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Broadcasting & Cable

The Newsweekly of Television and Radio

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if people have no faith in tomorrow."

-President Kennedy, 1963



THE WORLD'S NEWS LEADER

Fast Track

Must Reading from

**Broadcasting
& Cable**

February 17, 1997

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Broadcasters connect to cable

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Cover art by Joe Sutliff

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Crime and science fiction are dominating network projects for next season's drama lineup. Unlike some recent years, hospital stories will take a back seat to several movie spin-offs. / **23**

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National ad revenue tops \$2 billion National radio advertising revenue increased an average 9% in 1996, to \$2.1 billion. But some fear that trend may not continue in 1997, due to a potential slowdown in the economy. / **37**

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The Weather Channel, the NFL and Warner Bros. posted gains in the latest round of PC Meter household Internet ratings. / **47**

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Top of the Week

Broadcasters connecting to cable

TV networks among largest investors in cable services; latest is CBS's buy of TNN, CMT

By Rich Brown
NEW YORK

Slowly but surely, the broadcast networks have grown to become some of the biggest players in the cable programming business.

Gone is the old image of the broadcast networks as a group of dinosaurs too slow to catch the cable wave. In its place are four forward-thinking companies that have methodically developed

COVER STORY

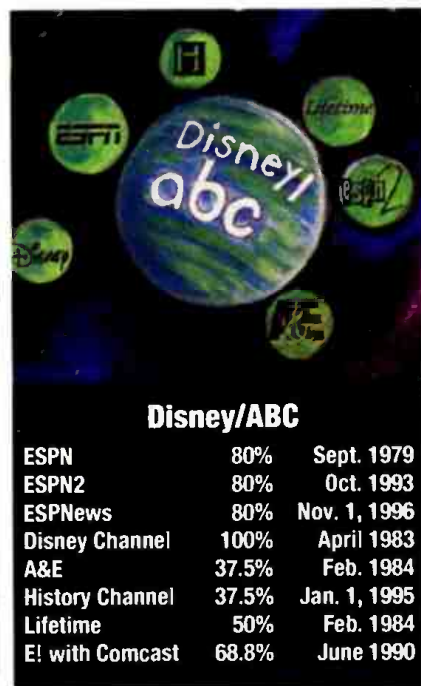
their programming holdings into some of the most impressive portfolios in the business. Ironically, the broadcast networks are now among the six or seven companies that essentially own the rival cable programming business.

CBS/Westinghouse last week shelled out a whopping \$1.55 billion for The Nashville Network and Country Music Television (see page 10). Two weeks ago, ABC/Disney teamed with cable operator Comcast Corporation to buy majority interest in E! Entertainment Television for an estimated \$321 million. Rumors persist that Fox and NBC covet The Family Channel. And the broadcast executives indicate that yet more cable network acquisitions and launches loom.

"As cable distribution expanded, you saw ownership expand; now that distribution has stabilized, the ownership is consolidating," says Sanford Bernstein analyst Tom Wolzien. "We're almost getting to a point where you can't look at whether people own broadcast or cable networks. There are a handful of single entities that have multiple forms of distribution. In the end, the whole world is an oligopoly."

ABC/Disney: \$1.2 billion in cable revenue

Some industry estimates place revenue for ABC/Disney's cable and international business at more than \$1.2 billion a year, much of it from ESPN. Since the launch of the sports network in 1979, ABC/Disney's combined cable holdings have grown to include



"Although the cable business is more mature it still should not be considered a mature business."

—Bob Iger

whole or partial interest in E!, ESPN2, ESPNEWS, The Disney Channel, A&E Networks and Lifetime. ABC Inc. President Robert Iger does not discuss specific numbers for the company's cable holdings but describes them as "substantial" revenue generators with attractive growth opportunities.

"Although the cable business is more mature than it was a few years back, it still should not be considered a mature business the same way the traditional over-the-air broadcast business would be characterized," says Iger.

ABC/Disney's cable expansion plans are focused on using the compa-

ny's cable networks as launching pads for new services that will be distributed over cable, digital cable or other technological venues, Iger says. ESPN, for example, has flowered in recent years to include not only two spin-off networks but also an active online business.

"Our goal is not necessarily to merely expand in the so-called cable program direction," Iger says.

NBC: \$2.5 billion in cable assets

Likewise, NBC has aggressively expanded into the online business through its MSNBC cable network partnership with Microsoft. NBC's cable business now includes partial or full ownership of well over a dozen services, ranging from CNBC to seven of the Sportschannel regional sports networks. The company's cable portfolio has an estimated asset value of \$2.5 billion—\$3 billion, says Tom Rogers, president, NBC Cable, and executive vice president, NBC.

"We're always looking at additional



General Electric/NBC

MSNBC	100%	July 1996
CNBC	100%	April 1989
Court TV	16.67%	July 1991
A&E	25%	Feb. 1984
AMC	25%	Oct. 1984
History Channel	25%	Jan. 1, 1995
Independent		
Film Channel	50%	Sept. 1994
E! with Comcast	68.8%	June 1990

Maher's Invading Late Night!



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- Reaches over 3 million viewers every weekday.³
- Clearance already upgraded in 11 markets.



**POLITICALLY
INCORRECT**
With Bill Maher

¹Source: Weighted average of the 35 Overnight markets where Politically Incorrect airs.

²Source: NIS WRAP Overnight share in live markets. 1/8/96-2/2/96 Monday-Friday averages vs. 1/6/97-1/31/97 Monday-Friday averages.

³Source: NIS 1/6/97-2/7/97.



"We'd very much like a major [cable] entertainment vehicle."
—Tom Rogers

opportunities, though those opportunities are harder and harder to come by as channel capacity gets harder and harder to come by and there are fewer and fewer sellers," Rogers says. NBC has had on-again, off-again discussions with International Family Entertainment for the past five years about a possible acquisition of The Family Channel.

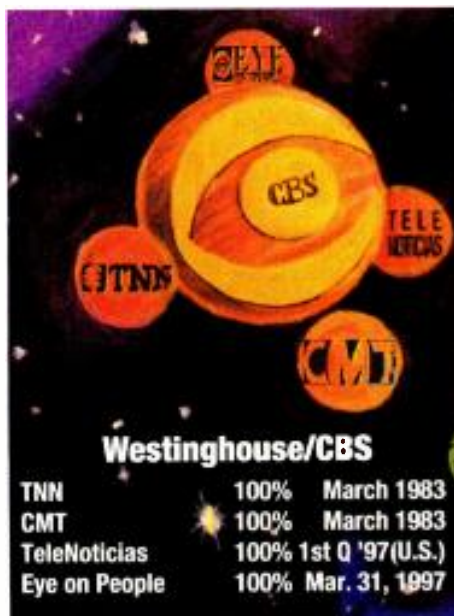
"We'd very much like a major entertainment vehicle beyond the more limited entertainment potential that an A&E or an American Movie Classics represents," says Rogers, referring to two cable services in which NBC already owns an interest.

CBS/Westinghouse the latest buyer

CBS/Westinghouse cable holdings now include TNN and CMT (with combined cash flow of \$106 million) as well as recently acquired Spanish-language news channel TeleNoticias (purchased last July) and Westinghouse regional sports networks Home Team Sports and Midwest Sports Channel.

Taking into account those properties, plus the planned March 31 debut of the CBS Eye on People entertainment network, Westinghouse Electric Corp. Chairman Michael Jordan last week issued a memo to employees defining CBS Cable as "a core business" for the company.

CBS has come a long way—before Westinghouse's purchase last year, the



closest the broadcaster had come to owning a cable network was its failed attempt to launch an arts channel back in 1981.

"We decided a year ago with the Westinghouse merger and Michael Jordan's commitment to the business that cable was a part of what we wanted to do," says CBS Inc. President Peter Lund. "How much more we would do beyond the four cable channels that we now own or are launching is hard to say. We're probably not going to do another \$1.5 billion transaction in the near future."

Fox is an old hand at cable

Fox has fewer years under its belt as a broadcast network but has nevertheless managed to build a sizable cable network portfolio. Thanks to the company's close ties with top MSO Tele-



Communications Inc., Fox early on found broad distribution for fX when it launched the cable network in June 1994. Fox also is gaining distribution for its four-month-old Fox News Channel with an aggressive offer to cable system operators of \$10 per subscriber.

Fox's more recent joint sports venture with TCI programming arm Liberty Media has made the broadcaster a serious player in the ownership of regional sports networks around the country. Fox and Liberty already own regional sports operations serving 40 million subscribers nationally and are said to be eyeing ITT's stake in Madison Square Garden. (ITT officials, looking to thwart a hostile takeover attempt by Hilton Hotels, late last week said they intend to sell various assets, including ITT's half of MSG; the other half is owned by MSO Cablevision Systems Corp.) MSG includes the New York arena as well as local sports teams the Knicks and the Rangers and the MSG regional sports cable network.



"More channels and more video products to compete with broadcasting are coming."

—Rupert Murdoch

News Corp. Chairman Rupert Murdoch told Fox Broadcasting affiliates at a meeting last month in New Orleans that the company's survival in the marketplace demands diversification into other franchises: "More channels and more video products to compete with broadcasting are coming. They cannot be stopped. We ignore that reality at our own peril."

Keeping the affiliates happy

It's a delicate balancing act for all of the broadcast networks as they try to expand into cable and keep their TV station affiliates happy at the same time. Last summer, NBC took some heat from its affiliates for the company's growing involvement in cable and multimedia. A major sore point was the company's decision to telecast certain NBA Finals postgame shows exclusively on CNBC. Particularly vexing to some NBC affiliates were promotions for the cable shows during the net-



"We decided a year ago that cable was a part of what we wanted to do."
—Peter Lund

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AUDIENCE, PROVE ITSELF
AS A NEWS LEAD-IN
AND BE INSTANTLY
RECOGNIZABLE THE
FIRST TIME OUT?**



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CHICAGO	WMAQ	MIAMI	WTVJ	HARTFORD	WTNH
PHILADELPHIA	WCAU	PHOENIX	KNXV	CHARLOTTE	WCNC
SAN FRANCISCO	KOFY	PITTSBURGH	KDKA	RALEIGH	WNCN
WASHINGTON, DC	WRC	SACRAMENTO	KXTV	CINCINNATI	WCPO
DALLAS	KXAS	ORLANDO	WFTV	AND MANY OTHERS REPRESENTING MORE THAN 65% OF THE COUNTRY.	
DETROIT	WXYZ	BALTIMORE	WMAR		
CLEVELAND	WJW	PORTLAND, OR	KATU		

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work's game coverage. More recently, some affiliates were miffed over anchor Tom Brokaw's suggestion to viewers during the State of the Union address that they switch to MSNBC if they wanted to see coverage of the O.J. Simpson civil trial verdict.

"There are individual instances where sensitivities are involved with the affiliates, but at least there's a consensus that generally this stuff helps the network/affiliate partnership as a whole," says NBC's Rogers.

"Affiliates are beginning to recognize that if we weren't in this business somebody else out there would be gaining strength, which wouldn't make it easier for the affiliates. We are extremely committed to co-branding the peacock with them and making sure that the value of the peacock, which they represent in their market, is enhanced by what we do."

CBS affiliates appear to support the CBS/Westinghouse plan to debut Eye on People despite a prime time lineup that features repackaged episodes of key CBS News shows like *60 Minutes* and *48 Hours*.

"You really have to push to imagine that a cable network is going to be much of a threat to a juggernaut like *60 Minutes*," says Alan Bell, president of Freedom Communications' broadcasting division, which owns several CBS affiliates. "It's smart business and if they handle it properly, it will not hurt their first-run broadcast programming. I would like to see the parent organization prosper."

Whether Eye on People gets off the ground is another story. The would-be network only recently appointed a president and has yet to announce any cable system affiliates or advertisers lined up for the launch. Fueling rumors about a

possible collapse of Eye on People was a story in *USA Today* last week that quoted Jordan as saying the network might not be needed now that CBS/Westinghouse owns TNN and CMT. Nevertheless, Lund told BROADCASTING & CABLE last Friday that all systems are go for a March 31 launch.

The broadcast networks are not about to leap into any new cable network launches until they are good and ready. ABC/Disney last May pulled the plug on its planned 24-hour ABC News Channel, citing limited channel capacity and the prohibitive cost of gaining carriage. It looks like ABC/Disney also is not rushing into launching ABZ, a would-be kids network that has been rumored for several months.

"It is in a development stage and is undergoing a period of considerable scrutiny...with regard to its future," says Iger. ■

CBS makes cable a 'core business'

With purchase of TNN and CMT, network doubles its cable holdings

By Michael Katz
WASHINGTON

CBS heaved up its cable profile last week with its purchase of The Nashville Network and Country Music Television from Gaylord Entertainment for \$1.55 billion in stock.

With the move, Westinghouse-owned CBS doubles its national cable network portfolio,

country-style, taking over domestic and international operations of TNN, U.S. and Canadian operations of CMT and \$50 million in working capital. Westinghouse already owned one-third of TNN.

While the other major networks grabbed multiple cable networks, CBS had been criticized for not joining in. But in less than a year, it has made up for lost time.

In July, CBS purchased Spanish-language news channel TeleNoticias, and on March 31 it is scheduled to launch Eye on People, for which it will use material from CBS News's archives. The new cable properties will give the network four national cable networks. It also owns regional sports networks Home



TNN has aired country music shows for almost 14 years.

Team Sports based in Bethesda, Md., and Midwest Sports Channel in Minneapolis.

"Cable is now a core business of CBS," said Westinghouse CEO Michael Jordan in a memo to CBS News and CBS Cable employees. "Our ownership of TNN and CMT sends a signal to the cable industry that CBS is serious about being a major program supplier to multichannel distributors."

Jordan also said the purchase would not have a deleterious effect on the launch of Eye on People. "It reinforces our other cable ventures. The response from cable operators to our [Eye on People] programs has been terrific, and negotiations are well under way to gain carriage on their systems."

Don Mitzner, president of Group W Satellite Communications, says that despite speculation to the contrary, the company will not turn either of the country networks into an entertainment or sports network. "We bought these networks because we believe sincerely in them," Mitzner says. "There is no consideration to do anything differently."

Westinghouse and Gaylord have had a close working relationship since 1982, with Gaylord supplying programming for CMT and TNN and Westinghouse providing affiliate relations, ad sales and marketing.

TNN and CMT will become part of CBS Cable when Group W Satellite Communications is rechristened in the third quarter. David Hall will continue to run both networks and will report to Mitzner.

On the day the acquisition was announced, Gaylord's stock (NYSE: GET) dropped 3 1/8 points to 22 1/2. Investors apparently felt that Gaylord shareholders would have been better served by an all-out purchase of the company and therefore saw the deal as Gaylord selling its best assets.

But Westinghouse had no intention of buying Gaylord lock, stock and Grand Ole Opry. "Our business is the media business," says Mitzner, "not the hotel

and hospitality business.... That's not our thing." In addition to the Grand Ole Opry, Gaylord's holdings include the Opryland Hotel Convention Center and a stake in the Fiesta Texas theme park.

Gaylord has no plans to rid itself of its remaining broadcast holdings: CBS affiliate KTVT(TV) Fort Worth/Dallas and WSM-AM-FM and WNTN(FM) Nashville, company spokesman Alan Hall says. "They are going to remain part of Gaylord Entertainment," he says. Late last month, Gaylord sold its only other TV, KSTW(TV) Tacoma/Seattle, Wash., to Cox Broadcasting Inc. for \$160 million.

But if Gaylord were to sell KTVT, it probably would find some eager bidders. None of the Big Three broadcast networks has an O&O in the nation's eighth-largest market, and one TV broker estimates the station's worth at \$200 million-\$250 million.

During the week of the deal, both companies turned in fourth-quarter and year-end financial results.

Westinghouse had a net loss of \$34 million for the quarter, compared with a net loss of \$7 million for the same period the previous year. However, its net income for the year doubled to \$30 million, from \$15 million in 1995. The earnings were hamstrung by losses at the CBS network, which reported an operating loss of \$86 million for the quarter, compared with a \$12 million profit in fourth quarter 1995.

Operating profit for Westinghouse's media division dropped more than 53% during the quarter, to \$34 million from \$73 million for the same period in 1995. However, the company's operating profit for the year was up 46%, to \$310 million from \$212 million in 1995. Revenue for the media group nearly doubled during the quarter, to over \$1 billion from \$516 million, and jumped to \$4.15 billion for the year from more than \$1 billion in 1995.

Gaylord announced upbeat financial returns for the fourth quarter ended Dec. 31, 1996, which was bolstered by its cable operations. Revenue climbed 11.1%, to \$194 million, compared with \$174.7 million for fourth quarter 1995. Revenue for the year increased 5.6%, to \$747.2 million from \$707.5 million in 1995. Gaylord's revenue generated from its cable networks, including TNN and CMT, jumped 20.1% for the quarter, to \$84.3 million compared with \$70.2 million the previous year. Full-year revenue for the cable networks was up 17.4%, to \$331.8 million from \$282.6 million. ■

Turner makes first network strike at Oscar nominees

Network looks to boost audience, ad rates

By Paige Albiniak
WASHINGTON

Turner Broadcasting System couldn't have timed it better.

TBS last Wednesday acquired exclusive television network premiere rights to new Oscar nominees "Evita," from Disney's Hollywood Studios, "Shine," from Turner's Fine Line Features, and "The English Patient," from Disney's Miramax.

"The English Patient" and "Shine" are leading contenders for the Best Picture award.

As fortunate as the timing seems, Turner did not postpone the announcement until the academy's nominations, says Brad Siegel, president of Turner Network Television and Turner Classic Movies.

"I think it was partly coincidence, but it made those movies more valuable for sure," he says.

TBS also acquired Miramax's "Mighty Aphrodite," and New Line Cinema's "Jackie Chan's First Strike" and "The Island of Dr. Moreau." TBS will show the movies in 1999 and 2000, three years after their cinema debut.

Siegel pointed out in an interview that TBS acquired the network television premiere rights to the films, but not rights to the pay-TV window.

"The syndication window is the window that comes after pay TV," Siegel says. "Movies are released theatrically, they go to pay TV, such as HBO or Showtime, and then the next window is the syndication window. That's this window [we purchased]."

Encore Media Corp. apparently didn't think Turner had made that distinction clear enough. Two days after the Turner announcement, Encore put out a statement to assert that its premium cable network, Starz!, has first pay-window rights



TBS hopes its airing of high-profile movies such as 'The English Patient' will 'double, triple or quadruple' its average prime time movie ratings.

on "The English Patient," "Shine," "Evita" and "Mighty Aphrodite."

"The information [Turner is] releasing to the press is completely erroneous and misleading," says John Cie, CEO of Encore.

Encore also says Turner's contract does not allow the cable network to announce the names of acquired titles so far ahead of their scheduled airing.

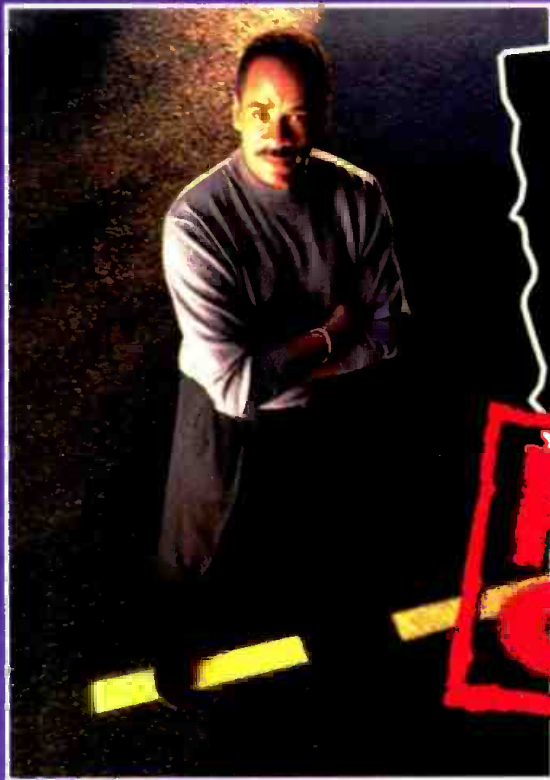
Turner's move follows up its acquisition of Warner Bros.' "Mars Attacks," "Michael" and "Space Jam" (B&C, Jan. 20). TBS and Turner Network Television now own U.S. network premiere rights to more than 50 movies.

Whether TBS outbid broadcast networks is unclear, but the cable station paid a competitive price for the privilege of debuting this new set of films, Siegel says.

"We were led to believe that we had to bid against other networks," Siegel says. "It took a few weeks to close [the deal]."

No one from the broadcast networks would comment officially on the TBS film acquisitions. Sources close to ABC and CBS, however, said those networks saw the Disney/Miramax package (sold by Disney syndication arm Buena Vista Television) and chose to pass on it because limited-run movies such as

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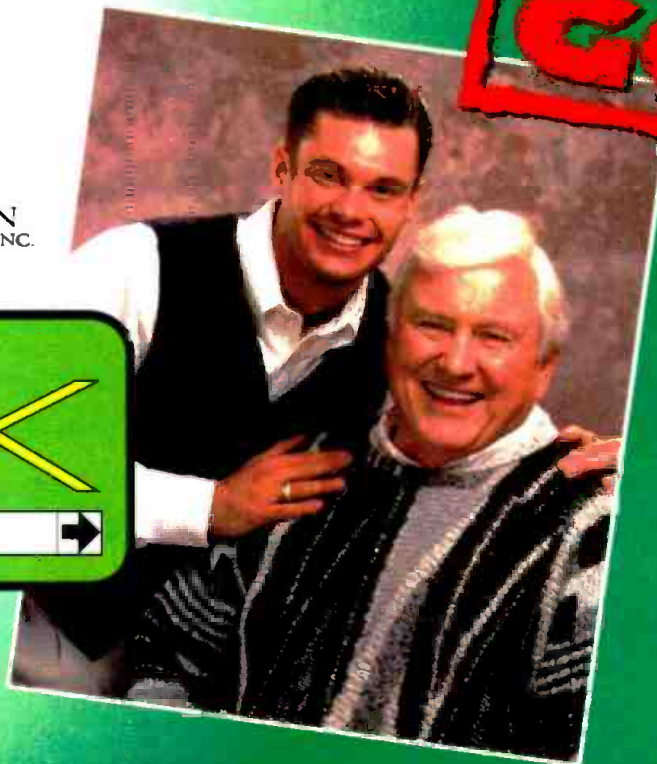
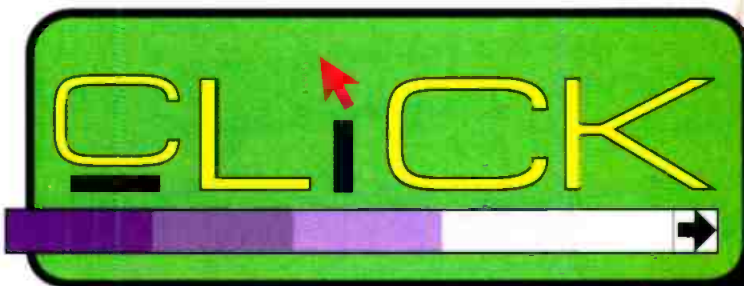
Rebecca's Garden



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"The English Patient" would not have enough appeal. But Siegel thinks Turner's diverse collection of movies will bring in viewers.

"We are anticipating much higher ratings from these movies," Siegel says. "We think that these movies should double, triple, or quadruple our average prime time movie ratings."

If that is true, such acquisitions should put Turner in direct competition with the broadcast networks for viewers, which will allow Turner to charge similar advertising rates.

"Ted's overall strategy on this is to pretty radically change the landscape that has traditionally existed and wipe out the distinction between broadcast and cable...." Siegel says. "[Advertisers should be paying] the same prices on TNT and TBS as they would be on ABC, NBC and CBS. A big part of the strategy was to close that gap."

Turner will continue to aggressively pursue movie packages. "You are always buying out into the future," Siegel says. "We are keeping our ears open."



Red for solidarity

The balloons flying outside ABC News headquarters in Washington last week signaled NABET's determination to preserve valued work rules and benefits in contract talks with the network. "The company is looking to devastate the contract," says Tim Welch, of Local 31. The pact expires March 31.

Closed Circuit

HOLLYWOOD

Pondering 'PM'

Very intriguing, but let's wait and see. That's the general consensus among broadcasters who have talked with Eyemark Entertainment about the possibility of bringing *PM Magazine* back to access time slots next year. The prospect of a revived *PM Magazine* has piqued the interest of some stations that carried the original series, including top 50 market outlets in the Post-Newsweek and Jefferson-Pilot groups. The CBS O&Os' ultimate game plan in access next year will have a major impact on Eyemark's decision on whether to bring back the Group W Television franchise. And at this stage of the game, the CBS stations are keeping their options open, with plans to try a number of strategies this fall in various markets. While the overall access landscape is expected to undergo considerable churn in fall 1998, one show that's expected to stay put is *Entertainment Tonight*. The CBS stations are said to be close to sealing a multiyear renewal with Paramount for the studio's access workhorse.

NEW YORK

Disney's basic strategy

ABC/Disney is deep into discussions with "key" cable system operators to migrate its remaining Disney Channel pay-TV subscribers to basic, according to ABC President Robert Iger. "I think the continued move of The Disney Channel in a basic direction should be expected," says Iger. "Whether it will result in a full basic service would be premature to say."

WASHINGTON

DBS policing plan

DBS chiefs this week will take another stab at working out a plan to settle the industry's battle with broadcasters over the Satellite Home Viewer Act. Broadcasters have charged satellite carriers with violating the act, which bars satellite delivery of distant network signals into areas capable of receiving the

network from a local TV station. Satellite industry executives last week were pondering a proposal that would allow carriers to determine by ZIP code whether a subscriber could receive a retransmitted network signal. Sources said the executives last week wanted more time to review the plan.

Sale, sort of

Pappas Telecasting Cos. may be selling KSNB-TV (ch. 4) Superior, Neb., but it is keeping the station close to home. Colins Broadcasting Co. will pay \$10 for the station, and Pappas will continue to provide programming and sell advertising in those programs. The arrangement allows Pappas to continue to own overlapping KPTM(TV) Omaha, according to company documents recently filed with the FCC. Pappas acquired KSNB-TV in July from Fant Broadcasting Co., along with KHHI-TV Kearney and KWNB-TV Hayes Center, both Nebraska. Colins is owned by Thomas F. Mitts, who also owns KTNC(TV) Concord, Calif. Both Colins and Pappas are based in Visalia, Calif. Pappas is paying Colins \$33,333 for a five-year option to buy back the station. Pappas then would pay \$350,000-\$637,117 for the station, depending on when the option was exercised.

NEW YORK

Westwood One/CBS scenarios

Talk around town concerning prospects of a merger between the Westwood One Radio Networks and CBS Radio Networks has fallen into two scenarios. One is that Westwood One would purchase CBS Radio Networks and distribute CBS network news and entertainment programming and products under the Westwood One name. Another is that Westwood One would provide marketing and affiliate relations for CBS programming under a local marketing agreement structure. The programs would retain the CBS name, say sources. Neither CBS nor Westwood One officials would comment on the scenarios.

CNN opening Havana bureau this week

Network gets administration and Cuban permission

By Joe Schlosser

NEW YORK

CNN President Tom Johnson and anchor Bernard Shaw credit a dinner with Fidel Castro two years ago in Havana—and a lot of political wrangling—as the keys to the cable network's announcement of the opening of the first U.S. news bureau in Cuba since 1969.

