's new formula is not unreasonable" says Decker Anstrom, president of the National Cable Television Association (NCTA). Others say the rate cut—which takes effect 30 days from its publication in the Federal Register—is much less severe than the commission's original proposal.

Under that plan, issued last March, leased-access programers would have paid cable operators revenue that the operators would forgo by devoting a channel to leased-access programing rather than a traditional cable program.

Programers contended that such a system would cause operators to bump such channels as C-SPAN and Black Entertainment Television to make room for leased-access programers. The FCC agreed, stating that its original plan might "impair a cable operator's ability to compete...by requiring the operator to bump existing programing in exchange for less than its actual value."

"On the whole they came up with a reasonable solution," says cable lawyer Wesley Heppler. "It could have been worse," adds lawyer Frank Lloyd.

Supporters of the original plan counter that the new formula would not cut rates enough for them to gain access to cable systems. Media Access Project's Schwartzman cites a decision not to offer preferential rates to nonprofit entities and added the new formula would result in rates far higher than what many would-be programers can pay.

"This is hardly more than a cosmetic change," adds Mark Riely, a money manager for New York's Media Research Group. "The [rate] decrease is negligible."

In addition to setting the new rate formula, the commission set a series of additional leased-access–related rules. The FCC said leased-access programers can demand access to a tier with more than 50% subscribership. The commission also said operators cannot impose a surcharge on those leasing the channels on a part-time basis.

That decision worries C-SPAN Vice President/General Counsel Bruce Collins, who says the part-time programers could end up interrupting the programing of traditional cable channels such as C-SPAN.

"This will continue the Swiss-cheesing of C-SPAN across the country," Collins says.

The new rule also allows for the resale of leased-access time. But in a decision applauded by the cable industry, the commission said operators need not open a second leased-access channel for part-time programers unless the first channel carries at least 18 hours of part-time programing per day.

Cable lawyers say the provision would prevent operators from having to accommodate multiple programers seeking to lease capacity only during prime time. "Generally, people are pleased [the FCC] responded to the comments," says cable lawyer Seth Davidson. ■

FCC split on liquor ad jurisdiction

By Chris McConnell
WASHINGTON

FCC commissioners late last month offered Representative John Dingell (D-Mich.) a split decision on the question of whether the FCC can regulate televised liquor ads.

Responding to Dingell's Jan. 2 questions on the subject, commissioners James Quello and Rachelle Chong said the FCC should stay out of the issue, while Susan Ness and FCC Chairman Reed Hundt countered that the FCC can at least consider action.

"The FCC has the authority to examine the issues raised by the introduction of distilled spirits advertising and to take action, if appropriate," said Hundt, noting the FCC's authority to insure broadcasters operate in the public interest.

Ness added it would be premature to conclude "that every conceivable FCC action that affects alcohol advertising would be either unconstitutional or beyond the commission's jurisdiction." Ness suggested inviting comments on petition for a rulemaking filed by the state of Alaska, while Hundt favored launching an FCC inquiry.

But Chong said the FCC should leave the issue to the FTC. "The FTC has the expertise to evaluate advertising practices and recommend further action," Chong said. And Quello said the issue should be left to Congress.

"The FCC has never before taken action concerning TV advertising without a specific mandate from Congress," Quello said. ■

World Wide Web

From A(udio) to V(ideo)

Think of broadcasting in the 1930s. Radio was well established, but radio with moving pictures—TV—was little more than an experiment. That's about where audio and video are on the Internet in the late 1990s. Thousands of sites offer audio with AM fidelity (or better), but video may still be closer to the lab than to the home computer.

By Richard Tedesco

Video- and audiowise, the Web is still in a dark age: it offers only a glimmer of what it could become.

"It's still a low-bandwidth world," says Kate Delhagen, an Internet analyst with Forrester Research. And low bandwidth means low data speeds and an inhospitable world for audio and video.

But change could come quickly with the advent of high-speed cable Internet services and their accompanying expanded bandwidth, and with such new, quicker-access streaming technologies as RealVideo from Progressive Networks (see interview, page 26).

Other heavyweights are storming the cyberspace castle as well. Microsoft Corp. is preparing to deliver video-enhanced Websites in a new service with DirecTV. And NBC, USA Networks, IBM and Sony Corp. and other companies have joined Microsoft to create and deliver enhanced Web content to desktops.

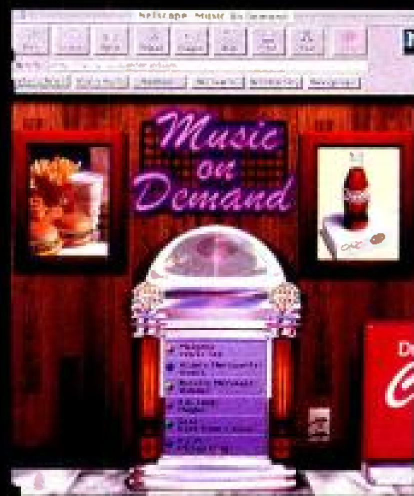
Mainstream media players are beginning to present richer multimedia content on the Web, with some success. When Warner Bros. debuted Madonna's rendition of the "Evita" theme on its site (www.warnerbros.com) three days before its radio release, 1 million listeners hit the site in less than a week. "There's great potential for people sampling music online," says Jim Moloshok, senior vice president of Warner Bros. TV.

Warner sees RealVideo as central to its CityWeb strategy, providing national content for local stations' Websites. And it is forg-

Discovery
www.discovery.com

Features video coverage of NASA's mission to repair the Hubble telescope.

Warner Bros
www.warnerbros.com



Features 'Jukebox,' which offers new music from Warner Bros. Records.

ESPN
espnet.sportzone.com

ESPN may introduce a high-bandwidth version of its SportsZone site later this year.

ing a network of multiple T3 high-speed data lines in each region to avoid server overloads and insure ready access to local sites for breaking news. "It gives stations, in effect, a backup transmitter," Moloshok says.

But TV programers are not rushing simply to re-create their medium in cyberspace. "The notion is that the high-speed environment is not going to offer us just the capability to do video. We can already do that on TV," says Tom Hicks, vice president of Discovery Online. "There are [interactive] experiences that are shaped by the user that you can't do on TV, but you can do online."

For instance, when NASA launches its mission to repair the Hubble Space Telescope this week, Discovery will feature real-time digital camera coverage online. Visitors to its site (www.discovery.com) will experience audio and video synchronized with text while multimedia content is downloading. Using streaming technology from Vxtreme of Palo Alto, Calif., Discovery will carry a "channel" of content from NASA to include a cockpit view of a space shuttle launch and video from a prior Hubble repair mission.

Discovery plans monthly events online with extensive video streaming. In March, the network will report on the hazards of unregulated helicopter traffic in New York City, and in April, special correspondent/scientist Jim Mallousa will bring PC users a view of Israel's Dead Sea region, by using a digital camera carried on his bicycle.

MSNBC is experimenting with several new streaming technologies, including one being developed by partner Microsoft Corp. Apart from which technology to employ, the prime issue about video online is how to present it in a way that does not simply mimic TV.

Video streaming technologies "allow us to do longer-form video," says Jim Kinsella, general manager of MSNBC on the Internet. "But we don't want to become TV. It's the same issue when you're doing text: what's the advantage of putting it up on screen? What we're trying to do is to find another conduit to TV."

Kinsella expects to increase the number of short clips accessible online. The online service is experimenting with interactive applications that center on embedding text or audio content that could be accessed in video files.

CNN Interactive is expected to announce its commitment to a new streaming technology, according to Scott Woelfel, CNN Interactive vice president and editor-in-chief. He says streaming opens opportunities for access to live events for viewing in real time or randomly accessed: "It serves a good use because you can get a lot in one sitting." Some regular CNN programs will be streamed as well, Woelfel says.

Warner and MTV are considering interactive activities for their Websites. Warner is devising a game in which PC users try to guess the identity of celebrities from clips in movie soundtracks. MTV also plans to employ audio and video online to enhance polling. "The ability to do gaming and polling becomes richer with a multimedia experience," says Matt Farber, MTV senior vice president of programing and new business.

Warner will also explore long-form programing with video streaming. Warner already runs 15-minute *Superman* radio dramas, circa 1940, on its site, complete with the original public service announcements.

Music already has been a source of long-form online programing, on such sites as MTV, House of Blues and N2K's Rocktropolis. Video quality is "jerky at best," as J.J. Rosen, senior vice president and general manager of N2K, puts it. But RealAudio 3.0 delivers what Rosen considers stereo-radio sound quality. Online events—produced live and archived on its sites with still-video "grabs"—are strategically important to N2K. "We see events as compelling content," Rosen says.

N2K will soon present music and interviews featuring Leonard Bernstein on its Classical Insites site, including a master recording of Bernstein's conducting debut with the New York Philharmonic. The online music marketing service plans to start producing one live event per week.

The other prevalent source of long-form content online has been sports events. More than 500,000 audio files

Dick Paluian / SIS

were accessed during AudioNet's Webcast of the Super Bowl. The NBA recently began audio streaming of virtually all of its games on ESPN. And AudioNet is carrying 2,000 NCAA basketball games this season and will cover the annual men's tournament through 2001.

ESPN hopes to introduce a high-bandwidth version of its SportsZone site on high-speed cable Internet services later this year. This version would feature a SportsCenter on Demand area and considerably more video than SportsZone now offers. ESPN stores more than 100 clips on its site daily, typically 20 seconds in length. "Visitors don't surf through SportsZone. When they get it, they take their time and enjoy the scenery," says Tom Hagopian, former ESPNet SportsZone general manager, who just left ESPN to become president of Stamford, Conn.–based Interzine Productions.

SportsLine wants to cultivate the same kind of slow-grazing audience for its daily lineup of radio shows, running from 9 a.m. to 6 a.m. It draws 150,000 listeners each month, according to Ross Levinsohn, SportsLine vice president of programing and enterprises: "The multimedia aspect of this business is crucial to the future."

Not everyone is eagerly awaiting the opportunity to do longer-form content online. Content providers remain concerned about producing material that many Website visitors simply won't be able to see. "There are still a lot of barriers to streaming video on our site, in terms of what consumers want and the servers we need to provide it," says Winnie Wechsler, senior vice president of Disney Online.

Disney is determining how its visitors use its site. Wechsler says many PC users apparently log on to download its short movie and cartoon video and audio clips. Disney is testing streaming technologies, but remains circumspect about potentially disenchanting its audience. "Clearly, we don't want to change from downloads to streaming video if a large segment of our consumer base will not be able to use them," Wechsler says.

Lifetime Television is taking the plunge with a video streaming technology from San Diego–based InterVu. Because the technology resides on InterVu's server—not Lifetime's—this effectively eliminates the potential for backlogs. Lifetime is pushing to keep pace with developments, according to Brian Donlon, vice president of new media: "We know that convergence is on the horizon, and we know we have to be one step ahead of our viewers."

Donlon says Lifetime is working on three concepts for the live 15-minute talk shows it plans to stream online, including a women's sports talk show and an entertainment-gossip vehicle. It provided coverage of the inaugural Women's National Basketball Association press conference and has two Tori Amos tunes from her recent concert on Lifetime accessible on its site. "It's a brave new world and there are no rules. You just keep putting material up there and see if it works," says Donlon.

"We're trying to make the bells and whistles integral [to what we do], not just show off the bells and whistles," says Lew Harris, editor-in-chief, E! Online. For now, E! will continue providing short snippets of celebrity interviews online and plans to add some video content to its *Hollywood and Vine* feature about four aspiring actors and actresses. A key question, Harris says, is whether E!'s audience, which is skewed to non-tekkies and women, is eager to access 45-minute interviews online.

The issue of what flies in cyberspace will be a long time in coming, but clearly, content providers are poised to explore the potential in streaming audio and video content. "It's not TV yet," says Jim Moloshok. "It's a first step. And as modem speeds get faster and compression gets better, online and TV are going to get closer to each other." ■

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	1997	1998	1999	2000
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HHs with High-Speed Access*	7.2	16.5	24.2	30.2

*56 kbps or faster

Lifetime
www.lifetimetv.com

Lifetime plans to present live 15-minute talk shows on its Website.

E!
www.eonline.com

Provides celebrity interviews online, and plans to add video to its 'Hollywood and Vine' feature.

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Progressive Networks' Glaser
First audio, now video

If you bounce around commercial Websites on the Internet, it won't be long before you'll be invited to click and listen to a news sound bite, a radio station's live broadcast or the latest pop tune. And chances are the software you'll need to "tune in" is Progressive Networks' Real Audio.

Since its debut two years ago, RealAudio has become something of a de facto standard for audio on the Internet. At a press conference in New York today, Progressive Networks founder/chairman/CEO Rob Glaser is expected to unveil the company's next bit of software—this one designed to facilitate video on the Web. If all goes according to Glaser's plan, Real Video will soon be as ubiquitous as Real Audio.

In this interview with BROADCASTING & CABLE editors Harry A. Jessell and Paige Albiniak, Glaser admits that Real Video, with its herky-jerky images, is no threat to broadcasting and cable—at least not today. But given two or three more years of improvements, he argues, it may well transform the Web into the next great TV medium.

What's the market for RealVideo, and can the Internet technically support it?

We're optimistic RealVideo is going to play the same role in 1997 that RealAudio began to play in 1995. It's certainly isn't trivial to do that because the bandwidth characteristics of video are much more demanding than audio. On the other hand, the Internet's grown up a lot in the last two years. We have more powerful PCs out there. Most important, the new generation of modems, the 56 kilobit [per second] modems, that are on the horizon really give us an opportunity to lead the next generation. For all those reasons—a much bigger network out there, much more powerful computers and better communications—we think now is the time to get the ball rolling in video.

The unabridged Glaser. An unedited version of this interview can be seen and heard on the Internet. You'll find it on Progressive Networks' home page (www.real.com).

"It might be a two-or-three-year period until the quality is good enough that you would actually say that you prefer it or find it equivalent to NTSC."

What can you do with 56 kilobits?

With 56 kilobits, you can start to do general-purpose video. The picture is smaller than TV. But it's big enough to get your point across, to get the gist of the experience across.

You wouldn't watch "Jurassic Park" that way. Or it wouldn't be your preferred way of watching "Jurassic Park." But it is a great thing for TV news or movie trailers. We've been surprised with RealAudio, at how many tens of thousands of ways people found to get their message out when you basically take broadcasting and you make it something that anybody can do on a global basis with a PC, using the Internet.

How long will it be until a significant number of people have 56 kilobit modems and the ability to access video?

Two years ago, 14.4 four modems were the standard, and 28.8 was just coming.

Dennis Brack/Black Star

Since then, 28.8 has completely taken over. Two years from now 56 will probably be in at least as strong a position as 28.8 is today. So where in that two-year period does 56 become something that everybody that logs onto America Online has? The optimist would say three to six months. A more realistic view might be nine to 12 months.

We've used the beta test versions of these modems. And they work. They're very exciting. They're still getting the kinks out, but it's a real phenomenon and it's something that makes now the right time to launch video on the Internet.

Rob Glaser demonstrates RealVideo on a Gateway 2000 Destination PCTV system.

Dennis Brack/Black Star

Progressive Networks

1111 Third Street, Suite 2900, Seattle 98101, (206) 674-2700 www.real.com

History: Founded in February 1994 by Rob Glaser, 10-year Microsoft veteran. Glaser is now chairman and CEO. Privately held, PN is eyeing public stock offering.

Key products: Introduced RealAudio in April 1994. PN claims that more than 14 million computers have downloaded RealAudio players to listen to live and recorded audio on tens of thousands of sites. PN introduces RealVideo today.

What kind of speed do you need to compete with broadcasting or cable, to give people an image that they can sit back and watch?

For the first year or two, the aesthetic quality of the experience in terms of screen size, in the quality of the image and in frame rate will be vastly inferior to even NTSC television. But the issue is: What do you get when you have a medium with global distribution; where you have on-demand access as well as live access; where you don't need to go to the FCC or your local cable operative to get carriage? You have all of those benefits right away.

And that's the same curve we saw with RealAudio. In 1995, the audio quality was probably, on the best day, near that of AM, but it wasn't really good for music, and some days it would sound more like shortwave. But because of all those benefits, we could get the ball rolling. We'll see the same phenomenon with video. It might be a two-or-three-year period until the quality is good enough that you would actually say that you prefer it or find it equivalent to NTSC.

The real issue is, how do people who are delivering things either over the air, by cable or satellite learn to take advantage of these new delivery capabilities? It's been very interesting to look at the way the Internet has developed with things like MTV.com, CNN.com and ESPN Sportszone. It would be risky for anybody who's serious about being in the media in the next millennium not to jump in and try it now, even though the quality is nowhere near as good as broadcast is today.

When does this become a threat to broadcasters? Or something that will dramatically change the industry?

I don't think it will imperil broadcasting or cable in the next three to five years, maybe even seven to 10 years. When the Wright brothers flew at Kitty Hawk in 1903 it didn't unleash the commercial aviation business. But it unleashed a paradigm shift that ultimately led to big changes. Now is the time for people who are current stakeholders in the industry—as well as new entrepreneurs—to really understand how to use this media. We're starting to see on the Web some businesses using advertising-supported models and certain kinds of transactional businesses that are working as standalone businesses in small-scale entrepreneurial ways. By adding video, we'll enrich those businesses and we'll also start another phase of experimentation.

Is it possible that this will never become a mass medium? Only the people with the best computers, the fastest modems, will ever really get a chance to use this. That's a few million people at any given moment.

This becomes a mass medium surprisingly quickly for a couple of reasons. Number one, the rate of innovation is so great. 1995's leading edge computer is 1997's mainstream computer and 1998's behind-the-curve computer. So today's cutting-edge machines are tomorrow's mainstream computers. The second thing is that there's a category of devices that we're very excited about: TV appliances. Web TV is the best known of them. It's the one that's being promoted, but there are companies like Naveo, a Netscape spinoff, and Oracle's Network Computing that are working on these.

At the Consumer Electronics Show, I saw literally 15 or 20 different manufacturers showing TV Web devices for $300, some less, that are very powerful computers, but they sell these devices very inexpensively because their revenue model is to make money from the subscription—the $20 a month to tie into their service.

Early indications are that people are buying these devices in respectable numbers for a new kind of consumer electronics device. And they're staying with the subscription service.

What's the opportunity for broadcasters and cable operators?

If you look at the impact that DBS has had on the dynamics of the cable industry, we now have clearer and clearer separation between cable content companies—Time Warner/Turner, Disney/ABC, CBS/Westinghouse—and the transmission companies. Of course, Time Warner is a major transmission company as well. But companies like TCI, Comcast, Continental and Cox are more pure play in that regard. The notion is that over time, there will be a third transmission substrate—one that does not have the economic monopoly characteristics of cable or even the cost barriers of satellite.

Literally on the Internet, there's no reason why in three years or five years or perhaps even sooner, you couldn't have people that have the same package of cable channels [on the Internet] that the MSOs offer or that DBS offers. And that would be a real boon for the cable programers.

ISPs, Internet service providers, have basically all gotten commoditized to $20-a-month offerings. But in the future, they may have a basic tier—Internet dialtone—for $20 a month as well as [a premium] tier for $25 or $30 a month. And actually one of the most powerful things you could put in that tier would be cable channels that either aren't available over cable because [of lack of channel capacity] or aren't available at your desktop.

Is this new medium going to be dominated by the old medium? You mentioned a lot of familiar names.

The answer is yes and no. There are great opportunities for new entrants, particularly if you look at different industry models. There are four or five services on the Internet today that have radio stations that were never in the radio business —*C Week* magazine, CINET, *Hot Wired* and two or three others that are computer industry-oriented publications. The reason that they went first is that everybody who was on the Internet had a computer, by definition. But in three or five years we'll see any industry with a trade publication with a subscription base of 20,000-50,000 will have its own radio and TV programs on the Internet. There are huge opportunities for new entrants.

But do I think there's going to be a brand new news channel on the Internet that's going to come from scratch, that won't have some relationship to CNN, Fox, ABC, CBS or NBC? That would be very, very expensive. There are ambitious people like the Bloombergs of the world who aren't in the horizontal news business, but are close enough to it in a real business news position that they could leverage that. But a pure from-scratch startup doing what Ted Turner did in 1980? Wow. It happened once, so lightening could strike twice, but these major media companies are so sophisticated, so focused on making forward investments in this area that in categories as horizontal as news or sports, I think they will be the major players.

This is the question everybody asks about the Internet: How do you make money with it?

For people in the media business, there are three business models: transactions, subscriptions and advertising. One could bundle subscriptions and transactions if the goods that you're delivering are bits, rather than atoms. Advertising is clearly on a roll. Our ad revenue from our site more than doubled between the third and the fourth quarter of last year and we see rapid growth continuing for that part of our business. All our customers tell us that Web advertising really is taking off.

We've had great experience ourselves with transactions. We sell more than 20,000 copies a month of our RealAudio Player Plus electronically, and we do that because we started selling it over a year after we started giving away software. We spent a year, in essence, developing a trust relationship which I would liken to how you react when you pick up the phone to call, say Land's End, a very reputable catalogue firm. Once you establish the combination of a value, proposition and a trust relationship, transactions can work over the Internet.

The third area, subscriptions, is probably the murkiest, because there's so much free stuff on the Internet that you think, why the heck should I subscribe when there's so much tonnage out there? It may be that subscriptions that work on the Internet are the mega-mall subscriptions where you get the equivalent of basic cable with 30 channels. ■

RealVideo debuts this week

The anticipated launch of Progressive Networks' first video streaming product takes place this week, with RealVideo 1.0 available online.

The new product is endorsed by more than 50 entertainment, content and computer companies, including ABC, Discovery, CBS, MSNBC, Fox News and Time Warner. The beta iteration of the product can be procured by downloading RealPlayer from Progressive Networks at www.real.com.

RealVideo is touted by Progressive Networks as the first product capable of delivering broadcast-quality video over the Internet. It operates with modems at 28.8 kbps, as well as modems moving data at 56 kbps and faster. "RealVideo moves one more step toward making the Web a true mass medium," says Rob Glaser, chairman and CEO of Progressive Networks.

Allen Weiner, analyst for Dataquest, says RealVideo delivers near-broadcast quality video, "like 85 out of 100 yards," as he puts it. And Weiner feels that will push its competitors, companies including VXtreme, ViVo and VDONet, to improve their video streaming products. "It's going to force everyone to move at breakneck speed," he says.

Weiner says RealVideo "squeezes more out of the bandwidth than anyone thought possible....but users won't be satisfied with what they will see this week for long."

Weiner thinks that in addition to improving viewing quality, Progressive Networks needs to quickly develop features such as online channel guides. But, Weiner says, RealVideo compares favorably to other streaming products for ease of use.

RealVideo permits full-motion video frame rates. It also enables higher-quality music transmissions, video maps, or videos within videos, and wider-screen viewing.

It is scalable, capable of providing as many as 500 video streams from a single server. Its buffered play feature permits display of audio and video at approximately 30% higher bandwidth than 28.8 kbps.

RealVideo can operate across a range of platforms, including Windows, Macintosh, UNIX and Web TV. **—RT**

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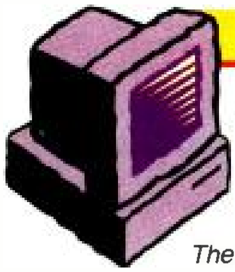

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The source of the streams

Progressive Networks is not alone in its ambition to be the Johnny Appleseed of sights and sounds on the Internet. The market is crowded with other audio and video software solutions. Here's a rundown of the chief players.

Product: Audioactive
http:www.audioactive.com
Telos Systems
2101 Superior Ave.
Cleveland 44114
(216) 241-7225
(216) 241-4103 (fax)
Telos Systems of Cincinnati is making a strong entry into the Internet audio market with a recently signed deal with Olympia Online and 80-100 radio broadcasters. The Audioactive system is more expensive than RealAudio because it is dependent on a hardware-based encoder, although a software-based encoder is on the way.

Product: IWave
http:www.vocaltec.com
VocalTec Inc. 35 Industrial Parkway
Northvale, N.J. 07647
(201) 768-9400
(201) 768-8893 (fax)
info@vocaltec.com
VocalTec Inc., an Israeli company that won fame for rolling out the first Internet phone in February 1995, introduced IWave more than a year ago; it is based on a compression algorithm the company developed for IPhone.

Streaming Video
Product: IP/TV
http:www.precept.com
Precept Software
1072 Arastradero Rd.
Palo Alto, Calif. 94304
415/845-5200
415/845-5235 (fax)
For those who want to build multimedia Internet protocol-based networks, Precept Software offers FlashWare and IP/TV, a two-part package for Internet broadcasting. FlashWare provides the multimedia networking foundation for IP/TV while IP/TV handles audio and video streaming.

Product: VDOLive
http:www.vdo.net
VDOnet Corp.
4009 Miranda Ave., Suite 250
Palo Alto, Calif. 94304
(415) 846-7700
(415) 846-7900 (fax)
VDOnet, created in early 1995, has been in the Internet video business the longest. Its technology is used on more than 700 broadcasters' Websites around the world, including PBS and CBS. Its technological claim-to-fame is that the quality of its video streams improves automatically in response to access bandwidth.

Product: VivoActive
http:www.vivo.com
Vivo Software Inc.
411 Waverly Oaks Road, Suite 313
Waltham, Mass. 02154-8414
(617) 899-8900
(617) 899-1400 (fax)
Vivo's product, VivoActive, is a production tool that lets users host streaming video on the existing Web server without adding a dedicated video server. This means that video can be mounted on a Website as soon as it is created without modifying the network configuration. It also speeds implementation time.

Product: Vosaic X
http:www.vosaic.com
1242 Lakeshore Drive
Chicago 60611
(312) 943-6764
(312) 943-6765 (fax)
Vosaic released its latest version of streaming video last month. New features to Vosaic include a firewall-penetrating video streaming protocol and a Java sound applet. The software allows video windows to be expanded to any size. Video hyperlinks give users the ability to go to other sites by clicking on linked objects within the video. Vosaic also offers a video browser plug-in for the Netscape Navigator and Spyglass Web browsers, and an Active X control for Microsoft Internet Explorer 3.0.

Product: Web Theater
http:www.vxtreme.com
VXtreme Inc.
701 Welch Road, Building C
Palo Alto, Calif. 94304
(415) 614-0700
(415) 614-0710 (fax)
Sharon Wong, director of product management at VXtreme in Palo Alto, Calif., says two factors differentiate her company's product, Web Theater, from others. Web Theater can record audio and video

separately, and synchronize the two. The software also configures itself automatically to bypass corporate firewalls. VXtreme, like VDOnet, also offers scalable video through its compression algorithms.

Product: StreamWorks
http:www.xingtech.com
Xing Technologies Inc.
810 Fiero Lane
San Luis Obispo, Calif. 94301
805/783-0400
805/783-4930 (fax)
Xing Technology is "uniquely qualified to do large [Internet] broadcasts," claims David Oldfield, vice president of marketing, Xing Technologies Inc. Xing's product family, called StreamWorks, allows transmitters to take audio and video feeds directly from a camera, and broadcast them live to many people or servers using Internet "unicast" protocols. StreamWorks does not require the broadcast to be copied to disk first, eliminating broadcast delays. C/NET and Intel Corp. used Xing to broadcast San Francisco's New Year's Eve street party over the Web. ■

CBS unveils FCC-friendly schedule

Adds four live-action series to Saturday morning

By Lynette Rice

CBS will add four new live-action series, along with an old FCC-friendly series from ABC, to its Saturday morning lineup this fall.

The new series—all billed as educational by CBS—include a show featuring Weird Al Yankovic and a *Wheel of Fortune* for kids. The veteran science show *Beakman's World* also will provide a familiar face in a schedule devoid of animation.

"We haven't officially gotten out of the animation business," says Lucy Johnson, senior vice president, daytime/children's programing. "We've developed quite a few for this season, but we don't see them as exclusively entertaining shows.... As we got closer to the choices, we felt the shows that were live action add more cohesiveness to our schedule."

A two-hour block of *CBS News Saturday Morning* will break up the schedule, but CBS is hoping an older audience of kids will stick close to the television when *The Sports Illustrated for Kids Show* and *The Weird Al Show* follow at 11 and 11:30 a.m.

Other additions to the schedule: *The Ghostwriter Mysteries*, a Children's Television Workshop production based on the *Ghostwriter* series from PBS, and *Wheel of Fortune 2000*, a tot version of the game show that has participants solving word and language puzzles. *Sports Illustrated For Kids* is a spin-off of the magazine of the same name, while *The Weird Al Show* has Yankovic starring in a *Pee Wee's Playhouse*–type setting.

CBS opted to pick up 24 episodes of *Fudge* that previously were featured in ABC's Saturday morning lineup. Johnson said there were no plans to produce originals of the Universal TV series, based on the Judy Blume novels. The show has been deemed educational and was selected, Johnson said, based on its value and popularity.

With Saturday morning ratings down more than 40% in the kids 2-11 demo, Johnson said the network will remain competitive in the kids business this fall.

"We think that, with this schedule, we have a plan and a foundation for having some very positive feedback from the advertising community and even the children," she says. "We're quite dedicated to this area. We just need to revive it and redesign it." ■

CBS SATURDAY MORNINGS

7:00	Beakman's World
7:30	Fudge
8:00	The Ghostwriter Mysteries
8:30	Wheel of Fortune 2000
9:00	CBS News Saturday Morning
11:00	The Sports Illustrated for Kids Show
11:30	The Weird Al Show

'Beakman's World' will lead off CBS's Saturday morning lineup this fall.

Fox adds seven kids shows

Buys Spielberg animated offering; re-ups 'Power Rangers'

By Lynette Rice

With popular mainstays like *Bobby's World* and the Power Rangers beginning to show their age, Fox Kids Network Chairman Margaret Loesch is looking to infuse the lineup with fresh hits with the live-action adventure *Mowgli: The New Adventures of the Jungle Book* and Steven Spielberg's new animated comedy, *Igor*.

In all, three new live-action adventures and four new animated series will join the Saturday and weekday lineups this fall.

"Kids want compelling story lines, and we are providing them with an innovative and diverse lineup from a variety of producers that will give them the opportunity to laugh, learn and think," says Loesch.

Loesch says Fox Kids will revert to old times by turning Saturday into a proving ground for series that could someday roll over to the weekday lineup. Among the shows set to debut this fall is *Igor*, about Dr. Frankenstein's assistant.

"*Igor* is our first animated comedy project directed to children but with appeal for the entire family," says Jeffrey Katzenberg, co-principal, DreamWorks SKG. "DreamWorks is committed to producing quality entertainment, and my partner Steven Spielberg will actively guide the creative direction of this series for Fox Kids."

Other additions to Saturday include the live-action adventure *Mowgli: The*

FOX MONDAY-FRIDAY MORNINGS

7:00	Bobby's World
7:30	Spider-Man

FOX MONDAY-FRIDAY AFTERNOONS

3:00	Casper
3:30	Beetleborgs Metallix
4:00	Goosebumps
4:30	Power Rangers Turbo

FOX SATURDAY MORNINGS

8:00	Home to Rent
8:30	Mowgli: The New Adventures of the Jungle Book
9:00	Igor (January premiere; Casper airs in short-term)
9:30	Life with Louie
10:00	Goosebumps
10:30	Sam & Max
11:00	Silver Surfer (Nov. 3 sneak preview before debuting in January. X-Men runs in short-term)
11:30	Ninja Turtles: The Next Mutation

Fox will air 'Goosebumps' on Saturday mornings and weekday afternoons.

New Adventures of the Jungle Book as well as the animated series *Sam & Max*, based on Steve Purcell's comic book; *Silver Surfer*, a Marvel comic book hero created by Stan Lee, and *Home to Rent*, about five monsters who take refuge in an abandoned home.

Reiterating her message from last month's affiliate meeting, Loesch affirmed the Fox Kids' investment in the *Power Rangers* franchise by ordering 50 more episodes of the new *Turbo* version, which will begin airing weekdays this spring. At 4:30 p.m. Friday, Fox Kids hopes to lure older kids into the mix with *Rock Around the Clock* (working title), a musical comedy.

And *The Tick* is not just for children anymore, says Loesch. The show, which also attracts an adult demo on Saturday mornings, will show up as a prime time special next season. ■

Kids WB! adds 10 hours

Lineup will include new shows from Lear and Spielberg

By Lynette Rice

Kids WB! will boost its kids lineup by 10 hours this fall, adding shows from Norman Lear as well as playing host to another strip from Steven Spielberg.

"This fall, Kids' WB! doubles in size and moves into premium time periods. For the first time, the network will play as a block with network-produced cross-promotion through four dayparts," says Jamie Kellner, head of The WB. "If we don't see ratings growth this year, we're not doing our jobs."

There is clearly room for such growth. As of Jan. 26, The WB's Saturday morning lineup was down 23% in the kids 2-11 demo with a 1.7 Nielsen Media Research rating.

It isn't the only network feeling growing pains this season. Continuing competition by the Nickelodeon juggernaut, coupled with computer and videogame fever, is being blamed for rating declines at CBS and ABC as well. CBS's Saturday schedule is down a whopping 44%, to 1.5, while ABC's is down 10%, to 2.6. Fox is the only network to show growth—2%—with its 4.9 rating.

The new Kids WB! schedule, unveiled last week at the annual advertisers upfront presentation in New York—will feature *Umptee-3 TV*, an animated comedy/adventure series from Lear. The series, which The WB says will meet the FCC's educational TV mandate, will focus on characters at a pirate television station.

Calamity Jane, a new series from the London-based distribution company ITEL, follows heroes and outlaws from the old West. New episodes of *Batman* and *Superman* are on tap, while Emmy-winning *Steven Spielberg Presents Tiny Toon Adventures*—a Saturday mainstay on Nickelodeon—joins The WB on weekdays. On Saturdays, it's the TBS-produced *The Adventures of Captain Planet*, another educational show. ■

THE WB MONDAY-FRIDAY MORNINGS

7:00	S. Spielberg Presents Tiny Toon Adventures
7:30	The Adventures of Captain Planet

THE WB MONDAY-FRIDAY AFTERNOONS

3:00	The Bugs 'n' Daffy Show
3:30	S. Spielberg Presents Animaniacs
4:00	S. Spielberg Presents Pinky & The Brain
4:30	The New Adventures of Batman/Superman

THE WB SATURDAY MORNINGS

8:00	Umptee-3 TV
8:30	Steven Spielberg Presents Animaniacs
9:00	S. Spielberg Presents Pinky & The Brain
9:30	Calamity Jane
10:00	Batman
10:30	Superman
11:00	The Daffy Duck Show
11:30	The Sylvester & Tweety Mysteries

ABC News rolls with punches

Between ratings falloffs, lawsuits and defections, it's been a tough few months

By Steve McClellan

> **Network sources confirm that the problems at the news division have the undivided attention of ABC Television Group President David Westin.**

ABC News has suffered some setbacks recently. *World News Tonight* has been dethroned by *NBC Nightly News* as the top-rated evening newscast for most of the past two months. *This Week*, minus David Brinkley, has fallen to second place behind NBC's *Meet the Press* more often than not. And *Good Morning America* remains a distant second to *Today*.

In addition, several prominent ABC News anchor/correspondents have left for what they saw as greener pastures, and ABC News star Diane Sawyer continues to mull her options during a contract window that allows her to exit if she chooses.

Finally, ABC has lost two big lawsuits in which jurors socked the network's prime time magazines with some $15 million in damages.

Problems? You bet. But ABC News Executive Vice President Paul Friedman insists they don't spell disaster. "NBC overall is on a tremendous roll, and the environment can do nothing but rub off on its newscast," he says, alluding to *World News Tonight*.

Network sources confirm that the problems at the news division have the undivided attention of ABC Television Group President David Westin. "But don't look at it as crisis intervention," says one network executive. "News is a big part of what the network does, and it's only natural [that Westin is involved]."

The setbacks have also prompted speculation about the future of ABC News President Roone Arledge. A contract provision that has been public knowledge for years allows him to become chairman of ABC News later this year. Arledge has confirmed "it's a possibility at some point," but sources say he will remain president of the division as long as he wants to and that he's given no indication of wanting a change just yet. When he does, it's widely expected that Friedman, Arledge's longtime number-two, will move into the presidency.

As for *World News Tonight*, Friedman admits that "it's not business as usual—it's a challenge." At the same time, he says the show doesn't need a major overhaul but just some tweaking here and there.

While NBC has chosen a more feature-oriented path in its *Nightly News* strategy, he says, *World News* is the most serious newscast on the air and will remain so—a promotional point that needs to be reinforced with viewers. In the works, however, is a plan to develop a regular human interest piece to end each broadcast.

Friedman also cites factors that are simply not under the control of the news division. *World News* lead-ins on local stations are down, on average, about 1 rating point, while *Nightly*'s lead-ins are up a point or so. "I used to tell [*World News* anchor] Peter Jennings that roughly 65 percent of the newscast's rating was due to the lead-ins, which is a fact," says Friedman. "These things go in cycles, and someday we will benefit from terrific lead-ins and a prime time that is going great guns."

At *GMA*, there were signs more than a year ago that the broadcast had problems, which led ABC to shift the show from the entertainment division to the news division. But Friedman insists there are "no plans to make any changes for Joan [Lunden] or Charlie [Gibson]," the show's anchors, who are both locked up contractually for at least another two years. Producers have fiddled with the "family" of contributors, most recently adding former White House spinmeister George Stephanopoulous, who will also contribute to *This Week*.

What's lacking at *GMA*, says Friedman, is the "atmosphere" that viewers, for whatever reason, find more comfortable and appealing at the competition. "We have to accomplish that on our program or figure out what changes to make," he says.

As for recent talent departures, Friedman says only one—that of Brit Hume—came close to counting as a defection, but ABC could not begin to match the package Fox gave him. Other network sources say ABC last fall told Garrick Utley, recently picked up by CNN, that his contract was not being renewed. Catherine Crier pleaded to be let out of her contract for the opportunity to get more airtime at Fox, says Friedman. "What do you say to the woman: 'No, stay here and substitute for Peter Jennings twice a year'? "

If Sawyer leaves, hers would be the mother of all defections. Friedman is circumspect in talking about the situation. "She is still technically in that period where she can leave," he says. "She has said nothing to indicate she will, and we dearly hope she doesn't."

As to the lawsuits, Friedman says they've taken their toll on news staffers. "People around here are kind of confused and worried because we all know the Food Lion story was dead right," he says. "We will take it to the Supreme Court if necessary." Investigative work is the "soul" of *PrimeTime Live*, he says, "and we're not about to rip it out."

Indeed there may be help on appeal, as there was last week in a different lawsuit involving a *PrimeTime Live* story on "telepsychics." The California Court of Appeals overturned a $1.2 million judgment awarded last year by a jury that said the program invaded the privacy of plaintiff Mark Sanders. The appellate court ruled that Sanders did not have a "reasonable expectation" of privacy, given that the surreptitiously taped conversations occurred in the workplace. ■

Shelf space tight for kids strips

Saban clears 75% of country for its slate

By Cynthia Littleton

It takes a village to clear a syndicated children's strip in top markets these days—even with proven animated properties.

On the heels of last month's NATPE convention, Saban Entertainment said last week that its slate of syndicated children's programing for the upcoming season has been sold in 75% of the country, including 19 of the top 20 markets. Separately, Hearst Entertainment reported 73% national clearance for its upcoming weekly, *Popular Mechanics for Kids*.

Saban's station lineup reflects the increasingly tight marketplace for new children's strips. Saban's primary competitor in first-run syndication, Bohbot Entertainment, has yet to confirm any sales figures for 1997-98.

Saban has cleared an hour strip comprising off-network episodes of the Fox Children's Network cartoons *X-Men* and *Marvel Superheroes* on WPIX(TV) New York, but the half-hour cartoon packages are divided between two outlets in Los Angeles and Chicago.

In Los Angeles, *X-Men* will air on KCAL(TV), while KCOP(TV) will carry *Marvel Superheroes*. In Chicago, *X-Men* has landed on WPWR-TV, *Marvel Superheroes* on WCIU-TV. In most other markets, however, *X-Men* and *Marvel Superheroes* will run as an hour block on one station.

One reason shelf space for animated strips is so hard to come by in major markets is the continuing strength of off-network sitcoms, such as *Step by Step* and *Family Matters*, that appeal to teens and kids. Also, the WB network's expanding Kids' WB! weekday slate is taking over many slots once occupied by syndicated programing.

There's more room to maneuver, for both stations and syndicators, on the weekly side. ABC's New York flagship has signed on for Saban's *The All-New Captain Kangaroo*, as have KCOP Los Angeles and WPWR-TV Chicago.

Saban has reversed plans to market off-FCN episodes of *Attack of the Killer Tomatoes* in syndication next season, opting instead to expand the half-hour weekly *Dragon Ball Z* to an hour in its second season. *TV Guide* recently named *Dragon Ball Z* one of the season's best new kids shows.

Hearst's *Popular Mechanics for Kids* has been sold in 27 of the top 30 markets, including WPIX New York, KCAL Los Angeles and WPWR-TV Chicago. ■

Taylor keeps her date

Elizabeth Taylor will still keep her date at the Pantages Theater in Los Angeles Feb. 16 despite a scheduled surgery to remove a benign tumor from her brain the following day. *Happy Birthday, Elizabeth: A Celebration of Life*—which will air on ABC Feb. 24— will raise money for Taylor's AIDS Foundation. Doctors expect a full recovery without complications.

'Dangerous' moves

ABC's *Dangerous Minds* will air for the final time in its regular time slot Feb. 10 before re-emerging in its new 8 p.m. Saturday spot beginning March 1. The midseason drama *Spy Game* takes its place on Monday beginning March 3. Saturdays at 8 have largely been set aside for movies and specials over past several months.

'Shoot Me' special

NBC will premiere its midseason comedy series *Just Shoot Me*, starring Laura San Giacomo and David Spade, with a special preview at 9:30 p.m. Tuesday, March 4, before the show settles into the Wednesday 9:30 p.m. time period March 5. *Men Behaving Badly*, which normally airs at 9:30 p.m. Wednesday, will return to the lineup after *Just Shoot Me* completes a five-episode run.

First-look for Weiss

Merv Griffin Entertainment has signed a first-look deal with Jeff Weiss and his Weisworld Premiers in an effort to expand into movies for TV and feature productions. Among Weiss's TV films was *Suddenly*, with Kristie Alley which aired on ABC this season.

—LR

Martha buys Martha Inc.

Martha Stewart declared her independence last week from Time Inc., buying out most of the media giant's stake in the fast-growing Martha Stewart Living Enterprises Inc.

Financial terms of the deal were not disclosed, but the buyout leaves Time with less than a 20% stake in Stewart's publishing, TV production and mail-order operations. Stewart has aptly renamed the company Martha Stewart Living Omnimedia LLC.

The changes come at a heady time for Stewart, who is preparing to expand her successful weekend TV franchise into the more competitive Monday-Friday daytime arena this fall.

The buyout was widely expected as a result of ongoing rumors of friction between Stewart's plans for growth and Time Inc.'s corporate agenda. In announcing the deal, Stewart said the new company is devoted to "synergizing media and merchandising into a cohesive, understandable business.

"Strategic alliances with major American corporations are an important aspect of this new synergy," she said, citing upcoming product lines with Kmart and Sherwin Williams paints.

Stewart will serve as chairman of MSLO, which is divided into three divisions: publishing and online; television, and merchandising. Sharon Patrick, a longtime Stewart associate and former president of Cablevision's Rainbow Programming Holdings, has been named chief executive officer.

As senior vice president, television, Peter Mark will spearhead MSLO's TV development, promotion and marketing efforts. Stewart, whose syndicated TV show is distributed by Eyemark Entertainment, also has a deal to develop prime time specials with CBS.

In an interview last month with Broadcasting & Cable (Jan. 6), Stewart said she was also developing a how-to TV show for kids. —CL

SYNDICATION MARKETPLACE

Strong performances

Just call *Hercules* and *Xena* the king and queen of Saturday night. Universal Domestic Television's intrepid pair beat their prime time network competitors on Feb. 1—day two of the sweeps—in the nation's top two markets. On Tribune's WPIX(TV) New York, *Hercules* edged out CBS's *Dr. Quinn, Medicine Woman* to win its 8 p.m. time slot with a 7.6 Nielsen Media Research household rating and 13 share. *Xena* stayed on top at 9 p.m. with a 7.7/13. On Tribune's KTLA(TV) Los Angeles, *Xena* stood 2 share points above its nearest competitor (NBC's *Pretender*) with a 9.2/16.

'Court' adjourned

Court TV and New Line Television will end their joint production of the syndicated strip *Court TV: Inside America's Courts* at the end of the month. Court TV's first entry in syndication began in 1994 as a weekly hour; the show converted to a half-hour strip in fall 1995. *Inside America's Courts*, cleared in 90% of the country, performed well this season in news-adjacent slots on NBC O&Os, but nationally the show failed to top a 1.0 Nielsen Media Research rating in key demographics. CNBC added a weekly edition of *Inside America's Courts* last fall, but that show will also bow out this month.

Moriarty to 'Psi Factor'

Former *Law & Order* star Michael Moriarty has joined the cast of Eyemark Entertainment's *Psi Factor: Chronicles of the Paranormal*. The anthology series, hosted by Dan Aykroyd, has been renewed for a second season in 70% of the country. Moriarty will play an adviser to the show's regular cast of paranormal investigators.

Star movies

Star Power 1 is the first new movie package from MG/Perin in 10 years. The cash-plus-barter collection of 10 titles features five original productions for Showtime, plus James Cagney's last stand in 1981's "Ragtime." Star Power 1 premieres in October with the ensemble Showtime drama *Parallel Lives*, to be followed each quarter by one new title with a monthlong broadcast window.

NSS POCKETPIECE

Top ranked syndicated shows for the week ending Jan. 26, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1.	Wheel of Fortune	13.0/229/99
2.	Home Improvement	10.5/230/98
2.	Jeopardy!	10.5/222/98
4.	Oprah Winfrey Show	8.5/235/99
4.	Seinfeld	8.5/221/97
6.	Simpsons	7.3/206/96
7.	Entertainment Tonight	7.2/187/95
8.	Wheel of Fortune–wknd	6.3/183/82
9.	Xena: Warrior Princess	6.0/223/97
10.	Hercules, Journeys of	5.9/232/98
11.	Inside Edition	5.4/151/90
11.	Rosie O'Donnell Show	5.4/218/98
13.	Home Improvement–wknd	5.3/218/94
13.	Mad About You	5.3/212/95
15.	Montel Williams Show	5.0/192/96

NSS POCKETPIECE

Top ranked syndicated shows for the week ending Jan. 19, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1.	Wheel of Fortune	13.3/229/99
2.	Jeopardy!	11.1/225/99
3.	Home Improvement	10.9/231/98
4.	Seinfeld	8.8/224/97
5.	Oprah Winfrey Show	8.7/235/99
6.	Entertainment Tonight	7.6/187/96
7.	Simpsons	7.3/207/96
8.	Wheel of Fortune–wknd	7.0/165/80
9.	Star Trek: Deep Space Nine	6.0/235/98
10.	Home Improvement–wknd	5.6/213/89
10.	Rosie O'Donnell Show	5.6/223/99
12.	Inside Edition	5.5/153/90
13.	Hercules, Journeys of	5.3/228/98
14.	Mad About You	5.2/213/95
15.	Xena: Warrior Princess	5.0/222/97

'Access' makes tracks

Access Hollywood is hauling precious cargo this month as part of a month-long national bus tour designed to rev things up for the February sweeps. The 28-day trek by correspondent Jeff Probst wraps up in New York City on Grammy Awards night, Feb. 26. Along the way, the *Access Hollywood* express will pick up the gramophone-shaped awards from a sculptor's studio in Ridgway, Colo., for delivery on awards night. Also planned are visits to Mardi Gras in New Orleans and Cleveland's Rock 'n' Roll Hall of Fame museum.

'Student Bodies' pickups

Student Bodies is set to play in Peoria—and nine other Sinclair Broadcasting markets. Twentieth Television's upcoming weekly teen sitcom has been sold in 60 markets covering 65% of the country, a lineup that includes Sinclair's WPGH-TV Pittsburgh, WBFF(TV) Baltimore, WTTV(TV) Indianapolis, WSTR-TV Cincinnati and WYZZ-TV Peoria.

'Oscar,' year two

Summit Media's animated weekly *Oscar's Orchestra* has been renewed for a second season in all top 25 markets. The stories in the FCC-friendly series are set against the backdrop of music by Bach, Beethoven, Mozart and other composers. Actor Dudley Moore provides the voice of Oscar the Grand Piano. Summit says it is distributing specially designed study materials tied to the show to schools, musical organizations and civic groups.

Train toppers

People, get ready: next month's *Soul Train Music Awards* will feature a special tribute to the legendary Curtis Mayfield, recipient of the first annual Quincy Jones Award for career achievement. Tribune Entertainment, distributor of the long-running *Soul Train*, has sold the 11th annual awards show in 95 markets covering 70% of the country for broadcast March 7-16.

Music to pledge by

Ten months after vacating the co-anchor's chair on *Entertainment Tonight*, John Tesh will be back on TV next month with a new PBS pledge-drive special, *John Tesh: The Avalon Concert*. Starting on March 2, Tesh plans a whirlwind tour of 19 PBS affiliates in 16 days to co-host pledge breaks during the broadcast of the two-hour concert. PBS affiliates nationwide have high hopes for Tesh's new special; 1995's *John Tesh: Live at Red Rocks* ranks as one of public television's most successful fund-raising vehicles.

Top troopers

Real Stories of the Highway Patrol pays tribute this week to the four finalists for the Trooper of the Year award, organized by the state and provincial division of the International Association of Chiefs of Police. *Real Stories* will run profiles of the finalists this week, with viewers asked to call a 900 number to cast their votes on Friday, Feb. 14. The winner will be unveiled March 4 at a ceremony in Annapolis, Md., featuring a keynote address from best-selling author Tom Clancy. —CL

Broadcasting & Cable PEOPLE'S CHOICE

Ratings according to Nielsen **Jan. 27-Feb. 2**

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 20	ABC	CBS	NBC	FOX	UPN	WB
MONDAY	13.3/21	8.5/13	10.6/17	6.8/10	2.5/4	2.0/3
8:00	9. American Music Awards 13.2/21	22. Cosby 10.7/16	24. NBC Monday Night Movie—The Joy Luck Club 10.6/17	53. Melrose Place 8.3/12	100. In the House 2.8/4	106. 7th Heaven 2.3/3
8:30		53. Ink 8.3/12			102. In the House 2.7/4	
9:00		58. Murphy Brown 8.0/12		88. Ned and Stacey 5.2/8	108. Sparks 2.1/3	110. Jamie Foxx 1.9/3
9:30		47. Cybill 8.7/13		87. Married...w/Chldr 5.3/8	109. Goode Bhvr 2.0/3	112. Steve Harvey 1.7/3
10:00		67. Chicago Hope 7.5/12				
10:30						
TUESDAY	12.5/20	9.7/15	10.7/17	7.0/11	2.9/4	
8:00	26. Roseanne 10.5/17	40. Touched/Promised Land 9.3/15	40. Mad About You 9.3/15	73. Fox Tuesday Night Movie—Son-in-Law 7.0/11	95. Moesha 3.3/5	
8:30	36. Life's Work 9.8/15		48. Smthg So Right 8.6/13		104. Homeboys 2.4/4	
9:00	6. Home Imprvmt 15.4/23	34. CBS Tuesday Movie—What Happened to Bobby? 9.9/16	31. Frasier 10.0/15		104. The Burning Zone 2.4/4	
9:30	10. Spin City 13.1/20		31. Caroline in/City 10.0/15			
10:00	12. NYPD Blue 13.0/22		12. Dateline NBC 13.0/21			
10:30						
WEDNESDAY	10.3/17	7.5/12	8.9/15	7.8/12	4.0/6	3.2/5
8:00	42. Grace Undr Fire 9.1/15	53. The Nanny 8.3/14	39. Frasier 9.4/15	53. Beverly Hills, 90210 8.3/13	92. The Sentinel 3.4/5	96. Sister, Sist 3.1/5
8:30	36. Coach 9.8/16	71. Pearl 7.1/11	53. Chicago Sons 8.3/13			96. Nick Freno 3.1/5
9:00	15. Drew Carey 12.8/20	61. Coast to Coast 7.9/12	70. NewsRadio 7.2/11	69. Party of Five 7.3/11	90. Star Trek: Voyager 4.6/7	92. Wayans Br 3.4/5
9:30	24. Ellen 10.6/17		65. Men Bhvg Badly 7.7/12			92. Jamie Foxx 3.4/5
10:00	34. PrimeTime Live 9.9/17	76. Orleans 6.9/12	26. Dateline NBC 10.5/18			
10:30						
THURSDAY	5.0/8	9.8/15	20.1/32	6.8/10		
8:00	78. High Incident 6.8/10	22. Diagnosis Murder 10.7/17	3. Friends 18.9/29	82. Martin 6.6/10		
8:30			5. The Single Guy 16.3/25	79. Living Single 6.7/10		
9:00	91. ABC Thursday Night Movie—Freejack 4.2/7	46. Moloney 8.8/13	2. Seinfeld 22.0/33	76. New York Undercover 6.9/11		
9:30			4. Naked Truth 17.4/27			
10:00		30. 48 Hours 10.1/17	1. ER 23.0/38			
10:30						
FRIDAY	10.4/19	7.9/14	9.5/17	7.3/13		
8:00	50. Family Matters 8.4/16	73. Dave's World 7.0/13	31. Unsolved Mysteries 10.0/18	79. Sliders 6.7/12		
8:30	50. Boy Meets World 8.4/15	79. Ev Loves Raymd 6.7/12				
9:00	38. Sabrina/Witch 9.6/17	58. JAG 8.0/14	26. Dateline NBC 10.5/18	58. Millennium 8.0/14		
9:30	49. Clueless 8.5/14					
10:00	8. 20/20 13.9/25	45. Nash Bridges 8.9/16	61. Homicide: Life on the Street 7.9/14			
10:30						
SATURDAY	7.1/13	9.5/17	6.9/12	6.4/12		
8:00	66. Saturday Night at the Movies—Groundhog Day 7.6/14	44. Dr. Quinn Medicine Woman 9.0/17	89. Dark Skies 5.0/9	82. Cops 6.6/12		
8:30				71. Cops 7.1/13		
9:00		50. Early Edition 8.4/15	64. The Pretender 7.8/14	86. America's Most Wanted: AFB 6.0/10		
9:30						
10:00	85. Who Makes You Laugh? 6.1/11	20. Walker, Texas Ranger 11.2/21	61. Profiler 7.9/14			
10:30						
SUNDAY	8.7/14	12.9/20	10.7/17	11.8/18		2.6/4
7:00	84. Am Fun Hm Vid 6.2/11	10. 60 Minutes 13.1/22	73. Dateline NBC 7.0/12	18. World's Scariest Police Chases 11.5/19		106. Brotherly Lv 2.2/4
7:30	68. Am Fun Hm Vid 7.4/12					110. Nick Freno 1.9/3
8:00	42. AFC/NFC Pro Bowl 9.1/15	7. Touched by an Angel 14.3/21	19. 3rd Rock fr/Sun 11.3/17	26. The Simpsons 10.5/16		103. Parnt 'Hood 2.5/4
8:30				21. King of the Hill 11.1/16		98. Steve Harvey 3.0/4
9:00		16. CBS Sunday Movie—Family of Cops II 12.1/19	16. NBC Sunday Night Movie—The Client 12.1/19	12. The X-Files 13.0/19		98. Unhap Ev Af 3.0/4
9:30						100. Unhap Ev Af 2.8/4
10:00						
10:30						
WEEK AVG	9.6/16	9.6/16	11.0/18	8.0/13	3.0/5	2.6/4
STD AVG	9.5/16	9.7/16	10.6/18	8.1/13	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	$99,250,000	3
Combos	$73,150,000	4
FMs	$74,458,750	16
AMs	$5,731,044	7
Total	$252,589,794	30
SO FAR IN 1997:		
TVs	$713,280,000	9
Combos	$564,988,155	38
FMs	$369,627,918	43
AMs	$14,942,128	26
Total	$1,662,838,201	116
SAME PERIOD IN 1996:		
TVs	$283,133,010	13
Combos	$353,924,390	37
FMs	$172,740,130	40
AMs	$7,427,412	23
Total	$817,882,943	113

Source: Broadcasting & Cable

TV

KUPN(TV) Las Vegas
Price: $87 million (B&C, Feb. 3)
Buyer: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/ 25% owner); owns/is buying WBEN (AM), WWKB(AM), WKSE-FM, WMJQ-FM, WGR(AM) and WWWS(AM) all Buffalo, N.Y. (see item, below); WTTO(TV) Birmingham (LMA with WABM-TV) and WDBB(TV) Tuscaloosa, Ala.; KBLA(AM) Santa Monica/Los Angeles and KOVR(TV) Stockton/Sacramento, Calif.; WYZZ(TV) Peoria, Ill.; WTTV(TV) Bloomington/Indianapolis and satellite WTT (TV) Kokoma/Indianapolis; KDSM-TV Des Moines, Iowa; WDKY-TV Lexington, Ky.; KMEZ(FM) Belle Chasse/New Orleans, La., and WWL(AM), WLMG-FM and WSMB(AM) New Orleans; WBFF(TV) (LMA with WNUV-TV) Baltimore; WSMH (TV) Flint, Mich.; KSMO-TV Kansas City, KDNL-TV St. Louis, WVRV(FM) Wilmore, Ky./East St. Louis and KPNT(FM) St. Genevieve/ St. Louis, all Mo.; WLFL(TV) (LMA with WRDC-TV) Raleigh/Durham, N.C.; WSTR-TV Cincinnati and WSYX(TV) Columbus, Ohio; KOCB-TV Oklahoma City; WPGH-TV (LMA with WPTT-TV) Pittsburgh, WKRZ-FM, WGGY-FM, WILK (AM), WGBI(AM) and WWSH-FM, all Wilkes-Barre/Scranton, WILP(AM) (formerly WXPX) West Hazelton/Wikes-Barre and WWFH(FM) (formerly WQEQ) Freeland/Wilkes-Barre, all Pa.; WLOS (TV) and WFBC-AM-FM, WORD(AM) and WSPA-AM-FM Greenville, S.C.; WRVR-FM, WJCE(AM)-WOGY-FM Memphis and WLAC-AM-FM and WJCE-FM Nashville; KABB-TV and San Antonio, Tex.; WCGV-TV Milwaukee (LMA with WVTV-TV); WTVZ-TV Norfolk, Va.; is selling WIIB(TV) Bloomington/Indianapolis, Ind.; KZSS (AM)-KZRR-FM Albuquerque and KLSK (FM) Santa Fe/Albuquerque, N.M.; WTTE(TV)* Columbus, Ohio; WFBC-TV* Greenville, S.C., and KRRT-TV* San Antonio, Tex.; has LMA with WILT(AM) Mt. Pocono, Pa.; has applied to build TVs in Tuscaloosa, Ala.; Boulder City, Nev.; Portland, Ore.; Geistow and Hollidaysburg, Pa., and Virginia Beach, Va. Smith also owns 18.75% of WTTA(TV) St. Petersburg, Fla.
*Being sold to Sinclair LMA partner Glencairn Ltd.
Seller: Rich Communications Inc., Buffalo (Melinda R. Rich, president); is selling WGR(AM) and WWWS(AM) Buffalo to buyer (see item, below)
Facilities: Ch. 21, 400 kw visual, 40 kw aural, ant. 1,160 ft.
Affiliation: UPN

KNAZ-TV Flagstaff/Phoenix and KMOH-TV Kingman/Phoenix, Ariz.
Price: $6.25 million (B&C, Jan. 20)
Buyer: Gannett Co. Inc., Arlington, Va. (John Curley, chairman; Cecil L. Walker, president, Gannett Broadcasting); owns KPNX(TV) Mesa/Phoenix, Ariz.; KTHV-TV Little Rock, Ark.; KUSA-TV Denver; WTLV(TV) Jacksonville and WTSP-TV St. Petersburg/Tampa, Fla.; WXIA-TV Atlanta and WMAZ-TV Macon, Ga.; WGCI-AM-FM Chicago; WLVI-TV Cambridge/Boston, Mass.; KARE(TV) Minneapolis; KSDK(TV) St. Louis; WFMY-TV Greensboro, N.C.; and WKYC-TV Cleveland; WBIR-TV Knoxville, Tenn.; KVUE-TV Austin, KHKS(FM) Denton, KKBQ(AM) Houston and KKBQ-FM Pasadena, all Tex., and WUSA(TV) Washington; is swapping WLWT(TV) Cincinnati and KOCO-TV Oklahoma City for WZZM-TV Grand Rapids, Mich., and WGRZ-TV Buffalo, N.Y.
Seller: Grand Canyon Television Co. Inc., Flagstaff (William Franke, owner); no other broadcast interests
Facilities: KNAZ-TV: ch. 2, 100 kw visual, 5 kw aural, ant. 1,597 ft.; KMOH-TV: ch. 6, 100 kw visual, 10 kw aural, ant. 1,920 ft.
Affiliations: KNAZ-TV: NBC; KMOH-TV: WB

WSWB-TV Scranton/Wilkes Barre, Pa.
Price: $6 million
Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); for holdings, see "Changing Hands," Jan. 20
Seller: Ted Ehrhardt, Clarks Summit, Pa.; no other broadcast interests
Facilities: Ch. 64; 5,000 kw visual, 500 kw aural, ant. 1,207 ft.
Affiliation: Unbuilt
Broker: Patrick Communications Corp.