CNN, the only news organization so far to have permission from both the U.S. and the Cuban governments, will open a six-person bureau in Havana this week. CNN political correspondent Lucia Newman, who is covering the Japanese Embassy hostage crisis in Peru, will be the network's Havana bureau chief. Johnson says it should be fully operational by early March.

The U.S. has granted permission to nine other news organizations to open bureaus in Havana, but all still await permission from Castro's government. Johnson says his organization had been frustrated by its inability to do more than just go in and out of Cuba on a limited basis. "So two years ago, I had a private interview with Castro. I took Bernie [Shaw] with me and we just tried to make the case about the importance of telling the story of Cuba to the world. [Rather than dwelling on] this U.S.-Cuba conflict, it would be CNN



telling the story of Cuba to the world, telling it accurately and telling it fairly."

Johnson says he received permission from Cuba months ago, but kept it a secret until just recently.

"[Castro] granted us the approval during the presidential election campaign," Johnson says. "But I felt there was no way we could go to Washington during the campaign. So we kept the Cuban approval completely private until after the election because it was such a hot political football."

"Then we went to the White House, where we met with a lot of different people who said the only way we could get this approved was by going out and neutralizing the opposition."

The opposition included members of Congress, members of the White House staff and Cuban Americans, especially those in Miami and New Jersey. Johnson says he and Shaw spent a

good portion of the past three and a half months meeting with "virtually every group of opposition imaginable."

"Bernie and I sat in Miami and took some of the most vitriolic criticism of CNN you can imagine," Johnson says. "We were accused of being soft on Cuba, of being friends of Castro—we were even called the Castro News Network."

Johnson also met with Senator Jesse Helms (R-N.C.) and his staff on several occasions, trying to persuade the powerful Washington figure to help him open Cuba. Just last week, Johnson got what he called a "real break," when Helms sent President Clinton a letter endorsing CNN's entrance into Cuba. On Wednesday, the Clinton administration approved the network's request, and Cuban officials reconfirmed on Thursday morning.

"I do not remember in my career having more difficulty achieving an authorization for a news bureau," Johnson says. "The idea that we must go to the United States to get approval to operate a news bureau anywhere in the world goes against everything we believe in. I think the idea of news organizations having to lobby for something like that is crooked and wrong. I'm pleased that we have permission and hopeful other news organizations will join us soon." ■

NAB final board election results

The National Association of Broadcasters has announced the results of the 1997 NAB Television and Radio board elections. The terms of the newly elected board members will begin with the June 1997 board meeting.

NAB Television Board: *indicates incumbent

Colleen Brown, president/GM, KPNX-TV Gannett Broadcasting, Phoenix, Ariz.

*Nick Evans, president/CEO, Spartan Communications Inc., Spartanburg, S.C.

*John Hayes, president/CEO, Raycom Media, Atlanta

John Hutchinson, president, TV, Jefferson-Pilot Communications Co., Charlotte, N.C.

Gary Schmedding, VP, Lee Enterprises, Davenport, Iowa

Ben Tucker, president, Retlaw Broadcasting Co., Fresno, Calif.

Radio Board: *indicates incumbent

District 1 (New England)—Richard Osborne, president/GM, WKXL-AM-FM Concord, N.H.

District 3 (PA)—James Carter, VP/GM WATE(AM)/WVTV-FM, Hearst Broadcasting, Pittsburgh

District 5 (WV, KY)—Walter May, president/owner, WBPA(AM), East Kentucky Broadcasting Corp., Pikeville, KY

District 7 (FL, PR, VI)—Dean Goodman, executive VP, WINZ, Pax-

son Communications Corp., West Palm Beach, Fla.

District 9 (GA, AL)—*Michael McDougald, president/GM, WRGA/WOTU, McDougald Broadcasting Corp., Rome, GA

District 11 (OH)—Louis Vito, president, WPKC and WBLL, V-Teck Communications, Bellefontaine, OH

District 13 (MI)—*Verna Greene, president/GM, WJLB-FM/WMXD-FM, Evergreen Media, Detroit

District 15 (TN, AR)—*Bobby Caldwell, president/CEO, KWYN-AM-FM, East Arkansas Broadcasters, Wynne, AR

District 17 (IL)—*Roger Coleman, president, WHHK-FM, Coleman Broadcasting Co., Galva, IL

District 19 (OK, North TX)—*J.R. Curtis, president, KFRO-AM-FM, Longview, TX

District 21 (MN, SD, ND)—*Steven Linder, president, KWLM/KQIC, Lakeland Broadcasting Co., Willmar, MN

District 23 (North CA, AK)—David Benjamin, president/CEO, Community Pacific Broadcasting, Monterey, CA

District 25 (OR, WA)—*Gary Grossman, president, KRKT-AM-FM Albany, OR

Board members' terms are two years, and members can serve no more than two consecutive terms.

Government plans anti-drug PSA push

Campaign is budgeted at \$175 million

By Heather Fleming
WASHINGTON

The Clinton administration will bring its war on drugs to prime time TV.

It is launching a \$350 million anti-drug media campaign whose cost would be split equally by the federal government and the private sector, the *Washington Post* reported Feb. 13.

President Clinton's budget blueprint unveiled Feb. 6 includes \$175 million for the initiative, which would rely on "high-impact anti-drug television public service advertisements aired during prime time to educate and inform the public on the dangers of illegal drug use." The media campaign is only part of the President's \$16 billion anti-drug budget proposal. The proposal makes no mention of private sector contributions to the campaign.

President Clinton is expected to unveil his proposal the week of Feb. 24. A spokesperson for the White House Office of National Drug Policy,

which will coordinate the effort, would not provide any further details.

"A number of networks have sponsored their own public education campaigns or worked to try to be a part of the fight against drugs, and we commend those... media groups for doing that type of thing," said White House press secretary Michael McCurry. "But it is important to have resources available. We think it does make a difference, [and] that's why it was included in the President's budget."

Asked if the administration wants broadcasters to run more ads than what the government is paying for, McCurry said it would be "desirable. I don't know that we've made...any formal requests for that, but we know the more frequently you can reach young people with a message, the more likely it is to

have a desired impact. And anything they can do would be appreciated."

The National Association of Broadcasters said broadcasters already donate "more than \$1 billion a year toward the prevention of substance abuse in the form of free airtime, production costs and local station community outreach programs."

Chuck Sherman, NAB senior vice president, television,

said broadcasters historically have served their communities by airing public service announcements and that there has been no recent "diminution or slacking off" of those announcements. Over the past two years, stations have especially made their mark through the "Stations Target Alcohol Abuse Reduction," or STAR public service announcement program, he said.

One new anti-drug initiative will be launched by ABC next month. Its March Against Drugs public service campaign will encourage parents to talk to their children about drugs. Part of the campaign will include special PSAs featuring ABC News, Daytime and Entertainment division personalities that will air every hour for the entire month. ■



New group working for digital auctions

Led by BET's Bob Johnson, Coalition on Diversity of Ownership is recruiting members

By Chris McConnell
WASHINGTON

Jesse Jackson and David Dinkins are among those joining BET Holdings chief Robert Johnson's push to auction digital TV spectrum.

Johnson last week said he has formed a coalition to promote auctions and diversity of ownership in the digital TV age. The group, the Coalition on Diversity of Ownership, has 37 members, including Jackson, Dinkins and Johnson.

"The general public should receive value for this spectrum in the form of spectrum fees and auction revenue," said Johnson, who has advocated the auctions as a means of promoting minority ownership in broadcasting.

"Digital TV licenses should not be given away to a handful of powerful media entities without a vigorous public debate on the value of this spectrum."

Johnson has been pushing for an auction of the digital TV channels since last September, when he wrote lawmakers and the FCC to urge for auctions. Last fall he retained a Washington lobbying firm to promote the idea on Capitol Hill and sent a petition to more than 100 national black organizations.

Those joining the coalition include



BET's Johnson says the public should benefit from the new digital spectrum.

representatives of the National Urban League, the National Association of Urban Bankers and the Urban Family Institute. Lawmakers who have signed on include representatives Earl Hilliard (D-Ala.), Charles Rangel (D-N.Y.) and Melvin Watt (D-N.C.).

Broadcasters have strongly opposed efforts to auction their digital TV channels. "Is this the same Bob Johnson who can't say no to hard-

liquor advertising, but can't say yes to carrying the new TV parental guidelines?" one industry source asked. ■

Chong vows to stay put

With broadcaster backing, commissioner will make bid for reappointment despite McCain's suggestion it is time to go

By Chris McConnell
WASHINGTON

Senate Commerce Committee Chairman John McCain says it may be time for FCC Commissioner Rachelle Chong to move on. But Chong isn't budging yet.

McCain (R-Ariz.) earlier last week said "serious consideration" should be given to replacing Chong, whose term expires in June. Chong fired back with a statement saying she plans to stick around and make a bid for reappointment anyway.

"I have had some preliminary conversations about my reappointment with many key players, and I am very encouraged by their comments," she said.

Adding encouraging words were broadcasters, who are looking for an ally against the public interest policies of FCC Chairman Reed Hundt. Chong repeatedly has sided with Commissioner James Quello against Hundt on public interest issues.

Chong, for instance, opposed Hundt's successful push for a quantified children's TV rule and more recently has opposed his effort to launch an FCC inquiry into broadcast liquor advertising. Several sources speculated that the industry already has been pushing for a renomination of Chong.

"Her refreshing independence—coupled with a steadfast belief in the public interest—have been the hallmarks of her tenure," National Association of Broadcasters President Eddie



Commissioner Chong is vying with Michael Powell, who has the backing of Senator John McCain.

Fritts said in a statement. "We support Commissioner Chong's renomination."

"I think she's got a good shot," Fritts added.

The cellular industry would also like to see Chong return. "She would be an excellent choice for reappointment," said Cellular Telecommunications Industry Association President Tom Wheeler.

Chong's statement of her efforts to seek renomination prompted suspicion among Washington lobbyists that she may have some support from Senate Majority Leader Trent Lott (R-Miss.). Sources say Lott already has passed up McCain's choice for the job: Justice Department Antitrust Division Chief of Staff Michael Powell.

McCain had backed Powell for the seat previously occupied by former FCC commissioner Andrew Barrett. But sources say Lott already has proposed House Commerce Committee Chief Economist Harold Furchtgott-Roth to the Clinton administration as a

Republican nominee.

McCain still hopes to put Powell on the commission as part of a package of nominations that likely will include Furchtgott-Roth and FCC General Counsel William Kennard. Kennard has long been the leading contender for the Democratic seat that Quello will relinquish in June.

Last week, McCain pushed for opening a second Republican vacancy. Of Chong he said, "People are appointed to a commission and sometimes it's time for them to move on."

The strong words lead many in Washington to count Chong out of the FCC sweepstakes. Several sources speculated that

some of her votes on spectrum auction issues may have antagonized McCain, an ardent auction proponent. In 1995, for instance, Chong voted with Quello and Barrett to process 100 pending wireless cable license applications through lotteries rather than through auctions.

Others also cited McCain's continued support for Powell, son of retired general Colin Powell.

Chong countered with a defense of her FCC tenure. "I am proud of my record at the commission, and I stand by it," she said in her statement. Chong added that she would like to stay on at the FCC to continue work on implementing the 1996 Telecommunications Act.

The exchange left all eyes on Lott. Lott has not spoken out on Chong but has raised questions about Powell's Republican stripes. Some speculated that the Chong/Powell rivalry reflects a growing turf battle between the majority leader and the Commerce Committee chairman.

The commission contenders

Michael Powell (R)

Age 33; chief of staff, Justice Department Antitrust Division—1985-88, officer, U.S. Army; 1988-90, policy adviser, Secretary of Defense; 1993-94, law clerk, Harry Edwards, chief judge of U.S. Court of Appeals in Washington; 1994-96, attorney, O'Melveny & Myers; J.D., Georgetown University, 1993.

Harold Furchtgott-Roth (R)

Age 40; chief economist, House Commerce Committee—1976-82, research assistant and intern for various federal agencies; 1983-84, research fellow, Brookings Institution; 1984-86, research staff, Center for Naval Analyses; 1988-

95, senior economist, Economists Incorporated; S.B., economics, Massachusetts Institute of Technology, 1978; Ph.D., economics, Stanford University, 1986. Publications: Cable TV: Regulation or Competition (coauthored with Robert Crandall), International Trade in Computer Software and Economics of a Disaster.

William Kennard (D)

Age 40; general counsel, FCC—1981-82, fellow, National Association of Broadcasters; 1982-83, attorney, Verner Liipfert, Bernhard, McPherson and Hand; 1983-84, First Amendment counsel, NAB; 1984-93, partner, Verner Liipfert. B.A., Stanford University, 1978; J.D., Yale Law School, 1981.

Administration revises plan for digital transition

Analog spectrum auction still planned for 2002

By Heather Fleming
WASHINGTON

Broadcasters will get an additional year in which to switch to digital under a revised Clinton administration digital TV transition plan.

National Telecommunications and Information Administration (NTIA) head Larry Irving testified before the House Telecommunications Subcommittee last week that broadcasters would have until 2006—not 2005 as earlier proposed—to hand back the spectrum used for analog TV. But the analog spectrum would still be auctioned in 2002, as in the original plan, to raise an estimated \$14.8 billion.

"We're giving broadcasters the same period of time to develop the digital market," explained Greg Simon, Vice President Gore's chief domestic policy adviser. The change in give-back dates is due to the delay in issuing the digital licenses, as demanded by then-Senate Majority Leader Bob Dole (R-Kan.), he said. But Simon told reporters as late as Feb. 5 that the give-back was still planned for 2005.

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) and other members of the subcommittee



NBC President Robert Wright (second from left), NTIA head Larry Irving (second from right), and FCC Chairman Reed Hundt (right) told Congressman Billy Tauzin's (left) House Telecommunications Subcommittee they advocate a speedy transition to digital TV.

are still skeptical of the administration's digital TV transition plan and its spectrum auction budget estimates.

The 1993 Budget Act, which first gave the FCC authority to auction spectrum, includes "specific direction to the FCC to not let all its spectrum decisions be guided by potential auction revenues," said Tauzin.

Commerce Committee Chairman Thomas Bliley (R-Va.) said, "The budget process...is wholly unsuited to make the deliberate and rational decisions that must be made in order to promote sound spectrum policy."

After giving the subcommittee the first-ever live Capitol Hill HDTV demonstration, NBC President Robert Wright stressed the importance of moving ahead "aggressively" to digital.

Commenting on Gore's new proposal to reexamine public interest responsi-

bilities of broadcasters through a special advisory commission, Wright predicted that broadcasters would not "shy away" from discussing additional responsibilities, but he cautioned that "it is a question of quantification. If it becomes excessive and overly regulatory, I think we all may be concerned."

FCC Chairman Reed Hundt said small-market broadcasters would "greatly benefit" from the "aggressive" move to digital by the networks and owned-and-operated stations by letting them take the first risks and purchase the first equipment. Irving said the administration was "more than happy to talk about lengthening

the [digital TV] transition time" for small market and rural TV stations.

On the other side of the Capitol, Senate Commerce Committee Chairman John McCain (R-Ariz.) views budget considerations and the digital TV spectrum differently. McCain maintains that broadcasters should have to pay for their use of the public airwaves. However, he knows the political realities.

"I'm willing to negotiate all aspects of the issue," he said.

But McCain opposes a provision in the President's budget that would force broadcasters to make up the difference if an auction of the analog spectrum does not earn the targeted \$14.8 billion.

"Either auction it, or let it go," said McCain, who believes broadcasters should be given public interest responsibilities or pay for the use of spectrum—but not both. ■

John McCain: the agenda

The six-week-old TV ratings system will be at the top of the communications policy priority list for Senate Commerce Committee Chairman John McCain (R-Ariz.).

McCain will hold a hearing on the new system Feb. 27. Although the chairman says he is reserving final judgment on the age-based system, he is concerned that the TV ratings implementation group did not consult all interested parties.

Also on his agenda is a hearing March 12 on universal service and access charge reform. In late March or early April, McCain plans a hearing on cable rate increases since passage of the Telecommunications Act. The hearing will address the lack of competition in cable, progress of the DBS industry, and why telephone

companies are getting out of wireless cable.

McCain also touched on a number of other issues:

Broadcast mergers—"They are a natural outcome of the way the industry is growing and changing." He is still "mildly concerned," but the Justice Department will oversee these deals to make sure they conform to antitrust laws.

Duopoly—"It never bothered me in large markets," but the impact in smaller markets should be considered.

The Telecommunications Act—Supporters "shouldn't have hyped it the way they did." Rates are not falling and deregulation is not occurring as supporters argued would happen.

—HF

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Broadcasters ask FCC for more purchasing power

Some fear reduction in competition, diversity

By Chris McConnell

WASHINGTON

Broadcasters are urging regulators to throw out or scale back a series of TV and radio ownership restrictions.

In comments filed this month with the FCC, several groups asked regulators to ease or eliminate the duopoly rule, the one-to-a-market rule and newspaper/radio crossownership restrictions. The industry also supported proposals that would allow companies to increase their investments in stations without counting them as "owned" properties.

"In the more than 30 years since the FCC last examined the television duopoly rule, the video market 'has undergone a breathtaking transformation,'" the National Association of Broadcasters (NAB) told the commission. "In light of those changes, NAB

urges the commission to deregulate ownership of broadcasting stations broadly."

The comments follow last month's NAB joint board of directors meeting, at which a divided board voted to back the deregulation.

Several broadcast groups joined NAB in pushing for a relaxed duopoly rule that would allow UHF-UHF and UHF-VHF combinations within a market.

Sullivan Broadcasting, for instance, cited increased competition from DBS and wireless cable in pushing for a relaxed duopoly rule. Sinclair Broadcast Group said the FCC should allow one company to own up to 50% of the stations in a market, provided only one of the stations is a VHF.

But not all broadcasters agreed with the industry's push for deregulation. Post-Newsweek Stations said that allowing the local TV combinations without any required public interest showing

"could greatly hinder competition and diversity in local markets." Post-Newsweek President William Ryan earlier had said the NAB board's vote did not reflect most industry opinion.

Also opposing "comprehensive" relaxation of the rule was Press Broadcasting, which suggested that the commission allow waivers of the duopoly rule in cases where both of the stations are UHF.

Media Access Project and a group of nine organizations added that the FCC should suspend its policy for waiving the duopoly rule rather than relax it further.

"The commission should resist urgings of the broadcasting industry to equate a mere multiplicity of program channels with diversity, since there is no diversity of viewpoint where a large number of offerings are under common economic or editorial control," the groups said.

The groups also supported an FCC proposal to treat TV local marketing agreements (LMAs) as "owned" stations and to subject LMAs to the ownership restrictions. LMAs that existed before Nov. 5 would be subject to the ownership rules once they expired. Media Access Project said the FCC should go further and ban the LMAs altogether.

Broadcasters countered that the com-

PROPOSALS

Allow UHF-UHF or UHF-VHF combinations in local markets:

PRO—National Association of Broadcasters (NAB), Association of Local Television Stations (ALTV), Sullivan Broadcasting Co., Granite Broadcasting Corp., SJL Communications, Telemundo Group, Sinclair Broadcast Group, NBC

CON—Media Access Project (MAP) et al.,* Press Broadcasting, Post-Newsweek Stations

Allow common ownership of TV stations in different Designated Market Areas (DMAs), provided Grade A signal contours do not overlap

PRO—Post-Newsweek Stations

CON—MAP et al.

Relax or repeal one-to-a-market rule

PRO—NAB, CBS, Pappas Stations Partnership, Jacor Communications, Jet Broadcasting, Sinclair Broadcast Group

CON—Black Citizens for a Fair Media**

Relax newspaper/radio crossownership restrictions

PRO—ABC, NAB, Newspaper Association of America, National Newspaper Association, Pulitzer Publishing Co., Cox Enterprises, Media General Inc., Journal Broadcast Group, Gannett Co.,

Knight-Ridder Inc., The Scranton Times, Donrey Media Group, Lexington Herald-Leader

CON—Tennessee Association of Broadcasters, Black Citizens for a Fair Media

Subject Local Marketing Agreements (LMAs) to ownership rules once existing agreements expire

PRO—MAP et al., Post-Newsweek Stations, Jet Broadcasting

CON—NAB, ALTV, Sullivan Broadcasting, Pappas Stations Partnership, SJL Communications, Sinclair Broadcast Group, Knight-Ridder Inc., LIN Television

Increase voting stock benchmarks for ownership attribution

PRO—NAB, CBS, Knight-Ridder, TCI

CON—MAP et al.

Establish new "equity or debt plus" attribution rule

PRO—MAP et al.

CON—Pappas Stations Partnership, CBS, Fox Broadcasting, TCI

Attribute satellite stations outside the parent station's market toward national audience reach

PRO—NAB, MAP et al.

*Commenters include Black Citizens for a Fair Media, Center for Media Education, Minority Media and Telecommunications Council, National Association for Better Broadcasting, Office of Communication of the United Church of Christ, Philadelphia Lesbian and Gay Task Force, Telecommunications Research and Action Center, Washington Area Citizens Coalition Interested in Viewers' Constitutional Rights and Women's Institute for Freedom of the Press

**Commenters include Center for Media Education, Chinese for Affirmative Action, Communications Task Force, Hispanic National Bar Association, League of United Latin American Citizens, Minority Media Telecommunications Council, National Association for Better Broadcasting, Now Legal Defense and Education Fund, Office of Communication of United Church of Christ, Philadelphia Lesbian and Gay Task Force, Telecommunications Research and Action Center, Washington Area Citizens Coalition Interested in Viewers' Constitutional Rights, Wider Opportunities for Women, Women's Institute for Freedom of the Press

mission should at least let the existing LMAs continue. Sinclair insisted that the FCC lacks authority to subject the existing deals to local ownership rules.

"The benefits of LMAs are well established and hardly will vanish at the expiration of the current term of a contract," said the Local Station Ownership Coalition, a collection of broadcast groups.

Others targeted an FCC proposal

that would subject nonvoting stock interests to the ownership caps. The commission's "equity or debt plus" proposal would subject the investments to the ownership rules in cases where a company owns a broadcast license, newspaper or cable system and also holds more than a 33% stake in another station within the same market. The rule also would apply to program suppliers owning more than 33% of a sta-

tion to which they supply programming.

Tele-Communications Inc. opposed it, calling the proposal "imprecise and overinclusive."

"Investment in a local outlet by a program supplier produces beneficial results that extend far beyond the particular station involved," added Fox Broadcasting, which opposed applying the new attribution rule to program suppliers. ■

Auction opponents find comfort in appeals court dissent

But no rehearing in DBS—public interest requirement case

By Chris McConnell

WASHINGTON

Opponents of FCC Chairman Reed Hundt's public interest policies this month got some encouraging words from the U.S. Court of Appeals in Washington.

Half of the 10-judge court issued a dissenting opinion that questioned last summer's decision to uphold a requirement that DBS operators devote 4%-7% of their channel capacity to educational or informational programming. While they issued no opinion on whether the requirement itself should be allowed, the five judges said the rule cannot be justified on the basis of spectrum scarcity.

"DBS is not subject to anything remotely approaching the 'scarcity' that the court found in conventional broadcast in 1969 and used to justify a peculiarly relaxed First Amendment regime for such broadcast," said Judge Stephen Williams, who wrote the dissent. Joining him were Chief Judge Harry Edwards and judges Lawrence Silberman, Douglas Ginsburg and David Sentelle.

The dissent follows a three-judge panel's decision last August to uphold the provision of the 1992 Cable Act. Time Warner had challenged the provision along with a slew of additional rules concerning rate regulation—as well as set-aside channels for lease and public, educational and government programming.

After the judges upheld the provisions, Time Warner asked the full 10-judge court to review the decision. The

company came up one vote shy of the six required to win the en banc review. But the five judges voting for a rehearing focused their concern on the DBS provisions.

"DBS is more than an order of magnitude less scarce than traditional broadcasting," Williams said in the nine-page dissent. He pointed to the channel capacity of DBS systems in maintaining that the spectrum scarcity logic should not apply to the satellite services.

Time Warner now will be taking the dissenting words to Supreme Court justices. Robert Joffe, an attorney for Time Warner, said the company will ask the Supreme Court to review the DBS provisions along with the other provisions it challenged in the appeals court.

Joffe hopes the dissent will help draw the attention of Supreme Court justices.

"Sometime a dissenting opinion can have an important persuasive effect," Washington communications lawyer Robert Corn-Revere said.

Others voiced hopes that any persuasive effects might eventually extend beyond the DBS services. Hundt, for instance, has suggested that TV stations devote 5% of their digital TV spectrum to public interest programming.

"There certainly is a parallel of sorts," one broadcast lawyer said of the dissenting opinion. "I think it sends a strong message," added another.

Several lawyers agreed, however, that the dissent has no immediate impact on the FCC's ongoing effort to implement the DBS public interest obligations or on the digital TV rulemakings.

And one FCC official said that the dissenting judges, while criticizing the spectrum scarcity rationale, suggested alternative arguments that could be used to justify the public interest requirements.

"Perhaps...the DBS regulation could be saved as a condition legitimately attached to a government grant," Williams said. He cited earlier court decisions upholding the idea of attaching conditions to government grants.

"I think it's useful," the FCC official said about the discussion.

Hundt has suggested similar logic in defending the FCC's spectrum policies, comparing the airwaves to public parks in which playgrounds and concert shells are constructed.

But although he discussed such arguments in his dissent, Williams also questioned their validity. He said unallocated spectrum is government property "only in the special sense that it simply has not been allocated to any real 'owner' in any way."

Williams also voiced concerns with the government's property interest in spectrum. "We would see rather serious First Amendment problems if the government used its power of eminent domain to become the only lawful supplier of newsprint and sold the newsprint only to licensed persons, issuing the licenses only to persons that promised to use the newsprint for papers satisfying government-defined rules of content," Williams said.

"I can see no principled basis for upholding the requirements imposed on DBS operators without resolving these questions," he added. ■

Ratings attacked as 'hopelessly vague'

Media watchdog group finds inconsistency across categories

By Heather Fleming

WASHINGTON

The six-week-old TV ratings system got a rating of its own last week: an "F."

After reviewing 150 hours of rated prime time TV shows on ABC, CBS, NBC, Fox, WB and UPN, the Parents Television Council (PTC)—the entertainment-monitoring arm of the conservative media watchdog group Media Research Center—found the age-based ratings "hopelessly vague," "inconsistent" and "contradictory." PTC is joined by public interest, parental and child advocacy groups and a handful of lawmakers in pushing for a content-based ratings system.

Three-fifths of prime time programming received the TV-PG rating, yet within that category the programming ranged from "the mildest of violence or language" to shows with "far more sexual

innuendo, vulgarities, obscenities and explicit violence." In addition, such perceived verbal vulgarities as "ass," "bastard" and "son of a bitch" appeared almost as often in PG shows as in shows rated TV-14, the study found.

Nothing on prime time TV, the group noted, carried the TV-M rating reserved for programming "specifically designed to be viewed by adults." The film "Schindler's List," which will air on NBC later this month, will be the first program to carry the adult-only rating.

Industry groups had no direct response to the PTC's report, but National Association of Broadcasters spokesman Walt Wurfel said the month-old ratings should be given a chance.