COMBOS

KYAK(AM)-KGOT(FM) and KYMG(FM) Anchorage and KIAK-AM-FM and KAKQ-FM Fairbanks, Alaska; KBLU (AM)-KTTI(FM) and KYJT(FM) Yuma, Ariz.; WJJS(AM) (formerly WVLR)-WJJX(FM) Lynchburg and WLDJ(FM) Appomattox/Lynchburg, and WJJS(FM) Vinton/Roanoke/Lynchburg and WRDJ (FM) Roanoke/Lynchburg, all Va., and WIBA-AM-FM, WTSO(AM)-WZEE(FM) and WMLI-FM Madison and WMAD-FM Sun Prairie/Madison, Wis.
Price: $60 million
Buyer: Capstar Broadcasting Partners Inc., Austin, Tex. (R. Steven Hicks, CEO/3.2% owner; Thomas O. Hicks, ultimate owner/chairman, Hicks, Muse, Tate & Furst Inc.); is buying KASH-AM-FM and KENI(AM)-KBFX (FM) Anchorage; WROV(AM) Roanoke/ Lynchburg, WROV-FM Martinsville/ Roanoke/Lynchburg and WYYD(FM) Amherst/Roanoke/Lynchburg, all Va.; is buying option to buy WLNI(FM) Lynchburg (for other holdings, see "Changing Hands," Jan. 20)
Sellers: ■ Alaska stations: COMCO Broadcasting Inc. (Garry Donovan, president); no other broadcast interests ■ Yuma stations: Commonwealth Broadcasting of Arizona LLC, Yuma (Dex Allen, president); no other broadcast interests ■ Virginia, Madison stations: Richard P. Verne, Montauk, N.Y.; owns WMAD(AM) Sun Prairie/Madison; is buying WBMQ(AM)-WIXV(FM) Savannah and WSGF-FM Springfield/Savannah, Ga.
Facilities: KYAK: 650 khz, 50 kw; KGOT: 101.3 mhz, 26 kw, ant. -66 ft.; KYMG: 98.9 mhz, 100 kw, ant. 499 ft.; KIAK (AM): 970 khz, 5 kw; KIAK-FM: 102.5 mhz, 26.3 kw, ant. 1,626 ft.; KAKQ-FM: 101.1 mhz, 25 kw, ant. 131 ft.; KBLU: 560 khz, 1 kw; KTTI: 95.1 mhz, 25 kw, ant. 96.5 ft.; KYJT: 100.9 mhz, 3 kw, ant. 274 ft.; WJJS(AM): 1320 khz, 1 kw; WJJX: 101.7 mhz, 3.4 kw, ant. 300 ft.; WLDJ: 102.7 mhz, 22 kw, ant. 745 ft.; WJJS(FM): 106.1 mhz, 3 kw, ant. 92 ft.; WRDJ: 105.3 mhz, 3 kw, ant. 75 ft.; WIBA(AM): 1310 khz, 5 kw; WIBA-FM: 101.5 mhz, 50 kw, ant. 450 ft.; WTSO: 1070 khz, 10 kw day, 5 kw night; WZEE: 104.1 mhz, 9.4 kw, ant. 1,119 ft.; WMLI-FM: 96.3 mhz, 5.1 kw, ant. 673 ft.; WMAD-FM: 92.1 mhz, 1.75 kw, ant. 400 ft.
Formats: KYAK: country; KGOT: CHR; KYMG: adult contemporary; KIAK(AM):

news/sports; KIAK-FM: modern country; KAKQ-FM: adult contemporary; KBLU: oldies; KTTI: country; KYJT: classic hits; WJJS(AM): urban contemporary; WJJX: country; WLDJ: CHR; WJJS(FM): CHR; WRDJ: oldies; WIBA(AM): adult contemporary; WIBA-FM: AOR; WTSO: news/talk; WZEE: adult contemporary; WMLI-FM: soft hits; WMAD-FM: alternative rock
Brokers: Media Venture Partners (Capstar); Americom (Madison Group, Cavalier)

WMAN(AM)-WYHT-FM Mansfield, Ohio
Price: $7.65 million
Buyer: Faircom Inc., Old Brookville, N.Y. (Joel Fairman, president); owns WFNT(AM)-WCRZ-FM Flint and WWBN-FM Tuscola/Flint, Mich.
Seller: Treasure Radio Associates LP, Beachwood, Ohio (Harrison M. Fuerst, president). Fuerst is selling WJJR-FM Rutland, Vt. (see item, below)
Facilities: AM: 1400 khz, 920 w; FM: 103.5 mhz, 50 kw, ant. 371 ft.
Formats: AM: talk; FM: CHR
Brokers: Crisler Co. (buyer); Blackburn & Co.

KRVC(AM) Medford and KSKD(FM) Sweet Home, Ore.
Price: $4 million (for KSKD-FM; KRVC is being donated)
Buyer: Educational Media Foundation, Sacramento, Calif. (K. Richard Jenkins, president); owns KEZF(AM) Tigard, Ore., and KLVN(FM) Chowchilla, KLVG(FM) Garberville, KLVS(FM) Kingsburg, KLVC-FM Magalia and KLVR(FM) Santa Rosa, all Calif.; 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 Yukon, Okla., and Klamath Falls and Winchster, Ore.
Seller: Galaxy Broadcasting LLC, Lebanon, Ore. (Jim McDaniel, principal); no other broadcast interests
Facilities: AM: 730 khz, 1 kw day, 250 w night; FM: 107.1 mhz, 9 kw, ant. 2,476 ft.
Formats: AM: contemporary Christian; FM: adult contemporary

WSNO(AM)-WORK(FM) Barre, Vt.
Price: $1.5 million
Buyer: Bull Moose Broadcasting LLC, Swanton, Vt. (Roland Devost, manager/99% owner); no other broadcast interests
Seller: Kimel Broadcast Group Inc., St. Albans, Vt. (John and David Kimel, presidents); own WSNO(AM)-WORK(FM) Barre
Facilities: AM: 1450 khz, 1 kw; FM: 107.1 mhz, 1.5 kw, ant. 410 ft.
Formats: AM: country; FM: top 40

RADIO: FM

KQOL(FM) Boulder City/Las Vegas, Nev., and KTMN(FM) Los Alamos/Albuquerque and KNYN(FM) Santa Fe/Albuquerque, N.M.
Price: $18 million
Buyer: Lartique Multimedia Systems Inc., San Diego (John T. Lynch, president/owner); is buying KGEM(AM)-KJOT(FM) Boise, KQXR(FM) Payette/Boise and KCID-FM Caldwell/Boise from seller; also is buying KLIX-AM-FM and KEZJ-FM Twin Falls, all Idaho
Seller: American General Media, Towson, Md. (co-owners/siblings Anthony S. Brandon, L. Rogers Brandon); owns KKAL(AM) Arroyo Granda and KZOZ-FM San Luis Obispo, Calif.; WYDE(AM) Brimingham-WRAX-FM Trussville, Ala.; and KKCL-FM Lorenzo/Lubbock and KWFS-FM Wichita Falls, Tex.; is buying KWBR(FM) Pismo Beach/Arroyo Grande, Calif. Brandons also own KGEO(AM)-KGFM-FM Bakersfield and KDDB-FM Paso Robles, Calif.; 50% of KCID-FM Caldwell/Boise, Idaho. Anthony Brandon owns 67% of KERN-AM-FM Bakersfield; WWWG(AM) Rochester, N.Y., and KWFS(AM) Wichita Falls, Tex.; has interest in WWLG(AM) Baltimore and WASA(AM) Havre de Grace, Md.
Facilities: KQOL: 105.5 mhz, 3.7 kw, ant. 1,588 ft.; KTMN: 98.5 mhz, 100 kw, ant. 1,781 ft.; KNYN: 95.5 mhz, 19 kw, ant. 1,850 ft.
Formats: KQOL: oldies; KTMN: AOR; KNYN: country
Broker: Media Services Group Inc.

WZFX(FM) Whiteville/Fayetteville, N.C.
Price: $11.5 million
Buyer: George G. Beasley, Naples, Fla. (90% owner). Beasley is president/owner of Beasley Broadcast Group, which owns WEWO(AM)-WAZZ(FM) Laurinburg/Fayetteville, N.C.; is buying WFLB(AM) Fayetteville/Raleigh, N.C. (for complete holdings, see "Changing Hands," Jan. 20)
Seller: Joyner Communications Inc., Goldsboro, N.C. (David Weil, president/owner); no other broadcast interests. Note: Joyner sold station in July 1996 for $7 million.
Facilities: 99.1 mhz, 100 kw, ant. 1,000 ft.
Format: Urban contemporary

WKDQ(FM) Henderson, Ky./Evansville, Ind.
Price: $8 million cash
Buyer: TSB IV LLC, Evansville (Alan R. Brill, president). Brill is president/80% owner of Brill Media Co. Inc.,

which owns WEBC(AM)-KKCB-FM and KLDJ-FM Duluth, Minn.; is buying WVJS (AM)-WSTO(FM) Owensboro, Ky.; has applied to build FMs in Wellington, Colo., Evansville and Albin, Wyo.; has TBA with KTRR-FM Loveland, Colo. Alan Brill owns 90% of KLIK(AM)-KTXY-FM Jefferson City/Columbia, Mo., and WIOV(AM) Reading-WIOV-FM Ephrata/ Lancaster, Pa.; 80% of KUAD-FM Windsor, Colo.; WOMI(AM)-WBKR-FM Owensboro, Ky.; KLDJ-FM Duluth, and KATI-FM California, Mo.
Seller: Bristol Broadcasting Co. Inc., Bristol, Va. (W.L. Nininger, president/ 89.3% owner); owns WKYX(AM)-WKYQ-FM Paducah, Ky.; WXBQ-AM-FM Bristol, Va./Johnson City, Tenn., and WQBE-AM-FM and WVSR(AM)-WSVR-FM Charleston and WBES-FM Dunbar/Charleston, W.Va.; is buying WPAD(AM)-WDDJ (FM) Paducah, Ky., and WAEZ-FM Elizabethton/Johnson City, Tenn.
Facilities: 99.5 mhz, 98 kw, ant. 984 ft.
Format: Country
Broker: Blackburn & Co.

WNVE(FM) South Bristol Township/ Rochester, N.Y.
Price: $5.5 million (B&C, Jan. 20)
Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner); is swapping WKRQ(FM) Cincinnati for WHAM(AM)-WVOR-FM and WHTK(AM) Rochester; owns KIIS(AM)-KFMC(FM) Los Angeles, KSDO(AM)-KCLX-FM and KHTS-FM San Diego and XTRA-AM-FM Tijuana, Mexico/San Diego, Calif.; KBPI(FM), KOA(AM)-KRFX(FM) and KHOW (AM)-KHIH(FM), all Denver, and KBCO-AM-FM Boulder/Denver and KTLK(AM) Thornton/Denver; WGST(AM)-WPCH(FM) and WKLS-FM Atlanta; WLAP(AM)-WMXL (FM) Lexington and WWYC-FM Winchester/Lexington, Ky.; WDAF(AM)-KYYS(FM) Kansas City, Mo., and KATZ(AM)-KMJM (FM) St. Louis and KNJZ-FM Alton, Ill./St. Louis; WKRC-TV, WCKY(AM), WOFX(FM), WLW(AM)-WEBN(FM) and WWNK(FM), all Cincinnati, WTVN(AM)-WLVQ(FM) Columbus, WSPD(AM), WVKS(FM) and WSPD (AM)-WVKS(FM) Toledo, WRVF-FM Beavercreek/Toledo, Ohio; KEX(AM)-KKRZ (FM) Portland and KKCW(FM) Beaverton/Portland, Ore.; KTWO(AM)-KMGW-FM Cheyenne, Wyo., and Wyoming Radio Network, and the following Florida stations: WJGR(AM)-WQIK-FM and WZAZ(AM) Jacksonville, WJBT(FM) Green Cove Springs/Jacksonville and WSOL-FM Brunswick, Ga./Jacksonville, WBRD (AM) Palmetto-WDUV(FM) Bradenton/ Tampa, WXTB(FM) Clearwater/Tampa, WTBT(FM) New Port Richey/Tampa, WFLA(AM)-WFLZ(FM) and WDAE(AM)-WUSA-FM Tampa and WAMR(AM)-WCTQ (FM) Venice ■ Jacor is buying KBAI(AM) Morro Bay and KOGO(AM)-KKLQ-FM, KIOZ (FM) and KCBQ(AM) (plans to sell) San Diego; KCOL(AM)-KPAW(FM) Fort Collins and KGLL(FM) Greeley, Colo.; WSPB (AM)-WSRZ-FM Sarasota, construction permit for WYNF(FM) Coral Cove/Sarasota and CP for WEDD(FM) Englewood/ Venice, all Fla.; KIDO(AM)-KLTB(FM) Boise and KARO(FM) Caldwell/Boise, Idaho; WMT-AM-FM Cedar Rapids and WHO(AM)-KLYF(FM) Des Moines, Iowa; is buying WKQQ(FM) Lexington, WLKT-FM Fayette/Lexington, WTKT(AM)-WXZZ(FM) Georgetown/Lexington, WLRS(FM) Louisville, WVEZ(FM), WDJX-FM and WFIA (AM) and intellectual rights to WHKW-FM Louisville, WSFR(FM) Corydon, Ind./ Louisville and WLOC(AM)-WMCC-FM (formerly WLOC-FM) Munfordville/Louisville, all Ky.; and WAHC(FM) Circleville and WAKS(FM) Marysville (see item, below), WIMA(AM)-WIMT-FM Lima, WBUK-FM Fort Shawnee/Lima, WLVZ-FM St. Marys and WIOT-AM-FM Toledo, all Ohio ■ Jacor also is buying Regent Communications Inc., which owns KUDL-FM and KMXV(FM) Kansas City, Mo.; KSNE-FM and KFMS-FM Las Vegas; WEZL(FM) and WXLY(FM) Charleston, S.C., and KKAT(FM) Ogden/Salt Lake City and KALL(AM)-KODJ(FM) Salt Lake City; is buying KWNR(FM) Henderson and KBGO-FM Las Vegas, Nev., and KUTQ-FM Bountiful and KZHT(FM) Provo, Utah; has time brokerage agreement with WSJW(FM) Louisville; is selling KKDD(AM) North Las Vegas, and WLQT(FM) Kettering/Dayton and WDOL(FM) Englewood/Dayton, Ohio ■ Jacor is selling KSEG-FM and KRXQ(FM) Roseville/Sacramento, Calif., and WHKW(AM) Louisville; is swapping KOPA(AM)-KSLX(FM) Scottsdale/Phoenix for KPOP(AM) and KGB-FM San Diego; has LMA with WGST-FM Atlanta
Seller: Great Lakes Wireless Talking Machine LLC, East Rochester, N.Y. (Steve Chartrand, president); no other broadcast interests
Facilities: 95.1 mhz, 9.5 kw, ant. 994 ft.
Format: Modern rock

KYGL(FM) Texarkana, Ark., and KLLI (FM) Hooks, Tex.
Price: $4 million for stock ($2 million

Amplification

Beasley Broadcast Group is paying up to $65 million for WWDB-FM Philadelphia (B&C, Jan. 20), according to the sales contract filed last month with the FCC. Seller is Mercury Radio Communications.

for KYGL; $2 million for KLLI)
Buyer: GulfStar Communications Inc., Austin, Tex. (Thomas O. Hicks, 90.1% owner): owns KKYR-AM-FM Texarkana; is buying KTUX(FM) Shreveport, La., and KIOC(FM) Orange/Beaumont, Tex. (see item, below; for other holdings, see "Changing Hands," Jan. 20)
Seller: Texarkana Broadcasting Inc., Texarkana (John D. Mitchell, 56.5% owner). Mitchell owns 80% of KASO-AM-FM Minden, La.; 75% of KIMP(AM)-KPXI(FM) Mount Pleasant, Tex.; is buying KDXE(FM) Sulphur Springs, Tex.; has applied to build FM in Pittsburg, Tex.
Facilities: KYGL; 106.3 mhz, 3 kw, ant. 328 ft.; KLLI: 95.9 mhz, 11.5 kw, ant. 449 ft.
Formats: KYGL; classic rock; KLLI: hot new country

WRBA(FM) Springfield/Panama City and WAKT(FM) Panama City Beach/ Panama City, Fla.
Price: $3.4 million cash
Buyer: Root Communications Inc., Daytona Beach, Fla. (James L. Devis, president); owns KMVT(TV) Twin Falls, Idaho; is buying the following Brunswick/Savannah, Ga.–market stations: WMOG(AM), WHFX(FM) St. Simons Island/Waycross and WFGA(AM)-WBGA(FM) Waycross; is selling WLKF(AM) Lakeland and WNDB(AM) Daytona Beach-WTSM(FM) (formerly WNDB) Ormond-by-the-Sea, Fla.
Seller: Styles Broadcasting Co. Inc., Naples, Fla. (Bob Germain Jr., president/70% owner); is selling WBCD-FM Chattahoochee, Fla./Headland, Ala.; has LMA with WDLP(AM) Panama City Beach
Facilities: WRBA: 95.9 mhz, 50 kw, ant. 282 ft.; WAKT: 105.1 mhz, 50 kw, ant. 335 ft.
Format: WRBA: oldies; WAKT: country
Broker: Frank Boyle & Co.

WJJR(FM) Rutland, Vt.
Price: $2 million
Buyer: Peak Communications Inc., Manchester Center, Vt. (Ronald A. Morlino, president/50% owner); no other broadcast interests
Seller: Jewel Radio Inc., Beachwood, Ohio (Harrison M. Fuerst, president/ owner). Fuerst is selling WMAN(AM)-WYHT(FM) Mansfield, Ohio (see item, above).
Facilities: 98.1 mhz, 1.15 kw, ant. 2,953 ft.
Format: Adult contemporary

WNBX(FM) (formerly WUVR) Lebanon, N.H.
Price: $925,000 + assumption of liabilities
Buyer: Mountain View Broadcasting Co. Inc., Lebanon (Robert C. Frisch, president/78.2% owner); owns WTSL (AM)-WGXL(FM) Hanover
Seller: Radio South Burlington Inc., Wilton, Conn. (Dennis and Maureen Jackson, joint owners); owns WQQQ (FM) Sharon, Conn. Dennis Jackson owns 52.4% of applicant for FM in Jewett, N.Y., and 50% of WMEX(FM) Westport, N.Y., and applicant for FM in Rosendale, N.Y.
Facilities: 100.5 mhz, 6 kw, ant. 328 ft.
Format: Alternative album

KTUX(FM) Carthage, Tex./Shreveport, La., and KIOC(FM) Orange/Beaumont, Tex.
Price: At least $1.6 million ($850,000 for KTUX; at least $750,000 for KIOC)
Buyer: GulfStar Communications Inc.; owns WJBO(AM)-WLSS(FM) (formerly WFMF) and WYNK-AM-FM Baton Rouge and KLVI(AM)-KYKR(FM) Beaumont and KKMY(FM) Orange/Beaumont; is buying KBYB(FM) El Dorado, Ark./Monroe, La.; KIOC-FM Beaumont, and KYGL(FM) Texarkana, Ark., and KLLI (FM) Hooks, Tex. (see item, above)
Seller: Ken Stephens, Beaumont; no other broadcast interests
Facilities: KTUX: 98.9 mhz, 100 kw, ant. 1,049 ft.; KIOC: 106.1 mhz, 100 kw, ant. 1,225 ft.
Formats: KTUX: AOR; KIOC: rock

CP for KSEA(FM) Greenfield, Calif.
Price: $600,000
Buyer: National Farm Workers Service Center Inc., Keene, Calif. (Anthony Chavez, president)
Seller: Co-owners Clifford N. Burnstein, Peter D. Mensch, Los Angeles; own KKXX-FM and KRAB-FM Bakersfield, KYNO(AM)-KJFX-FM and KFRR-FM Fresno, KSTT-FM and KSLY-FM San Luis Obispo and KXFM-FM Santa Maria, all Calif.; are buying KHIS(AM)-KSMJ-FM (formerly KHIS-FM) Bakersfield
Facilities: 107.9 mhz, 50 kw, ant. 492 ft.

KSCQ(FM) Silver City, N.M.

Continues on page 68

Errata

The brokers for the $1.5 billion merger of Providence Journal Co. into A.H. Belo Corp. were reported incorrectly in "Top 10 deals of 1996" (B&C, Feb. 3, page 26). Bear, Stearns & Co. Inc. was the broker for seller Pro-Jo; Furman Selz was the broker for buyer Belo.

Retailers think young with radio

Survey shows they also find it best medium for reaching consumers with repeat messages

Radio

By Donna Petrozzello

While leading national retail advertisers consider newspapers the most credible media buy, they regard radio as best able to reach young consumers.

In a recent survey of 56 leading retail ad executives, Edison Media Research found that 41% ranked newspapers as the most credible media outlet and the most talked-about medium. A total 45% of those executives ranked radio as most effective in reaching young consumers and most effective in repeatedly reaching consumers.

Edison's survey was one of the first to tap retail advertisers' opinions of competing media. Arbitron commissioned the survey, released last week, for the Radio Advertising Bureau. The survey was slated to be presented and discussed at RAB's Management Leadership Conference in Atlanta last Friday (Feb. 7).

The survey pitted newspapers against radio, broadcast television, magazines and direct mail. Advertisers were asked to rate each medium on various strengths, including cost-effectiveness, reach, ability to reach a target audience and ability to get results.

While direct mail ranked first in many categories, Arbitron radio GM Pierre Bouvard noted that the perception of radio as best able to reach young consumers "was among the biggest surprises" of the study.

But, Bouvard also said that radio was not included among the top three media that retailers considered the most effective at "getting results." Newspaper, television and direct mail ranked above radio, according to the survey.

The survey also showed that advertisers spend the most money on media that they perceive gives them the best results. RAB Chairman Gary Fries said that boosting advertisers' perceptions of radio as able to generate results is the most critical task facing the RAB and radio sales executives: "If we can get the image of results for radio to go up, there is a direct correlation that we will get increased spending for radio."

Despite radio's relative low ranking in terms of results, Fries said 93% of the executives said they were satisfied with their radio advertising. "So, we're not dealing with a situation where people are not satisfied. We've got to correct the perception that they do not get a high degree of results from radio," he said. ■

RIDING GAIN

Top market turnarounds

A flurry of format changes last week in the nation's top markets involved CBS Radio, Heftel Broadcasting and Radio One stations.

In Detroit, CBS flipped the format at WYST(FM) from 1970s-era oldies to rock and replaced Don Imus with Howard Stern in morning drive. Imus goes to CBS's news/talk WXYT(AM) Detroit.

In Chicago, CBS dumped the nostalgia/talk format at the former Infinity-owned WJJD(AM) to make way for sports talk heard now on WSCR(AM) Chicago. WSCR is slated to switch in the next several months to "Personal Achievement Radio," a self-help, 24-hour format distributed by ABC Radio Networks. For the moment, WJJD is simulcasting CBS's oldies WJMK(FM).

In Los Angeles, Heftel flipped the format of its newly purchased KSCA(FM) from adult alternative to Spanish music. The switch gives Heftel another Hispanic-targeted station in the metro to add to its top-rated KLVE(FM) and KTNQ(AM). KSCA signed off the air on Feb. 4 after more than two years in the market.

In Philadelphia, Radio One Inc. flipped the format of its recently purchased WDRE(FM) from modern rock to a blend of urban contemporary. The change followed "substantial" market research, says WDRE VP/GM Darryl Trent, who seems ready to go up against Philadelphia urban AC standards WUSL(FM) and WDAS-FM.

Black specials mark WW One news

Westwood One Radio Networks' Mutual News and NBC Radio News present special editions of news features this month to celebrate Black History Month. NBC's NBC *Extra* will air a five-part series addressing debate over the accuracy in reporting African-American history. NBC's *Weekend Headliner* will air a special edition on the topic Feb. 14-16. Westwood One's *America in the Morning* and *First Light* will feature interviews with African-American leaders in entertainment, sports and politics throughout the month.

WW One talk host Jim Bohannon hosts a special tribute to Jackie Robinson, and senior correspondent Dick Rosse debuts a 15-part series highlighting recent news events involving African Americans.

CNN Radio debuts *This Far by Faith* this month. The daily, 60-second segment features African-American celebrities and community leaders discussing the role that faith plays in their lives.

ABC marching against drugs

ABC Radio Networks is launching "ABC's March Against Drugs" next month. The public service message encourages parents to talk to children about drug use and involves a campaign to urge corporations to fight drug use among children and teens. Highlights of ABC's anti-drug radio programing will be a radio simulcast of ABC-TV's *Town Meeting* on March 30 and a special edition of ABC Radio's *Perspective* news show to discuss solutions to illegal drug use. ABC also will air a five-part series on drug use among children, advise parents on how to detect drug use by their children and discuss how parents can combat the problem.—**DP**

To the moon with Alice

That's where stations hope their ratings go with new slogan

By Donna Petrozzello

She may not have a face, but "Alice" is becoming radio's most familiar female name.

Three modern adult contemporary stations—KALC(FM) Denver, KLLC(FM) San Francisco and WKBQ-FM St. Louis—are using the unconventional slogan "Alice" in promotional and marketing campaigns. WKBQ-FM is scheduled to adopt the new call letters WALC in coming weeks to match the slogan.

As Secret Communications President Frank Wood recalls, the idea originated two years ago over a round of drinks and talk about how to position the group's KALC against Denver competitors.

Wood says group managers wanted a "hip and whimsical" name for the station that would set it apart from traditional "power" or "star" slogans. Calling KALC "Alice" matched the profile of its targeted audience, women 18-34, Wood says.

"We wanted to tap into the psyche of hip, young females with the station name and match it with a format that had appeal" to the demographic, Wood says. "Alice gave the station a humorous, off-center attitude."

The idea paid off. Last June, CBS Radio's classic rock KRQR(FM) San Francisco changed its calls to KLLC, revamped its format to modern AC and adopted the "Alice" slogan. Within two ratings periods, the station went from a 1.3 to a 2.2.

Steve DiNardo, KLLC vice president/GM, says the slogan gave KLLC "a persona right out of the box" and an edge in building name recognition with listeners. "All successful stations tend to endow themselves with human characteristics over a period of time," DiNardo says. "It's that sense of personality that makes a station bigger than its music. It builds a relationship with the listener."

In January, Emmis Broadcasting's contemporary hits WKBQ-FM St. Louis began marketing itself as Alice on-air after switching to a modern AC format emphasizing female artists. Later this month, the station expects to switch its calls to WALC, says program director Tom Mattern.

But Wood argues that there is more than just a name behind KALC's success: "The name Alice is cute, but it was the verbal content and music that made it a hit." ■

Alice @97.3

MSG gets Yankees radio

New York–based MSG Network last week signed exclusive rights to radio broadcasts of the Yankees. The five-year contract gives MSG rights to produce and distribute Yankees games on radio—including pregame and postgame programing and preseason games—starting with the 1997 season. The deal ended speculation that WABC(AM) New York would resign Yankees broadcasts. MSG, which doesn't own a radio station in New York, will need to contract with a local station for broadcasts. New York sources say MSG is talking with a number of stations. —DP

Global shops for carriage

Home shopper plans to buy UHF stations and get must carriage for 16-hour service

By Rich Brown

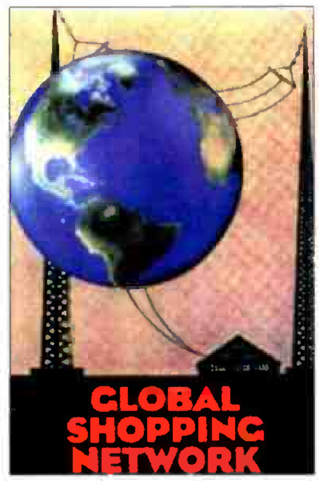
Home shopping retailer Global Broadcasting Systems is making an initial public offering valued at up to $470 million to help finance its ambitious TV-station buying spree.

Plans are under way by the New York–based company to purchase 18 UHF stations reaching 33.5 million homes (22 million of which are also cable homes) for $398.9 million, according to a Jan. 31 filing with the Securities and Exchange Commission.

The company is looking to program those stations with its 16-hour home shopping service, then get broad cable distribution via must carry. The Supreme Court is expected to rule on must carry's constitutionality by June.

The filing did not specify which stations are up for grabs but did list the markets where talks are pending: New York; Los Angeles (three stations); Chicago; Philadelphia; Boston; Dallas–Fort Worth; Detroit; Houston; Seattle; Denver; St. Louis; Raleigh-Durham, N.C.; Nashville; Louisville, Ky.; Mobile, Ala., and Knoxville, Tenn. Global already owns a station in Raleigh-Durham and a station in San Francisco.

Global will acquire the additional stations over the next few months and expects to own all 18 by June 30, according to the filing. The company plans to program the TV stations primarily with its year-old Global Shopping Network, which is now fed to the estimated 2.3 million U.S. homes equipped with backyard dishes.



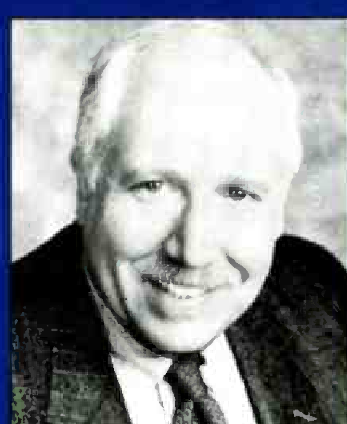
Global has filed to sell 12.5 million shares and up to $270 million in debt. In its first year of operation, the company showed $199,000 in net revenue and a net loss of $10.8 million.

Ironically, GSN plans to build distribution for itself using the old Home Shopping Network/Silver King model at the same time that Barry Diller is working to reduce HSN programing on the Silver King TV stations.

GSN officials say the company operates differently from its home shopping competitors in that GSN has a "zero inventory" policy, which eliminates the costs of warehousing, distributing and managing inventory. GSN pays 50% of the cost of all merchandise sold on its programing to suppliers within one day of delivery, which company officials say results in suppliers' offering its merchandise at substantially lower prices than those traditionally available to home shopping services.

Global's principals include Rachimim Anatian, founder and owner of multimillion-dollar laundry detergent company USA Detergents; marketing veteran Barbara Laurence, and Moti Gal-Oliver, whose strong ties to New York's diamond district help secure the jewelry that constitutes 60% of GSN's merchandise. Global spokeswoman Shari Frank declined to comment for this story. ■

Ober heads Cinetel



Cinetel Productions has tapped former CBS News president Eric Ober to oversee expansion of the Knoxville, Tenn.–based cable production company.

Ober will oversee the company's production of nonfiction and documentary programing in Knoxville and will open a New York office for the growing company. Plans call for more international co-productions, plus the establishment of an online programing arm.

Ober, 54, resigned from CBS News a year ago, after Westinghouse acquired the network. He spent 30 years at CBS, including five years as president of the news division.

In addition to producing several series for co-owned HGTV, Recent Cinetel productions include *America's Castles and Daredevils* for A&E; *November Warriors* and *America's Most Wanted* for The History Channel; *Club Dance* and *Shadetree Mechanic* for The Nashville Network, and *Freeze Frame* for The Travel Channel. Cinetel is owned by The E.W. Scripps Company, which also owns Knoxville-based cable network Home & Garden Television. —RB

TCI axes Bay Area telemarketers

Mostly part-time employes get 60-day notices as part of cost-cutting effort

By Price Colman

Tele-Communications Inc.'s San Francisco Bay Area operation has given pink slips to 250 employes, most of them part-time telemarketers, as part of continued cost-cutting efforts.

The layoffs went out as 60-day notifications last week, meaning the employes won't officially lose their jobs until April 4.

Although the Bay Area cuts affect primarily telemarketers who sell core cable services—subscriptions, upgrades and premium services—employes who market advanced services such as ALL TV digital cable, @Home Internet connection and People Link by TCI cable telephone services also were affected, as were customer service workers. Specifics were unavailable on how many employes in different departments were affected.

"We just made the strategic decision that whereas in the past we had placed emphasis on using telemarketing as a tool, we're shifting to other sets of marketing techniques," said Andrew Johnson, spokesman for TCI's Bay Area operations.

Johnson declined to identify what other marketing approaches TCI would use, saying that could give DBS and telephone company competitors a strategic advantage. TCI is likely to turn to traditional marketing methods such as direct mail, bill stuffers and television and radio promotions.

The Bay Area cuts, while coming on the heels of 2,500 corporate and field layoffs in December, were not mandated by TCI headquarters, Johnson stressed.

"This was a locally generated management decision," he said.

The cuts mean that at least some of the customer service and other telephone traffic that was handled locally for the Bay Area's 50-plus TCI cable systems will be directed to Denver. TCI's Everest customer satisfaction center in Denver, part of the Summi-Trak system, has been operating since midyear 1996. Some employes affected by the cuts may be eligible for transfer to Everest, Johnson said.

The cuts are hardly a surprise, given the financial turnaround TCI is attempting under the hands-on piloting of chairman John Malone. Malone returned to active leadership of the nation's largest cable MSO last fall and has implemented a number of austerity measures—including the December layoffs, salary cuts, hiring freezes and capital expenditure reductions—since then. Those moves are aimed, in large part, at restoring TCI's financial agility and achieving in 1997 the $750 million–$1 billion in free cash flow Malone has promised.

A TCI spokeswoman was noncommittal on the possibility of more cuts. "Anything is possible," said Joann Dobbs. "We have no information that speaks to any more cuts at this time."

But the Bay Area layoffs are a sign that TCI—either at the corporate, regional or system level—will look to further reductions. Although essentially all TCI markets were affected by the December layoffs, the company still maintains significant staffs in most of its top 10 markets. In addition to the Bay Area, those markets include Los Angeles, Pittsburgh, Miami, Houston, Dallas–Fort Worth, New York State, Seattle-Tacoma, Hartford, Conn., and Chicago. ■

Viewers want their C-SPAN

Grass-roots efforts succeed in restoring public affairs network

By Michael Katz

A group of loyal C-SPAN viewers in Seattle showed what they've learned from the public affairs network and successfully lobbied cable operator Tele-Communications Inc. to restore the channel to full-time status.

A grass-roots effort spearheaded by Seattle lawyer Regina LaBelle convinced TCI to return C-SPAN's service to 24-hours a day. C-SPAN in January had been reduced to 12 hours a day, between 4 a.m. and 4 p.m.—essentially cutting off viewers with normal working hours. During the remaining 12 hours, C-SPAN was replaced with News Corp.–owned Fox News Channel. C-SPAN was bumped from 10 other TCI systems recently and has received reduced hours on others, in favor of Fox News Channel.

"Obviously we're very happy about what happened in Seattle because it was generated by customers," says Susan Swain, C-SPAN's chief operating officer. "What it says to us is that the public service we offer matters to the viewers."

LaBelle formed Citizens for C-SPAN and rallied other disgruntled C-SPAN fans to flood the cable system with thousands of phone calls, letters and faxes demanding the return of the network.

The move will cause several channel shuffles on the system. C-SPAN will move to channel 39, Fox News Channel will move to channel 61, and CNBC will move to channel 34.

"Our customers have spoken loud and clear," says TCI Cablevision of Washington general manager Bill Bennett. "We got the message."

Seattle is the largest market in which C-SPAN has been successfully restored after being axed by TCI. But other markets are following Seattle's lead.

May Polakov, a retired teacher and principal in Buffalo, N.Y., successfully lead a campaign to return C-SPAN 2 to her local cable system after it was cut to make room for Fox News Channel. Polakov went door to door, clipboard and petition in hand, asking for signatures to call on TCI to revive the network. The stumping worked, somewhat, as C-SPAN 2 was returned to the system on a part-time basis between 12 a.m. and 3:30 p.m.

After receiving complaints from customers, TCI also resurrected C-SPAN 2 on its system in the Portland, Ore., suburb of Vancouver, Wash. Viewers there sent angry letters to the editor of *The Columbian* newspaper complaining about TCI's decision. TCI has since returned C-SPAN 2 to the system on a part-time basis.

Similar efforts are under way in Rochester, Minn., where state senator Nancy Brataas has formed the C-SPAN Action Committee "in an effort to persuade TCI to fully reinstate both C-SPAN and C-SPAN 2 on separate channels," she says. To make room for Fox News Channel, both C-SPAN and C-SPAN 2 were reduced to 12 hours a day and placed on the same channel. ■

DBS chiefs powwow in L.A.

FCC official says carrying local signals could help DBS fulfill public interest obligations

By Cynthia Littleton

Cable is the primary target for DBS operators in 1997, but local broadcasters are the biggest obstacle to further growth of direct-to-home satellite TV services, industry leaders said at a conference last week.

At the same time, broadcasters are likely to be part of the answer to another question facing the DBS industry: How will satellite TV providers meet their public interest obligations in the eyes of the FCC?

The two issues—satellite retransmission of local broadcast signals and providers' public interest requirements—are linked, according to the FCC's chief policy maker for the satellite TV arena. "DBS: The Five Burning Questions," organized by the DBS market research company The Carmel Group, opened in Los Angeles last Tuesday with an address from Donald Gips, chief of the FCC's International Bureau.

The conference attracted the chiefs of the five major DBS services: DirecTV, U.S. Satellite Broadcasting, Primestar, EchoStar and AlphaStar. Conspicuously absent were top officials from the most anticipated newcomer to the domestic DBS scene, News Corp./MCI's American Sky Broadcasting, which is expected to launch its service by early next year.

Gips praised the burgeoning DBS marketplace as an "exciting, growing industry defined by competition," saying that the FCC is keeping a close eye on how competitive forces shape the industry. Over time, those forces may make the DBS market a good model for developing effective regulatory policies in other industries as the telecommunications landscape is reshaped by powerful new digital delivery systems, he said.

Gips urged DBS leaders to work with broadcasters to find a "mutually agreeable solution" to their dispute over retransmission of network signals before the issue winds up before Congress and the FCC. As of last month, the DBS industry has about 4.5 million subscribers, a base that is projected to grow to at least 7 million by the end of this year.

"The sumo-wrestling match that's developing [between broadcasters and DBS providers] is only alienating consumers. The issue needs to be settled in a way that doesn't tear down the network/affiliate marketing structure of broadcasting."

Donald Gips, chief of the FCC's International Bureau

"The sumo-wrestling match that's developing [between broadcasters and DBS providers] is only alienating consumers," Gips said. "The issue needs to be settled in a way that doesn't tear down the network/affiliate marketing structure of broadcasting."

Current law prevents DBS providers from sending distant broadcast signals to households served by local stations. The commercial satellite TV business was born in the 1980s to serve mostly rural areas that can't pick up local broadcast signals and aren't wired for cable.

In pending lawsuits, Fox, CBS and ABC claim that some satellite TV providers are violating the 1988 Satellite Home Viewer Act by beaming network programing feeds to homes already served by local stations. The network feeds don't include local commercials, which broadcasters argue could eventually lead to lower local ad rates.

DBS providers can ill afford a prolonged legal battle with broadcasters. The consensus among DBS providers at the conference was that they need to be able to offer local and national broadcast programing to attract new subscribers. As it stands now, DBS providers will need permission from local broadcasters to uplink their signals.

Cable operators cite the lack of local programing as satellite TV's most glaring weakness in their stepped-up anti-DBS advertising campaigns. The ability to provide local stations is expected to be the linchpin in ASkyB's efforts to distinguish the News Corp./MCI service from its more established competitors.

ASkyB and others maintain that there are no laws to prevent DBS operators from retransmitting local broadcast signals to homes within the station's designated market area, although News Corp. is pushing for a legislative clarification of the rules regarding white-area homes.

Because of limited channel capacity, DBS providers will have to pick and choose which broadcast channels in which markets they intend to carry. That could divide broadcasters into groups of haves and have-nots, which could then become an issue of competitive advantage for the have-nots with the FCC.

Indeed, much of the solution to the local-carriage problem hinges on the outcome of the U.S. Supreme Court's review of must-carry rules for cable operators, said Charlie Ergen, chairman of EchoStar.

"If the Supreme Court knocks down must carry, then logically we have clear sailing" to cherrypick broadcast offerings in each market.

Gips said the retransmission of

broadcast signals will likely help DBS providers meet their public interest obligations. The FCC is taking public comment on a proposal to require DBS providers to set aside 4%-7% of their channel capacity for public service.

While local broadcast retransmission issues dominated most of the day's discussions, DBS providers were almost united in their assessment of cable as the common enemy.

Eddy Hartenstein, president of DIRECTV, noted that the source of new subscribers to DIRECTV has shifted over the past year from consumers living in white-area regions to those in urban and suburban areas with easy access to cable.

"We'll have our little fights over market share [among DBS providers], but the big target is the cable industry," said Stanley Hubbard, president of U.S. Satellite Broadcasting.

Primestar, however, is bucking the anti-cable bandwagon with plans to introduce a service of 70-80 channels marketed as a complement to cable systems offering 40 or fewer channels. Primestar, which claims the largest market share of any single DBS provider with roughly 1.7 million subs, was launched in 1994 as a joint venture of six cable MSOs, including Tele-Communications Inc. and Time Warner.

Primestar officials plan to flesh out details of the new service at a Feb. 27 news conference in New York. Last week, Lloyd Riddle, senior vice president of TCI Satellite Entertainment, said the package will focus on niche markets for movies, sports packages and pay-per-view events.

EchoStar's Ergen would not comment on rumors that software billionaire Paul Allen was considering investing in the company. And Ergen denied speculation that EchoStar needs $150 million to $200 million by April to stay on track to expand its service by launching two more satellites during the next year (see story, page 48).

Ergen said the debt-laden EchoStar would continue to compete as the low-cost DBS provider.

AlphaStar, which debuted in July 1996, last week unveiled the first partnership between a utility company and a DBS provider. AlphaStar, backed by Canada's Tee-Comm Electronics, will market its services through Citizen's Utilities, a New York–based publicly held company that provides telephone and utility services to 1.8 million customers in 29 states. ■

50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Jan. 27- Feb. 2, 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.	World Champ. Wrestling	TNT	Mon	9:00p	3,084	4.4	3.2	6.4
2.	Rugrats	NICK	Wed	7:30p	2,884	4.1	3.0	6.8
3.	Rugrats	NICK	Mon	7:30p	2,774	4.0	2.9	6.0
3.	Rugrats	NICK	Thu	7:30p	2,769	4.0	2.9	6.5
5.	Rugrats	NICK	Tue	7:30p	2,688	3.9	2.8	6.2
6.	Hey Arnold	NICK	Wed	8:00p	2,476	3.6	2.6	5.5
7.	Doug	NICK	Thu	7:00p	2,283	3.3	2.4	5.6
7.	Hey Arnold	NICK	Mon	8:00p	2,275	3.3	2.3	4.7
9.	Kenan & Kel	NICK	Sat	8:00p	2,260	3.2	2.3	5.8
9.	Tiny Toon Adventures	NICK	Sat	9:30a	2,251	3.2	2.3	10.3
9.	Looney Tunes	NICK	Sun	9:00a	2,249	3.2	2.3	10.6
9.	Rugrats	NICK	Fri	7:30p	2,236	3.2	2.3	5.9
9.	Doug	NICK	Mon	7:00p	2,193	3.2	2.3	6.0
14.	Rugrats	NICK	Sat	7:30p	2,175	3.1	2.2	5.8
14.	Doug	NICK	Tue	7:00p	2,169	3.1	2.2	5.3
14.	Doug	NICK	Wed	7:00p	2,147	3.1	2.2	5.3
17.	Movie: "Jaws"	TBS	Sun	12:05p	2,146	3.0	2.2	8.4
17.	Rugrats	NICK	Sat	8:30a	2,093	3.0	2.2	11.4
17.	All That	NICK	Sat	8:30p	2,072	3.0	2.1	5.2
20.	Rocko's Modern Life	NICK	Mon	5:30p	2,045	2.9	2.0	5.8
20.	All Toons Stunt	NICK	Sun	10:00a	2,035	2.9	2.0	8.1
20.	Clarissa Explains It All	NICK	Fri	6:00p	2,005	2.9	2.0	5.9
20.	Rocko's Modern Life	NICK	Fri	5:30p	1,995	2.9	2.0	6.4
24.	World Champ. Wrestling	TNT	Mon	7:55p	2,013	2.8	2.1	4.3
24.	My Brother and Me	NICK	Sun	7:00p	1,982	2.8	2.0	4.7
24.	Tiny Toon Adventures	NICK	Sat	9:00a	1,981	2.8	2.0	9.7
27.	Jim Henson's Muppet Babies	NICK	Sat	10:00a	1,912	2.7	2.0	8.6
27.	Are You Afraid of the Dark?	NICK	Fri	5:00p	1,910	2.7	2.0	6.7
27.	Movie: "Top Gun"	TNT	Sun	8:00p	1,910	2.7	2.0	4.0
27.	Tiny Toon Adventures	NICK	Tue	6:30p	1,899	2.7	2.0	4.9
27.	Doug	NICK	Sat	7:00p	1,885	2.7	1.9	5.2
27.	Doug	NICK	Fri	7:00p	1,885	2.7	1.9	5.1
27.	The Statler Brothers Show	TNN	Sat	9:00p	1,847	2.7	1.9	4.5
27.	Alvin & the Chipmunks	NICK	Wed	4:00p	1,844	2.7	1.9	7.4
35.	WCW Wrestling	TBS	Sat	6:05p	1,867	2.6	1.9	5.5
35.	Jim Henson's Muppet Babies	NICK	Sat	10:30a	1,837	2.6	1.9	8.2
35.	Tiny Toon Adventures	NICK	Mon	6:30p	1,821	2.6	1.9	4.4
35.	Clarissa Explains It All	NICK	Mon	6:00p	1,821	2.6	1.9	4.7
35.	Movie: "Member of the Wedding"	USA	Wed	8:59p	1,818	2.6	1.9	4.0
35.	Rocko's Modern Life	NICK	Thu	5:30p	1,812	2.6	1.9	5.5
35.	Are You Afraid of the Dark?	NICK	Thu	5:00p	1,791	2.6	1.8	6.0
35.	Secret World of Alex Mack	NICK	Tue	8:00p	1,791	2.6	1.8	3.9
35.	Tiny Toon Adventures	NICK	Sun	8:30a	1,789	2.6	1.8	10.1
35.	Secret World of Alex Mack	NICK	Thu	8:00p	1,777	2.6	1.8	3.8
45.	Tiny Toon Adventures	NICK	Fri	6:30p	1,754	2.5	1.8	5.0
45.	Are You Afraid of the Dark?	NICK	Wed	5:00p	1,750	2.5	1.8	5.6
45.	Movie: "Jaws II"	TBS	Sun	4:35p	1,747	2.5	1.8	5.0
45.	Wild & Crazy Kids	NICK	Sat	2:30p	1,736	2.5	1.8	7.0
45.	Movie: "True Crime"	USA	Sun	5:00p	1,735	2.5	1.8	4.7
45.	Mystery Files of Shelby Woo	NICK	Sat	9:00p	1,730	2.5	1.8	4.1

Sources: Nielsen Media Research, Turner Research

Echoes of slowdown at EchoStar

DISH network continues to grow, but some question whether expansion can continue apace

By Price Colman

EchoStar Communications Corp.'s DISH Network may offer crystal-clear digital video to a rapidly growing number of subs, but the company's business situation is less clear.

On one hand, EchoStar (listed as DISH on Nasdaq) continues to grow by leaps and bounds, adding 65,000 subscribers in December and, according to analysts' estimates, another 45,000 customers in January. That growth puts the nation's third-largest DBS company right at 400,000 subscribers.

That's heady growth for a company that launched service less than a year ago. But there are increasing signs that EchoStar faces a slowdown of its ambitious expansion plans.

Sources told BROADCASTING & CABLE that there's a widely held perception in the investment community that EchoStar's strategic-partner talks with Sprint are off and unlikely to be restarted and that talks with Bell Canada parent BCE have run into snags over legal issues.

Talks with TCI Satellite Entertainment (Nasdaq: TSATA), whose name had repeatedly come up as a potential ally for EchoStar, also have halted, a TSAT representative said.

Sources close to EchoStar, although declining to offer specifics, stressed that talks with potential strategic partners are ongoing and indicated that it's more a matter of when, not if, EchoStar can bring in an ally.

From one analyst's perspective, it's a moot issue as far as the stock price is concerned.

"Yes, EchoStar has $800 million of debt; yes, they don't have a strategic partner. But before they had one satellite successfully launched, they were trading at this level," said Ted Henderson of Janco Partners in Denver. "Now they have two satellites, beaming 100 some channels.... The market has overreacted."

After hitting a 52-week high of $37 on Feb. 29, 1996, DISH shares have tumbled more than 60%. The price has climbed slightly since, hitting a 52-week low of $15 on Jan. 29, 1997.

As Henderson's remarks indicate, he's upbeat about EchoStar. He's not alone. Rick Westerman of UBS Securities, who is upbeat about the DBS sector in general, in a Jan. 21 update on the industry said that "DISH shares could provide the best return" of any DBS stocks.

Nonetheless, EchoStar in recent months has run into the same thorny patch that has scarred the cable industry: optimistic projections thwarted by marketplace realities. Last fall, when DBS's star shone brightest, EchoStar CEO Charlie Ergen predicted that a strategic partnership was imminent. It didn't happen, eroding some of the investment community's confidence in the company.

"EchoStar was saying at the third-quarter analyst call, 'We will have a strategic partner by the end of year,'" said Henderson. "When they didn't get one, the market punished them."

Further erosion occurred when Carl Vogel, president of EchoStar, recently sold about 50,000 shares after registering with regulators to sell as many as 100,000 shares. The sale, reportedly to avoid tax liability, refueled speculation in investment circles that Vogel, who left Jones Intercable in 1994 to join EchoStar, might be departing. Vogel's employment contract expired Dec. 31.

"It's not a bullish sign when you have an insider selling right before what's supposed to be an important corporate event," said one Wall Street source.

Others discounted rumors of Vogel's departure, saying that despite EchoStar chairman Ergen's sometimes abrasive management style, Vogel is in for the long haul. "They respect each other," said a source close to the company.

Rumors of internal turmoil notwithstanding, EchoStar still faces key hurdles in adhering to its strategic plan of launching EchoStar III in the fall and EchoStar IV sometime next year. The key hurdle is cash.

Westerman estimates that EchoStar needs $150 million–$200 million by April to stay on schedule, although EchoStar Chairman Charlie Ergen disputed that estimate last week. (see story, page 46). Absent a strategic partner, the company's options for raising that cash are limited. One possibility is a secondary stock offering, but with DISH share prices languishing, that's unlikely for now.

Jimmy Schaeffler of the DBS Investor report figures a debt offering is the route Ergen will choose. But Schaeffler points out that EchoStar's current predicament highlights a key issue for the DBS sector overall: Who's big enough to pay to play?

"The whole thing starts begging the question of whether there will be fewer operators," Schaeffler said. "When the financial community continues to have questions about the system operators with smaller subscriber percentages, then that puts [smaller operators] in an awkward position relative to maintaining financial strength." ■

CAI gets new home

Moves to Philly suburb, gets good news on stock front

By Michael Katz

CAI Wireless is on the move. The wireless cable operator, which has seen some dark days during the past few months, is relocating its headquarters from Albany, N.Y., to the Philadelphia suburb of Chadds Ford. CAI President John Prisco says the move should save the company more than $1 million each year: the proximity of the new headquarters to the company's major operations will cut down on travel and personnel. CAI's largest systems are in Philadelphia, New York and Washington.

"This was a very difficult decision for us because we love Albany," says Prisco. "But this is a highly competitive market. We must do everything possible to be prepared to capitalize on business opportunities as they arise."

The Chadds Ford office will officially open by mid-March. The Albany office will remain open during a transition period ending June 27. Prisco says

Turner in control of Warner channels

Turner has made two key European appointments that for the first time confirm it has assumed control of international Warner Bros.–branded channels, following the Time Warner/Turner merger. Andy Bird, senior vice president and managing director of Turner Entertainment Networks International, has been named co–managing director of Turner Broadcasting System Ltd., the holding company for TBS operations in Europe. Bird will have "profit-and-loss responsibility" for all entertainment networks in Europe, Africa and the Middle East, including "future Warner channels." Nan Richards, executive VP of Turner international advertising sales, will share the co–managing director role with Bird, with responsibility for news channels.

PPV, digital terrestrial near for BSkyB

UK pay-TV group BSkyB may offer its first movie pay-per-view event in the spring, according to managing director Sam Chisholm. Speaking at the release of BSkyB's interim results, Chisholm also confirmed that Sky's planned digital satellite decoder will be capable of receiving a digital terrestrial signal via an add-on unit. BSkyB's pretax profits for the six months to Dec. 31, 1996, rose 26%, to £134 million ($215 million), on revenue of £585 million. Subscribers just passed 6 million. BSkyB is a partner in one of two consortia fighting it out in the UK to secure the world's first digital terrestrial TV licenses. It has forged a surprise linkup with ITV broadcasters Granada (a Sky shareholder) and Carlton to form British Digital Broadcasting, which has bid for the bulk of available spectrum. In the other corner is the UK's third-largest cable operator, CableTel, under the banner Digital Television Network. Licenses will be awarded in July, and both consortia have summer 1998 launch dates. BSkyB says it will launch 15 channels. A third group, owned by Welsh broadcaster S4C, has bid for a small amount of capacity for two or three channels.

Italian cable kickoff

Italy's first-ever cable TV operator, Stream, says it has signed 1,200 subscribers since its service launched commercially Jan. 1. Stream has placed a new order for digital decoders thought to be for more than 1 million units, from UK manufacturer Pace. The cable operator hopes its network, which is being built by state-owned telephone company Telecom Italia, will pass 1.6 million homes by the end of 1997. Stream's decoders now sell for only L500,000 ($315), although Stream says it is reviewing decoder prices.

Havas, CGE ponder Canal+ shake-up

French giants Havas and Compagnie Generale des Eaux have confirmed that they're in "discussions concerning their respective interests in audiovisual activities, primarily in Canal+." The statement follows reports that CGE planned to sell its 15% stake in Canal+ to Havas in return for a larger direct stake in Havas. Generale des Eaux is also expected to take about half of telcom group Alcatel Alsthom's 21.2% stake in Havas.

Disney pulls out of Tele-Munchen

Disney/ABC International Television has sold its 50% interest in Germany's largest independent production firm, Tele-Munchen Group, back to founder and chief executive Herbert Kloiber. Disney/ABC will retain its 50% holding in TMG unit TM Media, which owns stakes in German channels RTL 2 and TM3. Kloiber said the sale was due to conflicts of interest between TMG and Disney, which own rival theatrical and video distribution firms in Germany.