Representative Edward Markey (D-Mass.), father of the V-chip legislation that prompted the ratings, said the report "will ring true with every parent in America.... The industry system doesn't give parents the information

they need to make appropriate decisions for their own kids, and it won't give them the choices they need to block programming with the V-chip."

The Senate Commerce Committee will hold a hearing Feb. 27 on the TV ratings system. Committee chairman John McCain (R-Ariz.) told reporters he was reserving judgment on the ratings system but that he had heard from parents and children's advocacy groups complaining about it, leading him to believe that the TV industry did not properly consult with all interested parties.

"I am confident that when we appear before the Senate Commerce Committee later this month, not only the members of the committee but also the public at large will see that what we are doing is right," responded Jack Valenti, president of the Motion Picture Association of America and leader of the TV ratings implementation group and ratings oversight board. ■

Silent stations' licenses revoked

The FCC last week informed 33 silent radio stations that their licenses have been revoked. The commission earlier said that stations off the air before Feb. 8, 1996, would have until Feb. 9, 1997, to resume operations to avoid losing their license. During past months the FCC also has revoked the licenses of another 23 silent radio stations through the commission's hearing process.

Hubbell scoped by Starr

Independent counsel Kenneth Starr is investigating Time Warner's 1994 hiring of former associate attorney general Webster Hubbell as part of a broader investigation into Hubbell's work for an Indonesian conglomerate, the Lippo Group. *Time* magazine reported. The Lippo Group's contributions to the Democratic National Committee in the 1995-96 election cycle are under scrutiny in the controversy over foreign contributions to campaigns. After leaving the Justice Department in 1994, Hubbell was hired by Time Warner as a consultant on antitrust issues and was paid approximately \$5,000 for his services, a Time Warner spokesperson said. Shortly thereafter, his relationship with Time Warner ended in light of Hubbell's "change of legal circumstances." He pleaded guilty to charges of mail fraud and tax evasion in late 1994 and served a 17-month jail sentence.

Cohen promoted

Jonathan Cohen is the FCC Wireless Telecommunication Bureau's new associate bureau chief. Cohen previously

was assistant bureau chief for law in the Mass Media Bureau. In his new job, he will advise the bureau chief on spectrum policy and auction issues.

Trade balance

Senate Commerce Committee ranking member Ernest Hollings (D-S.C.) plans to offer a controversial amendment to Charlene Barshefsky's nomination to become U.S. trade representative. The measure would require any trade agreement that changes U.S. law to be ratified by Congress. The amendment specifically targets a trade agreement on telecommunications being negotiated last week by the World Trade

Organization. The agreement may include a provision to allow foreign ownership of common carrier facilities. Current U.S. law caps foreign ownership of common carrier and broadcast facilities at 25%. Senate Minority Leader Thomas Daschle (D-S.D.) said last week that Hollings's amendment did not have the votes to pass. Representative Edward Markey (D-Mass.) also sent a letter to President Clinton warning that foreign ownership of common carrier licenses may lead to foreign ownership of broadcast licenses. "The logical conclusion of USTR's interpretation is that foreign ownership of U.S. television and radio licenses today hinges solely on the FCC's willingness to block such ownership on public interest grounds," Markey wrote.



Washington Watch

Edited by Chris McConnell
and Heather Fleming

Networks take dramatic turn

Cops and sci-fi offerings dominate drama development

By Lynette Rice

Crime and science fiction have captivated the networks in preparation for next season's drama lineup.

Dramas with female leads, such as the David E. Kelley pilot about a single female lawyer or the Warner Bros. offering that depicts four New York women, also highlight the drama-pilot ordering season now nearing completion.

Hospital tales are taking a back seat to several movie spin-offs, like Universal TV's "Timecop," which picks up where the Jean-Claude Van Damme film left off, and a Trilogy/MGM series based on the classic western "The Magnificent Seven."

Here's a partial list of dramas earmarked for next season, provided by agency sources (pilot orders for comedies are expected to be completed within the next month). The networks traditionally do not comment on orders. Unless otherwise noted, all of the following are pilot orders only. UPN reportedly has no dramas in development.



C-16 (Brillstein-Grey) focuses on a new division of the Los Angeles office of the FBI.

Cracker (Kirschner-Locke and Granada TV) is based on the BBC series about a forensic psychologist.

Dogs (Disney and Kerner-Avnet) is about a softball team.

Hungry for Survival (Warner Bros. TV) is a science fiction drama about a new species of human.

Nothing Sacred (20th Century Fox) is about a priest struggling with his faith.

The DoYLES (Warner Bros.) focuses on a blue-collar family with four daughters.

The Player (New Line TV) is a spin-off off the theatrical of the same name.

Timecop (Universal TV, 13-episode order) is based on the Jean-Claude Van Damme feature.

Total Security (Steven Bochco, 13-episode order) is about a Chicago security firm.

UCLA Medical (working title) from Touchstone TV.



Della Ventura (Rysher) deals with a former New York City undercover cop who works as a private investigator.

Forever Yours is co-written and co-executive produced by Paul Faggis (*EZ Streets*) and Steve Nathan and deals with a lost soul who encounters a

beautiful ghost who changes his life.

A two-hour pilot from MGM and Trilogy that's based on the western "The Magnificent Seven."

The Travel Agency (Warner Bros.) is about a firm that allows people to look into their past and future.

Rag & Bone (Columbia TriStar) is a crime drama set in New Orleans and based on an idea by author Anne Rice.

Southern Cross (Rysher) is about a Southern cop.

112 (Paramount) focuses on firefighters.

Listen to This (Warner Bros.) is the story of four women in New York.

A drama starring David Caruso

'Murphy' renewed with new boss

The executive producer will change but the show star will remain the same as CBS's *Murphy Brown* returns for a 10th season next fall.

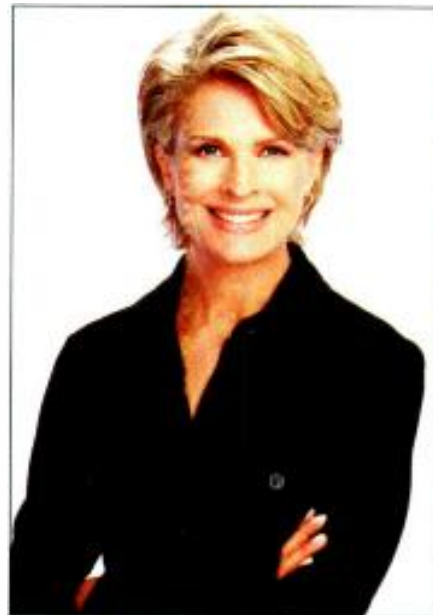
Marc Flanagan, a consulting producer on CBS's *Ink* and NBC's *Suddenly Susan*, will take over the Warner Bros. show as executive producer while *Murphy Brown* creator Diane English will return as an executive consultant. English will keep her other job, however, running the freshman comedy *Ink*.

"*Murphy Brown* is much more than just a successful series to CBS; it is our crown jewel," says Leslie Moonves, entertainment president. "It represents the quality we want in our programming and the audience profile our advertisers desire, and it is an important part of the network's identity."

In its ninth season, *Murphy Brown* is averaging a 10.9 Nielsen rating/16 and consistently wins its 9-9:30 p.m. Monday time period among women 18-49. It regularly ranks first or second in households and adults 18-49 on Monday behind *Monday Night Football*.

This year, *Murphy Brown* became the eighth prime time series in history to reach the 200-episode milestone. Star Candice Bergen has won five Emmys for best actress in a comedy series.

—LR



that's based on Rudolph Giuliani's prosecuting career in New York, from New Regency and Columbia TriStar.

A series commitment to *Brooklyn South*, another Steven Bochco cop drama, with Bill Finkelstein and David Milch co-executive producing.



The Door, created by Damon Wayans, is an edgy drama centered on a real-life community center in New York City.

Automatic Avenue, from David J. Burke, gives a behind-the-scenes look at a TV action series.

The Notorious, from Glen Morgan and James Wong, about a young man who avenges his father's death.

A 13-episode order for *The Visitor*, a sci-fi drama from the "Independence Day" creative team.

A 13-episode order for an ensemble drama from David E. Kelley that focuses on a single female lawyer.

Roar (13-episode order) is a medieval action drama from Shaun Cassidy and Ron Koslow.



Angel (Universal TV) is an action hour from writer Rob Cohen.

Players, (Universal TV) is a drama from Dick Wolf that stars Ice-T.

Sleepwalker (Columbia TriStar TV) is about special folks who go into dreams to solve problems.

The People (Paramount) is an ensemble drama from Western Sandbox Productions about prosecutors.

The Underworld (Warner Bros.) is a drama written by Chris McQuarrie ("The Usual Suspects") and starring Kevin Pollack that focuses on an ex-Mobster trying to find a new life outside of crime and the judicial system.



Baker Shift (Twentieth Century Fox).

Three (Paramount/MTV) is an ensemble drama.

Almost Gone (Warner Bros.) is about a young doctor who has a near-death experience and uses it to his advantage.

Dawson's Creek (Sony). ■

NBC heads toward sweeps win

CBS in second place, ABC in third; Fox only network to show growth in all key demos

By Lynette Rice

In the first 13 days of the February sweeps, through Feb. 11, NBC appeared on its way to another sweeps victory, albeit a modest one. For that period, the network averaged a 10.9 Nielsen rating/18 share in total households and led in adults 18-49, with a 7.2/19.

The sweeps, which end Feb. 26, are used by local stations four times a year to set advertising rates.

But week 21 of the TV season dealt some blows to the networks' sweeps performance, with some veteran shows generating disappointing audiences. ABC's *Grace Under Fire* (8.5/14), NBC's *Dark Skies* (4.6/8) and CBS's *Early Edition* (7.9/14) were among those that delivered lackluster results Feb. 3-9.

With a powerhouse performance on Feb. 6 (20.3/32) under its belt, NBC was expected to pick up the pace by Feb. 16-17, when its much-anticipated *Asteroid* was set to hit homes. And, of course, there is no denying the impact that "Schindler's List" will have later this month.

The race for second, however, will remain competitive in adults 18-49, as Fox proves its underdog status with a



February sweeps stars include NBC's 'Asteroid' and CBS's 'Touched by an Angel.'



6.2/16 sweeps-to-date through Feb. 11. Already the leader in its home-base demo of adults 18-34 (7.1/20), Fox is the only network of the Big Four to show growth in all key demos. ABC remains third in adults 18-49, with a 5.4/14, while CBS trails in fourth, with a 4.4/11.

Feb. 2 was beneficial to Fox, when the network enjoyed its highest ratings ever for a Sunday, excluding sports, in total households and adults 18-49. From 7 p.m. to 10 p.m., Fox earned an 11.8/18 HH and a 10.0/23 in the key demo. Through Feb. 11, Fox remained in fourth in total households, with an 8.2/13.

In the race for second in total households, CBS is tasting some success; the

network held the rank through Feb. 11 with a 10.2/17. The network's performance on Feb. 9 played a significant role in its season-to-date performance as *60 Minutes*, *Touched by an Angel* and the original movie *Old Man* helped CBS earn an impressive 14.5/23.

ABC trailed in third in total households, with a 9.2/15, although things were beginning to look up Feb. 8, when the Tom Cruise theatrical "The Firm" earned a respectable 9.5/17.

The performances of UPN and The WB through Feb. 9—the latest national ratings available by press time—were 3.5 and 2.5, respectively. In its competitive demo of teens, The WB led with a 3.0, followed by UPN's 2.7. ■

Cable

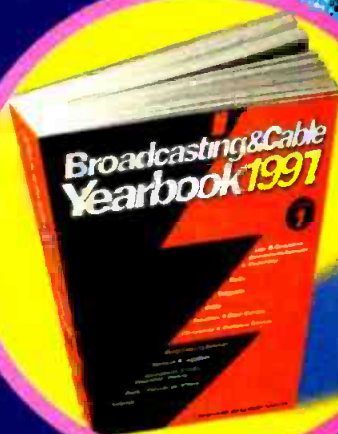
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Kelly: Hungry and hustling

Syndicator gives green light to its lineup

By Cynthia Littleton

Amid the dizzying pace of media mega media-mergers over the last three years, the programming arm of Kelly Broadcasting has quietly built a business out of dayparts mostly ignored by major syndicators.

As Kelly News & Entertainment begins its fourth year in business, the company already has an impressive track record given the recent upheaval in the broadcasting industry. Thanks to a warm reception from broadcast buyers, KN&E last week gave a green light to its slate of programming offered for fall 1997 at last month's NATPE convention.

Since 1995, KN&E has launched two profitable weekend series, the issues-oriented reality show *Save Our Streets* and *Rebecca's Garden*, a how-to half-hour. Two more weekend half-hours, *Peer Pressure* and *Click!*, are on the way this fall, both of them FCC-friendly, live-action teen game shows.

Led by syndication sales veteran Alan Winters, KN&E has created its own opportunities in the marketplace with distinctive shows. WABC-TV New York wasn't looking for a gardening show last year, but program director Art Moore was quickly sold on the potential of *Rebecca's Garden* as a weekend transitional vehicle.

"This is a program-driven business and programming is the strength of any distributor—big or small," said Moore.

Looking ahead to 1998, KN&E is searching for the right project for its first stab at the more competitive Monday-Friday strip business. Moreover,

the company is looking to grow through acquisitions financed by its deep-pocketed parent company.

The family-run Kelly Broadcasting owns KCRA-TV Sacramento, one of the highest-rated NBC affiliates in the country, and KCPQ(TV) Seattle. The Kelly family, founders of Sacramento's River City Bank, also has a range of interests in real estate and banking.

Without naming names, Kelly is evaluating opportunities to purchase small-to-medium-size companies in the areas of licensing and merchandising and publishing, said Winters, president of KN&E.

Still, incremental growth remains the underlying philosophy of KN&E's long-term business plan. The company has 10 full-time staffers, with national barter sales handled by Rysher Entertainment.

In a short time, KN&E has established a reputation as a provider of high-quality, family-friendly programming. *Save Our Streets*, hosted by actor Tim Reid, earned a taped appearance by President Clinton last year for an episode about efforts to combat gang violence in Little Rock.

That reputation has helped KN&E attract prominent business partners, such as Hearst Broadcasting Productions (*Rebecca's Garden*) and Merv Griffin Entertainment (*Click!*). LIN Television is also an investor in KN&E's upcoming teen block.

Ernest Chambers, senior vice president of Merv Griffin Entertainment, says history helped guide the decision to pick KN&E as the distribution partner for the first teen game show developed



'Rebecca's Garden' is a hit for Kelly.

by Griffin, creator of *Wheel of Fortune*.

"Merv once got involved with a very small company called King World when they were nowhere, and it turned out to be very advantageous for both," said Chambers. "There's good people at KN&E—they're full of drive and ambition. They're hungry enough to hustle for us." ■

Geffen buys into HSN

DreamWorks co-founder takes 2%-3% stake

By Cynthia Littleton

David Geffen has purchased a small stake in Barry Diller's future.

Geffen has purchased 415,945 shares of Class B shares of HSN Inc. from an investment group that includes Roy Speer, founder and former chairman of the Home Shopping Network.

Financial terms of the transaction were not disclosed. With HSN shares trading last week at roughly \$20 a share, the purchase was valued on the open Nasdaq market at about \$8.3 million. Geffen, the music and movie mogul who co-founded DreamWorks SKG, controls 2% to 3% of the voting power in HSN and owns about 1% of the equity.

A representative for Geffen declined to comment on the deal, saying the purchase was "for investment purposes only." The move prompted renewed speculation about a possible alliance

'Arsenio' gets new top producer

Arsenio, ABC's much-anticipated midseason comedy starring Arsenio Hall, has a new executive producer in Timothy J. O'Donnell, a veteran TV producer of *Dave's World*, *Clueless* and *The Mommies*.

O'Donnell replaces David Rosenthal, who reportedly quit after an explosive-ridden exchange with Hall last month. Rosenthal remains on the payroll of DreamWorks TV, which produces the comedy set to debut March 5.

Three episodes of the sitcom, in which Hall plays a sportscaster, have already been completed, with O'Donnell on board to complete the remaining 10 ordered by ABC. Taping resumes this week after a scheduled two-week hiatus. DreamWorks would not comment.

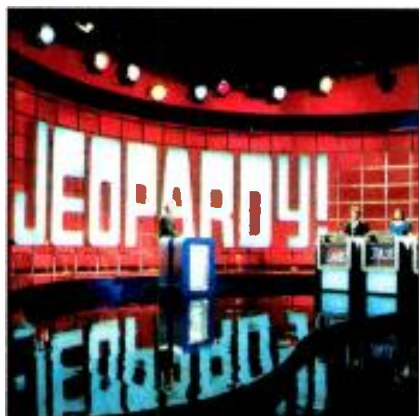
Anticipation is high for the comedy, which also stars Vivica A. Fox ("Independence Day"). *Arsenio* will debut in the 9:30 p.m. time slot now held by *Ellen*, which will get a temporary home at 8:30 p.m. Tuesday in place of *Life's Work*. In May, *Ellen* returns to its old slot behind *The Drew Carey Show*. —LR

between DreamWorks and HSN's group of 11 major-market UHF TV stations.

HSN plans to replace the Home Shopping Network programming on some of those stations with locally oriented fare during the next two years. HSN, led by Diller, is the by-product of last year's three-way merger of TCI/Liberty Media's Home Shopping Network, the station group Silver King Communications and Savoy Pictures Entertainment.

With the purchase by Geffen, Speer and his investment group no longer own shares in HSN. The investment group, which includes RMS LP and Crystal Diamond Inc., earlier this month filed with the Securities and Exchange Commission to sell 763,059 shares in HSN.

In related developments, HSN has given corporate titles to several Home Shopping Network executives. James G. Gallagher was named vice president and general counsel and secretary; Jeb B. Trosper was named vice president, CFO and treasurer; Mary Ellen Pollin was named vice president of human resources; Brian J. Feldman was named comptroller, and H. Steven Holtzman and Elizabeth A. Waters will share assistant secretary duties. All hold similar posts at the Home Shopping Network. ■



KW's clearance game

King World Productions is rolling along with multiyear renewals for *Jeopardy!* and *Wheel of Fortune*, closing long-term deals with 12 more stations since renewals with the ABC O&Os were clinched at last month's NATPE convention. Stations re-upping with *Wheel* and *Jeopardy!* through 2001-2002 include KTVK(TV) Phoenix, WPXI(TV) Pittsburgh and WBNS-TV Columbus, Ohio. To date, King World's top-rated game shows have been renewed through 2002 in 40% of the country.

Cinar and 'Reader's Digest' join forces

Will team to produce animated kids programming

By Cynthia Littleton

Readers Digest is lending its seal of approval to a new series of animated children's programs produced as a joint venture of the pub-

lishing giant and Cinar, a Montreal-based production distribution company.

The first project on tap for the partners is *The Country Mouse and the City Mouse Adventures*, a 26-episode series

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based on the turn-of-the-century fable about two mice who circle the globe in search of adventure. Cinar is shopping the project, expected to debut this fall, to domestic distributors.

Reader's Digest plans to use its direct-marketing muscle to handle home video and merchandising rights to the series in English-speaking territo-

ries. The magazine is hoping to "reach new and younger consumers through television," says George Scimone, president, *Reader's Digest U.S.A.*

The agreement with Cinar marks *Reader's Digest's* second major foray into TV production. In 1995, *Reader's Digest Association* pledged to invest up to \$75 million over five years in a

programming pact with PBS, also with the goal of using the company's direct-mail and catalogue sales operations to sell ancillary products tied to the programs.

The first fruit of that deal, a series of nature and wildlife programs presented under the "*Reader's Digest World*" banner, debuted Feb. 5 on PBS. ■

SYNDICATION MARKETPLACE

Enquiring TV

There's no doubt that celebrity scandal sells supermarket tabloids, but will inquiring minds tune in a nightly TV edition of the *National Enquirer*? MGM Domestic Television Distribution hopes to find the answer this year with two syndicated specials offered under the *National Enquirer Presents* banner. *National Enquirer Presents: 25 Years of Scandals*, hosted by the paper's senior editor, Mike Walker, is set to air in late May and early June, with a second hour special following in the fall. "It is our hope that the success of these specials will evolve into a first-run strip for fall 1998," says John Symes, president of MGM Worldwide Television. Both specials will be offered on a straight barter basis of seven minutes national, seven minutes local.



Top dogs

Cluster Television's *All Dogs Go to Heaven: The Series* has something to bark about. The animated weekly hit a season

high last month, scoring a 3.1 GAA rating with kids 2-11 for the week of Jan. 20, according to Nielsen Media Research, to place second behind Disney's *Mighty Ducks* among weekly children's programs. Now in its second season, *All Dogs* is produced by MGM Animation.

More than just a show

Marquee Group, New York is producing the new sports show *More Than Just a Game*. The weekly high-lights show "will be about heroes and the best that sports has to offer," says Ray Warren, chief operating officer of Raycom Sports, which came up

NSS POCKETPIECE

Top ranked syndicated shows for the week ending Feb. 2, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	13.0/228/98
2. Jeopardy!	10.8/222/99
3. Home Improvement	10.5/231/98
4. Seinfeld	8.8/225/97
5. Oprah Winfrey Show	8.7/235/99
6. Nat'l Geog on Assignment	8.6/161/96
7. Buena Vista I	7.7/178/97
8. Wheel of Fortune-wknd	7.5/177/85
9. Entertainment Tonight	7.2/188/96
10. Simpsons	6.9/206/96
11. Xena: Warrior Princess	6.1/226/97
12. Buena Vista III	5.6/198/96
13. Home Improvement-wknd	5.2/218/94
13. Rosie O'Donnell Show	5.2/223/99
15. Hercules, Journeys of	5.1/234/98
15. Inside Edition	5.1/152/89

with the concept and will syndicate the program. The show will be hosted by *CNN Sports Tonight* co-host Fred Hickman.

'Ghost's' clearance story

All American Television has scared up sales in more than 60% of the country for *Ghost Stories*. Stations on board for the upcoming weekly anthology series include WWOR-TV New York, KCAL(TV) Los Angeles and WPWR-TV Chicago. All American has tapped writer/producer Fred Rapaport (*Melrose Place*, *Cagney & Lacey*) as executive producer of the series, hosted by actor Rip Torn. Elsewhere on the fall 1997 weekly drama front, MGM Domestic Television has nearly wrapped up the top 50 markets for *Fame L.A.* As of last week, MGM's revival of the hit 1980s series had been sold in 79% of the country, including 47 of the top 50 markets.

Oscar picks

With last week's unveiling of Oscar's flick picks for '96, syndicators are starting to rack up clearances for Academy Awards preview specials. For the third year in a row, Tri-

bune Entertainment is offering *Live from the Academy Awards*. The two-hour special, broadcast March 24—Oscar night—outside Los Angeles's Shrine Auditorium, will again be hosted by KTLA(TV) entertainment reporter Sam Rubin and *Entertainment Tonight* correspondent Leanza Cornett. Oscar predictions by the film critic for ABC's *Good Morning America* are the hook for Joel Siegel's *Road to the Academy Awards*. San Francisco-based syndicator GGP has cleared the hour special for broadcast March 14-24 on 140 stations covering nearly 80% of country.

All American licensing

All American Television has formed an in-house licensing and merchandising division, headed by licensing industry veteran Rob Stone. Last week, Stone unveiled the company's first major merchandising agreement, a deal with Playmates Toys for a line of action figures based on All American's *Adventures of Sinbad*. As vice president, All American Consumer Merchandising Group, Stone will oversee merchandising for All American's TV properties. The *Baywatch* brand name alone, with 58 products under license, has generated a cottage industry of clothing, perfume and other bric-a-brac.

Twentieth topper

Frank J. Cicha was named last week to one of the top posts in the syndication business: vice president, programming, for Fox Television Stations. Cicha, who reports to group president Mitch Stern, will oversee programming acquisitions and scheduling for the nation's largest station group, with 22 outlets covering 40% of the country. Cicha has been with Fox since 1991, most recently as senior vice president, research and marketing, for Twentieth Television.—CL

Primary colors on CBS



'Crayola Kids' host Livingstone

CBS has licensed the rights to a series of live-action prime time children's series to air this summer. *The Crayola Kids Adventures* is part of a multimedia venture between Hallmark Entertainment and Binney & Smith, makers of Crayola products. The family-oriented hour specials will be based on such classics as "Gullivers Travels" and "20,000 Leagues Under the Sea." Each episode will be introduced by Livingstone the Literacy Lion, an animatronic character created by Jim Henson's Creature Shop. CBS sales president Joseph Abruzzese says Crayola is buying all the time in the specials. Supplemental teaching materials for the classroom are planned, as well as home videos, CD-ROMs, books, magazines, toys and possibly other merchandise. The TV specials will be produced and directed by Michael Kruzan, whose most recent credits are several segments of the Olson Twins home video series.

—SM

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TPEG gets rights to Serling project

'Twilight Zone' creator's scripts uncovered by his widow; show is being shopped to network, cable

By Cynthia Littleton

With *The Twilight Zone*, Rod Serling took millions of TV viewers on a journey through another dimension, not only of sight and sound but of mind. Shortly before his death in 1975, Serling wrote four scripts for another reality-bending TV series that never got off the ground—until now.

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The *Mega Reading* Infomercial featuring "World's Fastest Reader" Howard Berg is smokin'! Call now and reap the rewards of Talk America's hot long- and short-form advertising.

graming trend. The Producers Entertainment Group has acquired the rights to *Stops Along the Way*, a project recently uncovered in Serling's archives by his widow, Carol. TPEG is shopping the project to network and cable outlets.

Stops Along the Way, described as "an overview of the 20th century from the perspective of a man about to enter the next millennium," bears similarities to



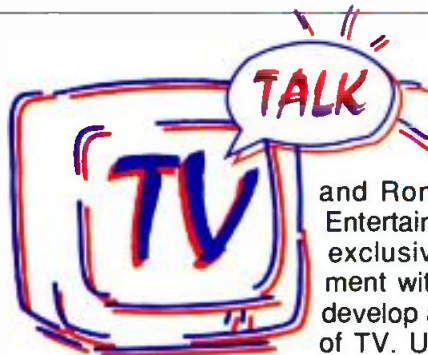
Serling in the 1960s

the concept behind 1994's theatrical blockbuster "Forrest Gump." The show's main character, who represents the nation's conscience, travels back and forth through the 20th century to take part in historic events.

Carol Serling says her husband realized that the limitations of mid-1970s special effects technology would make the series too costly to produce for TV.

But innovations in the '90s have made it economically feasible to realize Serling's vision, according to TPEG President Irwin Meyer.

Serling, who was 50 when he died during open-heart surgery, ranks among the most acclaimed creative figures in TV history. Before *The Twilight Zone* became a national institution in the 1960s, Serling made his name during the golden age of live TV dramas, writing teleplays for such classics as *Patterns* and *Requiem for a Heavyweight*. ■



Imagine signs Disney deal

Imagine TV, a division of Brian Grazer and Ron Howard's Imagine Entertainment, has signed an exclusive, multiyear agreement with Walt Disney TV to develop and produce all forms of TV. Under the agreement, Imagine will be exclusive to

Walt Disney TV for development and production of TV projects, including half-hour comedy series, one-hour dramas, motion pictures for TV and miniseries. Imagine is responsible for such hits as "Ransom," "The Nutty Professor," "Apollo 13" and "Backdraft."

'Wings' takes wing

In preparation for its hour finale May 21, *Wings* will move to a new 9-9:30 p.m. time slot beginning March 5. On March 12, *NewsRadio* will move into the old *Wings* timeslot of 8-8:30 p.m. Hour drama series *Prince Street* will debut



Brian, Helen, and Joe prepare to fly off into the sunset.

March 12 at 10 p.m., after previewing March 6 at 10. *Prince Street* will continue in the *Law & Order* time slot at 10 p.m. Wednesday, while the latter drama airs for four weeks on Thursday at 10. The schedule is as follows for Wednesday, March 5: 8-8:30, *Frasier*; 8:30-9, *Chicago Sons*; 9-9:30, *Wings*; 9:30-10, *Just Shoot Me*; 10-11 *Dateline*. Beginning March 12: 8-8:30, *NewsRadio*; 8:30-9, *Wings*; 9:30-10, *Just Shoot Me*; 10-11, *Prince Street*.

ABC reorganizes research

ABC has reorganized its research division. Larry Hyams was named vice president, prime time and sales research, supervising prime time audience analysis and sales research. Mitchell S. Metcalf was named to the new position of vice president, prime time research, West Coast; Henry DeVault was named vice president, news, sports, late night and operations research; Carole Smith was named to a new position of vice president, daytime research; Lawrence J. Gianinno was named vice president, kids and social research. "This reorgani-

zation will structure the departments according to the network's programming dayparts," said Alan Cohen, executive vice president of marketing. "Each daypart team will have the combined responsibilities of audience and qualitative studies."

NBC manager moves

NBC has appointed new regional sales directors and managers in an effort to integrate sales efforts for the network's 11 O&Os. Division managers will handle day-to-day operations for their regions, and supervise sales staffs. Directors are Kevin Byrnes and Richard Mlotok, New York; Craig Robinson, Los Angeles. Managers are Mike Panethere, Atlanta; Monte Newman, vice president, manager of sales, Boston; Jan Barkell, Chicago; Dana Bell, Dallas; Joe Trondle, Detroit; Bill Wexelblatt, San Francisco; Maureen Duffin, Philadelphia

ABC checks 'Vital Signs'

In other ABC news, the network announced it will debut *Vital Signs*, a medical reality series hosted by Robert Ulrich, at 9-10 p.m. Feb. 27. The series will track real-life medical dramas (Ulrich himself is battling cancer). *Vital Signs* takes the spot occupied by *Murder One*, which had its last airing at the end of January. The Steven Bochco drama will return to the lineup as a six-hour, three-part miniseries in April.

ABC re-ups 'Caryl and Marilyn'

ABC has picked up the daytime talk show *Caryl and Marilyn: Real Friends* for another 13 weeks, keeping the show on until May. Ratings have improved 20% among women 25-54 since executive producer Nancy Alspaugh joined the show last November, according to Viacom Productions, the show's producer. Alspaugh assembled a new production team and shifted the show to a single-theme format.

MTM creates sports division

MTM Enterprises Inc. created MTM Sports, which made its debut at NATPE. The new TV sports division will handle worldwide distribution of sporting events and specials.

'Lawless' debut

The hour-long drama *Lawless*, starring Brian Bosworth, will debut on Fox, 8-9 p.m., on Friday, March 21. The Columbia TV drama will preempt *Sliders*, which will return with new episodes in May. —LR

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 21	abc	CBS	NBC	Fox	UPN	WB
	12.6/20	10.4/16	8.6/14	8.5/13	2.9/4	2.1/3
MONDAY	8:00	14. Cosby 11.3/18	65. Jeff Foxworthy 7.0/11		88. In the House 3.1/5	113. 7th Heaven 2.2/3
	8:30	34. Ink 9.1/14	70. Mr. Rhodes 6.7/10		83. Mal & Eddie 3.4/5	
	9:00	25. Murphy Brown 9.9/15	29. NBC Monday Night Movie—Moment of Truth: Arms of Danger 9.6/15	45. Melrose Place 8.5/13	92. Sparks 2.7/4	110. Savannah 1.9/3
	9:30	23. Cybill 10.2/16			95. Goode Bhvr 2.6/4	
	10:00	19. Chicago Hope 10.9/18				
TUESDAY	8:00	8.4/14	6.9/11	9.5/15	—/—	3.5/5
	(nr) O.J. Simpson Coverage	(nr) O.J. Simpson Coverage	27. O.J. Simpson Special Report 9.8/16	(nr) O.J. Simpson Coverage	82. Moesha 4.2/7	
	8:30				87. Homeboys 3.2/5	
	9:00				84. The Burning Zone 3.3/5	
	9:30	State of the Union Address	State of the Union Address	State of the Union Address		
WEDNESDAY	10:00	4. News Analysis 8.4/14	59. Simpson Verdict 7.5/11	42. Dateline NBC 8.6/15		
	10:30					
	8:00	10.4/17	9.7/16	8.2/13	4.0/6	2.8/4
	8:30	4. Grace Under Fire 8.5/14	34. The Nanny 9.1/15	62. Wings 7.2/12	38. Beverly Hills, 90210 8.8/14	84. The Sentinel 3.3/5
	8:30	3. Coach 8.8/14	55. Pearl 7.8/12	63. Chicago Sons 7.1/11		92. Sister, Sister 2.7/4
THURSDAY	9:00	11. Drew Carey 12.1/19	22. 46th Annual Miss USA Pageant 10.3/17	72. NewsRadio 6.4/10	57. Party of Five 7.6/12	99. Nick Freno 2.2/4
	9:30	2. Ellen 10.7/17		61. Men Behaving Badly 7.4/12	81. Star Trek: Voyager 4.6/7	90. Wayans Bros 3.0/5
	10:00	1. PrimeTime Live 11.2/19		21. Law & Order 10.6/18		84. Jamie Foxx 3.3/5
	10:30					
	8:00	8.4/13	9.2/14	20.3/32	5.0/8	
FRIDAY	8:30	51. High Incident 8.2/13	17. Diagnosis Murder 11.1/17	3. Friends 19.0/30	79. Star Wars: Magic & Mystery 4.7/7	
	9:00			5. The Single Guy 16.6/26		
	9:30	4. ABC Thursday Night Movie—Beverly Hills Cop 3 8.5/13	53. Moloney 8.0/12	2. Seinfeld 22.2/34	77. New York Undercover 5.4/8	
	10:00		45. 48 Hours 8.5/14	4. Naked Truth 17.1/27		
	10:30			1. ER 23.3/38		
SATURDAY	8:00	10.7/19	7.7/14	9.9/18	6.2/11	
	8:30	3. Family Matters 9.4/17	67. Dave's World 6.9/12	25. Unsolved Mysteries 9.9/18	76. Simpsons 5.6/10	
	9:00	3. Boy Meets World 9.4/17	70. Ev Loves Raym 6.7/12		78. King of the Hill 5.2/9	
	9:30	3. Sabrina/Witch 9.5/16	56. JAG 7.7/13	12. Dateline NBC 11.6/20	63. Millennium 7.1/12	
	10:00	41. Clueless 8.7/15	42. Nash Bridges 8.6/16	51. Homicide: Life on the Street 8.2/15		
SUNDAY	10:30	5. 20/20 13.5/24				
	8:00	9.5/17	9.2/16	6.0/11	7.1/13	
	8:30		42. Dr. Quinn Medicine Woman 8.6/16	79. Dark Skies 4.7/9	65. Cops 7.0/13	
	9:00	3. Saturday Night at the Movies—The Firm 9.5/17	54. Early Edition 7.9/14	67. The Pretender 6.9/12	57. Cops 7.6/14	
	9:30		18. Walker, Texas Ranger 11.0/20	74. Profiler 6.3/11	67. America's Most Wanted: AFB 6.9/12	
WEEK AVG	9.0/13	14.5/23	10.0/16	11.6/14		2.7/4
	7:00	5. Am Fun Hm Vid 7.5/13	6. 60 Minutes 15.1/25	75. RSVP: Funniest Party Disasters 6.2/10		98. Brotherly Love 2.3/4
	7:30	5. Am Fun Hm Vid 8.3/13		15. NFL Postgame 11.2/19	38. The Simpsons 8.8/13	97. Nick Freno 2.4/4
	8:00	27. I Survived a Disaster 9.8/15	7. Touched by an Angel 14.6/22		34. King of the Hill 9.1/13	96. Parent 'Hd 2.5/4
	8:30					92. Steve Harvey 2.7/4
STD AVG	9:00	2. ABC Sunday Night Movie—Seduction in a Small Town 10.2/16	8. CBS Sunday Movie—Old Man 14.2/22	37. NBC Sunday Night Movie—The Shadow 8.9/14	13. The X-Files 11.5/17	90. Unhappily Ever After 3.0/4
	9:30					88. Unhappily Ever After 3.1/4
	10:00					
	10:30					
		10.1/17	10.3/17	10.5/17	7.4/12	3.5/5
WEEK AVG		9.5/16	9.7/16	10.6/18	8.1/13	3.2/5
						2.5/4
STD AVG						2.6/4

CBS posts \$86 million 4Q loss

Network ends 1996 with flat profits of \$25 million

By Steve McClellan

Westinghouse reported last week that its CBS Television Network had an operating loss of \$86 million in fourth quarter 1996 on revenue of \$584 million.

For the year, the network's profits were roughly flat at \$25 million (pro forma) on a 2% revenue gain, to \$2.581 billion. However, included in the network profit gain was a \$131 million purchase price accounting benefit, analysts said. If that benefit were deleted, the network would have posted a \$106 million operating loss for the year.

Pro forma results for the radio holdings (which for comparative purposes assumes the Westinghouse-CBS merger took place a year earlier) showed a 37% fourth-quarter gain in operating profit to \$52 million, on a 10% revenue gain to \$152 million. For the year, operating profit was up 38%, to \$161 million on an 11% revenue gain, to \$554 million.

The company said the media group's overall operating profit dropped to \$34 million in the fourth quarter from \$73 million in fourth quarter 1995, largely the result of the network declines. However, the pro forma drop (not disclosed) would be even larger because the \$73 million figure for fourth quarter 1995 includes only 37 days of CBS earnings for that quarter. (Westinghouse took over CBS on Nov. 24, 1995.) Pro forma media revenue for the

quarter was flat at \$1.017 billion.

For the year, analysts estimate that pro forma operating profit for the media group dropped about 13%, to \$351 million. However, the 1996 operating profit number includes a purchase price accounting benefit of \$164 million.

The company said TV station revenue was roughly flat in the fourth quarter. But the group turned in a roughly 6% pro forma drop in revenue for the year, to \$808 million. Operating profit for the TV station group in the fourth quarter totaled \$104 million, versus \$55 million for fourth quarter 1995 (but again, the year-ago fourth-quarter number includes only 37 days of CBS results). The drop was due to lower ratings. Total-year TV group operating profits were \$280 million, analysts said, about a 9% drop from 1995.

Cable/satellite revenue was up 28% to just over \$200 million in 1996, analysts said, but the cable segment posted an operating loss of about \$170 million due to costs associated with gearing up TeleNoticias and Eye on People. The latter network is scheduled to launch on March 31.

"We are encouraged by the strong [profit] growth in radio, which should accelerate as we leverage the new opportunities in the combined Infinity and CBS Radio groups," said Westinghouse Chairman Michael Jordan. Jordan also cited "encouraging signs for the TV business in the 1997-98 advertising season. As the only one of the

top three networks to increase household ratings during the fall season, the CBS Network is solidifying its move into second place in the ratings." But the network is fourth among adults 18-49, a key selling demographic.

Jordan also said CBS had the most affiliates ranked first in their markets, a 41% improvement over last year. And he cited a potentially "strong upside" for the owned TV stations in 1997, given the household ratings boost, as well as management and talent changes within the group's top three markets. ■

Changing Hands

The week's tabulation of station sales

TV

Remaining 51% of KINZ(TV) Arlington/Fort Worth, Tex.

Value: \$2.5 million

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns KWBF(TV) Flagstaff/Phoenix; KLXV-TV San Jose/San Francisco and KZKI(TV) San Bernardino/Los Angeles, all Calif.; KUBD(TV) Denver; WPBF-TV Tequesta/Palm Beach, WFTL (AM) Fort Lauderdale/Miami, WINZ (AM)-WLVE-FM and WZTA(FM) Miami Beach/Miami, WZNZ(AM), WNZS(AM) and WROO-FM Jacksonville, WPLA(FM) Callahan/Jacksonville and WFSJ-FM St. Augustine/Jacksonville, WSJT(FM) Lakeland, WNZE(AM) Largo, WMGF(FM) Mt. Dora, WWNZ(AM) Orlando, WJRR (FM) Cocoa Beach/Orlando, WGNE (AM)-WFSY(FM) and WEBZ(FM) Mexico Beach/Panama City, WWZN(AM) Pine Hills, WHPT(FM) Sarasota and WHNZ (AM) Pinellas Park/Tampa, all Fla.; WTLK-TV Rome/Atlanta, Ga.; WGOT(TV) Merrimack, N.H./Boston; WCEE(TV) Mount Vernon, Ill./St. Louis; WOCD (TV) Amsterdam/Albany, N.Y., and WHAI-TV Bridgeport, Conn./New York; WAKC-TV Akron/Cleveland and WTJC (TV) Springfield/Dayton, Ohio; WTGI-TV Wilmington, Del./Philadelphia; WPTN(AM)-WGSQ(FM) and WHUB-AM-FM Cookeville, Tenn.; KTFH-TV Conroe/Houston, Tex., and Infomall Television Network; 49% of WACC(AM) Hialeah/Miami; is buying WNAL-TV Gads-

Big 3 post \$10.7 billion in revenue

ABC, CBS and NBC did almost \$1 billion more in business in 1996 than in 1995, with a 12% gain in gross network ad revenue, to \$10,727,764,000, according to figures compiled by Ernst & Young and released last week by the Broadcast Cable Financial Management Association. For the fourth quarter, the Big Three were up 3.6%, to more than \$2.83 billion.

The sports category, driven by the summer Olympics was the biggest gainer on a percentage basis—up 44.8%, to \$2.6 billion. Prime time dollars were up 3.4% on the year, to \$4.9 billion. Children's advertising fell 16.3%, to \$98.4 million. Daytime was up 11%, to almost \$1.3 billion. News dollars were up 3%, to \$937.6 million. Late-night advertising was up 4.4%, to almost \$507 million.

For the fourth quarter, prime time was up 1.2%, to almost \$1.35 billion; late night was down 4.4%, to \$130.4 million; daytime was flat at \$360 million; kids was down 3.5%, to \$35.8 million; sports was up 13%, to \$600 million, and news was up 7%, to \$245 million.

—SM



Larger than life

Celebrating its 10th anniversary this year, A&E's "Biography" series has become a television phenomenon. This multiple CableACE and Emmy winner airs six nights weekly, producing 130 hours of programming annually. With ratings currently posting record numbers, A&E's 1997 "Biography" blueprint includes a kid's spin-off, a monthly magazine, books, audiocassettes, biographical dramatizations, a website and an upcoming Biography Channel.

On March 10, *Broadcasting & Cable* tells the larger-than-life "Biography" success story in a special report. We'll profile A&E's program's first decade, and we'll also explore the many multimedia deals created by the cable network to take the documentary program far beyond television.

If you are a player in the multifaceted "Biography" boom and want to join in this tenth anniversary salute, you'll want to show some personality and be part of this issue. Your message will reach 35,000 leading decisionmakers in television, cable, radio and related multimedia and new technology. Call your *Broadcasting & Cable* sales representative to reserve your space today.

Special Section: A&E's "Biography" 10th Anniversary
Issue Date: March 10 • Ad Close: February 28

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den/Birmingham, Ala.; CP for KAJW-TV Tolleson/Phoenix; KVUT(TV) Little Rock, Ark.; KCMY(TV) Sacramento, Calif.; WPVJ-FM Ponte Vedra Beach/Jacksonville, WFKZ(FM) Plantation Key/Key Largo, WKRY(FM) Key West, WAVK(FM) Marathon, WIOD(AM) Miami, WSRF(AM)-WSHE-FM Fort Lauderdale/Miami, WDIZ(FM) Orlando, WTKS(FM) Cocoa Beach/Orlando, WTKX-FM and WOWW-FM Pensacola/Panama City, WPAP-FM and WPBH(FM) Port St. Joe/Panama City, WKES-FM St. Petersburg, WNLS(AM)-WTNT(FM) Tallahassee, WSNi(FM) Thomasville, Ga./Tallahassee and WTPS(FM) and WXSr(FM) Quincy/Tallahassee, all Fla.; KXLI-TV St. Cloud/Minneapolis/St. Paul; KYFC (TV) Kansas City, Mo.; WAAP(TV) Burlington/Winston-Salem, N.C.; KGLB-TV Okmulgee/Tulsa, Okla., and KMNZ-TV Oklahoma City; WSWB-TV Scranton/Wilkes Barre, Pa.; 50% of WSJN-TV San Juan, P.R.; WOST-TV Block Island/Providence, R.I., and WHKE(TV) Kenosha/Milwaukee, Wis.; is selling WTWS(TV) New London/Hartford, Conn., WFCT-TV Bradenton/Tampa/St. Petersburg and KMNZ-TV Oklahoma City; has LMA with WIRB(TV) Melbourne/Orlando; has TBAs with WCTD(TV) Miami and WTVX-TV West

Palm Beach, Fla.; WNGM-TV Athens/Atlanta; WJUE-TV Battle Creek, Mich.; WRMY(TV) Rocky Mount, N.C.; WOAC-TV Canton, Ohio; KOOG-TV Ogden/Salt Lake City; KBCB(TV) Bellingham/Seattle, and WHKE(TV) Kenosha/Milwaukee, Wis.

Seller: United Broadcast Group Ltd., Prosper, Texas (O.V. Kim, president); no other broadcast interests

Facilities: Ch. 68

Affiliation: Not available

COMBOS

WHIT(AM) Madison-WWQM-FM

Middleton/Madison, Wis.

Price: \$6.4 million

Buyer: Mid-West Family Broadcast Group, Oshkosh, Wis. (William R. Walker, president/53.3% owner); owns WMAY(AM)-WNNS(FM) Springfield and WQKZ(FM) Taylorville/Springfield, Ill.; WIXC(FM) Essexville/Saginaw, WJSM(AM)-WIRX(FM) St. Joseph, WYTZ(FM) Bridgman/St. Joseph, WCSY(AM)-WCSY-FM South Haven, WZTY(FM) Hartford/South Haven, all Mich.; KKLH-FM Springfield and KOSP-FM Willard/Springfield, Mo., and the following Wisconsin stations: WOGB(FM) Kaukauna/Green Bay, WKTY(AM)-WTRV-FM and WIZM-AM-FM La Crosse,

Proposed station trades

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

THIS WEEK:

TVs **\$2,500,000** **1**
Combos **\$14,775,000** **6**
FMs **\$36,241,117** **17**
AMs **\$6,747,489** **12**
Total **\$60,263,606** **36**

SO FAR IN 1997:

TVs **\$715,780,000** **10**
Combos **\$579,763,155** **44**
FMs **\$405,869,035** **60**
AMs **\$21,689,617** **38**
Total **\$1,723,101,807** **152**

SAME PERIOD IN 1996:

TVs **\$283,133,010** **13**
Combos **\$571,261,129** **42**
FMs **\$196,688,130** **44**
AMs **\$10,450,412** **27**
Total **\$1,062,190,682** **126**

Source: BROADCASTING & CABLE

WTDY(AM)-WMGN(FM) Madison, WOSH(AM)-WVBO(FM) Appleton/Oshkosh, WNAM(AM) Neenah-Menasha-Wusw(FM) Oshkosh and WJO-FM Watertown. Walker has interests in WCFX(FM) Clare, WCHT(AM)-WGLQ(FM) Escanaba and WIXC(FM) Essexville, all Mich.; KTOZ-FM Marshfield, Mo.; WEAQ(AM)-WIAL(FM) Eau Claire, WECL-FM Elk Mound and WJMC(AM)-WJMC(FM) Rice Lake, Wis., and CPs for new FMs in Benton Harbor and Frankenthum, Mich., and Brookline, Mo.

Seller: Enterprise Media Partners, Toledo, Ohio (Edward Rogoff, president); owns WMXW-FM, WMRV-FM and WENE(AM) Binghamton and WBNR(AM)-WSPK-FM Poughkeepsie, N.Y.; is selling WIOT-AM-FM Toledo, Ohio. Note: Enterprise acquired stations for \$5.62 million in 1994.

Facilities: AM: 1550 khz, 5 kw; FM: 106.3 mhz, 4.5 kw, ant. 374 ft.

Formats: Both country

Broker: Blackburn & Co.

KIXZ(AM)-KQAC(FM), KMML-FM and KBUY-FM, all Amarillo, Tex.

Price: \$2.25 million (\$1.5 million for KIXZ(AM), KQAC-FM, KMML-FM; \$750,000 for KBUY-FM)

Buyer: Champion Broadcasting Corp., Richmond, Va. (Donald L. Kidwell, president; Southern Capital Acquisition Corp., owner); owns KKST-FM Oakdale/Alexandria, La., and KMRK-FM Odessa, KCHX-FM Midland and KCDQ-FM Monahans, all Tex.; has LMA with KDBS(AM)-KRRV-FM Alexandria

Sellers: ■ KIXZ(AM), KQAC-FM, KMML-FM: Catalyst Broadcasting Ltd., Houston (Rick Herrman, VP); no other broad-

Otting Broadcasting Inc.

John P. Otting, President

has sold

WQMF(FM)

serving Louisville, Kentucky

to

Clear Channel Communications

Lowry Mays, President

for

\$13,500,000

The undersigned initiated this transaction and assisted in the negotiations.



Media Brokerage & Investment Banking

The Crisler Company • 441 Vine Street, Suite 3900 • Cincinnati, Ohio 45202
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cast interests ■ **KBUY-FM**: NFL Broadcasting LLC, Amarillo (Cliff Boyd, president); owns **KTNZ(AM)** Amarillo
Facilities: **KIXZ**: 940 khz, 5 kw, 1 kw night; **KQAC**: 98.7 mhz, 100 kw, ant. 469 ft.; **KMML-FM**: 96.9 mhz, 100 kw, ant. 614 ft.; **KBUY-FM**: 94.1 mhz, 100 kw, ant. 1,082 ft. ft.

Formats: **KIXZ**: nostalgia; **KQAC**: hot adult contemporary; **KMML-FM**: adult contemporary; **KBUY-FM**: country
Broker: Whitley Media

WLYC(AM)-WILQ(FM) Williamsport, Pa.

Price: \$1.925 million

Buyer: Sabre Communications Inc., Williamsport (Paul H. Rothfuss, president; Axiom Venture Partners LP, 56.2% owner); owns **WNKI(FM)** Corning, **WQIX(AM)**-**WPGI(FM)** Horseheads and **WHDL(AM)**-**WPIG(FM)** Olean, all N.Y.; **WRQK-FM** Canton, Ohio, and **WHTO(FM)** Muncy and **WFXN(AM)**-**WZXR(FM)** South Williamsport, Pa. Rothfuss has interest in company applying to build FM in Lakewood, N.Y.

Seller: McRadio Ltd., Dunmore, Pa. (Brian McCarthy, principal); no other broadcast interests

Facilities: **AM**: 1050 khz, 1 kw day, 36 w night; **FM**: 105.1 mhz, 9.2 kw, ant. 1,135 ft.

Formats: **AM**: nostalgia; **FM**: country

WJIC(AM) Salem, N.J./Wilmington, Del.-WNNN-FM Canton, N.J.

Price: \$1.8 million

Buyer: QC Communications Inc., Philadelphia (Steven B. Chanin, 60% owner); no other broadcast interests

Seller: PJF Broadcasters Inc., Salem (Gloria Jennings, president); is selling **WESR-AM-FM** Olney, Va.

Facilities: **AM**: 1510 khz, 2.5 kw day; **FM**: 101.7 mhz, 3 kw, ant. 263 ft.

Format: **AM**: C&W; **FM**: religion

KVVQ(AM) Hesperia/Victorville-KVVQ-FM Victorville, Calif.

Price: \$1.3 million

Buyer: Tele-Media Communications Corp., Pleasant Gap, Pa. (Robert E. Tudek, president; Tele-Media Investment Corp., owner [Robert E. Tudek, president/42.5% owner]); is buying **WBRJ(FM)** Mount Sterling, Ill. (see item, below); is acquiring cable system in Victorville (for other holdings, see "Changing Hands," Dec. 30, 1996)

Seller: William R. Rice (receiver). Note: Station earlier was to be sold for \$1 million (B&C, Nov. 18, 1996).

Facilities: **AM**: 910 khz, 700 w day, 500 w night; **FM**: 103.1 mhz, 95 w, ant. 1,424 ft.

Formats: **AM**: MOR; **FM**: oldies

Broker: William R. Rice Co.

KJJK-AM-FM Fergus Falls, Minn.

Price: \$1.1 million

Buyer: Jerry Papenfuss, Winona, Minn.; owns **KBEW-AM-FM** Blue Earth, **KBRF(AM)**-**KZCR(FM)** Fergus Falls, **KPRW(FM)** Perham; **KWNO-FM** Rushford, and **KAGE-AM-FM** and **KWNO(AM)** Winona, all Minn.

Seller: Otter Tail Media Group Inc., Fergus Falls (Larry Dorn, president); no other broadcast interests

Facilities: **AM**: 1090 khz, 1 kw day; **FM**: 96.5 mhz, 100 kw, ant. 480 ft.

Formats: **AM**: hits of the '40s, '50s and '60s; **FM**: country

Broker: Johnson Communication Properties Inc. (seller)

RADIO: FM

KRTO-FM (formerly KMQA) West Covina/Los Angeles, Calif.

Price: \$19 million

Buyer: Cox Broadcasting Inc., Atlanta (Nicholas D. Trigony, president; Robert F. Neil, president, Cox Radio Inc.; Cox Enterprises Inc., owner); owns **KFI(AM)**-**KOST-FM** Los Angeles, **KACE-FM** Inglewood/Los Angeles and **KTVU(TV)** Oakland/Los Angeles, Calif. (for other holdings, see "Changing Hands," Jan. 27)

Seller: El Dorado Communications Inc. (Thomas H. Castro, president/ 45%

owner); owns **KXTJ(FM)** Beaumont and **KQKQ(FM)** Galveston, Tex.; is buying **KRRA(AM)** West Covina, Calif., and **KTLR-FM** Terrell/Dallas, **KEYH(AM)** Houston and **KLVN(AM)** Pasadena/Houston and all Tex.; is buying 49% of **KRVA(AM)** Cockrell Hill/Dallas-**KRVA-FM** McKinney/Dallas and **KXEB(AM)** Sherman, all Tex.; has TBAs with **KGRB(AM)** West Covina and **KOND(FM)** Cleveland.

Facilities: 98.3 mhz, 2.3 w, ant. 328 ft.

Format: Spanish

Broker: Gary Stevens & Co.

WXLK(FM) Roanoke/Lynchburg and WLYK(FM) Lynchburg, Va.