—By Nicole McCormick & Lloyd Shepherd

the 37 Albany employes will be offered positions at the new location, and those who do not wish to move will get severance packages. "We are working hard to help those employes who choose not to move from Albany find other jobs," Prisco says.

CAI is also on the move on Wall Street, making a minor comeback after a series of blows sent its stock reeling. CAI suffered a major setback in December, when Bell Atlantic and Nynex decided to shelve their $100 million deal with CAI to provide and maintain the facilities for the telcos' Tele-TV service. The service was to have served 13 East Coast markets. CAI's stock plunged from a high of 17 1/2 in May to 27/32 on Dec. 31.

CAI has also been slapped with a couple of class-action lawsuits by investors claiming that the company issued false and misleading statements to the public concerning, among other things, its Internet access services and its business relationship with Bell Atlantic and Nynex. CAI denies the charges.

But investors began to regain confidence in CAI when it announced a deal with ADC Telecommunications to jointly develop a fixed two-way broadband wireless test system using ADC's Homeworx platform and CAI's MMDS spectrum. The announcement drove up the price of CAI's stock, which closed at 1 21/32 on Fri. Jan. 31 and peaked at $4 a share on Feb. 4.

The deal comes just one week after the FCC granted CAI permanent authorization to use its wireless spectrum for fixed two-way video, voice and data services in the Boston market. CAI had said it was looking to enlist strategic partners to help deliver its Wireless Information Network, and it appears to have found one.

The companies begin testing the system in Pittsburgh during the first quarter of 1997 and if successful, they will deploy a demo system in Boston.

CAI says it will apply to the FCC for authorization to use its spectrum for the fixed two-way services in Pittsburgh. In addition to the permanent authorization it has received for Boston, it has also received developmental authorization in Hartford, Conn. ■

TCI launches digital TV service in two markets

By Richard Tedesco

Tele-Communications Inc. launches its ALL TV digital television service in Arlington Heights, Ill., and Fremont, Calif., this week.

Those launches follow a quiet commercial introduction by TCI in Hartford, Conn., early in January. In that market, the MSO claims to have a 75% conversion rate among the 550 households involved in testing the service. Some 42% of those users opted for the Ultimate package at a monthly fee of $69.99, which provides 170 channels, including four premium services.

The Popular package of 150 channels, including two premium services, is available for $49.99 per month and the Custom package of 100 channels costs $34.99 monthly. All three packages include basic and expanded-basic tiers plus 36 pay-per-view channels, with movies, at $2.99, scheduled at 30-minute intervals. The service also provides users with the electronic Prevue Interactive program guide.

The mid- and higher-priced packages include up to 18 special interest channels, including the Independent Film Channel, The History Channel, Sci-Fi Channel, CNNSI, Turner Classic Movies, The Golf Channel and 40 digital music channels. Premium channels are available for $11.99 a la carte monthly; special interest channels cost $1.49

ALL TV is transmitted by TCI's Headend in the Sky transmission center in Denver. Aside from servicing its own digital transmission needs, the center is intended to serve other MSO customers.

Teaser ads have preceded the launches in Arlington Heights and Fremont, with more intensive campaigns starting this week, according to Camille Jayne, senior vice president of digital TV for TCI. She says that fewer than 50,000 subscribers will initially be able to receive the service in each market.

Jayne declined to indicate the penetration TCI hopes to achieve, but said the goal is to put the service in front of 5 million subs by the end of 1997. "We have all the marketing plans in place," she says. She did not say which markets TCI is targeting next, but large urban/suburban systems would seem to be prime territory.

TCI figures that existing cable subscribers who now carry one or two pay channels with their service will be willing to pay an additional 30% for digital TV service. Jayne claims that TCI is not targeting satellite TV customers in its marketing plans.

The MSO is not using demographic or psychographic profiles in selling ALL TV but rather is working with what Jayne calls "attitudinal" profiles of prospective subscriber groups. One of those, she says, is a segment that TCI characterizes with the phrase "TV is my buddy." ■

H E A D E N D I N G S

HGTV in Europe

Home & Garden Television (HGTV) and NBC Europe have allied to offer HGTV to more than 50 million homes and 350,000 hotel rooms in Europe. Beginning today (Feb. 10), NBC Europe channel will broadcast branded block of HGTV programing airing 4-5 p.m. Central European Time. Alliance marks HGTV's second international distribution agreement. The first came in mid-1996 with Life Network in Canada, where branded HGTV programing airs and where HGTV has gotten the go-ahead for a 24-hour channel.

Court TV tackles a Lion

Court TV is getting a one-day jump on ABC by televising a two-hour special focusing on the ABC–Food Lion case. Court TV will replay *PrimeTime Live*'s original report, which showed Food Lion employes apparently repackaging outdated meat and fish for sale. The cable network will also show a 15-minute response by Food Lion. A North Carolina jury recently awarded the supermarket chain $5.5 million in punitive damages against ABC. The show, hosted by Johnnie Cochran and Nancy Grace, will be televised Tuesday (Feb. 11). ABC plans to air its own special on *PrimeTime Live* the following evening. At press time Court TV was still negotiating with ABC about replaying the episode.

SCI-FI renews CNET show

Sci-Fi Channel has renewed through June 1998 CNET:The Digital Domain, a two-hour weekly programing block about computers. Sci-Fi parent USA Networks holds a minority interest in CNET, a San Francisco–based media company involved in TV programing and Website production.

TNN hooks new shows

The Nashville Network on July 5 will add two series to its Saturday lineup of fishing and hunting shows. *World of Ducks Unlimited*, produced by Tony Dean Productions, will air at 10 a.m. ET; *American Shooter*, produced by RTM Productions and now seen on ESPN, will move to TNN in the 11 a.m. slot.

Petrovich upped at Turner

Turner Broadcasting veteran Jon Petrovich has been named executive VP, managing director, Turner Broadcasting System Latin America. He will oversee sales, distribution and marketing for all Turner properties in Latin America, including Cartoon Network, TNT, CNNI and soon-to-be-launched CNN en Español. Petrovich previously served as executive VP for both CNN and Turner Private Networks.

NBA en Español

Spanish network Telemundo has reached a deal with the National Basketball Association to air non-game NBA programing through the end of the 1997-98 season. Programs include *NBA Jam*, *NBA TeamUp Celebration* and NBA public service announcements.

Interactive

NBA gets game assist from Intercast

By Richard Tedesco

The National Basketball Association this week became the second major professional sports league to put Intercast in its games.

NBC's Sunday night telecast of the NBA All-Star Game was accompanied by background about the players on each squad for PC users equipped to receive the Intercast signal. Fans could watch the game in a window on Pentium PCs fitted with the enabling chip and tuner while a menu of data appeared on-screen, transmitted through the vertical blanking interval.

The NFL used the technology weekly during the regular season. NBC's first implementation of Intercast came during the 1996 summer Olympics. Intel Corp. is the primary technical partner.

The NBA plans to experiment with the technology this season with at least one nationally telecast game each week, according to Ed Desser, president of NBA Television and New Media Ventures. "It isn't a replacement for an Internet site," Desser says of Intercast. "It doesn't have the potential to be that deep. This has the opportunity to expand upon the information that is program-specific."

The league sees that ability to feed fans hungry for information about players and teams as the "biggest plus" about Intercast, Desser says. But he describes the NBA's participation as "an experiment at this point." The league wants to make sure the service doesn't distract from its telecasts before it makes it a regular feature. Real-time game analysis and replays will be streamed at the end of each quarter.

The NBA's Intercast format will be cast as a virtual locker room with "hot buttons" to click on for various information areas. Ticket information and diagrams of NBA arenas also will be available. TMW

WavePhore plans WaveTop PC service

WavePhore Inc. plans to piggyback a new PC/TV service onto existing Intercast technology later this year.

The service, WaveTop, will ostensibly deliver television, music and online content direct to PCs. The service, available free to PC users, requires that they have the same enabling chip and tuner used for the current Intel Corp./NBC Intercast project. WavePhore has been a technical partner in that initiative, providing the software that translates TV signals for the PC.

The data signals will be transmitted through the vertical blanking interval of PBS stations around the country.

WavePhore is seeking content partners among TV programers, and online services, according to Sandy Goldman, vice president of WavePhore's consumer group. He says the Phoenix-based company expects to announce partnerships within 30 to 60 days.

WavePhore hopes to launch the service by year's end. It has a deal with Compaq Computer to incorporate the technology in certain of its high-end machines, Goldman says. Hauppage Computer Works produces boards containing the Intercast technology for $95 to $149.

The service will be supported through charter sponsorships, according to Goldman, or revenue sharing on existing ads from content partners.—RT

Location: **Website Listings**

What's New | What's Cool | What's Hot | What's Next

'Meet the Press' goes hi-def

WHD-TV Washington airs country's first HDTV network program

By Glen Dickson

WHD-TV and NBC made television history on Sunday, Feb. 2, by broadcasting the first live network television show in digital high definition.

Meet the Press, which is produced in Washington at NBC O&O WRC-TV, was shot in high definition and broadcast by experimental WHD-TV, the Model HDTV Station Project located at WRC-TV. Although the public couldn't see the digital broadcast because of the lack of HDTV receivers, the program was received off-air by WHD-TV's Zenith 8-VSB demodulator and viewed in the studio on a Sony widescreen monitor.

"In the past, HDTV has generally been seen playing off a tape machine," says Michael Sherlock, NBC's executive vice president for technology. "Now you're seeing actual broadcasts of pictures, and it's astounding."

Moderator Tim Russert (l) on the set of 'Meet the Press,' with Jim McKinney (c), WHD-TV GM, and Allan Horlick, WRC-TV president. Between them is an HDTV camera used in the high-definition broadcast.

At press time, NBC and WHD-TV were planning to broadcast *Meet the Press* in HDTV for the next few Sundays. "We need to get up on the learning curve," says Sherlock. He adds that the HDTV initiative for *Meet the Press* has the full support of moderator Tim Russert, who mentioned the HDTV broadcast at the end of the show.

The HD *Meet the Press* was shot with a Sony full-bandwidth Japanese-format camera, compressed with a Grand Alliance Zenith encoder, and transmitted using WHD-TV's Comark transmitter with 8-VSB modulator. The show was also recorded for posterity on a Panasonic D-3 deck, which uses an HD processor developed by Zenith to allow compressed HDTV recording, and a Sony full-bandwidth high-definition VTR.

According to James McKinney, director of the Model HDTV Station Project, WDH-TV plans a cross-country HDTV transmission for April's NAB show in Las Vegas. The live HDTV feed either will be uplinked from WHD-TV to an NBC transponder on the GE Americom GE-1 satellite for downlink to Las Vegas or will travel terrestrially over an MCI DS-3 fiber circuit.

McKinney says that NBC is willing to give WHD-TV up to three hours per day on the network's Skypath satellite system for HDTV transmissions to Las Vegas. WHD-TV, which is supported by $6 million in funding from 260 stations nationwide and a host of equipment manufacturers, has just ordered its first piece of technical equipment (until now, everything has been donated), McKinney says.

"It's special uplink equipment that Sarnoff [David Sarnoff Research Laboratory] has had working for a month or two," McKinney says. "We've bought an RF data modem with specific boards for satellite uplink—Sarnoff has developed interface boards between the TV production equipment and the [satellite] modems." ■

South of the border Odetics order

Mexican broadcaster Televisa has taken delivery of eight SpotBank digital spot insertion systems from Odetics Broadcast that it is using to play back spots on 14 different channels, including five channels that serve a DTH facility in Mexico. The multimillon-dollar Televisa sale is Odetics' biggest single SpotBank order and the first to feature the Tektronix Profile with RAID-3 storage.

SpotBank is a format-independent spot insertion and automation system that uses a disk-based server for commercial and spot inventory. —GD

Odetics' Spotbank automation system uses a disk-based server for storage of all commercial and spot inventory.

Panasonic restructures into six units; unveils plans for NAB show

Closes DVCPRO deal with Ackerley Group

By Glen Dickson

Panasonic gave a sneak preview of its NAB '97 exhibition last week, unveiling its "next generation of video" theme, which will feature new DVCPRO products, nonlinear editing systems and DTV systems. The company also announced a restructuring of Panasonic Broadcast & Television Systems Co. into six focused business units.

Missing from the press conference was Panasonic Broadcast President Steven Bonica, who suffered a heart attack the week of Jan. 27 and is hospitalized at Columbia-Presbyterian in New York. Panasonic Vice President Hiro Onishi says that Bonica hopes to be healthy by the NAB convention in April.

Panasonic Broadcast & Television Systems Co. is restructuring "to keep current with changes in the business environment," says Onishi.

The company will split into six units: Panasonic Broadcast & Digital Systems Co. will target the broadcast, cable and professional video markets with VTRs, cameras and nonlinear editing systems; Panasonic Video Communications Co. will sell digital set-tops and digital satellite receivers to telcos, cable operators and satellite networks; Panasonic Medical & Industrial Video Co. will sell medical VCRs, video printers and industrial cameras; Panasonic Video Imaging Systems Co. will sell CCTV, security and videoconferencing systems; Panasonic Large Screen Systems Co. will market Astrovision video screens and other large display devices, and Panasonic Systems Solution Co. will provide systems integration services for the five sales units.

Panasonic's DVCPRO mini-tower nonlinear editing workstation features a built-in DVCPRO VTR and disk transfers at four times faster than real time.

Onishi says that Panasonic has delivered more than 10,000 DVCPRO units worldwide. The latest sale was a $650,000 purchase by the Ackerley Group in Seattle. Ackerley has bought 13 DVCPRO camcorders and 32 studio editing VTRs for news acquisition and production, which will be distributed among four of its stations: NBC affiliate KGET(TV) Bakersfield, Calif.; CBS affiliate KKTV(TV) Colorado Springs, Fox affiliate KCBA(TV) Salinas, Calif., and independent KVOS-TV Bellingham, Wash.

Among Panasonic's DVCPRO product introductions for NAB is a fast-transfer nonlinear workstation, unofficially named "Quick Cutter," which features a built-in DVCPRO VTR with disk transfers at four times faster than real time. The mini-tower unit has built-in editing software and hard disk storage of 35 minutes; optional external SCSI arrays can boost the total video storage to almost three hours.

Rick Albert, Panasonic group manager for DVCPRO systems, says the "Quick Cutter" should be close to production by April, and is a sign of future disk-based systems from Panasonic. "Everybody thinks we're a VTR company," he says. "But we're more than a VTR company."

Another new nonlinear product is the DVCPRO NLE Kit, a Windows NT–based DVCPRO nonlinear editing system. The NLE Kit includes the DVCPRO version of the TARGA 2000 RTX video engine, Panasonic's POSTBOX editing software, Jog Island edit controller and RS-422 VTR control card.

At NAB, Panasonic will show a prototype of a dockable DVCPRO recorder that will work with most existing ENG cameras, as well as prototypes of 4:2:2 compressed, 50-megabit-per-second DVCPRO cameras and decks.

Director of digital systems Phil Livingston says a new "DV422 compression engine" will allow for easy switching between DV 4:1:1 compression at 25 mbps and DV 4:2:2 compression at 50 mbps and will be made available to other manufacturers. Tektronix and Panasonic parent Matsushita already have already agreed to develop a 4x real-time interface between 4:2:2 DVCPRO gear and Tektronix's Profile digital disk recorder.

Panasonic also will be demonstrating working DTV production systems, including both progressive and interlace formats, in Las Vegas. The company plans to make progressive-scan DVCPRO cameras in the future, "as a bridge between DVCPRO and DTV," says Livingston.

As for what DTV will be exactly, Panasonic is hedging its bets. ATV Business Manager Dave Wiswell foresees a "DTV growth path" of standard definition (480-line digital interlace), "extended definition" (480-line progressive) and high definition (1,125-line interlace). He adds that Panasonic will make DTV production gear for whatever voluntary DTV picture format broadcasters adopt, whether it be interlace or progressive, standard or high definition.

The company already makes high-definition processors that allow its D-3 and D-5 tape decks to make Grand Alliance–standard HDTV recordings. ■

MSG adopts slo-mo Profile

Network is using disk recorder for Knicks, Rangers replays

By Glen Dickson

MSG Network has purchased Tektronix's Profile digital disk recorder and LVS Event Management System and is using the new gear to generate slo-mo replays during its coverage of New York Knicks and New York Rangers games at Madison Square Garden.

MSG Network spent roughly $110,000 for the Tektronix system, which is installed at MSG's production facility in Madison Square Garden. It includes a Profile recorder with three hours of compressed storage, management software and a dedicated controller for instant replay, slow motion and variable speed playback and scene marking.

"We have a regular handheld camera feeding into it, and it has four channels, so we can bring in two cameras at the same time," says David Shaw, MSG Network's vice president of technical operations. "We use it to play back slo-mo replays, and we also record and save the highlights and burn them onto tape at the end of the game" for use in newscasts after the game.

George Kalinsky

The Tektronix LVS live controller gives the Profile slo-mo capability. "It's really easy for our operators, who are used to slo-mo controllers for tape machines," says MSG's David Shaw.

MSG dedicates roughly two and a half hours of the Profile's storage for game cameras, using the rest to store prebuilt clips with moving backgrounds. Shaw says he is considering expanding the storage of the unit because he would like to be able to play highlights for MSG newscasts directly off the disk recorder.

MSG considered Sony's DLE-100 live-event editor and Holland-based EVS's slo-mo system along with the Profile LVS. While Shaw says EVS had the nicest slo-mo system, including effects between two channels, he eliminated the EVS unit from consideration because it was only a single-application box. As for the Sony DLE-100, Shaw says it had some flaws, which he imagines have been worked out in the next-generation DLE-110. He adds that the Sony and Tektronix systems were competitive in price.

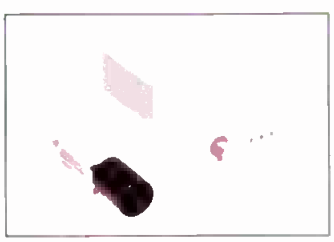
"I can see using the Profile in all different applications," says Shaw. "We're thinking of buying and using more units for editing and news operations."

Tektronix says the LVS system will have two-channel effect capability soon. "That will let us set up a whole dissolve sequence from the same recorder," says Shaw. ■

Cutting Edge

By Glen Dickson

KPIX-TV, the CBS O&O in San Francisco, is replacing its Basys newsroom computer system with **AP NewsCenter,** the Associated Press's Windows-based system. "Our aging Basys computer system needed an immediate change," says Harry Fuller, general manager of KPIX-TV. "AP NewsCenter was the only system capable of making the change in the time capacity needed to meet our crucial needs the minute it gets installed."



Toshiba's IK-TU40A digital POV unit has a camera head roughly the size of an ice cube.

Toshiba has introduced a compact digital point-of-view (POV) camera, the **Model IK-TU40A**, specifically designed for remote broadcast use. The small POV uses a 10-bit digital signal processing architecture, combined with three 41,000-pixel CCDs, to achieve 750 horizontal lines of resolution. With the addition of a wireless transmitter, the IK-TU40A is well suited for sports broadcasts or investigative reporting. The unit has a camera head that is roughly the size of an ice cube, and is equipped with an RS-232C interface for remote control from a computer or a camera control unit.

UK-based **Pace Micro Technology** has signed a license with General Instrument to use GI's MPEG-2 digital television system and DigiCipher II conditional-access system, allowing Pace to pursue the North American market for cable and DTH digital set-tops. Pace already is licensed to use the News Digital, Irdeto and SECA conditional-access systems, and has supplied MPEG-2 DVB-compliant receivers to the Italian broadcaster Stream. Pace also has an agreement with Hitachi Europe to develop a PC satellite data broadcasting card, which would receive data and video broadcasts from satellites to allow both high-speed Internet access and the downloading of large amounts of data onto hard drives at very high speed.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Director of Corporate Traffic and Systems Support. Multi Division Responsibilities. RCS/Decision Inc. Systems. 4 yrs Broadcast systems management. Win 95. Spreadsheet(Excel). Word processing (Word). basic hardware. software maintenance. upgrade and installation skills. 2 yrs College MIS min. Computer network environment. Responsibilities will involve radio stations and radio networks. Demonstrated experience experience at maximizing the benefits and operation of a Broadcast traffic and billing system. Attn: Jorgeann Tamburro. Sheridan Broadcasting Corporation. 960 Penn Avenue. Suite 200. Pittsburgh. PA 15222. EOE. No phone calls. Send resume and salary history.

Ready to become a General Manager? 4 years of sales management success? Emphasize training. customer focus. creativity. and a positive. goal oriented atmosphere? A track recorc of overachieving market share? If so. we should talk. Our growing middle/small market group applies major market approaches to local problems. If you are ready for your "own" station, put your sales management skills tose while we support your development into a great General Manager. Reply to Box 00887 Equal Opportunity Employer. All Replies confidential.

HELP WANTED ANNOUNCER

Radio production company looking for experienced farm broadcaster to undertake seven month project. May become annualized position. Will require extensive U.S. travel. Knowledge of row crop farming. comfortable interviewing style. production ability all essential. Resume and tape to: J. Bailey. News Broadcast Network. 149 Madison Ave.. Suite 804. NY. NY 10016. Fax 212 696-4611.

HELP WANTED ALL POSITIONS

The members of the New Hampshire Association of Broadcasters are committed to the FCC's goals of non-discrimination and affirmative action. If you would like to be considered for employment in the New Hampshire broadcast industry. please send your resume to: Mr. B. Allan Sprague. President. New Hampshire Association of Broadcasters. 10 Chestnut Drive. Bedford. NH 03110. No phone calls. The members of the New Hampshire Association of Broadcasters are Equal Opportunity Employers.

SITUATIONS WANTED MANAGEMENT

Experience = success = increased profits for your business! I'm looking for a new GM or GSM opportunity in the Midwest preferably Illinois. (281) 338-0898. Startups Too!

TELEVISION

HELP WANTED MANAGEMENT

PINNACLE BROADCASTING COMPANY, INC

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

Chief Financial Officer: Wanted for Hawaii television station. Wonderful oppotunity for bright. energetic. experienced professional. Annual billing. $20 million. CFO handles all financial. personnel issues. Experience essential. You will report to local general manager. supervise accounting department and frequently report to corporate owners. Strong benefits. Salary commensurate with experience. EOE. Reply to Box 01061

District Representative, Affiliate Relation. ABC. Inc. has immediate openings for the following individuals: District Representative. Affiliate Relations. The selected candidate will act as liaison between local affiliates and ABC TV Network. You will be responsible for negotiating and monitoring program clearances for stations within a specific territory. A college degree and excellent computer skills are required. Local station and marketing experience preferred. Flexible work schedule a must. Director. Station Relations (2). East and West Coast. You will direct activities to maximize Affiliate distribution and servicing of ABC TV Network. 5+ years experience in television network. station or syndication environment. strong management and computer skills and a sales background required. MBA preferred. Forward resume and salary requirements. indicating position of interest. to: ABC. Inc.. Employee Relations. Dept. MW. West 66th Street. New York. NY 10023. An Equal Opportunity Employer. M/F/D/V.

HELP WANTED SALES

National Sales Manager: ABC affiliate is seeking a proven leader in the national sales arena. Five years national sales management experience or national rep experience preferred. Candidates with an extensive background in local television sales will also be considered. All applicants must possess strong leadership. interpersonal. organizational. and computer skills. Extensive knowledge of Nielsen rating service and methodology a must. a background in TvScan and Leigh Stowell Data are also preferred. Qualified candidates should submit a cover letter. resume and references to Box 01066 Equal Opportunity Employer.

Regional Sales Agent: Immediate opening. broadcasting's oldest promotion company. TV/Radio sales management experience required -- full-time travel (Monday/Friday). Draw against generous commission. Six figure potential. Independent contractor. no relocation required. Resume and recent picture to: Office Manager. CCA. PO Box 151. Westport. CT 06881.

National Sales Manager. Proven track record in sales necessary. working knowledge of national sales/management preferred. Must have strong organizational. interpersonal and attention-to-detail skills. Must have ability to motivate and create enthusiasm with sales staff and clients. PC skills important. Send resume to Richard Jones. KBHK-TV. 650 California Street. San Francisco. CA 94108. EOE.

Local Sales Manager, UPN affiliate. Top 20 market. Position requires three years sales management experience. good technical selling and research skills. creative selling solutions including retail driven sales promotions. Scarborough. TV Scan or BMP and BIAS systems knowledge preferred. Must be a good communicator and presenter. Must have the ability to train. direct and motivate. Send resumes to Box 01060 EOE.

KRCG-TV, CBS Affiliate and News Leader in Missouri's Capitol City seeks dynamic LSM with 3-5 years of Sales experience. Excellent communication skills. strong selling. new business development and computer knowledge required. If you're a team player looking to lead a staff to the next level send resume to: GM, KRCG-TV. P.O. Box 659. Jefferson City. MO 65102. EOE.

General Sales Manager. FOX 23 KBSI-TV and UPN 49 WDKA. needs a strong leader with at least 3 years management experience. This is an excellent opportunity to lead a sales department for two stations. Must be creative. have a proven track record for building local sales. know how to get to decision makers. This is a difficult job which calls for drive. energy. creative thinking. and the knowledge to succeed. Send resume to: Joe Mazza. V.P./G.M. KBSI/WDKA. 806 Enterprise. Cape Girardeau. MO 63703. Phone 1-573-334-1223. M-F. EOE.

General Sales Manager. WLFL/WRDC (LMA). Raleigh/Durham is looking for an experienced and proven General Sales Manager. Candidate must demonstrate a complete working knowledge of traffic. local and national flow of business. This individual must have an outstanding ability in inventory control. marketing. and a successful track record in new business development. If you're a pro-active winning manager. able to leap tall buildings at a single bound. we have an attractive position and compensation package ready for you. Send resume and cover letter to Jo Anne Ganey. Station Administrator. WLFL WRDC. 3012 Highwoods Boulevard. Suite 101, Raleigh. NC 27604. EOE.

Account Executive. At least 3 years TV sales experience. Must be energetic self-starter to sell advertising to agencies and develop new business. Should know how to sell value and value added. Should be computer literate. familiar with Windows. BMP. Scarborough and Salesline. Send resume to Julie Collins. KBHK-TV, 650 California Street. San Francisco. CA 94108. EOE.

General Sales Manager: WJKS. the new WB affiliate in sunny Jacksonville. Florida has an immediate opening for a GSM. Candidate must possess strong leadership and management skills. Local and national background with experience in inventory control, pricing. research and new business development preferred. Please send resumes to General Manager. WJKS-TV, 9117 Hogan Road. Jacksonville. FL 32216. Pre-employment drug screening is required. WJKS is an Equal Opportunity Employer and encourages applications from women and minorities.

Account Executive. Terrific company (Disney, ABC. Inc.) great location (Raleigh/Durham). exciting growth market (#29 and growing!) = an opportunity of a lifetime for the right person! 3-5 years TV sales experience. strong sales performance and negotiation skills along with computer proficiency a necessity. Knowledge of pure and applied research. strong verbal and written communication skills required. A creative news business specialist will round out our team! Send resume to: Donna Sorensen. Local Sales Manager. P.O. Box 1950. Raleigh. NC 27602. No phone calls. EOE.

Account Executive. UPN-9/Mpls.-St. Paul seeking aggressive and experienced Account Executive to develop new business and manage existing account list. 3+ years TV sales experience required. Send resume to Local Sales Manager. KMSP-TV. 11358 Viking Drive. Eden Prairie. MN 55344. KMSP is an Equal Opportunity Employer.

KTRV Fox 12 in beautiful Boise. Idaho is looking for an enterprising. self-starting Account Executive. If you possess a strong work ethic. are highly motivated and are driven to be the best. FOX 12 is the place for you. TV sales experience. knowledge of NSI Ratings. TV Scan and basic computer skills are a must. If you would like to work for one of the best FOX stations. and company in the TV industry. and don't mind living in a city rated one of the best for quality of life and business growth. KTRV FOX 12 may be your dream come true. Send resume to: Attn: Ricky Joseph. Local Sales Manager. KTRV FOX 12, PO Box 1212. Nampa, ID 83653

HELP WANTED MARKETING

Tribune Broadcasting's fastest growing television station, KSWB-TV in San Diego. has an opening for a local marketing consultant. Seeking an individual who possesses proven skills in expanding existing agency and direct account business and new business development to meet revenue and share objectives. Requires three to five years electronic media sales experience (preferably in independent television) as well as excellent working knowledge of BMP. Scarborough qualitative research, and quantitative methodologies. Ideal candidate will have a college degree. preferably in communications, marketing, advertising or other related studies. Strong oral and written communications skills are a must. Experience in the art of negotiation. along with excellent client service/people skills. are essential to get this position. Computer competencies are a must. Self motivation, discipline and good time management are critical for the successful candidate. Send resume to Mr. Jim Barker. Local Marketing Manager. KSWB-TV. P.O. Box 121569. San Diego, CA 92112, or fax to (619)575-6951.

Marketing/Promotion Coordinator: Southeast FOX affiliate seeking a creative. flexible self starter to work hand in hand with sales and promotions. Must have at least 2 years TV marketing and promotions experience and the ability to plan and execute station events and promotions, manage databases. coordinate station website and design sales marketing and research pieces. Send letter. resume and demo tape to: Human Resources. 4301 Arco Lane. Charleston, SC 29418. No phone calls please. EOE.