Price: \$7.5 million

Buyer: Mel Wheeler Inc., Fort Worth, Tex. (Mel Wheeler, president/68.5% owner); owns **WSIL(TV)** Harrisburg, Ill., and **KRCG(TV)** Jefferson City and **KPOB(TV)** Poplar Bluff, Mo., and **WSLC(AM)**-**WSLQ(FM)** Roanoke

Seller: CEBE Investments Inc. c/o Crestar Bank, Richmond, Va. (Albert R. Grosch Jr., VP); no other broadcast interests

Facilities: **wxlk**: 92.3 mhz, 93 kw, ant. 2,050 ft.; **wlyk**: 100.1 mhz, 739 w, ant. 646 ft.

Formats: **wxlk**: CHR; **wlyk**: adult contemporary

APOGEE COMMUNICATIONS

has acquired

KKLZ-FM

Las Vegas, Nevada

from

MAX MEDIA PROPERTIES LLC

for

\$13,000,000

The undersigned represented the buyer
in this transaction and assisted in the negotiations.



Kalil & Co., Inc.

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

Broker: F. Gray Kiger Jr. (seller)

WTAO(FM) Murphysboro/Carbondale, Ill.

Price: \$2.94 million

Buyer: Clearly Superior Radio LLC, Marion, Ill. (Dennis F. Doelitzsch, James D. Glassman, co-owners; Liberty Radio Inc., 60% equity owner). Glassman owns 95.6% of WIRL(AM)-WSWT(FM) Peoria, Ill.; 92.4% of seller Liberty Radio Inc., which is selling WTAO(FM) Murphysboro, Ill., to Clearly Superior; 87% of WZNF(FM) and WQQB(FM) Rantoul, Ill.; is buying WGKC(FM) Mahomet, Ill. Doelitzsch owns WQUL(FM) West Frankfort, Ill.; is selling WVZA(FM) Herrin, WDDD(AM) Johnston City-WDDD-FM Marion and WFRX(AM) West Frankfort to Clearly Superior.

Seller: Liberty Radio Inc., Washington, Ill. (James D. Glassman, president/92.4% owner); for holdings, see buyer
Facilities: 105.1 mhz, 25 kw, ant. 308 ft.

Format: Rock

WDRK(FM) Callaway and WPFM(FM) Panama City, Fla.

Price: \$2.75 million

Buyer: Root Communications Inc., Daytona Beach, Fla. (James L. Devis, president); is buying WRBA(FM) Springfield/Panama City and WAKT(FM) Panama City Beach/Panama City, Fla. (for other holdings, see "Changing Hands," Feb. 10)

Seller: Milblack Inc., Columbus, Ga. (J.T. Milligan, principal); owns WGSY(FM) Columbus

Facilities: WDRK-FM: 103.5 mhz, 100 kw, ant. 423 ft.; WPFM-FM: 107.9 mhz, 100 kw, ant. 781 ft.

Formats: WDRK-FM: classic rock; WPFM-FM: CHR

Broker: Donald K. Clark Inc.

WMLO(FM) Havana/Tallahassee, Fla.

Price: \$1.895 million

Buyer: Radiant Broadcasting Co. Inc., San Diego, Calif. (Robert D. Thaler, president/40% owner). Thaler owns 3% of WHCU(AM)-WXYL-FM Ithaca, N.Y.

Seller: Edward Winton, Tallahassee, Fla.; no other broadcast interests
Facilities: 104.9 mhz, 47 kw, ant. 505 ft.

Format: Mellow adult contemporary

Exchange of WMJA(FM) Saginaw, WKQZ(FM) Midland/Saginaw and WMJK(FM) Pinconning/Saginaw, Mich. for stock

Value: \$1 million

Buyer: 62nd St. Holding LLC, E. Lansing, Mich. (Bain Capital Inc., 94% owner [Adam Kirsch, managing direc-

tor/20% owner]; seller R. Charles McLavy, president/5% owner); is buying WBHR(FM) and WJXQ(FM) Jackson/Lansing, Mich.; is buying WBTU(FM) Kendallville/Fort Wayne, Ind., from seller

Seller: R. Charles McLavy, E. Lansing; is selling WBTU(FM) to buyer

Facilities: WMJA: 104.5 mhz, 2.45 kw, ant. 469 ft.; WKQZ: 93.3 mhz, 39.2 kw, ant. 554 ft.; WMJK: 100.9 mhz, 1.3 kw, ant. 495 ft.

Formats: WMJA: '70s; WKQZ: classic rock; WMJK: rebroadcasts WMJA

KSBH(FM) Coushatta, La.

Price: \$350,000

Buyer: Elite Broadcasting Co., Coushatta (James G. Bethard, 50% owner); has LMA with KNOC(AM)-KDBH(FM) Natchitoches, La.

Seller: Bethard Broadcasting Corp., Coushatta (James G. Bethard, president); no other broadcast interests

Facilities: 94.9 mhz, 25 kw, ant. 328 ft.

Format: Country

WBRJ(FM) Mount Sterling, Ill.

Price: \$218,364

Buyer: Tele-Media Communications Corp.; owns WTAD(AM)-WQCY(FM) and WMOS(FM) Quincy, Ill.; is buying KVVQ(AM) Hesperia/Victorville-KVVQ-FM Victorville, Calif. (see "Combo" item, above)

Seller: Magnum Broadcasting Inc., Russell, Pa. (Michael M. Stapleford, president); owns WRLP(FM) Russell; has applied to build FM in Brookville, Pa.

Facilities: 106.7 mhz, 25 kw.

Format: Talk (simulcast of WTAD)

KAMD-FM Camden, Ark.

Price: \$150,000

Buyer: Charles R. Shinn, Magnolia, Ark.; is selling KBYB-FM El Dorado, Ark.

Seller: Camden Radio Inc., Camden (Walter E. Hussman Jr., president). Hussman owns KTAL-FM Texarkana, Tex./Shreveport, La., and KTAL-TV-KCMC(AM) Texarkana, Tex.

Facilities: 97.1 mhz, 39 kw, ant. 184 ft.

Format: Adult contemporary

Broker: MGMT Services Inc.

WMDI(FM) Bar Harbor, Me.

Price: \$140,000

Buyer: Bridge Broadcast Corp., Bogart, Ga. (Robert Scott Hogg Sr., president/owner). Hogg has applied to build FM in Milbridge, Maine.

Seller: MDI Communications Inc., Bar Harbor (Richard Bush, president); no other broadcast interests

Facilities: 107.7 mhz, 11.5 kw, ant. 489 ft.

Format: '70s

WXLJ(FM) (formerly WXVE) Spangler, Pa.

Price: \$105,000

Buyer: He's Alive Inc., Grantsville, Md. (James D. Johnson, president/50% owner); owns WLIC(FM) Frostburg and WAIJ(FM) Grantsville, Md.; WRIJ(FM) Masontown and WRWJ(FM) Murrysville, Pa., and WKJL(FM) Clarksburg, W.Va.

Seller: Broadcast Communications Inc., Greensburg, Pa. (Robert M. Stevens, president/owner); is buying WCRO(AM) Johnstown, all Pa.; is selling WXVE(FM) Galeton, Pa. Stevens has applied to build FMs at Barnesboro and Brookville, Pa.

Facilities: 97.3 mhz, 1.75 kw, ant. 610 ft

Format: Dark

KRWA-FM Waldron, Ark.

Price: \$65,000

Buyer: Family Communications South Inc., Fort Smith, Ark. (Marilyn K. Lynch, president/owner)

Seller: Cole Thomas Broadcasting Inc., Fort Smith (Marty and Leanne Starkey, principals); no other broadcast interests

Facilities: 103.1 mhz, 3 kw, ant. 298 ft.

Format: C&W

Construction permit for 51% of WKGG (FM) Cape Vincent, N.Y.

Price: \$50,000

Buyer: David Alteri, Watertown, N.Y.

Seller: Andrew N. Capone, Watertown (receiver)

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

WCPH(FM) Etowah, Tenn.

Price: \$39,000

Buyer: Starr Mountain Broadcasting Inc., Etowah (Paul Wilson, president/owner)

Seller: Stonewood Communications Corp., Benton, Tenn. (Jasper Woody, principal)

Facilities: 1220 khz, 1 kw day, 108 w night

Format: Southern gospel

WJLH(FM) Flagler Beach, Fla.

Price: \$27,044

Buyer: Cornerstone Broadcasting Corp., Port Orange, Fla. (William Leisner, president); owns WMFJ(AM) Daytona Beach and WJLU(FM) New Smyrna Beach, Fla.

Seller: Cornerstone Community Radio Inc., Springfield, Ill. (Richard L. Van Zandt, president); owns WWGN(FM) Ottawa, WGNJ(FM) St. Joseph and WLGM(FM) Springfield, Ill. Van Zandt owns WLUJ(FM) Petersburg, Ill., and is a director of buyer.

Continues on page 63

National ad revenue tops \$2 billion

Sales managers say stations need to concentrate on growing that segment

Radio

By Donna Petrozzello

As radio groups amass more stations nationwide, radio sales teams are gearing up to boost national advertising revenue this year.

The state of national revenue took precedence at the Radio Advertising Bureau's 1997 Marketing Leadership Conference in Atlanta earlier this month.

According to RAB figures, national revenue increased an average 9% in 1996, to \$2.1 billion (it totaled \$1.9 billion in 1995). The association estimates that 35%-40% of national advertisers return to radio annually.

Leading national sales managers agreed that radio stations need to work at cultivating relationships with national ad reps as strongly as they work to form bonds with local advertisers in their stations' markets.

Those managers and industry watchdogs fear that national revenue may not increase as much in 1997. Many expect a slightly slower economy in 1997 compared with 1996 and less spending in radio by some major national advertising groups.



Fourth-quarter bottom lines



Following are financial figures for the quarter ended Dec. 31, 1996, compared with the same quarter in 1995.

	<u>Dec. 31, 1996</u>	<u>Dec. 31, 1995</u>	<u>% ch.</u>
Clear Channel Comm. (NYSE:CCU)			
Net revenue	\$113.3 million	\$74.4 million	+52.3%
Broadcast cash flow	\$37 million	\$27.2 million	+36%
Net income per common share	\$.20	\$.17	+17.6%
Evergreen Media Corp. (Nasdaq:EVGM)			
Net revenue	\$100 million	\$86.8 million	+15.1%*
Broadcast cash flow	\$44.4 million	\$34.8 million	+27.6%*
Net income per common share	\$.02	\$(.08)	NA
Heftel Broadcasting Corp. (Nasdaq:HBCCA)			
Net revenue	\$18.3 million	\$17.5 million	+5%
Broadcast cash flow	\$5 million	\$3.8 million	+30%
Net income per common share	\$.18	\$.08	+125%

*Figures represent returns on a pro forma basis.

In a panel discussion, Carey Davis, vice president/general manager of Spanish Broadcasting System Inc., said he expects little if any growth in national radio spending by airlines, beer advertisers or retail sales in 1997.

Before joining SBS, Davis was vice president of sales development for CBS Radio.

Automotive advertising should remain steady in 1997, although it may not maintain the surge that it took in the third quarter last year, Davis says. Yet Davis anticipates brisk business from phone company advertising for radio, some of it new business, this year.

Davis advised national sales managers to begin "calling on clients, like AT&T, who may not have been interested in buying radio before."

In a prospective report on advertising trends in 1997 over all media, Robert Coen of McCann-Erickson predicted less national revenue from a variety of radio advertisers—beer, automotive and airline companies among them.

Several leading national sales managers, including Tom Hantzardes of WOR(AM) New York, advised station sales managers to try to talk directly to national advertising clients. Hantzardes suggested contacting district managers of national companies or speaking directly with the clients. ■

Jacor picks up the 'Phones'

Jacor Communications last week began syndicating *Love Phones*, a late-night radio talk show about sex and relationships, after taking over the show from Westwood One Entertainment.

Westwood One dropped *Love Phones* about two weeks ago, after the show's flagship, WHTZ(FM) New York, canceled it in favor of a music request show. *Love Phones* had about 30 affiliates, many of which continue to run the show.

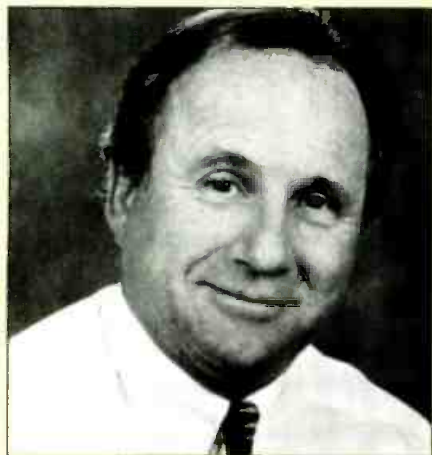
Hosted by sex therapist Dr. Judy Kuriensky and sidekick Chris Jagger, *Love Phones* had originated from Westwood One's New York studios, but was moved temporarily to studios Jacor uses in Cincinnati. Jacor says it will lease studio space in New York for the show. Kuriensky and Jagger are represented by David Katz of Don Buchwald & Associates, New York, the same talent firm that represents Howard Stern.

Meanwhile, Westwood One will continue to syndicate the tamer *Love Line*, hosted by Dr. Drew Pinsky and comedian Adam Carolla from the network's studios in Culver City, Calif., to about 27 affiliates. Modern rock WXRK(FM) New York has aired *Love Line* on two consecutive Sunday nights, on a tape-delayed basis. WXRK management has not discussed whether it will take *Love Line* nightly.

—DP

Premiere to distribute Michael Reagan

Premiere Radio Networks has acquired distribution rights to Michael Reagan's talk show, broad-



Michael Reagan's talk program is now syndicated by Premiere Radio Networks from Los Angeles.

cast to 140 stations from the network's studios in Los Angeles. Premiere takes over syndication of the four-hour, political talk show from Major Talk Networks. Since 1994, Premiere has represented ad sales for Reagan's show. And Premiere has distributed Reagan's 60-second *Constitutional Minute* feature to more than 50 stations since 1995.

WOR to let Rivers talk

News/talk WOR(AM) New York is expected to turn weekday evenings over to former TV talk show host Joan Rivers starting March 3 with the debut of *The Joan Rivers Show*. Rivers replaces the late Barry Gray, who hosted an issues-oriented talk show for seven years on WOR before his death in January. Although a veteran of TV talk, Rivers calls radio "the only place left where you can say what you really think unabridged and unedited." Rivers filled in afternoons on WABC(AM) New York after host Bob Grant's dismissal and she has been a guest on Howard Stern's show. WOR plans to offer Rivers as part of its WOR Radio Network outside New York.

Interep names CBS team, takes on SBS

The Interep Radio Store has named

the four-part sales team, representing 79 CBS-owned stations, it announced late last month. The new CBS Radio Sales incorporates CBS Radio Representatives, led by Chad Brown; Group W Radio Sales, led by Tony Miraglia, and two Infinity Radio Sales teams, led by Sue McNamara and Peggy Kafka.

Interep's Caballero Spanish Media reached an agreement to handle national ad sales for nine stations owned by Spanish Broadcasting System: WPAT-FM, WSKQ(AM) and WXLX(AM), all New York; KLAX-FM and KXMG(AM) Los Angeles, and WCMQ-AM-FM, WZMQ(FM) and WSKP(FM), all serving Miami. Interep estimated the group's annual billings at \$14 million. The SBS stations previously were repped by the Katz Radio Group.

CBS News Radio names affiliate director

CBS News Radio has added a director of affiliate relations and news feed to "strengthen the ties and lines of communication between CBS Radio affiliates and the people of CBS News and the product they provide for the CBS Radio Network," CBS said in a press release. The move follows the closing of the network's CBS Radio Stations News Service late last year. RSNS provided news to CBS-owned AM stations. CBS named Jerome Navies, the former director of RSNS, to the affiliate relations and news feed post.

CS First Boston says Jacor stock 'undervalued'

A recent report by financial analysts at CS First Boston describes Jacor Communications as "the largest [radio] station group in the country" and "the most undervalued name" of the companies followed by the firm. CS First Boston says Jacor's mix of 113 stations in 28 markets will be "the catalyst for future growth substantially above industry averages." The firm reiterated its "buy" on Jacor and set a target price at \$40 per share, up from last week's average \$28 per share.

Harder settles with UAW

Outspoken radio host Chuck Harder

settled the multi-million lawsuit he filed last year against United Auto Workers, majority owner of United Broadcasting Network. Harder alleged that UBN management never paid him in full, asked him to "tone down" his criticism of Bill Clinton and then dropped his show. Last fall, the Talk America Radio Network picked up Harder's show, which it syndicates to 110 affiliates.

Media Sports Partnership races into radio

Dallas-based Media Sports Partnership has formed Radio Shows Ltd., a syndication arm specializing in long- and short-form talk and sports programming. The new company's debut show will be *In the Garage with Donnie Allison*, a two-hour Sunday show featuring live coverage of national auto racing. The weekly show will be paired with *Donnie Allison Unplugged*, a 90-second weekday update on NASCAR racing. As Media Sports' fourth division, Radio Shows will offer market clearances, sales and billing services to affiliates, said Jeff Dorf, the company's general manager. Owned by the McMullen Group, Media Sports' divisions include Prime Sports Radio, Prime Sports Interactive and America One Television.

BDS launches new monitoring system

BDS/Preferred Data is Broadcast Data Systems' new computerized music monitoring system, which reports playlists of AC, country, top 40 and modern rock stations nationwide. BDS/PD is a Microsoft Windows, client-server-based system that delivers information to users via the Internet. MediaAmerica will represent sales of the product in the U.S.

One Music rolls out LiquidTrax

One Music Co. will introduce LiquidTrax on March 1. The technology allows operators of digital audio workstations at radio stations and other music post-production facilities to remix music after it has been issued in CD form, says One Music founder Jim Long.—DP



Jay Koelzer

Leo Hindery: TCI's Second Chair

Leo J. Hindery Jr., 49, may be little known outside the cable industry, but that's about to change. Recently named president of Tele-Communications Inc., Hindery overnight has become one of the most high-profile cable executives, second only, perhaps, to TCI Chairman John Malone.

To the cable cognoscenti, Hindery is no stranger. In just over eight years, the founder, managing general partner and chief executive of InterMedia Partners, a San Francisco-based MSO, has grown his company into a top 10 operator with 1.4 million subscribers. Hindery cut his teeth at The Chronicle Publishing Co. of San Francisco, where he was chief officer for planning and finance.

(Hindery is also well known on the stock car circuit. With veteran Richard Petty as his mentor, he has become skilled enough to race in the NASCAR Winston West Series.)

Reared in Washington State, Hindery picked crops during summers, then worked his way through high school with a full-time job at a Safeway. Hindery paid for college with stints in the merchant marines, as a sheet-metal worker and at UPS. He graduated from Seattle University, a Jesuit college, and holds an honors MBA from Stanford University's Graduate School of Business.

From there, it was on to Utah International Inc. for a nine-year stay, then to the New York investment banking firm Becker Paribas Inc., where he was CFO and managing director before leaving to join Chronicle in 1985.

In the following interview with BROADCASTING & CABLE's Price Colman, Hindery does some straight talking—complete with biblical allusions and a down-home delivery that makes self-deprecating what might otherwise seem hubris—about what's ahead for TCI.

Characterize your top priority at TCI.

One general answer and one specific answer. The general answer is that I will do whatever John [Malone] feels is helpful to his agenda here. There's only one person I'd work for at this point in my career, and that's John Malone.

Specifically, we believe these cable operations can be run somewhat differently to greater effect. I have no sense that they're broken. That's not a phrase I ever intend to use. They're not broken.

This is an industry that has had a dramatic, decade-long period of ownership consolidation. What's not clear to me or John is whether operations consolidation should have gone as strongly hand-in-hand with that as it has.

This is a local business. Don't outlocal the local, that's an old newspaper phrase. There's enormous benefit to the shareholders, the company and the customers in owning more subs than fewer subs. It's not clear to me that you get the same benefit from consolidating operations. There's some point—and it's a much smaller number than the size of this company—beyond which any man or woman can't manage as efficiently as they could up to that point. It's around 3 or 4 million subscribers. There isn't a man or woman capable of running 8 million subscribers as efficiently as they run 3 or 4 [million].

TCI is a 15 million-subscriber cable company, and it's a 15 million-subscriber multiple system operator that needs to be run, perhaps, in four or five or six 3 chunks of million subscribers. People don't lose their jobs because of that; it's just that you recognize that this industry may run better—I believe it does—from the bottom up than from the top down.

John is the finest strategist this industry will ever know. He's been distinguished for two and a half decades by his strategic initiative. I do some of that fairly well and will help him out there. John is the leader and I can follow him.

The third thing that we will pay some attention to is the

programing side. He's been quite outspoken—I've been quite outspoken—about the fact that right now in our industry we seem to have more programing supply agreements than we do programing partnerships. I would like to see, and I think he would like to see, an era where we have more programing partnerships and fewer programing supply agreements.

You addressed that issue at the Western Show.

We're in the pipeline business, not the oil business. Let me quantify it for you: At InterMedia in 1996, 80% of our rate increases were content cost-driven. So don't tell me I'm in the oil business; I'm in the pipeline business. You fill up your tank, and if you think you've paid too much you rant and rave, and you look up and it says Exxon and you get all ticked off. You're not going to get mad at El Paso Gas Company, which brought that stuff up in the pipeline. We have great distribution in this industry—65 million subscribers. But a substantial amount of our cost structure is out of our control. That's a phenomenon we live with every day. When we had 35 channels and they all cost a couple of pennies, it was sort of OK. Now we have a lot of channels and they don't cost pennies anymore.

Albert Belle gets paid \$55 million for playing baseball for the Chicago Red Sox—who do you think pays for that? The cable subscriber. Nobody knows that. You'll go home tonight and you'll surf channels and you'll switch from NBC to ESPN. One of them cost TCI money and one of them didn't. Ninety-nine percent of our customers don't understand the distinction. There's no correlation in their minds to the fact that Albert Belle's \$55 million comes out of their hides. So when we put through a rate increase, they say: "That crummy cable company." To go back to my example, 80% of our rate increase last year was content cost-driven. Twenty percent went to salaries, rebuild, rent, employee benefits, return to my investors. Twenty percent to that, 80% to

content costs. So we're going to spend some time there. After that, on the seventh day, we'll rest.

Do you plan to take an active role in negotiating with programmers?

Yes.

There are some other key things going on with TCI. There's an impression that the third quarter last year was sort of the bursting balloon for TCI. TCI and executives have taken a lot of heat for that quarter. Is the criticism deserved?

I think anytime you don't meet the expectations of your shareholders, the criticism is warranted. This is a company that has accomplished an enormous amount. It leads its industry, it built this industry and it has grown as dramatically as any company in any industry in the history of this country. It got to a point of maturity last summer when the 1996 acquisitions came to fruition, the Viacom transaction most notably, and the company properly looked back and looked down and said, "Do we like what we have wrought?" And the answer was, "Absolutely. We have built something really great here. Are we running it as well as we should?" The answer is no. No company that has grown through acquisitions as mightily as this company has will ever be totally content with the way it runs it.

September was the first quarter since 1982 or 1983 where there hadn't been a deal of the moment. So you can't look back and say, "How did we do this quarter compared to last quarter?" because it's not exactly the same.

Let's use the analogy of Creation: In seven days he built it and he looked down and he said, "It's really great except Adam and Eve are sort of pissed off at each other and the walks aren't swept down there." The answer is, it's a great company. That's the perspective I think people should take. If their expectations as shareholders and investors aren't met, then something is wrong. But I tell you, this is a great

Taking the measure of the man

News had barely broken that Leo J. Hindery Jr. would take on the number-two job at Tele-Communications Inc. when financial markets began giving positive, if muted, approval.

Since Hindery's appointment became official Feb. 7, TCI's stock (Nasdaq-TCOMA) has climbed gradually, from about \$13.50 to \$14.50.

Wall Street appears to like Hindery, although he doesn't have the market-moving ability of a John Malone. Analysts are certainly interested in Hindery's message that TCI's cable operations are unwieldy and need to be broken into smaller, more manageable chunks, that programmers can expect hardball negotiations and that digital cable is going to be easier to deploy than most think.

The common theme is that Hindery is strong in the operations department, disciplined about cutting costs and a savvy deal maker.

"The reaction on Wall Street has been that this is a good move; this is not a complete outsider," said Ted Henderson of Janco Partners. "Hindery is familiar

enough with the [TCI] systems to come in and do it."

In a report to clients, Smith Barney analysts John Reidy and Spencer Grimes suggested that Hindery may be a breath of fresh air in TCI's diplomacy department.

"We view the change positively but wonder how much impact one individual can have in shifting an organization this large," the note states.

Hindery clearly has the respect and admiration of his peers.

"He's very bright, tremendously energetic—a problem solver and a consensus builder," said Jeffrey A. Marcus, chairman of Marcus Cable. "He's the only man I know who has the energy to do the job that's required [at TCI]."

Just what that job is remains to be seen. Ray Katz of Bear Stearns & Co. considers Malone's selection of Hindery a straightforward means to an end: "Mr. Hindery is there to get the stock price up and facilitate selling pieces of the company," Katz said.

Malone, in recent press reports, has denied that selling all or part of TCI is part of his strategic plan. —PC

AMERICA'S VERDICT

RIVERA *Live*

5,127,000

People*

On Tuesday, February 4, the whole world turned to CNBC. Over 5 million people watched RIVERA LIVE to learn the verdict in the O.J. Simpson Civil Suit, catapulting CNBC to its highest ratings ever. RIVERA LIVE has become the show of record for American Justice.

*Source: Nielsen Media FesTrak Persons 2+ (10:15pm-10:30pm, 2/4/97)



company with great people. It's not broken.

Is it your perspective that the company is going to remain where it is in terms of size?

Absent adjustments, I think this company is extremely well positioned. Its portfolio can do everything John wants it to do. When you own 1,310 headends, an enormous number, you can always trim the tree a little differently. But this one is pretty well where it needs to be. It is the clear industry leader, an enviable position to be in. It has great assets. It has a wonderful mix of urban, metro, suburban and exurban systems in about the right ratio. Unless John concludes otherwise, I don't anticipate much change to the underlying assets at this point.

In terms of how you might restructure cable operations to make them more locally oriented, you indicated you weren't looking at layoffs.

I can't comment one way or another. I haven't been out there. I'm not counting them in, I'm not counting them out. I will tell you that this company owns every asset that it needs to be wildly successful. That's a nice place to be. What it doesn't mean is that John has to go out and stay acquisitive. That's hard on an organization. My company has grown only through acquisition, and every night I worry that I'm straining it. It's hard on them; they're exhausted. It's easy to do deals, go and buy stuff. It's harder than hell to run it. I think it's a relief, to be frank, that this company has gone through, as well as it has, its acquisition stage.

After you pass from acquisition, what's the next stage?

GE uses phrases like nurture and harvest. I think they have some application here. This company has gone through its nurturing stage. The grain is about this tall [holds his hands about 12 inches apart] and it's growing an inch a day at this point. I would like the employees to feel that it's sort of the spring of the year. I can hear it grow; I think that's great. If the employees get a sense in the next few weeks and months that it has been worth the price and say, "Boy, is that corn growing fast. What I thought was a job just might be a career," that will be a great day. This is John's company and it was Bob's [Magness], and nobody wants this thing to be anything other than careers for these people more than Bob did and John does. That's what's fun about what they built. I can walk out of here and talk to anybody in this organization and promise them a career. That's a nice arrow to have around.

A couple of things that have to be biggest on your radar screen are cutting debt and improving cash flow. If you're saying TCI has reached the mass where it needs to be, it suggests that cutting debt should be fairly easy. Improving cash flow is a little bit more challenging, in a sense, because some of the systems are going to need some work.

Yeah, but I think that's where John shines. John is the greatest technologist in this industry, with no close second. John has

identified a technology strategy that's affordable and compelling. I was worried—we all were a couple of years ago—that to get this stuff done you had to tear out every baseboard in the country and to go to great lengths and great costs to add these services. John figured out that you can do it with the platforms we have in place; you can do it as add-ons to those platforms as opposed to total throw-outs. I've got to tell you, that's a huge relief.

You're talking about the addition of digital as well as the satellite overlay in those systems that are not likely to get digital soon.

There are three things going on. One is the existing analog hybrid fiber/coax plant. It's clear that it does not have to be rebuilt as much as we once thought. John showed me that we can do it with 450 megahertz. As a complement to that, there's the realization that digital services are not likely to be, at least in the medium term, ubiquitous. They're house by house. They're not system by system, region by region. If you want them and can afford them and they meet your expectations, you'll take them. If I decline, you won't burden me with your exalted expectations. That's a huge relief. The other thing that's a huge relief is that data and these digital services can be delivered at affordable prices.

I think the measure of our relationship with our customers is across two spectrums. [First there is] service, service, service. I can give you the sun, the moon, the stars and crappy service, and I'll

watch your dust because you're going to run. I can give you superior service and average products and you'll be surprisingly patient with me. The one thing I can never do is give you crappy service. The other thing I can't give you, in your mind, is a distorted price-value relationship. If you think that the value of what you're receiving is disproportionate to its price, then you and I will fail in our relationship. That's why this programming thing is such a focal point.

The easiest way for you to get a distorted price-value relationship in your head is to think that the money is going to me. If you say, "Those bastards raised their rates 12 percent but three-quarters of that was for that crazy Albert Belle," all right, I can live with that. I hate rate increases because I've done a bad job—I know this, I believe it—I've done a miserable job of explaining the situation to my customers. And until I do a better job, every time I do a rate increase, I grab my heart and hope to God I survive the experience. What I need to do—and am starting to do—a better job of is explaining my situation.

We used to just put our rate increases out there. Not anymore. I'm going to tell you how many more channels you've got. I'm going to tell you what I'm paying for those channels. I'm going to tell you that two cents went to salaries for my employees and that 48 cents went to ESPN. Then you're going to say, "At least it's not he who's doing it."

I find the challenge more than manageable. I'm intimidated, to be frank, by the sheer size of this company. But I think that's a time-to-implement issue, not a can-you-implement issue. ■

I can give you the sun, the moon, the stars and crappy service, and I'll watch your dust because you're going to run. I can give you superior service and average products and you'll be surprisingly patient with me.

DIRECTV backs local retrans for DBS

Pioneer DBS operator DIRECTV favors permitting DBS companies to carry local TV signals, even though it has no interest in offering such a service.

"We have absolutely no objection to finding a legislative solution that allows for local retransmission of local signals, so long as it's part of a broader solution to protecting the rights of all consumers to receive some network programming if they can't get local signals," says Steve Cox, DIRECTV's general counsel and senior vice president, business affairs. "We'll be supportive of anything that gives satellite [TV providers] more rather than less flexibility."

"We've acknowledged that [local signals] are not part of our business plan because we don't think it's the best use of capacity," Cox said. DIRECTV's solution is simpler: a high-tech, off-air TV antenna that attaches to its dish.

DIRECTV's "broader solution" would include copyright legislation facilitating the distribution of distant TV signals, a service now mired in controversy and litigation.

Current law permits satellite TV companies to

retransmit distant TV signals. But they may offer distant network affiliate (ABC, CBS, NBC, Fox) signals only in "white areas," places where subscribers cannot receive local network affiliates off air. Fox, CBS, ABC and other broadcasters have sued some satellite TV providers, claiming they are skirting the white-areas restrictions.

Copyright legislation that would set the rules for satellite companies' carriage of local and distant broadcast signals is expected to become a hot issue in Washington this year.

Seeing local retransmission as vital to their DBS services, News Corp.'s ASkyB and EchoStar are pushing for legislation that would affirm their right to offer local signals within their markets.

EchoStar "could probably legally [transmit] local stations today, but we're going to pursue changes on Capitol Hill," said company chairman Charlie Ergen during the two-day DBS Summit hosted in Los Angeles last week by Paul Kagan Associates. "Satellites should be able to do anything that cable can do, and I think Congress understands that," Ergen said. —CL

Time Warner cable numbers up

System and programming operations report record fourth quarter

By Michael Katz

Time Warner Inc. reported better-than-expected financial results for fourth quarter 1996, fueled by record performances from cable.

Time Warner Cable reported a record combined EBITDA of \$526 million for the quarter, a 15% increase from fourth quarter 1995. Time Warner Inc.'s EBITDA increased more than fivefold for the year, to \$476 million from \$90 million the previous year. Time Warner Entertainment's cable division increased to \$1.5 billion for the year, compared with \$1.27 billion the previous year. The growth is attributed to an increase in basic cable revenue as well as increased ad and pay-per-view revenue.

HBO also reported a record fourth-quarter EBITDA of \$91 million, a 25% increase from the \$73 million earned in fourth quarter 1995. EBITDA was up 19% for the year, to \$350 million, from \$293 million the previous year. The positive results reflect a 2.7 million-subscriber increase for HBO and Cinemax, which together now count 32.4 million households.

Time Warner also nominated

Stephen Bollenbach and Gerald Greenwald to the company's board and elected J. Carter Bacot a director.

Bollenbach is president and CEO of Hilton Hotels Corp.; before that he was senior executive vice president and chief financial officer of Disney. Bollenbach played a significant role in Disney's acquisition of Cap Cities/ABC in 1995.

Greenwald is chairman and CEO of UAL Corp. and United Airlines. Before joining UAL, he was chairman of Tatra, a Czech Republic truck manufacturer.

Bacot is chairman and CEO of The Bank of New York Co. The three men will replace Lawrence Bittenwieser, David Kearns and J. Richard Munro, who are retiring from the board. ■

Cash flow up at US West Media

US West Media Group, in its first full year, reported a 22% increase in cash flow, spurred by its cable TV operations for the year ended Dec. 31, 1996.

US West Media Group manages the cable TV, wireless, and telephone directory publishing operations for US West Inc.

The cable division reported \$488 million in revenue for 1996, compared with \$215 million for 1995. Continental Cablevision, which merged with US West in November, reported a 3.8% increase in subscribers, revenue of \$263 million and operating cash flow of \$87 million. Time Warner Entertainment, in which US West owns a 25% stake, reported a 3.6% increase in cable subscribers, a 14% increase in revenue, to \$2.8 billion, and a 15.7% increase in operating cash flow, to \$590 million. Cable subscribers at US West's Atlanta-based MediaOne cable system rose 4.5%, to 512,000.

The media group also reported an \$81 million fourth-quarter loss, which the company attributes to Continental acquisition and startup costs for new international operations in Poland and India. —MK

Cablevision rounds up pirates

Calls it company's largest-ever antitheft campaign

By Joe Schlosser

Cablevision Systems Corp. of New York City is shooting down cable pirates in a roundup it calls "the largest electronic antitheft initiative ever."

Through the use of an electronic bullet, Cablevision is sending out enhanced signals that "zap out" service in all households and businesses that are receiving the service illegally.

"We don't like having to be the cable police, but we do want to get our people signed up legally," says John Hamill, Cablevision of New York City's manager of public affairs. "This is costing us millions each and every year."

Cablevision, which serves 450,000 customers throughout the Bronx and Brooklyn, estimates that it is losing nearly 25% of its yearly revenue to signal theft. The National Cable Television Association puts the industry loss at more than \$4.7 billion a year.

Cablevision says it will criminally prosecute those who have been selling illegal boxes. As for those who have been receiving the signal illegally and now want to pay for the service, Cablevision has plans for them as well.

"It's not going to be like 'turn yourself in and all is well,'" says Hamill. "There is not going to be any amnesty. We want people who have been stealing the signal, to be legal subscribers. But it is not going to be like all has been forgotten. There are going to be some payments made."

Cablevision is just the latest operator to fire a salvo at the pirates. Time Warner Cable of New York City has also employed the technology.

"We did it about four years ago, and we successfully prosecuted about 200 people," says Barry Rosenblum, president of Time Warner Cable of New York City. "When we do this, we receive thousands of phone calls from people claiming to have service problems. When we ask their names, they hang up."

Four months ago, Cablevision took aim at piracy in the Bronx, with premium channels such as Home Box Office and Cinemax the primary targets.

"When people who were getting our

signal illegally tuned in to watch a movie on a premium channel, all they got was snow," says Hamill of Cablevision's first attempt to slow down the piracy.

The direct result, Cablevision says, was a 17% increase in the upgrading of premium services by its Bronx customers. A month ago, after a similar firing in Brooklyn, the increase in upgrades was estimated at a minimum 35%.

Cablevision advertised its first firings well in advance on its cable access channels. But now, the company is going all-out: no more advance warnings.

"We don't like having to be the cable police, but we do want to get our people signed up legally."

—John Hamill, Cablevision of New York City's manager of public affairs

"The results of the early firings showed us that we could increase our revenue tremendously, so now we are going after all of them," Hamill says. "We have the capacity to shoot the bullet out every day, and we just might do that."

Ultimate fighting down for count in Empire State

Promoter insists sport is safer than boxing

By Michael Katz

New York State lawmakers delivered a knockout blow to ultimate fighting last week as the state Senate unanimously voted to ban the controversial events in New York.

The state Assembly had already voted to ban the events.

The moves come less than six months after New York voted to legalize ultimate fighting. But pressure from Governor George Pataki and New York City Mayor Rudolph Giuliani helped spur a reversal. The ban will not prevent the events from being shown on PPV.

"It seems to me it is a purely political situation," says ultimate-fighting promoter SEG Sports President Bob Meyrowitz. "It's an easy political target, and they are not pointing to any incident" of serious injury.

Meyrowitz says that, unlike with boxing and other major sports, no ultimate fighter has ever been seriously injured or had to spend a night in the hospital as the result of a bout. "In our

last fight, the most serious injury in which the fighter had to withdraw was a sprained knuckle," he says.

"Human cockfighting" is how New York state Senator Roy Goodman (R-Manhattan), who sponsored the legislation, has referred to ultimate fighting. "These fights are no different from street brawls," he says. "Contestants use brutal techniques, including kicking, chopping, wrestling, head butts, and choke holds."

SEG Sports had petitioned a federal court earlier this month to overturn state rules that tamed the rough sport. Upon the court's refusal, SEG Sports at the last minute moved a bout scheduled for Feb. 7 in Niagara Falls to Dothan, Ala.

According to preliminary results, SEG Sports estimates that the buy rate for the Feb. 7 event will exceed that of the previous event by 10% to 20%. The next ultimate fighting event is scheduled for May 30. No location has been set; it was originally supposed to take place at Nassau Coliseum on Long Island.

Cartoon net re-ups big bag

Cartoon Network has ordered 26 new episodes of *Big Bag*, the preschool program created by Children's Television Workshop. The deal calls for the creation of the new half-hour episodes, in addition to the original 13 hour-long episodes, which are being reformatted to half-hour shows.

HTS keeps Orioles

Westinghouse's Home Team Sports regional cable network has signed a deal with the Baltimore Orioles to extend their television rights agreement for four years. HTS will telecast 90 Orioles games a year on cable and will produce 65 Orioles games each year through the 2000 season for broadcasts divided between Baltimore stations WJZ-TV and WNUV-TV, with WJZ-TV delivering a minimum 35 a season. WBDC-TV Washington will broadcast an average 65 games per season.

Nickelodeon and Mattel together again

Nickelodeon has granted Mattel Inc. exclusive licensing rights across major toy categories to Nickelodeon's original characters and properties, excluding preschool. Nickelodeon and Mattel teamed in 1991 for a Nickelodeon-branded toy line. Under the new deal, Mattel will make products such as board games, puzzles and action figures, beyond the already existing activity toys.

On the AMC marquee

American Movie Classics has a number of specials lined up for March and April. *Long, Long Ago* (March 11, 9:30 p.m. ET) is a look at the birth of the motion picture through the eyes of 26 centenarians, whose remembrances of films are blended with silent film clips. *Hollywood Walk of Fame: America's Street of Dreams* (March 18, 9:30 p.m. ET) looks at the more than 2,000 celebrities who have been accorded stars on this "unique" sidewalk. *Hollywood Diaries* (April 15, 8:30 p.m. ET) looks at the lives of Marilyn Monroe, Marlon Brando, Robert Mitchum and Joan Crawford.

CTPAA President's Awards

The Cable Television Public Affairs Association selected Comcast Corporation President Brian Roberts, Rainbow Programming President Joshua Sapan and Time Warner Cable Senior Vice President of Corporate Affairs Lynn Yaeger as its 1997 President's Awards winners. The awards will be presented during the Beacon Awards Ceremony on Tuesday, April 29.

BellSouth buys Atlanta wireless

BellSouth last week reached a definitive agreement to purchase Wireless Cable of Atlanta for \$46.9 million in stock. BellSouth will exchange 0.49 share of stock for each share of Wireless Cable. The deal will give the telco licenses to provide video service to its Atlanta customers.

Charter hits a million subs

Charter Communications reached the 1 million-subscriber mark with its acquisition of 37,000-subscriber Price Cable in Hickory, N.C., its 14th acquisition in less than three years. Charter has raised more than \$2 billion in equity and debt to fund acquisitions, according to Jerald L. Kent, president of the four-year-old company. Kent was confident Charter could manage the debt. "Charter has had a terrific year. We haven't had the problems other cable systems have had." Charter plans to spend \$160 million this year, including a multimillion-dollar systems upgrade. Look for more acquisitions in the second quarter of this year to bring Charter 140,000 more subscribers. Although going public is a "possibility down the road, we have no plans to do that today," Kent said.

Auto Channel sues competitor

The Auto Channel has sued Comcast, Continental, Cox and Speedvision, charging antitrust violations in an 80-page complaint in federal court in the U.S. Western District of Kentucky. Auto Channel owner Bob Gordon, president of Louisville, Ky.-based Gordon Communications, says he talked with all three cable companies for a year and a half about becoming partners in The Auto Channel venture. "In September 1994 they said they didn't want to do it," Gordon says. "In November 1994 they announced they were doing it as Speedvision." The Auto Channel, a 24-hour car channel, has no carriage after six years of existence. "It's difficult for an independent producer to compete against a monopoly," Gordon says. "If a [programmer] is not owned by an MSO, it can't get carriage. That's a monopoly to me and to my attorneys."

Cable sales

US Cable Group sold two New Jersey cable systems encompassing 25,000 subscribers to TCI Communications. The price was not disclosed. Montvale, N.J.-based US Cable and TCI last year agreed to transfer to TCI ownership of the New Jersey, Illinois, Indiana and Michigan systems they hold in a 50-50 partnership. US Cable, which has about 230,000 subscribers, is exiting the U.S. cable business to focus on international markets and is selling systems in New York, Texas, New Mexico, South Carolina, Georgia and Florida in addition to properties in the TCI partnership.

Buchanan back in the 'Crossfire'

Just when liberals thought it was safe to watch *Crossfire* again, arch-conservative Pat Buchanan announced he'll return to the CNN show March 3. Buchanan will join former New Hampshire governor and Bush administration White House Chief of Staff John Sununu on the conservative side of the political debate/talk show, and will sit opposite former representative Geraldine Ferraro and Democratic activist Bill Press, who represent liberals. Buchanan asserted that the purpose of his return is not to use the show as a relaunching pad for his political career. "I'm a journalist by vocation," he said. "I'm coming back to *Crossfire* as a journalist. All political activity has ended for me."

—MK



Soccer PPV results from Italy

Europe's first pay-per-view soccer service Telepiu Calcio, which launched in Italy in September 1996 via direct-to-home satellite by Italian pay operator Telepiu, had 46,000 subscribers as of Feb. 4. The figure is in line with company expectations. Telepiu forecasts that Telepiu Calcio will break even within three years. Telepiu Calcio allows customers to subscribe to an entire season's matches for one or more teams.

News Corp.'s Star losses unchanged

News Corp. CFO William Sorenson told analysts that the company doesn't see any improvement in Asian broadcaster Star TV's losses "at the moment." Sorenson said News Corp. had not revised its original 1996 loss estimate for Star, reportedly about \$100 million, but that it was too early to predict 1997 losses. News Corp. posted a 17% increase in after-tax profits before abnormals of \$576 million on operating revenue of \$5.6 billion for the six months to Dec. 31, 1996.

TF1 signs for Universal output

Universal International Television and French commercial broadcaster TF1 have sealed a five-year free-TV rights deal covering movies, TV movies and series. The deal is TF1's first multiyear deal with a Hollywood studio covering both features and TV. Until now, its only multiyear rights deal was with Disney for features only. TF1 has been approached by other majors for a deal similar to the Universal arrangement, TF1's acquisitions manager, Edmond Bakaloglou, says. No price was put on the deal. TF1 also has renewed contracts for long-running series *Columbo* and *Murder, She Wrote*. Canal+ has the pay-TV rights to Universal movies; TF1 can show films in the free-TV window one year after they are screened on Canal+.

—By Nicole McCormick & Lloyd Shepherd

50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Feb. 3-9, 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	U.S.	Cable Share
1. Rugrats	NICK	Mon 7:30p	3,262	4.7	3.4	7.4
2. NBA All Star Saturday	TNT	Sat 7:00p	3,086	4.4	3.2	7.8
3. Rugrats	NICK	Wed 7:30p	2,954	4.2	3.0	6.9
3. Hey Arnold	NICK	Mon 8:00p	2,929	4.2	3.0	6.3
5. Rugrats	NICK	Tue 7:30p	2,827	4.1	2.9	6.3
6. Movie: "Buried Alive II"	USA	Tue 9:00p	2,823	4.0	2.9	5.9
6. Rugrats	NICK	Thu 7:30p	2,797	4.0	2.9	6.5
6. Kenan & Kel	NICK	Sat 8:00p	2,773	4.0	2.9	7.0
9. Rugrats	NICK	Sun 10:00a	2,613	3.8	2.7	11.4
10. Rugrats	NICK	Sat 7:30p	2,504	3.6	2.6	6.5
11. Doug	NICK	Mon 7:00p	2,468	3.5	2.5	6.0
11. Hey Arnold	NICK	Wed 8:00p	2,434	3.5	2.5	5.4
11. Doug	NICK	Thu 7:00p	2,429	3.5	2.5	6.0
14. World Champ. Wrestling	TNT	Mon 9:00p	2,428	3.4	2.5	5.1
14. Movie: "The Enforcer"	TBS	Sun 3:05p	2,407	3.4	2.5	7.8
14. All That	NICK	Sat 8:30p	2,390	3.4	2.5	5.8
14. Movie: "Top Gun"	TNT	Sun 1:00p	2,388	3.4	2.5	8.5
14. Doug	NICK	Tue 7:00p	2,359	3.4	2.4	5.5
19. NICK Sports Theater	NICK	Sat 9:00p	2,306	3.3	2.4	5.5
19. AAAHH!!! Real Monsters	NICK	Sun 10:30a	2,263	3.3	2.3	9.8
21. Movie: "Magnum Force"	TBS	Sun 12:35p	2,262	3.2	2.3	8.2
21. Rugrats	NICK	Fri 7:30p	2,260	3.2	2.3	5.9
21. Doug	NICK	Wed 7:00p	2,237	3.2	2.3	5.5
21. Doug	NICK	Fri 7:00p	2,197	3.2	2.3	6.0
21. Rivera Live	CNBC	Tue 8:00p	1,918	3.2	2.0	4.6
26. Secret World of Alex Mack	NICK	Tue 8:00p	2,151	3.1	2.2	4.6
26. Secret World of Alex Mack	NICK	Thu 8:00p	2,139	3.1	2.2	4.6
28. Movie: "Dirty Harry"	TBS	Sun 10:35a	2,147	3.0	2.2	8.9
28. Doug	NICK	Sat 7:00p	2,118	3.0	2.2	5.7
28. Rugrats	NICK	Sat 8:30a	2,103	3.0	2.2	10.6
28. Tiny Toon Adventures	NICK	Thu 6:30p	2,071	3.0	2.1	5.4
32. Movie: "Above the Rim"	TNT	Sat 10:38p	2,078	2.9	2.1	6.0
32. Movie: "K-9"	USA	Sat 5:00p	2,049	2.9	2.1	6.1
32. Rocko's Modern Life	NICK	Wed 5:30p	2,046	2.9	2.1	6.2
32. Looney Tunes	NICK	Sun 9:00a	2,044	2.9	2.1	9.5
32. Tiny Toon Adventures	NICK	Sat 9:00a	2,038	2.9	2.1	9.5
32. America's Funniest Videos	TBS	Sun 6:30p	2,029	2.9	2.1	5.2
32. The Ren & Stimpy Show	NICK	Sun 11:00a	2,028	2.9	2.1	8.2
32. Tiny Toon Adventures	NICK	Tue 6:30p	2,028	2.9	2.1	5.1
32. Tiny Toon Adventures	NICK	Sat 9:30a	2,024	2.9	2.1	9.1
32. Rocko's Modern Life	NICK	Thu 5:30p	2,004	2.9	2.1	6.2
32. Movie: "Blind Faith II"	LIF	Sun 6:00p	1,933	2.9	2.0	4.8
32. Movie: "Their Second Chance"	LIF	Sun 8:00p	1,916	2.9	2.0	4.0
44. Movie: "National Lampoon's Vacation"	TNT	Sat 3:00p	2,010	2.8	2.1	7.2
44. Rocko's Modern Life	NICK	Sun 11:30a	1,969	2.8	2.0	7.9
44. Rocko's Modern Life	NICK	Fri 5:30p	1,958	2.8	2.0	6.3
44. The Statler Brothers Show	TNN	Sat 9:00p	1,947	2.8	2.0	4.9
44. Clarissa Explains It All	NICK	Thu 6:00p	1,931	2.8	2.0	5.4
44. My Brother and Me	NICK	Sun 1:00p	1,921	2.8	2.0	7.1
44. Movie: "Predator"	WGN	Thu 8:00p	967	2.8	1.0	4.2

Sources: Nielsen Media Research, Turner Research

Broadcasting & Cable's *Telemedia* Week®

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

The Internet

Weather Channel, Disney, Warner gain in PC Meter ratings

News, information sites hold steady

By Richard Tedesco

The Weather Channel, the NFL and Warner Bros. all posted gains in the latest round of PC Meter household Internet ratings.

Online interest in the weather peaked with a 4.9 rating for The Weather Channel's site in December, more than a point increase over the two months prior. The Disney site scored well in the last two months of the year, with users typically

visiting for 10 minutes or more. Disney rose from a 4.2 rating in October to 5.8 in November, before dropping to 4.8 in December.

Warner's online site broke through into the ranks of the most popular content providers. A previously unranked site, it pulled into the fifth spot in the rankings, topping off at 4.0. Another site, WarnerBros.com, scored a 2.0, producing an aggregate third-place finish in PC Meter's news, information and entertainment category.

A trio of online cable sites, from ESPN, CNN and MSNBC, continued to draw surfers on the homefront. ESPN's SportsZone site maintained its place among the most consistent performers in household Internet ratings, with users spending an average of nearly 23 minutes on the site monthly. SportsZone slipped slightly from its 4.5 rating in October to level off at 3.9 in December. CNN and MSNBC hit 4.1 and 3.8 in November, respectively, probably driven by interest in the presidential election. Both dropped off a bit in December.

ESPN, CNN and MSNBC are among those sites widely assumed to be heavily trafficked by PC users at work. PC Meter's numbers represent the respective percentage of home Internet users access-

News/information/entertainment ratings

	Nov. '96	Dec. '96	Page requests per viewing	Minutes per page request	Minutes of usage per person
News/info./entertainment	59.2	58.8	2.11	1.18	35.35
ZDNET.COM	7.8	8.0	2.20	1.25	9.07
PATHFINDER.COM	6.7	6.8	1.85	1.02	8.33
WEATHER.COM	3.5	4.9	1.68	0.91	8.19
DISNEY.COM	5.8	4.8	1.86	0.90	11.59
C/NET.COM	5.2	4.5	2.06	1.24	8.72
WARNERBROS ONLINE	3.3	4.0	2.20	1.08	8.54
SPORTSZONE.COM	4.0	3.9	2.05	1.35	22.76
USATODAY.COM	4.0	3.7	1.99	1.38	15.39
CNN.COM	4.1	3.6	2.17	1.47	13.43
MSNBC.COM	3.8	3.5	1.93	1.41	8.88
INTELLICAST.COM	3.0	3.4	1.85	0.90	7.18
SPORTSLINE.COM	2.9	2.9	2.59	1.54	16.19
NFL.COM	2.1	2.7	2.04	1.50	15.84
HAPPYPUPPY.COM	2.1	2.2	2.29	1.19	7.13
UNITEDMEDIA.COM	1.7	2.2	1.71	0.81	7.66
IGUIDE.COM	2.1	2.0	1.75	1.12	8.43
WARNERBROS.COM	1.3	2.0	2.18	1.15	8.33
PCWORLD.COM	1.8	2.0	2.36	1.23	11.16
NANDO.NET	2.0	2.0	1.80	1.06	5.67
GAMECENTER.COM	1.6	1.9	1.89	0.86	7.39

Source: PC Meter

VXtreme shipping video streamer soon

VXtreme, inc. plans to start shipping its Web Theater 2 video streamer by the end of the month.

This second iteration of VXtreme's streaming product is available for downloading in beta form at the company's Website (www.vxtreme.com). Discovery Channel Online and Fox News are among the companies committed to using VXtreme's technology. "Web Theater 2 is the first product that we believe is ready for prime time use by top sites," says John Hulson, director of Digital Labs for Discovery Online.

Web Theater 2 produces real-time video at a rate of 10-15 frames per second for transmission at 28.8 kbps or 56.6 kbps. The full suite of Web Theater 2 products is priced at \$1,995.—RT

ing particular sites, based on a sample of 10,000 PC households. Its estimate of PC households capable of Internet access stands at 13 million—15 million, with a rating point translating to 130,000-150,000 users.

The top tandem in the info/entertainment category for December remained ZDNet, with an 8.0 rating, and Pathfinder, with a 6.8. Both have been steadily increasing in site traffic from households in the past several months. C/Net dropped from a 5.2 in November to a 4.5 in

December after breaking out two new sites from its main one.

The rest of the top 20 sites in the category showed little fluctuation from October to December. USA Today's site held fairly steady, rising to 4.0 in November after 3.8 the previous month, then sliding back to 3.7 for December. The NFL's rating rose to 2.7 in December from 2.1 in November, evidencing peaking fan interest as its regular season drew to a close. SportsLine held steady at a 2.9 rating.

T.M.

The Internet

Discovery buys stake in Omniview

By Richard Tedesco

Discovery Communications Inc. became a more serious Internet player last week, taking a multimillion-dollar equity stake in Omniview Inc., a company with a radical new photo technology.

Simultaneously, Motorola's Multimedia Group took an additional stake in Omniview, increasing its ownership to 20% of the Knoxville, Tenn.

company. Jim Phillips, who had been corporate vice president overseeing that Motorola unit, has been named chairman and CEO of Omniview, effective immediately. He has served on Omniview's board of directors for the past three years.