Marketing Director for WTVQ-TV (a Media General station) to lead the station's marketing and promotion efforts. Will work closely with the General Manager and Corporate Vice President of Marketing to develop, execute and implement the strategic marketing plan for Lexington's ABC affiliate. Responsibilities will include overseeing and motivating our marketing department. Must be able to recognize good creative, think "outside the box," and digest and interpret news research. Must have previous TV marketing, producing and writing experience. as well as a drive to be successful. If your qualifications match our criteria, send your resume to Chris Aldridge. VP/General Manager. WTVQ-TV, P.O. Box 55590. Lexington. KY 40555. EOE. M/F. Pre-employment drug test required.

Marketing Director. WESH-TV. Pulitzer Broadcasting Company's NBC affiliate in Orlando, FL has an immediate opening for an experienced manager with a winning track record in news promotion. Orlando is a sophisticated. metered market and represents an outstanding growth opportunity for someone with proven leadership and creative skills. We offer the select few candidates an excellent compensation package plus a spectacular facility that's second-to-none...and a lifestyle that's hard to beat. If you're currently in a major market or ready to move up, rush a resume and non-returnable tape to Human Resources. WESH-TV. P.O. Box 547697. Orlando. FL 32854. No phone calls. please. An Equal Opportunity Employer.

Marketing Director: WJHL-TV, a Media General Station and CBS affiliate. is searching for a highly motivated, creative and results driven individual to direct the stations marketing and promotion efforts. This person will work directly with the General Manager. News Director, corporate marketing department and news consultant in coordinating all on-air and off-air marketing strategies. Responsibilities include: developing creative concepts. writing and producing station promotional messages. Must have prior television marketing experience and provide examples of creativity with image, topical and news stories projects, plus radio and print. College degree preferred. Please forward resume, VHS tape(s) and other pertinent material to: Jack D. Dempsey, VP/GM. WJHL-TV, P.O. Box 1130, Johnson City. TN 37605-1130. EOE. M/F. Pre-employment drug test required.

HELP WANTED TECHNICAL

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.

WLFI-TV, a CBS affiliate and No. 1 news station. is seeking a Chief Engineer. Successful applicant will have strong background in UHF transmitters. microwave technology. digital technology and computers. College degree preferred. Good people skills a must. 5 years experience in television engineering. Assistant Chief experience preferred. EOE. Apply to: Robert A. Ford, General Manager. WLFI-TV. PO Box 2618, West Lafayette, IN 47906.

Maintenance Technician. Provide technical support for broadcast engineering systems and equipment. Repair electronic equipment to component level. Maintain station computers and local area networks. Technical degree or television maintenance experience required. Send resume to Dale Werner. Chief Engineer, KPRC-TV2/Post-Newsweek, 8181 SW Freeway. Houston, Texas 77074.

Maintenance Engineer. Position requires at least five years experience maintaining Studio Control Room and Transmission equipment in a Broadcast Television environment. Expertise is required in component-level repair of video. audio. and digital equipment and installation of broadcast systems. Experience with computers and/or RF systems a plus. A degree in Electronics or equivalent training is necessary. Please send resume to: Bill Beam. WABC-TV. 7 Lincoln Square-6th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

FT/PT MC Videotape Production Technicians. Switching air in master control and video/audio production. College degree preferred. MC switching and production experience preferred. Please send resume to: Ms. Cathy O'Friel. MC Supervisor. WPGH FOX-53. 750 Ivory Avenue. Pittsburgh. PA 15214. EOE. M/F.

Asst. Chief Enginerer: Must be familiar with hi-power U.H.F. and MicroWave. Must supervise a small staff and be a self-starter. This is an excellent 1st. management position. Send resume to Chief Engineer, WRSP-TV, 3003 Old Rochester Road, Springfield, IL 62703 OR fax to 217-523-4410. Minorities are encouraged to apply. E.O.E.

Director, Engineering: Four Media Company Asia. a major production, post production, and network origination service provider. is seeking an experienced Director of Engineering to be based in Singapore. This individual will be responsible for defining timelines, costs, and required resources for project execution. Will manage project schedules and budgets. Will liase with equipment vendors and contractors for projects; uplink providers and clients for day-to-day operations. Projects may include network launches, new production and post production facilities. and technology assessment. Fax or send your cover letter and resume to: Dennis Ang, Manager Operations. Four Media company Asia Pte Ltd., 30 Choon Guan Street #04-00 , Singapore 079809. Fax 65-4202732.

Chief Engineer. Network affiliate in the Southeast has an opening for a Chief Engineer with a strong technical background in the maintenance of UHF transmitters, microwave satellite systems, and television studio and news equipment. Must have a minimum of five years experience as a chief engineer and possess strong people skills. FCC General class license and SBE certification is preferred. Reply to Box 01065 EOE.

ORANGE COUNTY NEWSCHANNEL

A 24-hour regional cable new network located in Orange County, California currently has the following positions available in the NEWS department.

EXECUTIVE PRODUCER: We need a leader who can help an enthusiastic staff tell the stories that make a difference. Candidates must be able to lead a team of journalists to excellence. This is an excellent opportunity for a hotshot producer to move into management.

ASSIGNMENT MANAGER: Did you ever say to yourself "Things would be different if I was in charge?" This is your big chance. We need someone to help us get great stories on the air. We have an enthusiastic staff and a great working relationship with the Orange County Register. We need a leader who can help us make us the CNN of Southern California. Previous assignment desk experience is required.

SPORTS ANCHOR: We believe in Sports and need someone to stand out in a crowded field. We cover the pros and own the local high school scene. We just don't cover high school football, we carry the games live. Anchor will oversee sports reports and host a daily half-hour sports talk show. Candidates must be able to help OCN connect with its viewers. Previous on-air experience required. Shooting and editing experience helpful.

PRODUCER: Rock n' Roll News, a producer who loves to go live and lives for breaking news. Candidates must help an enthusiastic staff tell the stories that make a difference. Previous producing required.

ASSIGNMENT EDITOR: Do you want to decide what's news for the two-and-a-half million people living in Orange County, California? We are looking for aggressive assignment editors who excel at breaking news. Candidates must also have the vision to help us own the major story of the day. Previous assignment desk experience is preferred.

PLEASE NO PHONE CALLS. Send resumes and tapes (VHS preferred) to: Orange County NewsChannel, Attention: Human Resources, PO BOX 11945, Santa Ana, CA 92711. We are an Equal Opportunity Employer.

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

Weekend Anchor/Reporter. Dominant NBC affiliate in the 130th market has position for qualified weekend candidate demonstrating growth for major anchor position. Applicants must demonstrate accomplished reporting and editing skills in addition to anchor experience. Please send tape with reporting and anchoring examples, resume and a letter outlining your philosophy on local television news to: Executive Secretary, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. No phone calls please.

WRDW-TV seeking Director for Commercial Production/Newscasts. Will also perform other production department duties and coordinate live remotes. Directing and production experience a must: mass communication degree preferred. Send cover letter/resumes to: Human Resources Officer, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

Sports Director. If you love local sports and can deliver more than just the scores, we want you! Binghamton New York's dominant #1 station is looking for someone to lead our sports department. We thrive on local sports and do it better than anyone in the market. In the past year, our sports talent has been live from the Final Four, Nascar events and spent a week at Spring Training. Our sports director is headed to Vegas, and two of his predecessors are now Sportscenter anchors. Three years experience necessary. Absolutely no beginners! Excellent benefits, 401(k) and profit sharing. Rush resume and tape before February 28th to: Steve Koegel, News Director WBNG-TV, 12 Gateway Plaza, Columbia Drive, P.O. Box 12, Johnson City, NY 13790.

Reporter. Number one station in market is seeking aggressive, experienced reporter to join news team. Candidate must have college degree in Journalism or Television Communications, prior reporting experience, good writing skills, and must be a team player. Newsroom computer experience helpful. Send resume and non-returnable tape to: Sondra Nestor, Human Resources Administrator, WTOV 9, Altamont Heights, Box 9999, Steubenville, OH 43952. EOE. No phone calls!

TV News Director. Successful candidate will be a solid and seasoned television journalist with proven abilities in leadership and administration. Prior experience as news director preferred. Management experience in a large and aggressive news operation essential along with demonstrated strength in planning and creative TV news production. Letter and resume (no calls) to Dave Davis, President and General Manager, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

Sports Anchor/Reporter/Producer. KSTU-TV, a FOX O&O in Salt Lake City, has a great opportunity to work in the beautiful Mountain West covering a variety of professional, major college, regional and local sports! Applicants must have a bachelors degree in communication, journalism, related field or equivalent: two years proven anchor/reporting experience with a smooth on-air delivery, good verbal skills, pleasant voice and on-air appearance: excellent public relations and reporting skills. The ability to produce a weekly 30-minute sports show under the direction of news management is essential. If interested, please send resume, salary history, and a non-returnable resume tape (VHS preferred) to KSTU FOX 13 Television, Attn: Personnel, 5020 West Amelia Earhart Drive, Salt Lake City, UT 84116. Fax: (801)536-1315. Equal Opportunity Employer.

Producer. Looking for a creative, motivated, self-starter to join an established news team in Austin. Must have a positive attitude, a desire to learn and grow, a commitment to quality and the overall news product. We need someone with vision and creativity, as well as a strong commitment to hard news and serious, credible journalism. Must be able to work well with others, exercise good news judgement under deadline, maintain composure and handle changing situations during live broadcasts. Must have at least 2 years prior experience line producing newscasts at affiliate broadcast television station. Must have a bachelor's degree in a news related field; strong command of English language; working knowledge of libel laws and generally accepted journalistic ethics. Must have ability to lead and manage reporters and photographers assigned to newscast. Send resume/tape by 2/14/97 to: News Department Human Resources, KTBC-TV, 119 East 10th Street, Austin, TX 78701. Ref: Producer. No phone calls, please. EEO Employer.

Night Executive Producer: WSYX-TV is looking for a Night Executive Producer. Qualified person will supervise editorial staffs for 10pm and 11pm broadcasts. Large market producing and/or management experience required. This is a "hands-on" position which will stress your ability to execute and teach aggressive television coverage and production. Qualified applicants should send resume and cover letter (cover letter must list job source) to WSYX-TV, P.O. Box 718, Columbus, Ohio 43216. Attn: Human Resources. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

Newscast Producer. Top 50 ABC affiliate, market leader with strong commitment to news, seeks producer with 3 years of experience. Must be a self starter with excellent writing skills and have innovative approaches to producing the news. Must exercise good news judgement and have the ability to adapt quickly to changes during live broadcasts. College degree preferred. Send tape, resume and cover letter explaining news philosophy to: Cindy Vaughan, HR #701, WHAS11, P.O. Box 1100, Louisville, KY 40202.

Newscast Director/Asst. Production Manager. Experienced director needed to direct newscasts and supervise nighttime production operations. Previous supervisory experience needed. Also experience directing fast paced, multi-anchor newscasts required. A great opportunity for the right person! Send resume/reel to KDBC-TV, Attn: Jamie Bush, 2201 Wyoming Avenue, El Paso, TX 79903.

News Editor. Edit videotape for broadcast; record satellite feeds, microwave feeds; operate videotape playback machines; help maintain edit tape supply and video archives. One year's experience editing videotape in commercial news operation, college degree in related field preferred, knowledge of Newstar computer helpful. Resume, cover letter and non-returnable tape: Michael Kinney, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

News Director. WOTV 41 in Battle Creek is looking for a News Director to help build a competitive operation in a unique market. Our small, but growing staff needs an energetic, hands-on manager who knows how to get the most out of limited resources. This is the perfect opportunity for an EP or ME looking to break into "The Club." Send your resume and statement of news philosophy to: Jim Loy, News Director, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer.

News Director. Coastal Carolina affiliate seeks individual who understands what it takes to produce a quality newscast everyday and has the ability to demand it, teach it and lead by example. We do 17 hours of news weekly and need someone who can strengthen our organization and build on our ratings success. Send resume and brief description of your management style and vision of your newscast/department to: General Manager. P.O. Box 12325, New Bern, NC 28561. EOE.

Morning Weather: Midwest affiliate looking for morning weather person and reporter. Will consider recent grads. We have the latest Kavouris weather equipment. Send VHS or 3/4" tape to Don Brown, News Director, WSIL-TV, 1416 Country Aire Drive, Carterville, IL 62918. EOE. No calls.

Morning News Producer. Must be very responsible, with an eye for detail. Must be a solid writer who can put together a fast-paced, upbeat Newscast. Looking for someone with at least one years experience. Send videotape, resume, and references to Rick Moll, News Director, WANE-TV, 2915 West State Boulevard, Ft. Wayne, IN 46808. EOE. M/F.

Director: If you're an experienced Director looking to join a #1 News Station, we want to hear from you. WYTV, the ABC affiliate in Youngstown, is seeking applications for a director. Responsibilities include directing our 5 and 11:00 pm award-winning newscasts, producing and/or directing promotion and commercial spots and various local programs. Position requires a minimum of two years recent experience directing newscasts, preferably with "live" ENG. Writing skills are a plus. Send resume to: Director, c/o WYTV, 3800 Shady Run Road, Youngstown, OH 44502. No phone calls please. EEO.

Weekend Anchor/Reporter. KTTC-TV, NBC affiliate in Rochester, MN is currently looking for a Weekend Anchor/Reporter. Job requires one year of on-camera experience in a television news environment as an anchor/producer. You will have experience as a reporter, and the ability to put together great live shots. Send non-returnable VHS tape to Joel Streed, Managing Editor, KTTC-TV, 601 1st Avenue, SW, Rochester, MN 55902. No phone calls please. EOE.

Main Anchor. Looking for anchor to join our award winning news department. Produce and solo anchor our 5:00, co-anchor with male during 6:00 newscast. Need hands on journalist who can produce, report and sparkle as an anchor. Send VHS or 3/4" tape to Don Brown, News Director, WSIL-TV, 1416 Country Aire Drive, Carterville, IL 62918. EOE.

Washington Correspondent Tribune Broadcasting's Washington DC Bureau is seeking and experienced television news reporter. From the White House and Petagon to Capitol Hill and the Supreme Court, correspondent will have the opportunity to report on everything. Using a state of the art television facility, you will be responsible for researching, preparing and delivering news stories for Tribune Broadcasting's nine major market television stations including WGN/Chicago, KTLA/Los Angeles and WPIX/New York. Reporter must have a minimum of five years experience. Must have strong live shot skills, including performing multiple live shots in any given hour for the Tribune stations. Must be a self starter, willing to develop news stories and contacts. Must be willing to travel. Send tapes and resumes to Cissy Baker, Tribune Broadcasting, 1325 G Street, NW, Suite 200, Washington, DC 20005.

Sports Anchor/Reporter for network affiliate in upper midwest. 130's market. Show us what you think makes a great sportscast. Tape and resume to: Box 01064

TV News Investigative Reporter or Producer. Solid #1, network affiliate in the Southeast, Top 50. Now hiring experienced journalist for investigative position. Do you have what it takes as a reporter to dig up the big stories and blow everybody's socks off with the presentation; or are you a producer who is a great investigative/writer/story-teller who can dig it up and then package it for the right person to deliver on the air. Send non-returnable tape/scripts and resume to Box 01058 EOE.

Weekend Sports Anchor. Dominant small market leader seeks energetic, enthusiastic, knowledgeable sports journalist to anchor weekends and report sports during the week. Not an entry level position - requires a college degree and one year sports reporting experience at a commercial TV station. Non-returnable tape (VHS or 3/4" only) and resume to: News Director, KNOE-TV, P.O. Box 4067, Monroe, LA 71211. No phone calls. EOE.

HELP WANTED PUBLIC RELATIONS

Community Affairs Coordinator. Serve as liaison to the committee of Tucson and Southern Arizona. Supervise the operation of Nogales office/studio. Attend community events. Produce and host a weekly half hour public affairs program. Produce and host other periodic affairs specials. Ascertain the problems and needs of children in these communities. Administrator public service effort including producing PSA's and scheduling the announcement on the program log. Prepare quarterly Issues and Children's Act reports. Assist in other various communities and station activities. Must have television producing experience and valid AZ driver's license. Require high school education with preference for BA. Contact: Mountain States Broadcasting, Attn: HR Department, 1855 North Sixth Avenue, Tucson, AZ 85705.

HELP WANTED PROMOTION

PROMOTION WHIZ (Senior Writer/Producer)

WFOR Channel 4, Miami's CBS O&O has an immediate opening for an innovative Senior Promotion Producer who can create spots hot, fresh and on demand.

You should have a minimum of 3 years experience writing and producing dynamic news promos with a heavy emphasis on image, series and daily news topicals. In addition to creating your own spots, you'll also be supervising other producers and daily promo production.

A college degree is required and a knowledge of AVID and film production is a plus.

If you're an organized self-starter, who wants to win and can take on any challenge with substance and style, send your resume and non-returnable reel to (no phone calls please):

Human Resources Administrator, WFOR Channel 4, 8900 NW 18 Terrace, Miami, Florida 33172.

WFOR-TV

WFOR Channel 4 is an Equal Opportunity Employer and encourages women and minorities to apply.

Programming and Promotion Coordinator. Are you looking for a great opportunity in a major television market? KFMB-TV, San Diego's top-ranked CBS affiliate has a terrific entry-level position waiting for just the right person. We're looking for someone who's willing to work hard and wants to learn the business from the ground up. The job includes logging, writing, producing, coordinating details with the network, phone work, public relations and just about any other assignment that goes along with our fast-paced TV team. So if you're a terrific detail person with good typing, spelling and writing skills--and a strong desire to do what it takes to launch your TV career--we want to talk to you. College degree required. Rush your resume and any writing or video samples to: Promotion Manager, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No phone calls please! EOE/MF.

Creative Services/Promotions Editor. Need an editing whiz to make our non-linear suite sing. Non-linear experience preferred but not required; promotions and editing experience a must. Looking for fresh ideas and attitude. Send resume/reel to KDBC-TV, Attn: Jamie Bush, 2201 Wyoming Avenue, El Paso, TX 79903.

HELP WANTED RESEARCH

American Sky Broadcasting,

part of the worldwide family of digital satellite services being assembled by News Corporation, is seeking two professionals to join our team.

Director of Research

- Direct research suppliers in study design and implementation including questionnaires and focus groups.
- Develop in conjunction with Information Technology Dept., a Marketing Database
- Oversee development of competitive intelligence.
- Day to day management of a growing department.

Requirements:
5+ years primary research experience with a premium cable service or MSO, *necessary.*
Strong knowledge of SMS *and Database Marketing, essential.*

Director, On-Air Programming & Promotions

- Develop and manage all on-air brand identity promotions for the SKY Brand.
- Direct editing and integration/traffic management of interstitial spots for 40 Basic TV networks.
- Create and execute on-air promotional activity focused on the subscriber.
- Manage barker channel including production of programming in support of promotion efforts.

Requirements:
7-10 years experience creating and implementing on-air promotions and programming within the premium cable or MSO *industries. Knowledge of editing techniques a plus. Extensive knowledge of on-line graphics software packages. Excellent communication and presentation skills necessary.*

In return, we offer an excellent benefits package including 401K and pension. Send/fax resume with salary history to:

AMERICAN SKY BROADCASTING
HR. Dept.
1211 Ave. of the Americas, 31st Floor
New York, NY 10036
Fax: (212) 398-4263
Equal Oppty Employer

Mid Atlantic FOX station in a great lifestyle area is seeking a Research Director to aid the sales department in marketing and selling its quality product. Experience should include primary research and the ability to find selling strengths from our in house qualitative systems. The ability to find positioning ideas straight from the rating book is a necessity. TVSCAN experience is an advantage. Send resume and salary requirements to Box 01062 EOE. All replies held in strict confidence.

HELP WANTED PRODUCTION

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.

Director: South Florida production facility seeks top notch Director for a variety of shows. Must be comfortable with Talk, Game, News and Entertainment formats. Must be fully bilingual (Spanish and English) and have a good creative eye. Salary commensurate with qualifications and experience. Excellent benefits package. Send resume and non-returnable tape to Human Resources, Telemundo Network, 2290 West 8th Avenue, Hialeah, FL 33010. No phone calls, please. EOE.

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

Design Director. Design in the sunshine. WESH-TV, a Pulitzer Broadcasting Station, located in Orlando, FL, 22 market, seeks a top notch Design Director to oversee station art direction. Must have strong leadership abilities and a proven track record in all aspects of television design including on-air, animation, print and set design. Familiarity with Quantel Paintbox, Chyron Liberty, Macintosh, (Photoshop, Illustrator, After Effects, QuarkXpress, 3D) or equivalent experience required. Send resume and non-returnable tape to Human Resources, WESH-TV, P.O. Box 547697, Orlando, FL 32854. An Equal Opportunity Employer.

Graphic Designer. KSDK, St. Louis is seeking a person with strong design skills. Join a team that's positive and hardworking. Sure, we do the usual TV stuff, but we strive to be the best and so enjoy the challenges. We are seeking someone with 1-3 years TV experience and wouldn't mind working for NBC's #1 rated affiliate station. Send your resume and tape to: Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

Producer. International Spanish Talk Show *Cristina*, is looking for a Producer to be based in Miami. Must have experience, speak, read and write Spanish. Reply to: Univision, 9405 NW 41st, Miami, FL 33178; Attn: Cristina Show.

Medical magazine seeks national segment producer/writer. Requirements: 5+ years experience, travel, strong independent writing and producing skills. Detroit or Tampa based preferred. Call 313-584-1550

HELP WANTED FINANCIAL & ACCOUNTING

Controller. Media business looking for competent individual with strong leadership skills to supervise accounting and payroll department, coordinate monthly financial statement preparation, and evaluate financial results. Experience in credit and collections, payroll/personnel, and data-processing with in-depth knowledge of Lotus 1-2-3. Must possess at least an undergraduate degree with a major in Accounting, and three years management/accounting experience. CMA or CPA a plus. Send resume with salary history to: WLWT-TV, Attn: Kathy Schmidt, 140 West Ninth Street, Cincinnati, OH 45202. Applications accepted through February 26, 1997. No phone calls please.

HELP WANTED LEGAL

Wanted: Entry level staff attorney needed to negotiate and draft a wide variety of entertainment-related contracts for world-leading television documentary production and distribution company located in Washington, DC. Must have law degree, three to five years actual negotiating and drafting experience, and strong written and verbal skills. Experience in the entertainment and communications industry preferred. Please send resume and salary history to Box 01063. Equal Opportunity Employer.

PROGRAMMING SERVICES

NWN STUDIOS
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

SITUATIONS WANTED MANAGEMENT

G.M. for hire. Sales, programming, bottom line experience. Partnership? Equity? Lead by example. Utah, Wyoming, Colorado, Idaho areas preferred. Available on consulting monthly basis, solving problems. Phone: 970-339-5492.

CABLE

HELP WANTED MANAGEMENT

CENTRAL FLORIDA NEWS VENTURES

Tribune Company and Time Warner Cable have created a joint venture to launch a local cable news channel in Orlando, FL in fall of 1997. We are looking for a General Manager to start in early spring of 1997.

Responsibilities include managing the start-up and launch, as well as the daily operation of this new entity, with an anticipated staff of 70 full-time employees. Previous experience in a start-up environment preferred, along with a proven successful track record of at least 5 years in a demanding senior management role. Strong background in either advertising sales, marketing or television news is preferred. Must have confidence to take this exciting opportunity to start-up a business unit and lead it to profitability.

Send resume with salary requirement by 2/24/97

CENTRAL FLORIDA NEWS VENTURES
c/o The Orlando Sentinel
Employment Center
633 N. Orange Avenue
Orlando, FL 32801
Fax: 407/420-5766
Sent HR @aol.com
EOE/M-F

HELP WANTED MISCELLANEOUS

Discovery
DISCOVERY COMMUNICATIONS INCORPORATED

CUSTOMER SERVICE REPRESENTA- - 2 positions available
Candidate will act as point person for all footage sales and inquiries being requested from DCI's Library. Support the growing demand for DCI's visual imagery by liaisoning with multiple departments to provide them needed footage elements. Additional responsibilities include working with the external marketplace, including outside production companies, advertising agencies and non-profits to meet their stock footage needs. All sales include fulfilling requests from point of inquiry through fulfillment of materials; sending our viewing elements, the negotiating of all deal terms, writing of all contracts, fulfillment of master elements and closure of invoicing. Candidate will so be responsible for revenue and expense as it relates to all sales.

RESEARCHER - Work with and help support Customer Service Staff with needed release information. Responsible for researching all underlying release, including talent, cinematographers, music, narration and stock footage, in order to ascertain rights available. Liaison with Production Management, Vault Operations and Producers to identify the location of these sources. Help coordinate the location and format of all B roll materials by liaisioning with multiple internal departments. Work with assigned point person in Legal to verify and review all clearances found.

REQUIREMENTS - Candidates should possess strong organizational, communications and interpersonal skills. Ability to prioritize work load and handle multiple tasks simultaneously in order to meet production deadlines. Aptitude for technical information especially as pertaining to video standards, formats and audio configurations a plus. Experience and/or educational background in customer sales/service, marketing, copyright research or stock footage industry. Knowledge of production deliverables beneficial. Degree in archival research, word processing and spreadsheet applications skills a plus.

Send resume to
Carin Forman, Manager, Discovery Images
Discovery Communications Inc.
7700 Wisconsin Avenue
Bethesda, MD 20814
(No phone calls please)

HELP WANTED PROGRAMMING

MANAGER, PROGRAM INFORMATION

A&E Television Networks is seeking a highly motivated individual to manage its Program Information department. The individual will be responsible for acquiring, preparing and disseminating information and material support for all programming exhibited or distributed via A&E, The History Channel, The History Channel International and New Media. Responsibilities include assessing and determining current and future program information needs of internal clients, maintaining relationships with outside suppliers and internal producers, as well as developing and improving current database systems to support the changing needs of the organization.

Requirements include 3-5 years in Television Programming/Scheduling or experience in TV program distribution, as well as previous experience in dissemination of information. Prior management experience desired. Strong computer skills, including proficiency in FoxPro & Microsoft Word for Windows, as well as strong communication & presentational skills are a must. BA degree or equivalent experience required.

Please forward resume with salary requirements to:

A&E Television Networks
Human Resources Dept. (MPRI)
235 East 45th Street
New York, NY 10017

A&E TELEVISION NETWORKS

Only resumes with salary requirements will be considered. No phone calls please. EOE M/F/D/V

PROGRAM EVALUATION & PRODUCTION COORDINATOR

Latin American Children's Programming

Discovery International Networks seeks a bilingual professional to join our Discovery Kid's, Latin America's network. Candidate will evaluate editorial content, production values and technical quality of programming under consideration. This will include adequacy of Spanish language dubs/version, audience suitability, overall appeal, cinematography and ratings potential.

Qualifications: Solid experience in children's television/film production or early child development/education, fluency in Spanish; Bachelor's degree in a related discipline; excellent communication, writing and organizational skills; a well rounded, background to include educational value, natural history, science, world history and technology; willingness to travel frequently.

We offer a competitive salary and comprehensive benefits. For immediate consideration, please send your resume and salary history to: **Human Resources Department, Discovery Communications Inc. 7700 Wisconsin Avenue, Bethesda, MD 20814-3579. Att: Int'l Prog.**

Equal Opportunity Employer M/F/D/V

Discovery

DISCOVERY COMMUNICATIONS INCORPORATED

ALLIED FIELDS

HELP WANTED INSTRUCTION

Lecturer/Facilities Manager for Summer, 1997 appointment. 12 month, non-tenure track but renewable position to manage modern college Telecommunications facility and teach broadcast news videography and editing at the University of Georgia's Grady College of Journalism & Mass communication. Will teach three sections yearly with primary focus on electronic news gathering. Other possibilities include studio production and introduction to production. Also responsible for management of maintenance, repair, installation and planning for facility including two television studios, a newsroom, 4 radio studios, 6 video editing labs, broadcast management lab, and field equipment. Some hands-on. Expectation of continuing service to the industry through such things as service related professional work or technology exploration. Should be familiar with digital technology. Extensive major market or network level professional experience highly desirable. Master's degree preferred. Salary negotiable. The University of Georgia is an equal opportunity employer. Application deadline: March 15, 1997. Send application letter, resume, professional samples and a list of references to: David Hazinski, Search Committee Chair, College of Journalism & Mass Communication, Department of Telecommunications, University of Georgia, Athens, GA 30602.

University of Kentucky's School of Journalism and Telecommunications and WUKY Radio seek applicants for a joint appointment as Lecturer in the School and WUKY News Director, pending approval of the new "lecturer" rank. This is a 12-month, non-tenure track position on a three-year renewable contract. This person will manage the NPR-affiliated station's news department and will teach two courses each semester on such topics as broadcast news writing and radio/TV news reporting. Salary commensurate with experience and education. B.A. with radio news experience required; M.A., teaching experience, and TV news experience preferred. Applications will be reviewed as they arrive, with the appointment to begin July 1, 1997. Send application letter, and a resume/vita (including a list of references) to: Richard Labunski, Search Committee Chair, School of Journalism and Telecommunications, 144 Grehan Building, University of Kentucky, Lexington, KY 40506-0042. E-mail inquiries and more a detailed job description available from: labunsk@pop.uky.edu. Do not send audio/videotapes, publications or letters of recommendation until asked to do so. Women and minorities are encourage to apply. AA/EOE.