Omniview's technology enables the creation of 360-degree photo images of environments that can be explored online in real time. Discovery used the technology on its Web site when it explored the sunken ocean liner Titanic last August. The technology will soon be used to preview its Planet Explorer CD-ROM about Istanbul on its site.

The relationship with Omniview will give Discovery more creative license online, according to Tom



Hicks, vice president of Discovery Online: "It will help us bring down the cost of field production. And we can create these wonderfully engaging and immersive environments." Hicks also notes that Omniview's use of compression conserves

space on the photo files to be downloaded.

Phillips says the Omniview technology has the ability to transform the way images are presented in cyberspace: "This makes the Internet, or intranets, very much more robust. It's magical to the extent that it literally puts you right in that spot."

Discovery spokesman Jim Boyle would not disclose the amount of his network's investment, but said it was less than the \$10 million that has been reported.

Motorola is one of Intel Corp.'s development partners for its MMX multimedia technology, and Intel's multimedia desktops are now being demonstrated using Omniview's photo system.

For Motorola, the stake in Omniview is one of five such moves the company has made as part of its Cyberseed Investments program. Other companies it has invested in: Virtus Corp., Viewpoint Data:abs, Multichannel Communications Sciences Inc., Protozoa and Media Technology Ventures.

TMC

Calendar

March 11-12—HR Internet '97, conference on intranets, the Internet and electronic recruiting presented by World Research Group. Hotel Nikko, San Francisco. Contact: (800) 647-7600.

March 17-19—"Building Bridges to the 21st Century," fourth annual conference on new technologies for directory publishers sponsored by the Yellow Pages Publishers Association and the Kelsey Group. The Hyatt at Union Station, St. Louis. Contact: Nanci Karas, (609) 921-7200.

March 18-20—Third semi-annual Internet and Electronic Commerce Conference & Exposition, sponsored by Gartner Group. Jacob Javits Convention Center, New York City. Contact: (203) 256-4700.

May 6-9—Multimedia '97 exposition and forum presented by Multimedia Trade Shows Inc. Metropolitan Toronto Convention Centre, Toronto. Contact: Susan Blair, (905) 660-2491.

May 7-9—Multimedia '97 Visionary Series, presented by Multimedia Trade Shows Inc. Toronto, Ontario. Contact: Laura Ranieri or Jennifer Abramovitz, (416) 756-7996.

Increase your word power with blabbing Barney

In its latest venture in the video realm, Microsoft Corp. and PBS will pump life into Barney dolls that will interact with the TV series.

Technical tests of the plush, purple, animated dinosaur have been conducted in New York, Los Angeles, Dallas, Philadelphia, Seattle and Fairfield County, Conn. PBS hopes to have the series ready for a national launch with its new interactive format on Sept. 1, according to Jacqueline Weiss, CEO of PBS National Datacast.

"We're excited about the possibilities of getting the kids to participate more than they already do with the PBS product," Weiss says.

Microsoft's Barney dolls, which have a 2,000-word vocabulary as stand-alone toys, will be activated with a signal emitted through the horizontal blanking interval of the TV signal.

The interactive purple dinosaur hits toy stores with a \$110 list price later this year. A \$65 donut-shaped radio transmitter from Microsoft increases its vocabulary to 4,000 words when hooked up to a PC to enable interaction with educational CD-ROM programs. And the voluble Barney spouts 14,000 words when the transmitter is hooked to a TV to enable interaction with videocassette tape programs. CD-ROM titles sell for \$34.95; videocassettes will be \$14.95.

Sean McGowan, toy industry analyst for Gerard Klauer Mattison, is skeptical about the idea because of the price and the character's limited appeal: to three- and four-year-olds. "The demographic window for Barney is pretty narrow," McGowan says.—RT



Internet Advertising

Mining the Internet mother lode of ads

Cheap labor, related sites do the digging

By Richard Tedesco

Find Web producers to create subject sites to lead PC users to related sites. And pay those producers \$250 a week.

That's the idea driving Scott Kurnit's Mining Co.: establish a service—cheaply—that points users to the best of the Web. Kurnitz is putting together a collection of introductory home pages that connect to related subject sites, packaged for ad sales.

On the strength of that concept, Mining Co. already has lined up 13 advertisers, including AT&T, A&E Network, Chevrolet, IBM, Duracell, Nabisco, Olympus, Schwab and the U.S. Army.

The company's working list of 140 site subjects has plenty of TV-related content: *Days of Our Lives* (now in demo form), *Baywatch*, *Beverly Hills*, *Seinfeld*, *X-Files*, cable TV, music TV, public access and public TV. "The expectation of the entire site is to provide a satisfying service for the user," says Kurnit. "The solution was to recruit Web producers and give them a better proposition than they already have."

The deal is the \$250 weekly allowance and a cut of the advertising action to produce "a come-and-hang-out-service that sends you away but also brings you back," as Kurnit puts it.

Thus far the result is 62 finished sites, Kurnit says, and another 100 sites in "Mining Prep," a three-week crash course in everything one needs to become an online miner. The demo sites seem uniformly unremarkable: a pro basketball site contains links to NBA sites and a commentary on the need for strong defense on a title team.

But Kurnit thinks he can build a compelling service of 500 sites in time for an April launch. His requirements are simple: answer all e-mail within 24 hours, write a weekly, participate in bulletin boards and chats, and produce a source list superior to that of any other service.

Mining Co. will use Alta Vista as its external search engine. Sunnyvale, Calif.-based Verity will supply an internal search engine; iChat, of Austin, Tex., provides chat technology, and Proximcom will do the bulletin boards. **TM**

Continental takes Highway1 to Detroit



Continental Cablevision has officially launched its Highway1 high-speed Internet access service commercially in the Detroit area.

Continental began selling the service to small groups of trial users at the end of last month and is now attempting to market the service to some 1,500 consumers who indicated interest. Continental's focus is on potential subscribers in two suburban Detroit communities, Plymouth and Canton.

Ultimately, Highway1 will be available to 400,000 homes passed on Continental's Detroit metro area systems, where it now has 260,000 subscribers. Highway1 can be ordered there for the same rates Continental has established elsewhere: \$49.95 monthly for cable subs and \$59.95 monthly for non-subscribers, with a \$99 installation fee for both groups.—RT

Online Services

C-SPAN, Fox News launch RealVideo coverage

By Richard Tedesco

When Progressive Networks launched its RealVideo streaming technology two weeks ago, C-SPAN and Fox News effectively provided the online demos.

C-SPAN had a launch of its own last week, beginning wall-to-wall video coverage of the U.S. House of Representatives online (www.cspan.com). When C-SPAN starts similar Senate coverage March 1, RealVideo will be streaming on its site 13 hours daily, according to Robert Kennedy, C-SPAN executive vice president and co-COO.

C-SPAN's next step will be to differentiate itself online by offering other live content and stored content from its cable

side. "From here, we have to develop a Web product that complements our television networks," Kennedy says. "Our Web video offerings might include events that are not airing live on our television networks, or they might include events that aired last week."

Fox News Network was transmitting its cable signal live over the Internet, and will continue live, 24-hour video carriage online for another week, according to Juliann Villalobos, Fox News Internet producer. "After that, if all goes well, we'll probably use it for video applications on a daily basis," she says.

Fox News will feature a video news update at the top of each hour, as well as video content to supplement text online.

It could also break out interviews from on-air stories and may archive news stories on site, Villalobos says.

RealVideo is designed to deliver consistently good video imaging at 45 kbps. At access rates between 28.8 kbps and 56.6 kbps, RealVideo can deliver 15 to 22 frames per second. Its ideal applications now are for information content or short-form video.

"Over time, the Internet will become a valid distribution alternative for a lot of kinds of programing," says Rob Glaser, Progressive Networks chairman. "It works particularly well for things like news and public affairs programing. It's not necessarily the way you'd want to watch 'Jurassic Park' today, but we'll get there."

Director Spike Lee, who created three five-minute films to help demonstrate RealVideo on Progressive Networks' site, sees the technology as a boon to young directors. "There's really no boundaries. Who knows where this stuff is going to go?" Lee says.

Several other programmers supporting the technology, including ABC Online, BBC, MSNBC and Children's Television Network, will help define that direction. CNN and other programmers are expected to follow suit.

The RealVideo Server is available to developers for \$295. RealPlayer 4.0, which plays both RealVideo and RealAudio, is available for free download online (www.real.com). **TM**

GI unveils 16:1 compression

Packet Multiplexer will send 16 MPEG-2 channels over a 24 mhz transponder

By Glen Dickson

General Instrument says it has developed a statistical multiplexing technology that allows it to perform 16:1 compression for satellite feeds.

GI will be aiming the product, called the Packet Multiplexer, at DTH, cable, MMDS, syndication and broadcast services. The unit should be commercially available in late April, and will be able to transmit 16 MPEG-2 channels off one 24 mhz transponder, which is equivalent in bandwidth to a 64-QAM-modulated digital cable channel.

Considering GI's entrenched position in the U.S. cable equipment market, the Packet Multiplexer should give some competition to multiplexing technology from San Francisco start-up Imedia and News Corp. subsidiary Digi-Media Vision. Both companies have claimed compression ratios of up to 24:1



GI's new Packet Multiplexer works hand-in-hand with its DigiCipher II encoder.

(which Imedia demonstrated via satellite at last December's Western Cable Show).

Marty Stein, associate vice president for commercial product line management in GI's NextLevel satellite data networks group, says the 16:1 breakthrough came when GI figured out to how link together two DigiCipher II encoders and have them communicate with one statistical multiplexing processor. A single DigiCipher II encoder can accept only eight inputs, so GI previously could do only 8:1 compression.

"Now the statistical multiplexing works across encoders and looks at all 16 channels at once," says Stein.

The Packet Multiplexer performs real-time encoding at an average rate of

1.5 mbs, and allocates 14 channels for programing and two reserve channels for redundancy. The unit adjusts the bit rate between different channels about 35 times per video frame, or 1,000 times per second.

"The multiplexing and encoding happen simultaneously," says Stein. "As the video feeds come into the encoder, it does a sampling of the complexity of the scene and calls for a certain bit rate. Then it relays that request to the central processor, which takes all the channels into consideration and allocates a bit rate to each one. The encoder then finishes the compression to the allocated bit rate."

Stein says that 16:1 compression is suitable for transmitting movies and other film-based material, while material shot in video would require a lower compression rate, as would high-activity programing such as sporting events.

The Packet Multiplexer will be sold as part of a complete DigiCipher II system, which includes access control, encryption and an uplink control system. "The ballpark for the whole thing would be about \$65,000 per channel," says Stein. ■

GI posts fourth-quarter loss

General Instrument announced a net loss of \$17 million for fourth quarter 1996 last week and said it is restructuring into three separate units—NextLevel Systems, CommScope and General Semiconductor—which should be completed this summer (B&C, Jan. 13).

GI's loss reflects \$59 million in after-tax charges related to investments in its next-generation digital products, a write-down of assets and restructuring costs. The company had sales of \$737 million for the fourth quarter, ended Dec. 31, 1996, an increase of 14% from fourth quarter 1995.

The NextLevel Systems businesses, which include

set-top boxes, satellite equipment and cable modems, reported fourth-quarter sales of \$507 million, up 21% from fourth quarter 1995. CommScope coaxial cable sales increased 18%, to \$151 million, from fourth quarter 1995, while General Semiconductor (currently Power Semiconductor) sales decreased 23%, to \$79 million, from the prior-year quarter.

First quarter 1997 is looking strong for NextLevel, as GI's largest customer, TCI, nears completion of a third-party lease agreement for 450,000 of GI's DCT-1000 digital set-tops. TCI's projected 1997 set-top orders with GI are based on its existing contract to purchase 1 million set-tops over several years. —GD

Odetics launches Roswell

New software tackles digital disk storage challenges

By Glen Dickson

Automation supplier Odetics Broadcast has developed a facility management system specifically designed to handle the new demands of using digital disk storage within the broadcast plant. The product, named Roswell, uses distributed client/server software to automate material and media tracking, provide multichannel playback for up to 50 channels and perform real-time machine control.

Odetics spent the past year and a half developing Roswell, which will make its official debut at April's NAB convention in Las Vegas. The company hopes to begin beta-testing the system after the show, and Roswell should be available late this summer.

"We're betting the farm on it," says

Mike Guess, Odetics director of marketing, who emphasizes that Roswell is the company's first system designed from scratch with the evolving hybrid tape/disk storage environment in mind. "The big question in automation today is, Where is it? If you've got a server with 30 hours of material, finding a 10-second spot isn't easy."

The Windows NT-based Roswell uses an SQL-compliant Oracle relational database to track material throughout the plant and has open interfaces to traffic and billing systems. Its client/server architecture allows an operator to control the entire system, including switching and machine control, from a single "device control server" (DCS) with a Microsoft graphical user interface.

Roswell supports PC networking

through a standard Ethernet LAN, and a basic DCS can control up to 16 peripheral devices. Up to 10 DCSs can be included in a Roswell system, for the total control of a maximum 160 peripheral devices.

For a simple one-channel Roswell system, Guess says a station could run four software programs off one PC and one DCS.

While Roswell incorporates hierarchical video management algorithms that Odetics developed for its CacheMachine and Spectrum software, it is designed as a stand-alone system that will work with any combination of cart machines and disk recorders. The system also supports object-oriented programming to allow software upgrades, and application programming interfaces for third-party support. ■

Cutting Edge

By Glen Dickson

Fox Kids Network

Worldwide is now being distributed to cable operators in Latin America off the **PanAmSat PAS-3** satellite, joining Canal Fox, the BBC, CCTV, Discovery, ESPN, HBO, Viacom and The Weather Channel on the Atlantic Ocean Region bird. The new PAS-3 service consists of one digital channel on the satellite's C-band Pan-American beam, which covers virtually all of Latin America and the Caribbean. The Fox Kids signal is being uplinked to PAS-3 from PanAmSat's Global Operations Center in Atlanta.

Robinson Helicopter Co., Torrance, Calif., has ordered 30 UltraMedia-RS gyro stabilized camera systems from **FLIR Systems**,

Portland, Ore., in a move to sell smaller, less expensive ENG helicopters. Robinson plans to use the FLIR UltraMedia-RS as part of a turnkey aerial ENG platform that will cost less than \$500,000, mounting the 35-pound camera system on the nose of the Robinson R44. "There is an entirely untapped segment of the market that needs a low-cost/high-performance airborne system that can capture steady images over long distances," says Robinson Helicopter President Frank Robinson. "The combination of the R44 and the UltraMedia-RS gives them a system that is inexpensive, cost-effective and the best technology available."

Post Edge, Miami Beach, Fla., has created a complete graphic design and production package for

CBS TeleNoticias, the Spanish-language 24-hour news channel distributed in Latin America. The new on-air look, created by Post Edge in conjunction with CBS TeleNoticias's creative services team, includes a general news open, segment openings, animated backgrounds,



Post Edge of Miami Beach created CBS TeleNoticias's new on-air look.

bumper animation, three station IDs, transitional elements and audio sweetening. Post Edge performed hours of on-line editing and used its Discreet Logic Flame, Quantel Paintbox and 3-D graphics equipment to create animations. "Often times, the Flame is used just to add new elements into a scene," says

Post Edge producer Romulo Guardia. "For this project, wire framed objects were textured and animated in an intricate and elaborate process."

Cincinnati Bell Information Systems (CBIS)

has netted its first cable subscriber management and billing contract. The company will run the CableMaster 2000 subscriber management and billing system for Galaxy Telecom LP of Sikeston, Mo., which has more than 202,000

subscribers. CBIS will operate the system for Galaxy in its Cincinnati and Orlando data centers. Galaxy, which serves communities in 18 midwestern and southern states, will use the CBIS CableMaster 2000 system to consolidate its various operations into a subscriber management system.

Broadband snags \$30 million MMDS deal

Image Wireless to launch digital service in Canada

By Glen Dickson

Digital wireless supplier Broadband Networks Inc. (BNI) has received a \$30 million order from Image Wireless Communications to supply equipment for a digital MMDS service that Image Wireless is starting in Saskatchewan, Canada, next month.

Winnipeg-based Broadband will supply Image Wireless with MPEG-2 encoders, digital MMDS transmitters, RF modulation equipment and MPEG-2 consumer set-top decoders for the wireless service, which is scheduled to launch with 55 compressed channels on March 5.

The Saskatchewan service would be the second digital MMDS installation in Canada, following Skycable in Brandon, which is owned by Craig Broadcast Systems. BNI also outfitted Skycable's



Image Wireless' digital MMDS head-end equipment from Broadband Networks Inc.

digital MMDS operation.

Besides the BNI equipment, Image Wireless has ordered broadcast towers from LeBlanc (the parent company of transmitter manufacturer Larcen). MMDS antennas from Andrew Corp., and consumer antennas with integral block downconverters from Pacific Monolithic and California Amplifier. Image Wireless's headend plant will use a combination of analog and digital tape and video servers for programming storage and playback, with automation software from Interactive Software Inc., says operations manager Jim Huziak.

Huziak won't give a ballpark figure for Image Wireless's total equipment investment, but he

says the \$30 million order with BNI is a "solid number."

Image Wireless's final capital investment will depend on how many subscribers from the Saskatchewan prairie sign up for the service. Neil McFadden, the company's director of public affairs and business development, says that Image Wireless has signed 1,000 subscribers so far but hasn't yet "actively pursued" a subscriber base. He says that after a three-year system build, the company hopes to have more than 25,000 subscribers.

The MMDS service will be distributed from 13 broadcast towers and 20 trunking, or relay towers, throughout Saskatchewan. Image Wireless delivers 30 channels off a temporary 150-foot tower, with a pool of Image Wireless employees serving as test subscribers. A 600-foot tower at the service's projected Yorkton hub is within 15 feet of completion.

McFadden says the flat terrain of the Saskatchewan region is ideal for MMDS line-of-sight transmission, although Image Wireless will have to wait and see how the area's trees affect transmission when their leaves grow back this spring.

"So far, the testing has been excellent," McFadden says. "We are very pleased with the quality and reliability."

Leitch unveils MPEG-2 encoder

Leitch has introduced an MPEG-2 compression system that will encode video in the 4:2:0 and 4:2:2 profiles, making it suitable for both distribution and contribution feeds. The single-board module, which fits into a three-rack-unit Leitch DigiBus frame, uses IBM's MPEG-2 chip set and controls bit rates from 40 mbs down to 2 mbs (the minimum encoding rate for 4:2:2 profile is 15 mbs). It can support both analog NTSC and component digital inputs and outputs.

"It goes into the DigiBus family with our other cards," says John Piercy, vice president of marketing for Leitch Technologies. "It can also handle audio [Dolby AC-3 and Musicam] and data compression, and then it merges those streams back together to send out on satellite or fiber."

For the receiving end, Leitch manufactures a similar decoder, which also can handle either distribution- or contribution-quality compressed video. The encoder ranges in price from \$40,000 to \$60,000, while the decoder will sell for around \$30,000. The encoder also is available with an optional plug-in noise reduction card to conserve bandwidth when recording and compressing off-air feeds. "That way you're not compressing artifacts, only real signals," Piercy says.

Leitch has demonstrated the MPEG-2 encoder to several broadcasters, including the Canadian Broadcasting Corp., and hopes to begin "full-fledged testing" after NAB '97, says Piercy. The unit should start shipping in July.

—GD



Leitch's MPEG-2 compression system supports both 4:2:0 and 4:2:2 encoding.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Proven Sales Leaders. Visionary regional group. 1995 NAB Crystal Award winners, seeking exceptional sales managers for its growing western Virginia operations. Excellent compensation and career development plan. If you can build a winning team, we will support you! Forward achievements and references, in confidence, to Gary Hearl, Cumberland Group, Box 1480, Richlands, Virginia 24641.

HELP WANTED SALES

WARW-FM, CBS owned station in Washington, D.C., has an immediate opening for a General Sales Manager. Experience in local and national sales management a must. GSM experience preferred. Candidate must have a proven track record in recruiting, training, and motivating local staff; developing agency business beyond buyer level; direct and non-spot sales; using qualitative and quantitative research; managing inventory and outperforming market growth. If you are customer focused, an innovative and strategic thinker, a team player and possess excellent communication skills, please send resume to: Ms. Sarah Taylor, WARW-FM, Code 4, 5912 Hubbard Drive, Rockville, MD 20852. WARW-FM is CBS owned station and is an Equal Opportunity Employer.

General Sales Manager. WLAM AM-FM, Portland, Lewiston-Auburn, Maine. Adult standards nostalgia format. Self-starter who will hire and motivate own staff. Six of our previous Sales Managers have moved into ownership within this company. EEO/Minorities and females encouraged. Write or fax: Ron Frizzell, President, WLAM AM-FM, 1335 Washington Avenue, Portland, ME 04103. Fax: 207-784-5581.

HELP WANTED HOST

Talk Show Host for National Computer Radio Show. You've heard the others, and you know you can do better. You use and understand computers, both Macs and PCs. You read computer publications voraciously. You know your way around the World Wide Web. You empathize with befuddled beginners, yet can inform, educate and entertain the experts. You're witty and engaging, but never play the fool! You've been hosting a talk radio show for years, and are ready to take the Next Big Step. A major media company wants your tapes, resume and cover letter - today. Send'em to Box 01067 EOE.

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Current Vice President/General Manager of six station group located in the Midwest. We started five years ago with a stand alone AM. Young, aggressive and ready to take on new challenges in same capacity. I value and respect good people and have always worked to create a Team Philosophy. Please respond to **Box 01056 EOE.**

Problems with ASCAP, BMI, SESAC? Fees too high. annual financial reports, audit claims? Call Bob Warner today! 609-395-7110. Fax 609-395-7112.

Experienced broadcaster seeks GM/GSM position in small market. Willing to relocate. Call Teddy 212-421-7699.

If bottom line management experience is important, I've got 20+ years! Startups too. 19 years with one company. Looking for long-lasting GM or GSM opportunity in the Midwest, preferably Illinois. (231)338-0898.

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

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

Vice President, Development and Community Relations. WLVT-TV, the Lehigh Valley's public television station, is presently accepting applications for an experienced professional to lead the station's development department. The successful candidate will be responsible for identifying and cultivating relationships with individuals and foundations, securing annual and planned gifts and will manage all aspects of the station's development crusade. Qualified applicants will have: Bachelor's degree or equivalent in marketing, business or related field and minimum of five years successful fund-raising experience or equivalent marketing experience. Must have proven leadership ability and display a positive "can-do" attitude. Knowledge of the philanthropic community in the Lehigh Valley very helpful. Solid communication skills a must. Prior experience in public television development preferred, but not essential. Must be flexible to work occasional evening hours and appear on-air during membership and fund-raising drives. Incumbent must be computer literate with good comprehension of Windows and MS Office software. Valid PA driver's license required. Please send resume with cover letter, salary history and at least three professional references to WLVT-TV, Attn: VP Search, 123 Sesame Street, Bethlehem, PA 18015. No phone calls please. This position will remain open until filled. WLVT is an Equal Opportunity Employer. Women and minorities are strongly encouraged to apply

Chief Financial Officer. Wanted for Hawaii television station. Wonderful opportunity 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. Reply to Box 01061 EOE.

Studio Chief. TV studio needs experienced President/General Manager. 55k sq. ft. facility has growth potential for motivated individual who can build business salary, benefits and share of profits. Strictly confidential. Fax or mail resume to: 8033 Sunset Boulevard, Suite 100, LA, CA 90046. Fax: 213-650-2493.

HELP WANTED SALES

Sales Manager. East Coast. Top 10 Market independent start-up needs strong Sales Manager to build revenues and sales staff. Must know direct, agency and program sales. Self-starter and hard-worker ready to hit the streets needed. Send letter, resume, references and salary needs to Box 01057 EOE.

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. KWWL, NBC for Eastern Iowa, seeks experienced broadcasting sales manager with strong record. Must know ratings, reps, agencies, traffic. Currently HRP, Enterprise. Start by March 15. Letter, resume to Jim Waterbury, General Manager, KWWL, 500 East Fourth Street, Waterloo, Iowa 50703. Fax (319)291-1255. No phone calls. EOE.

National Sales Manager. KABB-TV, a Sinclair Communications, Inc. FOX affiliate, in San Antonio, Texas, has an immediate opening for an aggressive, highly motivated National Sales Manager. Candidate should have at least 2 years National Sales Management experience. Only detail oriented, creative thinkers who possess great leadership skills need apply. A thorough understanding of research, sales, promotions, special events and the Bias Traffic System a must. Please submit resume to: Dan Corken, Director of Sales, KABB FOX 29, 4335 NW Loop 410, San Antonio, TX 78229. An Equal Opportunity Employer.

Account Executive: Southeastern ABC affiliate seeking an experienced salesperson who can grow existing business, handle agency business and develop new business. Computer skills and knowledge of TVScan a must. Send resume to Business Manager, WTVM-TV, P.O. Box 1848, Columbus, GA 31902-1848. No phone calls please. EOE.

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Bloomberg Information TV and Bloomberg Radio, the foremost providers of global financial information, are rapidly expanding and have several excellent New York based opportunities. We seek qualified Sales professionals to handle Cable TV syndication sales for North America, Latin America and WBBR Radio affiliate sales for the U.S. and Canada.

We require a minimum of 5 years experience in TV, cable or radio sales and a proven record of achievement in syndication sales, well developed industry contacts, the ability to source new business and to present polished and professional sales demonstrations. Additionally, for the NY based Latin American sales opportunity, we require complete fluency in both English and Spanish. Portuguese is a decided asset.

We offer a highly competitive salary, an excellent benefits package and a career opportunity to work with an industry leader in providing news and information globally.

Local Sales Manager. Strong ABC affiliate, top 40 market. Position requires a motivated teacher and leader. Good selling, research, creative sales solutions including retail driven sales promotion skills required. TVScan, BMP, Columbine systems knowledge preferred. Must be a strong communicator and trainer. Local sales management experience preferred. Send resume by March 1st to: Jeff Guilbert, General Sales Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202-2699. No telephone calls accepted. WKBW-TV is an Equal Opportunity Employer.

General or Local Sales Manager. Great opportunity for enthusiastic professional looking to advance career. We need a hands on trainer and coach, with strong computer and numbers skills to lead our team. Fax letter and resume to: Marshall Porter, GM, WHBF-TV, Rock Island, IL #309-788-4975. WHBF-TV is an Equal Opportunity Employer.

Account Executive. KABB, a Sinclair Communications, Inc. FOX affiliate in San Antonio, Texas, has an opening for a detail-oriented, aggressive, highly motivated team player to maximize revenue with a regional/local list. Must possess great negotiating and listening skills. Minimum two + years previous TV sales experience a must. A proven track record with news business development and sales promotions required. Send resume to Dean Radla, Local Sales Manager, KABB-TV, 4335 NW Loop 410, San Antonio, Texas 78229. KABB is an affirmative action Equal Opportunity Employer. KABB is a drug free environment.

Local Sales Manager. KUTP/UPN 45, the Chris-Craft/United station in Phoenix, is looking for a Local Sales Manager with creative selling solutions for a very competitive television market. This individual must have good technical selling and research skills, including experience developing retail driven sales promotions. Scarborough, TV Scan or BMP knowledge preferred. Must be a good communicator and presenter. Must have the ability to train, direct and motivate. Send resumes to General Sales Manager, KUTP, 4630 South 33rd Street, Phoenix, AZ 85040.