Ithaca College. Roy H. Park School of Communications. The Park Distinguished Chair in Communications. The Roy H. Park School of Communications at Ithaca College invites applications for the Park Distinguished Chair in Communications. This is a twelve-month, renewable, non-tenure eligible appointment at the rank of Professor. Salary is open and competitive, depending upon experience and qualifications. Qualifications include a Ph.D. or Masters degree in journalism or related field, a strong record of professional accomplishment in print and/or broadcast journalism, and experience with and/or commitment to working with undergraduate students. Primary teaching responsibilities include two courses per semester with emphasis on new and emerging trends in journalism, as well as special topics in journalism related to the candidates background and expertise. The individual will work closely with the Park School's co-curricular media by developing specific seminars and workshops, actively and formally critiquing student co-curricular journalism work and assisting in the production of co-curricular journalsim content. The individual will also deliver public lectures each semester and work with the Dean and faculty to bring journalism professionals to campus for guest lectures, seminars and workshops. This endowed position is made possible through the generosity of the Park Foundation. In addition to this position, the Park Foundation also supports undergraduate scholarships, a distinguished visitors program and capital equipment acquisitions in the Park School of Communications. Nominations and applications should be sent to: Dr. Thomas W. Bohn, Dean, Roy H. Park School of Communications, Ithaca College, Ithaca, NY 14850-7250. Telephone (607)274-3895. Fax (607)274-1108. Screening begins February 28, 1997 and will continue until the position is filled. Ithaca College is an independent, residential, comprehensive college with an undergraduate enrollment of approximately 5,800 students located in the Finger Lakes Region of central New York. The Roy H. Park School of Communications is one of five schools within the College and enrolls approximately 1,200 students in three undergraduate departments (Television-Radio, Cinema and Photography, and Corporate Communication). The School also offers a B.A. in Journalism, a B.S. in Telecommunications Management, a B.F. A. in Film, Photography and Visual Arts and a B.A. in Media Studies. The graduate studies program offers an M.S. in Communications. These programs are housed in a modern 80,000 square foot building. Recent grants from the Park Foundation and others have provided the Park School with state-of-the art digital communication facilities in video, audio, film, photography, multimedia, telecommunications and journalism. Ithaca College is an Equal opportunity affirmative action employer.

QUINNIPIAC COLLEGE

GRADUATE JOURNALISM PROGRAM

Quinnipiac College, a dynamic center of higher education in southern Connecticut, seeks to fill two positions for a proposed new 12-month Master's in Journalism Program, which is to begin in the Fall of 1997, pending approval by the State Department of Higher Education.

The Graduate Journalism Program, in the School of Liberal Arts, would focus exclusively on news, and would cover all the media--print, television, radio and the Internet. The curriculum would emphasize (1) reporting and writing skills, (2) understanding major media issues, such as ethics, law and the impact of the news media on society, and (3) using computer-driven systems to gather and present the news.

The program would complement Quinnipiac's growing undergraduate Mass Communications Program, now numbering 300 majors, and would be housed in the Ed McMahon Mass Communications Center, which contains a state-of-the-art computer-based newsroom and complete radio and TV production facilities. Those selected for the two tenure-track positions would work closely with the existing Mass Communications faculty, which consists of both academics and news professionals.

Director/Professor or Associate Professor

Overall responsibility for directing graduate study under the Chair of the Mass Communications Department and teaching journalism courses. This will involve helping to select students, shaping curriculum, recruiting adjunct faculty and developing strong ties with news organizations. Leading candidates will have extensive professional experience in the news media (print or electronic) and an outstanding record as a teacher of Journalism. A Master's degree is required; an understanding of the current and future role of the new technologies in the gathering and distribution of the news is essential.

Associate or Assistant Professor

You will teach the reporting, writing and editing skills that are required in modern computer-driven newsrooms (print and electronic). Leading candidates will have considerable experience in writing and editing on computer terminals, computer-assisted research and presenting news on the Internet. Teaching experience and a Master's degree in Journalism are desirable.

Quinnipiac College is an independent, non-sectarian, co-educational institution at the foot of Sleeping Giant Mountain State Park in Hamden, CT, about 15 minutes from New Haven and 90 minutes from New York City. The College enrolls 3,000 full time undergraduate and 2,000 graduate students in its Schools of Liberal Arts, Business, Health Sciences, Law and the Samuel W. Tator School for Lifelong Education. Quinnipiac recently was named one of the top 15 regional colleges in the North by U.S. News & World Report.

Candidates should submit a cover letter, resume and three names of references to: David Stineback, Dean of Liberal Arts, Quinnipiac College, Hamden, CT 06518. Review of applications will begin on March 15th and continue until the program receives final approval and the positions are filled.

Quinnipiac College has a strong commitment to the principle and practices of diversity throughout the College community. Women, minorities and individuals with disabilities are invited and encouraged to consider this opportunity and to apply.

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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.

Changing Hands

Continued from page 41

Price: $410,000
Buyer: Drew Hunter, Salt Lake City; no other broadcast interests
Seller: Avila Beach Ltd., Silver City (John L. Alsip, president); no other broadcast interests
Facilities: 92.9 mhz, 28 kw, ant. 1,840 ft.
Format: Adult contemporary

WAHC(FM) Circleville and WAKS(FM) Marysville, Ohio
Price: At least $403,750
Buyer: Jacor Communications Inc.; owns WSPD(AM), WVKS(FM) and WSPD(AM)-WVKS(FM) Toledo and WRVF-FM Beavercreek/Toledo, Ohio; is buying WIMA(AM)-WIMT-FM Lima, WBUK-FM Fort Shawnee/Lima, WLVZ-FM St. Marys/Lima and WIOT-AM-FM Toledo, Ohio, and WNVE(FM) South Bristol Township/Rochester, N.Y. (see item, above)
Seller: Tel Lease Inc., Powell, Ohio (Robert G. Casagrande, CEO); is selling WNRJ(AM) Circleville; is buying WDLR(AM) Delaware, Ohio. Casagrande has interest in application for FM in Columbus, Ohio.
Facilities: WAHC: 107.1 mhz, 3 kw, ant. 328 ft.; WAKS: 105.7 mhz, 6 kw, ant. 100 ft.
Formats: WAHC: '70s; WAKS: adult contemporary

KCUB-FM Stephenville, Tex.
Price: $400,000
Buyer: M&M Broadcasting Co., Cleburne, Tex. (Gary L. Moss, president/80% owner); owns KWOW(FM) Clifton, Tex. Moss also owns 80% of KCLE(AM) Cleburne, KCLE-FM Glen Rose and KBAL-AM-FM San Saba, all Tex.
Seller: Pyramid Broadcasting Inc., Arlington Heights, Ill. (R. LaVance Carson, president); owns WLCS(FM) North Muskegon and WEFG-AM-FM Whitehall, Mich. Carson owns 58.5% of KAPR(AM)-KEAL(FM) Douglas, Ariz.
Facilities: 98.3 mhz, 3 kw, ant. 328 ft.
Format: Adult contemporary

WXYK-FM Pascagoula/Gulfport, Miss.
Price: $400,000
Buyer: Southern Horizons Broadcasting Co., Gulfport (Lawrence Steelman, president); is selling WXBD(AM) Biloxi/Gulfport and WXRG(FM) and WXLS-FM Gulfport, Miss. Southern simultaneously will transfer its stations to Gulf Coast Radio Partners Inc. (B&C, Jan. 27)
Seller: WGUD/Stereo/Inc., Pascagoula (Glen Murphey, president); no other broadcast interests
Facilities: 105.9 mhz, 25 kw, ant. 312 ft.
Format: Top 40

WWBD(FM) Bamberg, S.C.
Price: $170,000
Buyer: Tri-County Broadcasting Inc., Bamberg, S.C. (Bob Clary, president/owner); no other broadcast interests
Seller: Branch Communications, Lumberton, N.C. (Stevan Branch, 50% general partner); no other broadcast interests. Note: Branch earlier sold station for $170,000 (B&C, July 15, 1996)
Facilities: 92.1 mhz (to be 95.7 mhz), 3 kw, ant. 300 ft.
Format: C&W

RADIO: AM

KNTA(AM) Santa Clara/San Jose, Calif.
Price: $2.2 million
Buyer: Inner City Broadcasting Corp., New York (Percy E. Sutton, 41.26% owner); owns KVTO(AM)-KBLX-FM Berkeley, Calif.; WLIB(AM)-WBLS(FM) New York, and KSJL(FM) San Antonio, Tex.; owns 36% of joint-venture partnership with Time Warner Cable in Queens Inner City Cable System, N.Y.
Seller: Imperio Enterprises Inc., San Jose, Calif. (Genaro V. Guizar, president); no other broadcast interests
Facilities: 1430 khz, 1 kw
Format: Spanish

WGR(AM) and WWWS(AM) Buffalo, N.Y.
Price: $1.5 million (B&C, Feb. 3)
Buyer: Sinclair Broadcast Group Inc.; is buying KUPN(TV) Las Vegas from seller (see item, above)
Seller: Rich Communications Inc.; is selling KUPN(TV) (see item, above)
Facilities: WGR: 550 khz, 5 kw; WWWS: 1400 khz, 1 kw
Formats: Both news/talk

75.7% of WISE(AM) Asheville and WTZQ(AM) Hendersonville, N.C.
Price: $816,044 in assumption of debt
Buyer: H. Ardell Sink, Burnsville, N.C.; owns 75% of WKYK(AM) Burnsville, N.C.; 25% of WTOE(AM) Spruce Pine, N.C.
Seller: Glenn W. Wilcox Sr., Asheville
Facilities: WISE: 1310 khz, 5 kw day, 1 kw night; WTZQ: 1600 khz, 5 kw day, 500 w night
Formats: Both adult standards

WWCO(AM) Waterbury, Conn.
Price: $500,000
Buyer: Buckley Broadcasting Corp., Hartford, Conn. (Richard D. Buckley Jr., president); owns KNZR(AM)-KKBB(FM) Bakersfield, KLLY(FM) Oildale/Bakersfield, KUBB(FM) Mariposa/Modesto, KHTN(FM) Los Banos/Modesto, KIDD(AM)-KWAV(FM) Monterey, KSEQ(FM) Visalia/Poerterville and KIOO(FM) Porterville/Visalia, all Calif.; WDRC-AM-FM Hartford, and WOR(AM) New York and WFBL(AM)-WSEN(FM) Baldwinsville/Syracuse, N.Y.; is buying WSNG(AM) Torrington, Conn.
Seller: Mattutuck Communications Inc., Waterbury (Robert C. Johnson, owner); no other broadcast interests
Facilities: 1240 khz, 1 kw
Format: Oldies
Broker: New England Media Inc.

WCGO(AM) Chicago Heights, Ill.
Price: $400,000
Buyer: Q Broadcasting Corp. Inc., Casselberry, Fla. (George M. Arroyo, president/76% owner). Arroyo owns WOEQ(AM) Royal Palm Beach; 76% of WRMQ(AM) and WONQ(AM) Oviedo; has applied to build AM in Thonotosassa, all Fla.
Seller: M&M Broadcasting Inc., Michigan City, Ind. (Thomas McDermott, president/95% owner); owns WXRD(FM) Crown Point, WJOB(AM) Hammond, WZVN(FM) Merrillville/Lowell and WIMS(AM) Michigan City, all Ind.
Facilities: 1600 khz, 1 kw day, 23 w night
Format: Adult contemporary
Broker: George Jeneson (seller)

WMVI(AM) Mechanicville, N.Y.
Price: $140,000
Buyer: Willis Broadcasting Corp., Norfolk, Va. (L.E. Willis Sr., president/owner); owns KLRG(AM) North Little Rock and KMZX(FM) Lonoke, Ark.; WTJH (AM) East Point, Ga.; WWCA(AM) Gary, Ind./East Chicago; WESL(AM) East St. Louis; WDDT(AM) Greenville and WJXN (AM) Jackson, Miss.; WBTE(AM)-WURB(FM) Windsor and WPOL(AM) Winston-Salem, N.C.; WKSO(FM) Orangeburg and WKWQ(FM) Batesburg, S.C.; KDFT (AM) DeSoto, Tex., and WPCE(AM) Portsmouth, Va.; is buying WGZS(AM) Dothan, Ala.; WELS-AM-FM Kinston and WCRY(AM) Fuquay-Varina, N.C., and WGPL(AM) Portsmouth, Va. L.E. Willis also owns WAYE(AM) Birmingham, Ala.; KFTH(FM) Marion, Ark.; WPZZ(FM) Franklin, Ind.; WBOK(AM) New Orleans; WJNS (FM) Yazoo City and WJXN(FM) Utica, Miss.; WGSP(AM) Charlotte, WSRC(AM) Durham, WBXB(FM) Edenton and WMYK(FM) Moycock, all N.C.; WURD(AM) Philadelphia, and WSFZ(AM) Memphis
Seller: Joseph C. Motto, Mechanicville; no other broadcast interests
Facilities: 1160 khz, 5 kw day, 570 w night
Format: Dark

—Compiled by Elizabeth A. Rathbun

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 italic.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Yuma, Ariz. (BALCT-960925IB)—KB Media Inc. for KSWT(TV): voluntary assignment of license to Grapevine Broadcasting of Yuma Inc. *Jan. 29*

Blair, Neb. (BAPH-960509GI)—Joseph A. Nugent for FM at 97.3 mhz: voluntary assignment of permit to Terri E. Simpson. *Jan. 31*

Circleville, Ohio (BAL-960819ED)—Tel Lease Inc. for AM at 1540 khz: voluntary assignment of license to J.G. Corp. *Jan. 31*

Sandusky, Ohio (BTC-960920GF, BTCH-960920GG)—Erie Broadcasting II Inc. for WLEC(AM)-WCPZ(FM): voluntary transfer of control from Ragan A. Henry to Regina Henry. *Jan. 31*

Granted

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. 31*

NEW STATIONS

Returned

Charleston, Ill. (BPED-960905MA)—Illinois Bible Institute Inc. for noncommercial FM at 88.1 mhz. *Jan. 30*

Fannett, Tex. (BPED-960923MA)—American Family Association for noncommercial FM at 90.5 mhz. *Jan. 22*

Blanding, Utah (BPH-961223MD)—Skynet Communications Inc. for FM at 92.1 mhz. *Jan. 31*

Cuba City, Wis. (BPED-961028MA)—American Family Association for noncommercial FM at 89.7 mhz. *Jan. 30*

Granted

Nogales, Ariz. (BPH-950203MJ)—Felix Corp. for FM at 99.1 mhz, ERP 6 kw, ant. 54 m. *Jan. 31*

Red Mesa, Ariz. (BPED-960606MA)—Red Mesa Unified School District No. 27 for educational FM at 89.7 mhz. *Jan. 15*

El Dorado, Ark. (BPED-960625MF)—American Family Association for noncommercial FM at 91.9 mhz. *Jan. 30*

Alturas, Calif. (BPH-960619MG)—Woodrow Michael Warren for FM at 106.5 mhz. *Jan. 21*

Marengo, Ind. (BPED-960426ME)—Good Shepherd Radio Inc. for educational FM at 89.9 mhz, 1 kw, ant. 85 m. *Jan. 30*

Nantucket, Mass. (BPED-950206MC)—Cape & Island Community Public Radio Inc. for educational FM at 91.1 mhz, ERP 2 kw, ant. 22 m. *Jan. 30*

Lakeview, Ore. (BPH-960619MF)—Woodrow Michael Warrent for FM at 95.3 mhz. *Jan. 15*

Johnsonburg, Pa. (BPH-890504MD)—Strattan Broadcasting Inc. for FM at 100.5 mhz. *Jan. 30*

FACILITIES CHANGES

Filed/Accepted for filing

San Francisco (BMPH-970109IA)—Infinity Broadcasting Corp. for KYCY(FM): change ERP, ant., TL. *Jan. 28*

Daytona Beach, Fla. (BPH-961223IC)—WJHM LP for WJHM(FM): install auxiliary system. *Jan. 28*

Pensacola, Fla. (960925ME)—Florida Public Radio Inc. for WEGS(FM): new auxiliary station. *Jan. 28*

Danville, Ind. (961231IA)—Continental Broadcast Group Inc. for WSYW-FM: change ERP. *Jan. 30*

Salina, Kan. (BMPED-970108IE)—American Family Association for FM at 88.5 mhz: change main studio location. *Jan. 28*

Lexington, Ky. (BPED-970122MA)—Board of Trustees, University of Kentucky, for WUKY(FM): new auxiliary station. *Jan. 30*

Mansfield, La. (970116IC)—DeSoto Broadcasting Inc. for KJVC(FM): change TL. *Jan. 30*

Detroit (BPH-961212IF)—Shamrock Broadcasting Inc. for WWWW-FM: change ant. *Jan. 27*

Lake City, Mich. (BMPED-970113IA)—New Horizons Broadcasting Ltd. for WNHB (FM): change ERP, TL. *Jan. 28*

Laconia, N.H. (BPH-961219IB)—WLNH Radio Inc. for WLNH-FM: change channel from A to C3. *Jan. 27*

Biltmore Forest, N.C. (BMPH-961218IA)—Biltmore Forest Radio Inc. for WZRQ(FM): change TL. *Jan. 27*

Raleigh, N.C. (961216ID)—Bernard Dawson for FM at 102.9 mhz: change ERP, ant., TL. *Jan. 29*

Milford, Ohio (970116ID)—WAQZ Inc. for WAQZ(FM): change channel from A to B1. *Jan. 30*

San Juan, P.R. (BP-970116AA)—Pedro Roman Collazo for WVOZ(AM): change TL, ant. *Jan. 29*

Graysville, Tenn. (BPH-970102IB)—WAYB Inc. for WAYB-FM: change ERP, ant., TL. *Jan. 28*

Oliver Springs, Tenn. (BMPH-961217IC)—Charles E. Phillips for WXVO(FM): change ERP, ant. *Jan. 28*

Point Comfort, Tex. (BMPH-970108IA)—BMW Broadcasting of Texas for KAJI(FM): change ERP. *Jan. 28*

Bridgeport, W.Va. (970109IE)—Dolphin Communications Inc. for WDCI(FM): change ERP. *Jan. 30*

New Martinsville, W.Va. (BPH-970110-IA)—HBN Communications Inc. for WETZ-FM: change ERP, ant. *Jan. 28*

River Falls, Wis. (BP-970117AH)—Hanten Broadcasting Co. Inc. for WEVR(AM): change power, ant. *Jan. 29*

Dismissed

Honolulu (BP-970108AC)—Cosmopolitan Broadcasting Corp. for KOHO(AM): change TL, ant. *Jan. 15*

Del Rio, Tex. (BPH-960118ID)—Grande Broadcasting Inc. for KTDR(FM): change class. *Jan. 22*

Granted

Eufaula, Ala. (BPH-960726ID)—McGowan Media LLC for WULA-FM: change ERP, class. *Feb. 3*

Continues on page 71

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
Total Radio	**12,001**
VHF LPTV	561
UHF LPTV	1,211
Total LPTV	**1,772**
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
Total Translators	**7,278**

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
Total TV	**1,544**

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

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Employment vs. viewing

EDITOR: A Dec. 30, 1996, article in BROADCASTING & CABLE points out the dissatisfaction of the Big Four TV networks with the Nielsen ratings. As the former executive director of the Electronic Media Ratings Council, I don't believe I should discuss the specific arguments the networks make against Nielsen.

However, with regard to the decline in network audience, I believe there are other factors that should also be considered. Of course, there is much more competition. Cable and satellite TV are now major competitors. If we look at cable and satellite TV as one network, then add the UPN and WB networks, plus the increased use of the Internet, the decline in viewing of the traditional networks is understandable.

However, there is one other factor that may have been overlooked—the decline in unemployment or, rather, increased employment. Considering that time is an inflexible commodity, as more people are employed or work longer hours, there should be less time available for them to watch television. Conversely, as unemployment goes up, so should television usage.

To test this hypothesis, I looked at the area I considered the most sensitive to this type of analysis. I compared viewing of late-night television (11:30 p.m.-1 a.m. Monday-Friday) as measured by Nielsen Television Index for 1988-92 with the unemployment rate. At the time, I was interested only in the network TV audience. I did not take into account cable or any other factors.

Nevertheless, the trends were quite evident. For example, during January 1989–October 1990, the unemployment rate ranged between 5.0 and 5.6. (In two months, January and February 1990, it reached 5.8 and 5.9.) At that time Nielsen showed a decline in usage from 28.3 in December 1989 to 26.0 in March 1990.

From November 1990 to July 1992, the unemployment rate rose steadily, from 5.4% to 8.8%. At the same time, television usage rose steadily, although somewhat erratically, from 26.5 to 29.9 Even taking into account special programing like the Olympics, the upward trend of TV usage with the increase in unemployment is unmistakable. Note that it is the increase or decrease in usage that is affected, not the basic television usage.

I don't know if this trend would hold today, or whether it would be true of prime time, but the data is available for replication. If the theory holds up, the networks can blame a growing economy for a declining audience but a more affluent one.—*Michael A. Goldberg, Great Neck, N.Y.*

Ratings: cop-out

EDITOR: The new ratings system clearly will not work, in my considered opinion. If any such rating is to be done, it should involve categories that are simple and easily understood.

Parents are smart enough to know that P, V and S tacked onto a program's leader mean profanity, violence and sex. They've had plenty of viewing experience and don't need a computer or dictionary for those three words. Give 'em a break!

Again, in my opinion, such ratings are merely an industry cop-out, the illusion of action without effective substance.

Until producers clean up their acts substantially on all three counts mentioned above, I intend not only to minimize my TV exposure, but to avoid buying products advertised on objectionable shows I start to view by chance.—*Dr. J.H. Foegen, Winona, Minn.*

LMA supporter

EDITOR: Channel 41 Inc. continues to be the owner of WOTV(TV) Battle Creek, Mich., as we have been since the station went on the air in 1971. Accordingly the ownership attributed to this station in your Jan. 27 edition is in error.

We have just completed our fifth anniversary of operations under an LMA with LIN Broadcasting. It has been a successful turnaround for a failing station. WOTV now has a full service news programing and an active public service agenda—the public is far better served now than before our LMA began! For various reasons the agreement with a group owner such as LIN has meant not only survival but far better programing for our viewers.

Now along come the prominent voices speaking against relaxation of duopoly. As indicated in BROADCASTING & CABLE, Philip Jones observes that people striking the LMA deals now "feel less guilty."

As a small television broadcaster, we find such comments to be simply outrageous. Instead of feeling guilty, I feel proud to be able to continue to serve the people in this market.—*John W. Lawrence, president, Channel 41 Inc., Galesburg, Mich.*

For the Record

Continued from page 69

Luverne, Ala. (BMPH-930622IF)—Brantley Broadcast Associates for WDHT-FM: change ERP to 51.2 kw, ant. to 392.1 m., TL to NNE of Ramer, Ala., class to C1. *Jan. 31*

Batesville, Ark. (BMPH-960718IB)—WRD Entertainment Inc. for KZLE(FM): change ant., TL. *Jan. 28*

Lake Village, Ark. (BPH-960927IA)—Delta Radio Partners for KDTL(FM): change channel from A to C3. *Jan. 31*

Calipatria, Calif. (BMPH-961101IB)—Phillip J. Plank for KSSB(FM): change ant. *Jan. 17*

Watsonville, Calif. (BP-961121AA)—Frontier Broadcasting Co. of California for KOMY(AM): change community of license, power, TL. *Jan. 31*

Deer Trail, Colo. (BP-960522AB)—Donald A. and Sharon E. Wiedman for KTMG(AM): change frequency, power, ant. *Jan. 21*

Denver (BPCT-951030KF)—Fox Television Stations Inc. for KDVR(TV): build new auxiliary station. *Jan. 29*

Johnstown, Colo. (BMP-960410AC)—Donald A. and Sharon E. Wiedeman for KHNC(AM): change ant. *Jan. 21*

Hartford, Conn. (BPED-960910IC, ID)—St. Thomas Seminary for WJMJ(FM): change ERP, ant.; build new auxiliary station. *Jan. 13*

Indian River Shores, Fla. (BPH-960729-IC)—Indian River Shores Radio Partners for WOSN(FM): change channel from A to C3. *Jan. 24*

Athens, Ga. (BPED-960709MD)—Prince Avenue Baptist Christian School for WMSL(FM): change ant., class, ERP. *Jan. 31*

Manchester, Ga. (BPH-960823IF)—Provident Broadcasting Co. for WVFJ-FM: change ERP, ant., TL, class. *Jan. 29*

Wailuku, Hawaii (BMPCT-960628KW)—KITV Argyle Television Inc. for KMAU(TV): change ant. to 1,664 m., ERP to 56.9 kw visual, TL to .95 km NE of Kalepeamoa, 2.7 km N of Kahua, Mount Haleakala. *Jan. 29*

McCall, Idaho (BP-961127AC)—Brundage Mountain Air Inc. for KMCL(AM): change city of license, TL, ant. *Jan. 31*

—Compiled by Elizabeth A. Rathbun

Datebook

THIS WEEK

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 ***Women 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.

FEBRUARY

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. 20—"Business Development Through the World Wide Web," luncheon presented by the New York chapter of ***American Women in Radio & Television***. New York Hilton, New York City. Contact: (212) 481-3038.

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 Herrador, (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***. PLI Conference Center, New York City. Contact: (800) 260-4754.

Feb. 28—"Facing Changes in Employment," seminar presented by the Rocky Mountain chapter of ***Women in Cable & Telecommunications***. TCI Headquarters, Englewood, Colo. Contact: Theresa Hart, (303) 863-0084.

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 5-8—28th annual Country Radio Seminar, presented by ***Country Radio Broadcasters Inc.*** Opryland Hotel, Nashville, Tenn. Contact: Todd Cassetty, (615) 327-4487.

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: +971-4-621133.

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 12-13—***Association of National Advertisers*** Television Advertising Forum. The Plaza Hotel, New York City. 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 14-16—"Civic Journalism: Doing It Daily," workshop sponsored by the ***Radio and Television News Directors Foundation*** and the ***Pew Center for Civic Journalism***. Swissotel, Chicago. Contact: Kathleen Graham, (202) 467-5216.

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 18—***American Sportscasters Association*** 12th annual Hall of Fame dinner. Marriott Marquis, New York City. Contact: (212) 227-8080.

March 19-20—***NIMA International*** '97 spring meeting. Sheraton New Orleans, New Orleans. Contact: (202) 289-6462.

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.

March 26—***International Radio & Television Society Foundation*** Gold Medal Award dinner honoring Bob Wright. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

March 28-29—19th annual Black College Radio Convention, presented by ***Collegiate Broadcasting Group Inc.*** Renaissance Hotel, Atlanta. Contact: Lo Jelks, (404) 523-6136.

APRIL

April 1—"The Business of Entertainment: The Big Picture," 7th annual conference on the media and entertainment industry presented by ***Variety*** and ***Schroder Wertheim & Co.*** The Pierre Hotel, New York City. Contact: Margaret Finnegan, (212) 492-6082.

April 3-4—"Cable Television Law 1997: Implementing the 1996 Telecommunications Act," conference presented by ***Practising Law Institute***. San Francisco Hilton & Towers, San Francisco. Contact: (800) 260-4754.

April 4-7—***Broadcast Education Association*** 42nd annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

April 5-7—24th annual ***CAN PRO*** Festival, celebrating excellence in Canadian television production and promotion. Westin Harbor Castle Hotel, Toronto. Contact: David Hamilton, (416) 446-5338.

April 7—***Association for Maximum Service Television*** 41st annual membership meeting. Las Vegas Hilton, Las Vegas. Contact: (202) 861-0344.

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.

April 8—***Association for Maximum Service Television*** annual engineering breakfast. Las Vegas Hilton, Las Vegas. Contact: (202) 861-0344.

April 9-12—***National Broadcasting Society–Alpha Epsilon Rho*** annual convention. Palmer House Hilton, Chicago. Contact: Richard Gainey, (419) 772-2469.

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)

Finding a bigger stage

It started at age 14 and continued all the way through the master's degree program at the University of Wisconsin. The theater was Bob Greenblatt's passion—one he hoped would someday turn into a full-time job.

Unfortunately, the curtain came down on Greenblatt's dream long before he earned his first paycheck.

"I had been doing community theater since I was 14 years old. I always assumed I would go into the theater," says Greenblatt, who watched other classmates from his hometown go on to appear on Broadway. "I realized while I was doing undergraduate work at Lincoln Center that it just doesn't pay the bills. It's a pretty rarified world."

Greenblatt made it to Hollywood nevertheless, finding a new passion in an industry that provided such childhood favorites as *The Partridge Family*, *Medical Center* and *Dark Shadows*. He's now the executive vice president of prime time programing at Fox—behind-the-scenes work like that of his community theater days in Rockford, Ill.

But this time, he's working with shows that are seen by millions, not just hundreds.

"I figured I'd do TV for two years and go into features," Greenblatt recalls of his first years at Fox. "What was great about this company was that it was in its infancy. It was so exciting to be here with Barry Diller running the company, with Peter Chernin here. There was a lot of original thinking: it was not an old-fashioned TV network. In meetings with Barry and Peter, it was, in retrospect, better than a feature film company."

Which, of course, was where he pictured himself working, since a job in the theater was out of the question. After faithfully subscribing to *Variety* while at college in Wisconsin, Greenblatt went to Los Angeles with film work on his mind, picking up script-reading gigs to pass the time. His coverage of a 1,000-page novel in two days impressed the Krost-Simon TV company, which in 1985 brought him aboard for a variety of odd jobs.

Film school at USC followed, along with an eight-month internship in the feature film division at 20th Century Fox during summer 1986. A two-year stint at Lorimar Entertainment—where he developed and produced such films as "Dangerous Liaisons" and "Running on Empty"—ultimately provided the introduction to his mentor, Chernin, now News Corp. president.

"We need to reinvent the wheel. We'll do what we've been doing, but we have to do it better."

Robert Greenblatt

Executive vice president, prime time programing, Fox Broadcasting Co., Los Angeles; b. Aug. 16, 1960, Rockford, Ill.; BA, theater management, University of Illinois, 1982; MBA, University of Wisconsin, 1984; MFA, University of Southern California, 1987; director of creative affairs, Lorimar Film Entertainment, Los Angeles; 1987-89, director of drama series development, Fox, Los Angeles; 1989-94, comedy and reality/alternative series development, Fox, 1994-96; current position since 1996; single.

So when Chernin went to Fox in 1989, so did Greenblatt. There, he found a new challenge in a fledgling network that was defining itself with cutting-edge shows that it looks for today.

"Before I got here, the company made a commitment with Aaron Spelling to do a new version of *Charlie's Angels*. The credit goes to Barry [Diller] to do a young high school show. It wasn't on any network. We found a young writer named Darren Star, and created it with him," Greenblatt recalls.

"It was one of our defining shows. Prior to that there was *21 Jump Street*, our first big hit," he continues. "*Married* was on the air, and while not quite a hit, it was starting to make some noise. We started to see a pattern of younger, more in-your-face kind of shows that were unique." Suddenly, a job in the film biz didn't seem so important anymore.

"What's great about TV is how fast it moves," Greenblatt says. "In one season we'll make 30-some pilots, order a dozen TV series and get into production. Things don't happen that quickly in features. It will take two or three years of waiting for some big-name director or Tom Cruise to sign on to something."

Proud to have supervised the development of such critical hits as *Party of Five* and ratings grabbers like *The X-Files* and *Millennium*, Greenblatt says the network continues to strive for shows that can't be found elsewhere.

"We need to reinvent the wheel. NBC is cooking with their whole 'Must See TV.' ABC has more family-oriented hit shows, and now The WB and UPN are stealing each other's thunder for ethnic shows. We'll do what we've been doing, but we have to do it better," he says.

"There are so many more networks, so much more competition for material. There's a lot of interference finding that material. Fox has changed enormously from when I first got here. No one wanted to be in business with a fly-by-night, certain-to-fail company. We had to beg people to come develop shows for us.

"Cut to eight years later," Greenblatt says, "and we're not begging anybody anymore. They want to be here. When we finally established real syndication value with our comedies and dramas that could be successful in aftermarkets, suddenly we were a place to be reckoned with." **—LR**

Fates & Fortunes

BROADCAST TV


Cheatwood

Joel Cheatwood, senior VP, Sunbeam Television Corp., Boston, joins WMAQ-TV (NBC affiliate) Chicago as VP, news, and consultant on development of projects for NBC.

Johnny Lewis, national sales manager, KLAX-TV Alexandria, La., joins KTVE(TV) El Dorado, Ariz., as general sales manager.

Jeff Long, local account manager, KUPN(TV) Las Vegas, named national sales manager.

Dianne Doctor, producer, *News Channel 4 at Noon*, WNBC(TV) New York, named special projects producer.

David Blaszkowski, account representative, Katz Television, joins KHTV(TV) Houston as national sales manager.

Tom Kucera, assistant to the air operations manager, KRDO-TV Colorado Springs, named production manager.


Brookson

Rochelle Brookson, producer, *Good Morning Arizona*, KTVK(TV) Phoenix, joins WHBQ-TV Memphis as news director.

Fred Martino, anchor/reporter, WSJV(TV) South Bend/Elkhart, Ind., named weeknight anchor.

Richard Rogala Jr., president/GM, WZZM-TV Grand Rapids, Mich., joins WLWT(TV) Cincinnati in same capacity.

Ed O'Connor, business manager, KTHV(TV) Little Rock, Ark., joins WTVD(TV) Durham, N.C., in same capacity.

Barry Cutler, investigative producer, WXYZ-TV Detroit, joins WMAQ-TV Chicago in same capacity.

Iva Bassett, reporter, WHOI(TV) Peoria, Ill., joins WGHP-TV High Point, N.C., in same capacity.

Appointments at WBBM-TV Chicago: **Melinda Meyer,** free-lance producer, WBBM-TV and WGN-TV, both Chicago, joins as promotion writer/producer; **Karen Yellen Dillon,** promotions writer/producer, named marketing manager.

Scott Chastain, manager, affiliate advertising and promotion services, NBC Entertainment, Burbank, Calif., named director.

Cutch Armstrong, director, marketing, promotion and programing, WTKR(TV) Norfolk, Va., joins WTTV(TV) Bloomington, Ind., as promotion director.

Appointments at WNBC(TV) New York: **Philip O'Brien,** news director, New York 1, New York, joins as managing editor, news; **John Muller,** nightside reporter/fill-in anchor, WFLA-TV Tampa, Fla., joins as reporter.

PROGRAMING

Appointments at MGM Domestic Television Distribution, Santa Monica, Calif.: **Steven Badeau,** VP, research, named senior VP; **Merle Preston** named lineup management analyst; **Kim Sterton** named research analyst.


Badeau

Appointments at Fox Broadcasting Co., Beverly Hills, Calif.: **Marcy Ellenbogen,** senior buyer, media buying, named director; **Ann Taniguchi,** manager, national media, named associate director, national media planning.


Breindel

Eric Breindel, editorial page editor, the *New York Post*, New York, joins News Corp. there as senior VP.

Janet Burrows, director, development, Davis Entertainment Television, joins The Wolper Organization, Burbank, Calif., as VP, development.

Dave Sobieraj, senior VP, domestic sales and marketing, MDP Worldwide, joins Norstar Entertainment's satellite office in Los Angeles as VP/GM, U.S. sales division.

Eric Steinberg, executive director, research, Paramount Television Group, Hollywood, named VP.

Loris Kramer, senior director, creative affairs, Sony Wonder, Santa Monica, Calif., named VP.

Janet Scardino, VP, international marketing, MTV, joins Sunbow Entertainment, New York, as senior VP, international sales and co-production.

RADIO

Doug Myers, public relations and video production consultant, joins WGY(TV) Schenectady, N.Y., as afternoon news anchor and reporter.

Appointments at KMXR(FM), KNCN(FM) and KRYS-AM-FM, Corpus Christi, Tex.: **Jennifer Sichley,** local sales manager, KMXR, adds sales manager, KNCN, to her responsibilities; **Lou Ramirez,** air personality, named music director.

Appointments at SW Networks, New York: **Dave Logan,** consultant, joins as VP, programing; **Anita Parker-Brown,** manager, affiliate marketing, named director, urban radio, affiliate marketing.

Jim Brown, national sales manager, KYW-TV Philadelphia, joins Shadow Broadcast Services there as executive VP, national sales.

Sammi Gonzalez, on-air personality, KHCK(FM) Denton and KICI-FM Corsicana, both Texas, joins ABC Radio International, Dallas, as operations manager.

Appointments at Jacor Communications, Cincinnati: **Mike Kenney,** GM, WCKY(AM) Cincinnati, named market manager there. Kenney assumes responsibility for the eight Jacor stations in Cincinnati; **Jaqui Brumm,** GM, WEBN(FM) and WOFX(FM) Cincinnati, named GM, Jacor's four FM properties in Cincinnati.

Drew Kahn, professor of theater arts, Buffalo State College, and substitute co-host, WKBW-TV Buffalo, N.Y., joins the station as co-host, *A.M. Buffalo*.

Appointments at KRUZ(FM) Santa Barbara, Calif.: **Scott Alexander,** air personality, KNJO(FM) Thousand Oaks, Calif., joins as weekend air personality; **Rachel Rabe,** midday air personality and assistant music director, KHTY(FM) Santa Barbara, joins as weekend and fill-in air personality.

Appointments at KFWB(AM) Los Angeles: **Van Earl Wright,** sports anchor, WDIV(TV) Detroit, joins as morning sports anchor; **Deborah Maiocco,** senior account executive, KRTH(FM) Los Angeles, joins as national sales manager.

Bill Gallant, host, *The Bill Gallant Show*, KIRO-FM Seattle, joins KOMO(AM) there as host, *Newsline*.

Chuck Dickemann, programing consultant, Shane Media, Houston, joins WCCO(AM) Minneapolis as operations manager.

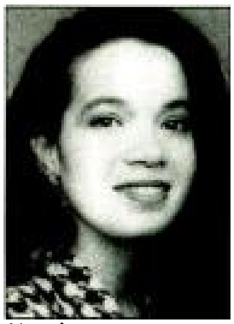
CABLE

Parry

Heather Parry, segment producer, MTV News and Specials, Los Angeles, named bureau chief, Western region.

Rebecca Lieb, director, English-language corporate communications, RTL Television, Germany, joins USA Networks International, New York, as director, marketing and public relations.

Bonnie Busekrus, senior VP, affiliate relations, Prime Life Network, joins Kaleidoscope Television, San Antonio, Tex., as senior VP, sales and marketing.



Henderson

Nina T. Henderson, president, The Griot Group, joins BET Holdings Inc. and Encore Media Corp., Denver, as VP, BET Movies.

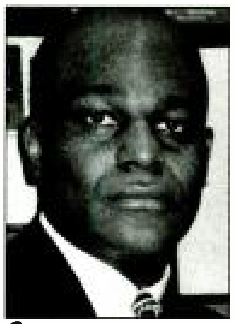
Marjory McNichols Wilson, VP/director, design and print services, Citicorp/Citibank, joins Jones Intercable, Englewood, Colo., as director of creative services.

Martin F. Sabraw, director, technology, Encore Media Corp., Englewood, Colo., named VP, technology.

Edward Stecher, director, affiliate sales, Madison Square Garden network, New York, joins Fox Sports Américas, Los Angeles, in same capacity, Eastern region.

Gregory Sneden, marketing manager, US West, Phoenix, joins Summit Communications Inc., Bellevue, Wash., as director, marketing.

Shari Patrick, senior counsel, HBO, New York, joins Comedy Central there as VP/general counsel, legal and business affairs.



Greene

Stanley Greene, VP, Bell Atlantic Video Services, joins The Box–USA, New York, as president.

Brian Hansen, consultant and senior strategist, Frank N. Magid Associates Inc., joins America's Health Network, Orlando, Fla., as VP, programing.

Tim Jackson, senior manager, transmission and satellite operations, Discovery Networks International, Bethesda, Md., named director, technical operations and satellites.

MULTIMEDIA

Grace

Beth Grace, VP, finance and business affairs, PVS SPEER, Washington, joins Speer Communications, Nashville, as COO.

Phelps Hawkins, independent communications and media adviser, Minneapolis, joins New Jersey Network, Trenton, N.J., as executive producer, *NJN News*.

Ivan Shulman, VP, marketing, Metro Networks Inc., Houston, named senior VP.

Vytenis Kuraitis, director, human resources, Lee Enterprises Inc., Davenport, Iowa, named VP.

Keith Gorham, VP, labor relations, Universal Studios, Universal City, Calif., named VP, industrial relations.

Terry Mackin, executive VP/COO, Ellis Communications Inc., joins StoryFirst Communications Inc., San Francisco, as president/COO.

Jack Sander, president/GM, WAGA-TV Atlanta, joins A.H. Belo Corp., Dallas, as executive VP, television station group.

J. Roderick Heller III, chairman/CEO, NHP Partners, Vienna, Va., and a trustee of the board of WETA-FM-TV Washington, named chairman of the WETA board of trustees.

ADVERTISING/MARKETING PUBLIC RELATIONS

Appointments at The Eagle Group, Denver: **Davy Rosenweig,** GM, SNAP Software (subsidiary), New York, named president; **Wendy LaRocque,** executive VP/CFO, named executive VP/COO.

SATELLITE/WIRELESS

Appointments at DIRECTV Inc., Los Angeles: **Jeffrey Torkelson,** director, public affairs, Hughes Communications Inc., Long Beach, Calif., joins as director, communications; **Stephanie Campbell,** VP, programing, and **Scott Nordhaus,** VP, sales and distribution, named senior VPs of their respective divisions; **Richard Goldberg** named VP, program acquisitions.

Peter Einstein, president/business director, MTV Networks Europe, London, joins Gulf DTH, based in London and Dubai, as president.

Deborah Mucciolo, satellite operations manager, NBC, joins WTN Productions, New York, as manager, commercial productions.

Gary Lindsey, consulting partner, Joseph Barnes and Associates, Martinez, Calif., joins Conus Communications' All News Channel, Minneapolis/St. Paul, as marketing manager.

LaRae Marsik, corporate media relations manager, TCI Communications Inc., Englewood, Colo., joins TCI Satellite Entertainment Inc. there as director, corporate communications.

Karla Slade, international sales manager, Canada, Vyvx Inc., joins Keystone Communications Corp., Culver City, Calif., as director, sales, Eastern region.

Appointments at Intelsat, Washington: **David Meltzer,** assistant general counsel, office of the VP, and general counsel, named director, procurement; **Leo Millstein,** assistant general counsel, named deputy general counsel.

Tom Becherer, account executive, Conus Communications, Minneapolis/St. Paul, named sales manager.

—Compiled by Denise Smith
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NBC held firm to first place with an 11.8 Nielsen Media Research rating/19 share through Feb. 6, eight days into the February sweeps. CBS followed with a 10.0/16; ABC, 8.9/15, and Fox, 8.0/13. The demo race in adults 18-49 is proving competitive, with Fox surpassing ABC and CBS for second place with a 6.0/16. NBC leads with an 8.1/21, followed by ABC, 5.2/14, and CBS, 4.2/11.

The Federal Trade Commission gave an expected final approval to the merger of Time Warner Inc. and Turner Broadcasting System, which the two companies completed Oct. 11. The approval springs no surprises on Time Warner/Turner, says company spokesman Ed Adler. Time Warner still has to restructure Turner to avoid antitrust charges in the future. And Time Warner/Turner will have to air a competitor to Turner's CNN, which may mean including rival Rupert Murdoch's Fox News Channel on Time Warner Cable systems. The FTC also is requiring Time Warner minority stakeholder Tele-Communications Inc. to divest its interest in Time Warner to a separate company or accept a maximum of 9.2% nonvoting interest in Time Warner.

FCC Chairman Reed Hundt thinks it may be time for the NAB to revive its Code of Good Practices programing and commercial guidelines for broadcasters. Speaking in Washington last Friday, Hundt also praised Silver King head Barry Diller for proposing that TV stations give away $1 billion in free time to qualified political candidates. "It's the great idea," Hundt said. The NAB dropped its code in 1982 after it was challenged by Justice Department on antitrust grounds.

Time Warner came up one vote shy last Friday in its effort to persuade the U.S. Court of Appeals in Washington to review a decision last summer to uphold a series of cable and DBS rules including a provision requiring DBS operators to devote up to 7% of their spectrum to public interest programing. Five of the eight judges reviewing Time Warner's request voted for an en banc review by the 10-judge court. Six votes were needed to win the full review.

The NAB last Friday urged the FCC to loosen up its broadcast ownership rules. NAB supported allowing UHF/UHF and UHF/VHF combinations and also supported the elimination of the TV/radio crossownership restrictions. Opposing the calls for deregulation was the Media Access Project, which urged the FCC not to allow local TV duopolies.

Fox Entertainment President Peter Roth says the network will make its most aggressive effort ever to program original fare this summer. "We will attack that with a vengeance," Roth told a luncheon crowd at last Friday's International Radio and Television Society conference in New York. Roth said such a strategy is essential to combat network viewer defections. Roth said summer programing will be "themed," and will include series and specials. Also speaking at the lunch were entertainment heads Leslie Moonves, Warren Littlefield and Jamie Tarses. Panel moderator Ken Auletta challenged Littlefield for putting the sexually suggestive *Friends* at 8 p.m. Littlefield said it was "perfectly acceptable" for the show to air there, even though some youngsters are watching, most likely with their parents. Moonves said he'd love to program a fourth hour of prime time (local station objections aside) but that the creative talent pool isn't there to sustain it. Tarses said she wants ABC to stand for "quality, being inclusive and taking risks."

Seltel moves

Russell White

Carl Mathis

Seltel, the New York–based rep subsidiary of Katz Media Group, has reorganized into two divisions, Capitol and Republic, both reporting to Seltel President L. Donald Robinson. Heading the Capitol division is executive vice president Russell White, a 20-year Seltel/Katz veteran. Executive vice president Carl Mathis has been put in charge of the Republic division. The reorganization is designed to give stations better customized research, marketing and programing services, Robinson says. Each division will have separate departments in those areas.

Representative Sam Farr (D-Calif.) introduced campaign reform legislation last week that would give federal candidates TV advertising discounts at rates 50% below the "lowest unit rate." Representative James Moran (D-Va.) plans to introduce legislation, which will be added as an amendment to the Farr bill, that would take away the tax-exempt status of political action committees. The revenue raised would be used to subsidize the cost of the discounted TV ad rates.

America Online posted losses of $154.8 million for the quarter ended Dec. 31, 1996. AOL realized a 64% increase in revenue, to $409.4 million for the quarter, compared with $249.1 million for the same quarter in 1996. But it took a $74.3 million charge for a company restructuring in October and a onetime charge of $24 million for estimated credits and refunds in the quarter. Last week, AOL experienced a technical problem that blocked subscribers from logging on for about an hour late Wednesday afternoon.

Radio Advertising Bureau Chairman **Gary Fries** told more than 2,000 radio sales managers they need to show clients results from their radio buys to help radio succeed against converging media. Fries's remarks opened the RAB's 1997 Marketing Leadership Conference in Atlanta last week and set the tone for the national gathering. The three-day series of consultant forums, sales workshops and sessions focused on improving radio's image among advertisers as a targeted, cost-effective medium with better reach and frequency than those of major daily newspapers.

Three episodes of NBC's *Seinfeld* nabbed nominations for episodic comedy in the annual **Writers Guild Awards.** Another nominee was an episode of HBO's *Larry Sanders Show.* In the comedy/variety series category, *Dennis Miller Live, Tracey Takes On...* and *Late Night with Conan O'Brien* earned nods, while *All My Children* and *General Hospital* were nominated for daytime specials. For dramas, it was episodes of *Law & Order, Murder One, Party of Five, The X-Files* and *NYPD Blue.* The awards will be presented in Beverly Hills on March 16.

ABC's *Dangerous Minds* will air for the final time in its regular time slot on Feb. 10 before re-emerging in its new 8 p.m. Saturday spot on March 1. The midseason drama *Spy Game* takes its place on Monday beginning March 3. Saturdays at 8 have largely been set aside for movies and specials during the past few months.

Scott Kurnit, former Showtime executive, has formed a start-up company, General Internet Inc., to launch Mining Co., a World Wide Web navigator. Mining Co. is taking a grass-roots approach by recruiting thousands of Website operators to use their resources and organize them under one service.

MTV has given the green light to *Oddville, MTV,* an offbeat talk/variety series based on the New York City public access cable TV show *Beyond Vaudeville.* The executive producer is Jeremiah Bosgang, MTV VP, original programing and series development; the host is Frank Hope (stage name of BROADCASTING & CABLE Associate Editor Rich Brown, who will be leaving the magazine). Also getting green the light is *Apt. 2F,* a sitcom centering on twin brothers Randy and Jason Sklar. Veteran MTV executive producer Michael Dugan will oversee production.

Ameritech New Media won a 15-year cable franchise for St. Clair Shores, a suburb of Detroit, where it will go head-to-head with Comcast. Ameritech's americast cable service initially will offer 80-90 channels in St. Clair Shores.

Smith Barney has upgraded Comcast Corp. to a "buy" from "outperform," based primarily on the strength of the core cable business and the company's aggressive rollout of cable modems. Comcast already has put cable modems in two markets and will launch in six to eight more this year, Smith Barney analyst Spencer Grimes says. Another key contributor to the upgrade was that Comcast is one of the few top-five cable MSOs sustaining cash-flow margins of nearly 50% on core operations, Grimes says.

Furman Selz initiated coverage of Time Warner Inc. with a **"neutral" rating,** saying Time Warner management is refocusing on a new and "reinvigorated" strategy, including the simplification of corporate structure, reducing debt and cutting costs. The brokerage projects a 1997 loss of 62 cents a share, and has put a 12-month target of $45 per share on the stock. Time Warner stock (NYSE-TWX) has been trading at around $39.

Kraft Foods and McDonald's will provide Nickelodeon with $12.5 million in promotional support tied to the live April 19 prime time telecast of the network's 10th Annual Kids' Choice Awards.

Tele-Communications Inc. has named **Gail MacKinnon** director of government at TCI's Washington government affairs office. MacKinnon had been director of government affairs for Turner Broadcasting Corp., where she was the lobbyist assigned to the FCC. Before that, she was legislative director in the Washington office of Representative Jack Fields (R-Tex.).

On Command Corp., subsidiary of Ascent Entertainment Group, is investing in an enhanced version of the WebTV Network online service that will offer customized Internet service for hotel guests. The three-month trial service in San Francisco Bay Area hotels will allow business travelers to access e-mail, browse the Internet and use chat rooms and and other Internet services. Financial terms were not disclosed.

Honorees at the upcoming 16th Annual Women in Cable & Telecommunications' Accolades Breakfast will include Anne Sweeney, president of The Disney Channel (Woman of the Year Accolade); Susan Adams, general manager, Post Newsweek Cable (Woman to Watch Accolade); Lifetime Television (Forerunner Accolade), and a Showtime/Hallmark Hall of Fame movie, *Mr. and Mrs. Loving* (Tribute Accolade). The breakfast will be held March 19 at the New Orleans Marriott during the National Cable Television Association convention.

Drawn for BROADCASTING & CABLE by Jack Schmidt

*"I asked for a raise—He's lucky they aren't rating his *@#*! response."*

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Cahners **Incorporating The Fifth Estate TELEVISION Broadcasting**

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Editorials

COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Red flags

The White House wants to quantify the public interest obligations for digital TV. Our fear is that we will end up with a laundry list of quid pro quos that will be the price of admission to digital. Elsewhere, senators Ernest Hollings (D-S.C.) and Arlen Specter (R-Pa.) want to amend the Constitution to allow caps on campaign expenditures as a way to limit "inequitable" access to TV and radio. That initiative is wrong on two counts. One, as a distinguished First Amendment lawyer told us: "Saying you can't spend money on behalf of principles you believe in is the same as saying you can't engage in the debate." Two, if you ever propound the idea that the First Amendment can be rewritten, the rewriting will never stop.

The effects—whether for good or ill—of the government's emboldened social engineering via the media are all about us, from calls for free airtime and a ban on beer ads to the TV ratings system and even the networks' Saturday morning schedules, which are being remade in educational molds.

We are not passing judgment (at the moment) on the quality of children's educational shows, banning ads or giving away airtime. What we are criticizing is this ends-justifies-the-means approach that holds that if you don't like what's being said, you regulate it away, and if what you like isn't being said, you regulate it into existence. This is the kind of media micromanagement that the First Amendment—even the "First Amendment Lite" that broadcasters have been served up—is meant to prevent.

The high road

It was a tribute to TV's maturity in news judgment that it collectively chose to stay with President Clinton rather than cut to the unfolding drama in the O.J. Simpson case. It was a decision made easier by a technological maturity that allowed it to defer "secondary" events not to later reports but to simultaneous coverage on a different venue—cable.

Obviously, dramatic considerations favored covering the verdict. The President's message had been—predictably and strategically—advanced for at least the day prior, leaving little chance for wonder and amazement, hope or anger. And watching the ceremonial hugs and handshakes of the President and his troops lacked the suspense, for obvious reasons, of a car driving toward the Santa Monica courthouse. With the speech long since scheduled and the verdict given a few hours' advance warning, network executives had just enough time to sweat the decision, but not enough to play follow-the-leader or hold focus groups.

TV is an important chronicler of history. But even more remarkably, it allows the public to be witnesses to that history. Both stories were covered last week without making substance take a back seat to sensationalism.

PCTV

As this week's special report suggests, it is not time to trade your TV in for a PC...yet. The speed at which data can be transmitted remains a major obstacle between almost-real-time and real-time video via computer. But if there is still some herk and jerk to most online full-motion video, remember that Felix the Cat was little more than a collection of fuzzy raster lines as a star of TV's infancy. If past is prologue, modems, computer chips and transmission technologies will all grow ever faster. As our cover subject points out, online video is not yet the venue for watching a "Jurassic Park," but its applications as an information and entertainment complement are only beginning to be explored. The computer will probably never replace the TV, but together, they are certain to become a new force to be reckoned with.

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Broadcasting & Cable
The Newsweekly of Television and Radio Founded 1931

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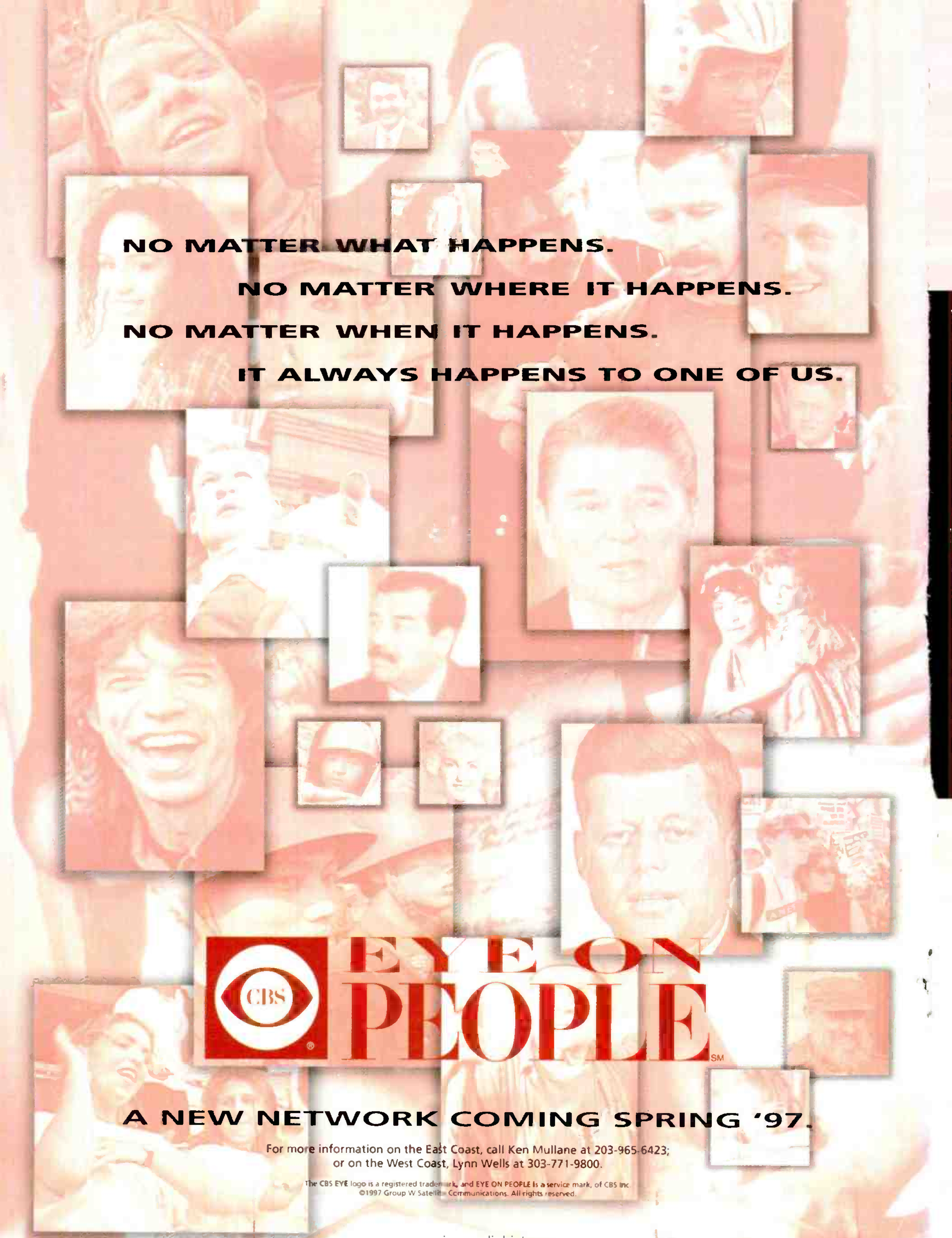
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