KPLR-TV, St. Louis. Tough-minded Indy/WB affiliate station with a winning "attitude" seeks a savvy, high-energy NSM who thrives on challenge. Philosophy: maximum shares with rate integrity. Candidates must be experienced in rep sales and in station sales management, be able to command reps' peak performance and loyalty, cement bonds with clients and agencies, and think outside the box. Good people, good benefits. Good fit? Reply to: KPLR-TV, Dept. 114KA, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO Employer.

General Sales Manager: NBC affiliate in Charleston-Huntington, West Virginia seeks an experienced leader to manager inventory, motivate, teach. Local and National experience in TV sales and management required. Lee Enterprise Station. Send resume to: Human Resources Manager, WSAZ Television, P.O. Box 2114, Huntington, WV 25721. EOE.

General Sales Manager. Upper Midwest FOX affiliate has an immediate opening for GSM. We are seeking a creative individual who possesses strong leadership, presentation, and new business development skills to join professional and energetic sales staff in a booming market. Local sales and inventory control background a must. Experience working with national sales rep required. Equal Opportunity Employer. Send resume to Box 01072.

General Sales Manager. Sinclair Communications, Inc., one of America's fastest growing broadcast companies is offering an outstanding opportunity for a proven, aggressive and dedicated sales leader. The winning candidate will be leading an experienced sales team in a progressive and growing southern market. NSM or rep background with knowledge of TV Scan and Scarborough a plus. This is the position for a people oriented sales professional with a vision for the future. Send resume and references to Stephen Mann, General Manager, WTTO/WABM TV, P.O. Box 832100, Birmingham, AL 35283. EOE/M/F.

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.

Account Executive. Top 20 ABC affiliate in the West seeks an experienced TV sales professional. Qualified candidates must possess a strong new business record calling on direct accounts, solid presentation skills to generate non-traditional revenue, and have strong agency negotiation skills. Prefer TVScan and/or BMP, Qualitative, and metered market experience. Send resume, cover letter, and salary history to Janet Noll, KNXV-TV, 4625 South 33rd Place, Phoenix, AZ 85040. No phone calls. EOE.

Account Executive. Top-ranked Indy/WB affiliate in St. Louis has openings: One for self-starting polished professional AE who's mastered conceptual selling. 2+ years experience as client-oriented sales consultant. Requires presentation skills using qualitative and quantitative data, a consistent record of developing and retaining new business plus the ability to work agencies top to bottom. Computer skills important, knowledge of TVScan and Bias helpful. Second position for rookie looking for growth and the challenge of mastering the art. Reply to KPLR-TV, Dept. 114KB, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO Employer.

Account Executives: Univision, the market leader in Spanish-Language Television, is seeking an Account Executive to work in their New York Spot Sales Office. Candidate selected will be an enthusiastic and aggressive self-starter who will develop new business as well as service existing accounts. Outstanding verbal and written communication skills are required. Computer skills are essential. Fluent in Spanish is highly desirable. College degree and sales experience is preferred. Send resumes to Mr. Bill Acker, Sales Manager, Univision Communications Inc., 605 Third Avenue, 12th Floor, New York, NY 10158 or fax it to (212)455-5329. EOE/M/F.

HELP WANTED NEWS

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

PRODUCER/REPORTER

We seek a freelance News Producer/Reporter with experience in producing medical or health related news programming. Most work will be in the N.Y. Metro area, however some travel may be required. Send resume and non-returnable VHS tape to Ben at: University News, 83 Cromwell Avenue, Staten Island, N.Y. 10304.

News Director. ABC affiliate in Florida's Capital City, needs a hands-on innovative and hard-working news manager. Join a station on-the-move, with news as a #1 priority. Please send resume to: General Manager, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312.

News Topical Writer-Producer. WPEC News 12 (CBS) seeks a creative, aggressive person to write and edit compelling topical promos for local news. Must be able to write flawless copy, fast and under pressure, with little supervision. Hands-on editing skills are a must - videography a plus. Minimum two years experience producing news or news topical promotion, preferably with network affiliate. Send resume and tape to Donn Colee, Director of Programming and Creative Services, WPEC News 12, PO Box 198512, West Palm Beach, FL 33419. EEO, M/F.

On-Air Talent. Is Your Game Sports? If you're a sports junkie, consider the following opportunity: Boston-based sports magazine show, dedicated to a wide variety of men's and women's New England sports, is seeking On-Air Talent. It's an exciting, new opportunity...one perfect for a personable, sports savvy individual who has a good sense of humor. Experience with both live and taped production, the ability to think on your feet in a fast-paced environment, and strong writing/producing skills are a must. For confidential consideration, please send your non-returnable tape and resume, indicating salary history, to: Dept. NMP, PO Box 947, Allston Station, Boston, MA 02134. We are an Equal Opportunity Employer.

Writer/Producer wanted for broadcast/corporate video production company. Significant TV news reporting experience required; health medical reporting experience preferred. Must be creative, service-oriented, possess excellent writing skills, and be capable of producing and directing short and long-form projects for a wide variety of clients. Resume, tape, and references to: Vision Video 500 Shepherd Street, Suite 200, Winston-Salem, NC 27103.



Programming Director

- 4+ years major market programming experience.
 - Programming acquisition & development.
 - Scheduling and budgets.
- Job #97-03

News Director

- 10+ years multi-market news management experience.
 - Proven motivational and leadership skills.
 - Strategic planning, budgeting & editorial standards.
- Job #97-04

KCAL9 offers a competitive compensation package and a unique work environment. Please forward resume and salary requirements to: KCAL9, Attn: Human Resources, Job #____, 5515 Melrose Ave., Hollywood, CA 90038. Fax: (213) 465-2172. We are proud to be an equal opportunity employer.

Weather Anchor/News Reporter. NBC2 in beautiful, historic Charleston, SC is looking for someone to anchor weathercasts and also report general assignments. No beginners. Resume, references and VHS tape to News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. Drug test mandatory. EOE, M/F. No telephone calls.

News Graphics Designer. KTVT Channel 11. This position will produce graphics for morning and noon newscasts and other station projects. College degree in design or allied field and 3 months experience on video paint systems, producing video or multi-media graphics on Macintosh required. Strong design, composition and illustration skills also a must. Experience with 3D software preferred. Send resumes and non-returnable tapes to Christina Medina, Human Resources, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an Equal Opportunity Employer.

Anchor. UPN9/Minneapolis-Saint Paul is losing one of our primary news anchors after five years of phenomenal ratings growth and many awards. In a memo to our staff he says, "Many Minnesotans think that we are the best. I am very proud to have been a part of that. But we want to be able to spend more time with family and unfortunately I can't do that and stay here. I wish I could." Replacing him won't be easy. This is a rare opportunity at the fastest-growing news station in one of the country's best news markets. Non-returnable tapes and resumes to: Dana Benson, News Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. EOE.

Minority Reporter: Network affiliate in Northeast has an opportunity for a minority reporter with experience, polish and desire. If you have at least 2 and 1/2 years experience as a television news reporter, you are a candidate for this position. "Live" work will give you an edge. Send tape and resume (etc.) to Box 01071 EOE.

Investigative Researcher/Associate News Producer. #1 station in top 50 market is searching for the right person to co-produce stories in stations consumer/investigative unit. 1-2 years news producing experience preferred. Must have strong telephone skills and the ability to sniff out a story. Good news judgement, writing, organizational skills and attention to detail a must. Please send your resume to Lisa Stevens, News Director, WFMV-TV, P.O. Box TV-2, Greensboro, NC 27420. No phone calls please. EOE.

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.

Sports Anchor. We need a Sports Anchor who can think and report "outside the box." This person should be a good writer with strong visual skills, must be able to shoot and edit video tape and turn in an interesting and compelling air product and be able to get beyond scores and sound bites with last week's game B-roll. Make your sportscast interesting to people who don't care about sports. Send non-returnable VHS aircheck/resume to: George Mills, News Director, KYMA, 1385 South Pacific Avenue, Yuma, Arizona 85365. EOE.

Producer. News Producer wanted. Stackers and packers need not apply. We're looking for someone who will contribute to the entire process from morning story meeting to broadcast. The ideal candidate will be able to enterprise good stories and build viewer friendly newscasts. We've got all the tools. Show us what you can do. One year producing experience preferred. Send non-returnable Beta or VHS tape and resume to: PD3-BC, Box 44227, Shreveport, LA 71134-4227. EOE.

Booming Pacific Rim island needs a seasoned professional News Director. Multiple award winning 20 year old computerized news room with a staff of 18 needs a leader. Hard news and investigative reporting skills a must. Excellent salary and benefit package for the right individual. Fax resume and salary history to (671)477-7847. Send tape to: Harrison Flora, Group Vice President, 530 West O'Brien Drive, Agana, Guam 96910.

Producers: If you have at least 3 years experience and you know that being a good producer means using your authority and creativity to craft your newscast, using all available resources, we have immediate opportunities for you. We are a Northeast affiliate looking for bright, dedicated, creative producers who do more than stack a 'cast. Send a tape and resume to Box 01070 EOE.

Chief Meteorologist. Midwest snowbelt network affiliate seeking energetic weathercaster. We're serious about weather here, and need a committed leader for a staff of three to deliver a graphically intense, forecast-driven show with lots of personality. Must fit our team. AMS required. This is not an entry level job! We have new, high-end graphics and forecasting tools, and a strong promotional commitment. Send tape and resume quickly to Box 01073 EOE.

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.

HELP WANTED TECHNICAL

**REGIONAL
TECHNICAL MANAGER
BOSTON LOCATION**

Rainbow Advertising Sales Corporation is one of the nation's leading cable tv advertising rep firms. To ensure proper technical operation of equipment (commercial insertion systems, video editing equipment, insertion computers and all related equipment), we are seeking the talents of a Technical Manager.

Based in Boston and reporting to the Director of Technical Operations, you will develop and implement maintenance procedures and practices. Qualifications include 3-5 years of directly related experience and the availability to be on-call for emergencies; some local travel is involved.

We offer a salary commensurate with your qualifications and a generous benefits package. For confidential consideration, please FAX your resume, THAT MUST INCLUDE SALARY REQUIREMENTS, to: Human Resources-ARS, (516) 364-5519; Rainbow Advertising Sales Corporation, 111 Crossways Park Drive, Woodbury, NY 11797. No phone calls will be accepted. We are an equal opportunity employer m/f/d/v.



Senior RF Engineer. Primary responsibilities are to provide overall technical support for RF product development, working closely with customers and vendors. BSEE degree required, with 7 years experience in RF engineering, and at least 3 years in broadcast engineering. Design experience is desired with the primary emphasis on system design and architecture. Knowledge and experience with high power semiconductors, and an understanding of semiconductor technology is also desired. Send resume to: Jeff Jury, Westinghouse Wireless Solutions, 930 International Drive, Linthicum, MD 21090. (410)765-3494, Fax (410)993-7121.

KSWB, the new Tribune station in San Diego, is in need of an Operations Manager. Person will manage the daily broadcast operation and master control scheduling of personnel and facilities. Candidate must have a working knowledge of traffic, promotion, programming and marketing and their interaction to the on-air operation. Must know capabilities and operation of equipment. FCC rules and regulations and directing experience required with expansion to news operation. Position reports to Director of Engineering and will be cross-trained in basic equipment maintenance to assure continued on-air operations and understand all on-air equipment to train new personnel in equipment operation. Send resume, in confidence to: John Weigand, Director of Engineering, KSWB-TV, PO Box 121569, San Diego, CA 92112. Tribune is an Equal Opportunity Employer. Women and minorities encouraged to apply. No telephone calls please.

**WE PLACE
CHIEF ENGINEERS**

KEYSTONE INT'L, INC.
16 Laflin Road, Suite 900
Pittston, PA 18640. USA

Fax 717-654-5765 • Phone 717-655-7143
E-Mail: keyjobs@keystone.microserve.com

Editors Wanted! Creative editors needed for high end digital post room. Applicants must be able to demonstrate proficiency with the following equipment: Grass Valley 2200 switcher, 351 edit controller, Zaxcom audio board, K-scope and Ampex DCT's. All applicants must be prepared to join IATSE or provide documentation of membership in order to work. Please send resume and reel to Chris McLoughlin at WNYW, 205 East 67th Street, New York, NY 10021.

ENG Personnel. ENG field operations with camera (and microwave) experience. Videotape Editors, and ENG Maintenance. Employment for West Coast. 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.

Engineering Maintenance Technician. WGN-TV has an immediate opening for a skilled electronics technician with at least 3 years progressive experience in all facets of television maintenance operations. Applicants must have thorough knowledge of analog and digital electronics and systems used in modern television station. Experience in both electronic and mechanical repairs required. A thorough knowledge of studio and ENG/EPF cameras, edit controllers, terminal, monitoring and communications is needed. AutoCad experience a plus. Candidate must be a self-starter who can work successfully with minimal supervision. Good interpersonal skills are essential. An FCC general class license and/or SBE certification is desirable. Send or fax resumes to: WGN-TV, Human Resources Department, 2501 Bradley Place, Chicago, IL 60618. Fax (773)528-1387. No phone calls

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.

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 liaise 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.

C-SPAN is seeking an experienced video technician to assume role of Senior Audio Technician. Responsible for organization, repair, training, and operation of field audio equipment. Strong video production skills required: camera operation, lighting, transmission, and directing. Send resume and salary requirements to: C-SPAN, Human Resources/BC, NW, 400 North Capitol Street, Suite 650, Washington, DC 20001. EOE.

Assistant Director of Engineering. Iowa Public Television, Johnston, Iowa (Des Moines area) operates 8 VHF/UHF television transmitters and 8 UHF translators throughout the State of Iowa. IPTV is seeking a hands-on leader with a strong maintenance background, significant construction experience, and a highly positive team attitude. Must be capable of providing the needed guidance for the conversion of existing facilities to digital transmissions. Must have 4 years management experience in planning maintenance programs, budgets, daily work schedules, and restoration of service under emergency conditions. Must be familiar with issues associated with the maintenance of towers of 1,000 to 2,000 foot heights. Must have sufficient computer knowledge to operate computerized remote control system from remote location, and significant experience with computer-based automation systems. A Federal Communications Commission (FCC) General Class license or The Society of Broadcast Engineers (SBE) certification is required. Beginning salary: \$40,000/annually, plus full benefit package. Please phone for an application: (515)242-3120 or (515)242-3114. Molly Phillips, Iowa Public Television, 6450 Corporate Drive, Johnston, IA 50131. Applications accepted through Friday, March 14, 1997. Equal Opportunity and Affirmative Action Employer.

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.

C-SPAN is seeking a Field Technician to perform technical operations: camera, audio, lighting, directing, and microwave. Troubleshooting skills required. Bachelor's degree in related discipline with three years related work experience required. Proven ability to lead a team with consistent performance in all technical areas. Send resume and salary requirements to: C-SPAN, Human Resources/BC, NW, 400 North Capitol Street, Suite 650, Washington, DC 20001. EOE.

Promotion Director. ABC affiliate in southeast market has openings for full time highly motivated professional. Must be self starter that can handle quick turnarounds and deadlines. Able to handle news, sales, and community promotions. Some experience with digital equipment required. Send tape and resume to Gina Teague, GM, WWAY-TV, P.O. Box 2068, Wilmington, N.C. 28402. EOE. M/F/V/D.

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 topics. 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.

Assistant Chief Engineer: Immediate opening for an experienced Broadcast Engineer. Minimum five years experience, must have strong maintenance skills and can troubleshoot to the component level. Knowledge of UHF transmitters, analog/digital circuits, master control, production equipment, 3/4 and 1 inch formats are required. Also, ability to use and service computers are necessary. EOE, women and minorities are encouraged to apply. If you would like to relocate to Virginia, by the ocean, mail resumes with salary requirements to: Chief Engineer, WTVZ-TV, 900 Granby Street, Norfolk, VA 23510 or fax to 757-623-1541.

Assistant Chief Engineer. Must be familiar with hi-power UHF 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. EOE.

Promotion Manager-KYTV, an NBC affiliate in Springfield, MO, is looking for the best! KY3 offers the opportunity to promote the #1 station in the market with local news that leads the nation. Experience is a must. Successful applicant will be a self-starter with excellent creative skills. Send resume and demo tape to Human Resources, KYTV, 999 West Sunshine, Springfield, MO 65807 by March 7. EOE.

Promotion Producer/Director. FOX affiliate in the 28th market is seeking applicants with minimum 2 years station experience and a strong reel of station promos. Responsible for producing syndicated program episodics, image promos, children's interstitials and promos for station sponsored events and contests. Must have a strong background in all facets of production: studio/location shoots; camera operation and shot composition; lighting; imaginative concepts/copywriting; and directing talent. A complete understanding of post-production techniques and "hands-on" experience with on-air graphic design is required. (Experience as a technical director is a plus.) Experience with linear and non-linear editing is a plus. Experience producing kids programming is a big plus. Candidates must be organized with strong pre-production skills and adaptable to tight production schedules and last minute changes. Mail a resume and tape to Personnel, WCCB-TV, One Television Place, Charlotte, NC 28205. No phone calls please. EOE.

Programming and Promotion Coordinator. Are you looking for a great opportunity in a major television market? KFMB-TV, San Diego's top-rated 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.

Chief Engineer. Chicago Independent UHF. Hands on for maintenance of transmitter, editing and video tape machines, studio equipment, satellite down links and computers. Minorities and women should also apply. Send resume to: 980 North Michigan Avenue, Suite 1400, Chicago, IL 60611.

HELP WANTED RESEARCH

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 HOST

Public Affairs Producer/Host. Television Services-WGBU-TV. Bowling Green State University. full-time, grant-funded administrative staff position. In coordination with the Director of Broadcast Services, the Public Affairs Producer/Host makes decisions about topics to be covered via documentaries, live call-ins and regular weekly :60 reports. This person will also recruit, train, schedule and supervise students who assist in public affairs programs, represent the station at community events and participates in on-air fund raising. Qualifications: Bachelors degree in Broadcast Journalism. Minimum of three years experience in News/Public Affairs on-air work. Ability to produce and host live call-in shows required. Salary commensurate with education and work experience. Submit letter of application, resume, sample video, and names/addresses/telephone numbers of three professional references postmarked by March 21, 1997 to: Human Resources (Search M-005), 100 College Park Ofo. Bldg., Bowling Green State University, Bowling Green, OH 43403. BGSU is an EEO/AA employer/educator.

HELP WANTED FINANCIAL & ACCOUNTING

Business Manager. KETV is seeking a proven professional to be part of its management team. The qualified individual will head up our business office. This position supervises a staff of three and is responsible for all phases of accounting at the station. The position also requires extensive reporting to the station's Vice President and General Manager as well as our Corporate Offices. Applicants should have a degree in accounting or a related field. Applicants should have three years experience in monthly closings, year-end closings and/or audit experience. CPA certificate is a definite plus. Send resume and salary requirements to: Phyllis Ned, Vice President/General Manager, KETV, 2665 Douglas Street, Omaha, NE 68131-2699. KETV is an Equal Opportunity Employer and encourages employees and community contacts to refer female and minority applicants for all job openings.

HELP WANTED PRODUCTION



WSVN

South Florida's News Leader is looking for the following:

PROMOTION PRODUCER. We are looking for a dynamic producer with strong conceptual skills. Must be a creative writer who works well under tight deadlines. Our ideal candidate should have experience in high energy news topicals in a post room environment. If you have the skills, we've got the tools to help you create compelling spots. Two year news promotion experience and a college degree is required. Job #97-019.

GRAPHIC DESIGNER. Must be an outstanding graphic artist with extensive experience designing news, programming and news promotion graphics using Quantel and MAC technology. Must be a creative thinker with impressive composition skills. Ideal candidate should be post production savvy with experience building animated show opens. If you have what it takes to set new trends in broadcast design, we want to hear from you. 4 years broadcast design experience and a college degree required. Job #96-153.

AVID EDITOR. This position requires a creative post production editor that can cut breakthrough news promotion spots using the latest AVID technology. We are looking for an innovative thinker with outstanding visual composition and sound design skills. Ability to build animated promo elements using Quantel and Infinite generated graphics a must. 2 to 3 years minimum post production experience using AVID technology and a college degree required. Job #97-101. Send your resume and tape to:

WSVN-TV
c/o Personnel Department
P.O. Box 1118
Miami, FL 33138

EOE
No phone calls please

Wanted: Production Manager. Network affiliate is seeking a Production Manager who is self-motivated with proven abilities in leadership and administration. Will be responsible for the planning, operation and directing of all aspects in the production department. Also, one who is a hands on type of individual with three to five years of experience in production broadcasting preferred. Reply to Box 01068 EOE.

WNOL-TV WB38 in New Orleans needs a Director of Production to oversee growing video production facility. Duties include supervision of staff, client service, new revenue development, budgeting and some hands-on production work. Must have a minimum of 5 years production experience, excellent communication skills and equipment knowledge. Management experience preferred. Send your resume to A. Oliva, WNOL-TV, 1661 Canal Street, New Orleans, LA 70112. No phone calls. Deadline: February 14, 1997. EOE.

ENG Personnel For A Major Broadcast Facility in NYC. ENG field operations with camera (and microwave) experience, video tape editors, and ENG maintenance, employment would commence spring/summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel and per diem expenses. Send resumes to: Media Management Services, Suite 345, 847A Second Avenue, New York, NY 10017 or fax to 212-338-0360. This employment would occur in the event of a work stoppage, and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

Graphics Operator. New Mexico's #1 TV station is searching for a talented Graphics Operator for its top-rated newscasts. Ideal candidate has excellent design and operational skills, the ability to collaborate successfully with producers and the power to thrive under tight deadlines. Working knowledge of Mac, Chyron Infinit/Maxine, Spencer Still Store, Adobe Photoshop and Illustrator programs or equivalent experience preferred. Position requires flexible work schedule. Resume: Yvette Perez, Marketing Director, PO Box 25982, Albuquerque, NM 87125. Drug free workplace. No phone calls! Equal Opportunity Employer.

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.

Broadcast Personnel. Technical Directors (GVG 300 Switcher with Kaleidoscope), Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (Infinit), Still Store Operators, Tape Operators (Beta), Maintenance (plant systems experience - distribution and patching), Lighting Director Engineer. Employment would commence spring/summer 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.

Creative Services Manager: We're looking for a #2 promotions department pro to move up and be our #1! If you have at least two years of hands-on experience creating and editing news promos and commercials and want the opportunity to become manager of our Creative Service Department. Send us your resume and VHS work sample. Contact Bruce Pfeiffer, VP/GM, WKBT, 141 South 6th Street, LaCrosse, WI 54601.

HELP WANTED MARKETING

WDSU-TV, New Orleans, Pulitzer Broadcasting's NBC affiliate, is looking for a Director of Marketing and Promotion. We will assume when you contact us that you know how to put good on-air promotion together because you must have at least 3 years experience in a similar position. What will make the difference for you: The ability to manage people (down, up and sideways!) to get the maximum out of them while still having fun; Demonstrate that you're a team-player focused on the mission of the television station and a "strategic" as well as "tactical" thinker; Know how to maximize the use of your budget; And have a "fire-in-the-belly" desire to win. If you've got all that and metered-market experience, we need to talk. Send resumes to Personnel Coordinator, WDSU-TV, 846 Howard Avenue (our new state-of-the-art facility), New Orleans, LA 70113. EOE

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.

SITUATIONS WANTED NEWS

Seeking News Anchor position in small market. Call Teddy 212-421-7699 for tape and resume.

SITUATIONS WANTED MANAGEMENT

Business Manager from top 25 market seeking new opportunity. Will relocate. Twenty years experience. For resume, call (406)251-9700.

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.

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HELP WANTED MANAGEMENT

**CENTRAL FLORIDA
NEWS VENTURES**

TRIBUNE



TIME WARNER CABLE

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 seeking experienced candidates with strong leadership and communication skills for the positions of Business Manager and News Director.

Business Manager - manages the financial functions of the news channel, including financial accounting and reporting, accounts payable and payroll. Requires minimum of 3 - 5 years progressive financial management experience and at least 1 year in a management position; undergraduate degree in finance or accounting; thorough understanding of transaction accounting and accounting systems; planning and budgeting; accounts payable and payroll; taxes and financial analysis.

News Director - manages the daily operation of the news department including supervision of staff, management and development of budget, determination of programming and evaluation of equipment needs to produce quality news programming. Requires 5 years experience in television news broadcasting, including experience as an assignment editor or producer; experience in news and/or programming management; strong preference given for an undergraduate degree in journalism or political science or related field; complete understanding of journalistic trends, ethics and legal applications; familiarity with technical equipment used in the newsgathering and production process.

If you would like to be a part of this exciting opportunity, send resume with salary requirement by 3/3/97 to:

**Central Florida News Ventures
c/o The Orlando Sentinel
Employment Center
633 North Orange Avenue
Orlando, FL 32801
Fax: 407-420-5766
SentHR@aol.com**

EOE/M-F

HELP WANTED NEWS

Producer/Director. Immediate opening for Producer/Director at The Weather Channel. Successful candidate will have three years of television experience, with one year as a Producer required. Strong writing a must. Duties include producing live shows and packages. Get out of your stressed out newsroom and check out our team environment. Send resume and tape to Jim Sutherland, Executive Producer, The Weather Channel, 300 Interstate North Parkway, Atlanta, GA 30339. EOE.

*Fax your
classified ad to
Broadcasting & Cable
(212) 206-8327*

HELP WANTED SALES

Media Partners, a division of Adelphia Cable, is seeking two highly motivated individuals to oversee the company's Ad Sales Offices in Plymouth, Massachusetts and Burlington, Vermont. Reporting to the Northeast Regional Manager, the successful candidates will supervise the activities of 5-8 Account Executives and support personnel. Responsible for budget fulfillment, training, recruiting, sales meetings and related tasks. Must have first-rate supervisory skills combined with a winning personality. Bachelor's degree or equivalent plus five years' media sales experience are required. Knowledge of the advertising industry, traffic, billing, and PC applications preferred.

Adelphia offers a superb benefits package that includes competitive salaries, a 401K plan, life insurance, and comprehensive health care insurance. Send cover letter, resume, geographic preference and salary history to:

Media Partners
A Division of Adelphia

Adelphia Cable Communications
91 Industrial Park Road
Plymouth, MA 02360
Attn: Trudy Bennett
Equal Opportunity Employer.

HELP WANTED MISCELLANEOUS



CUSTOMER SERVICE REPRESENTATIVES - 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 liaising 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 liaising 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)

ALLIED FIELDS

HELP WANTED PRODUCTION

Production Manager for a large state of the art component digital video/audio and multimedia production and training facility of the Colorado Community College and Occupational Education System. Complete job description and qualifications available upon request. Send resume and letter highlighting skills and qualifications to: Human Resources, Colorado Community College and Occupational Education System, 1391 North Speer Boulevard, Suite 600, Denver, CO 80204. (303)595-1587. Colorado Community College and Occupational Education System is an Equal Employment Opportunity Employer.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in University of Illinois/Springfield's one-year MA Public Affairs Reporting program. Tuition waivers, \$3,000 stipends during internship. Applications due April 1. Contact: Charles Wheeler, PAC 418, UIS, Springfield, IL 62794-9243. (217)786-7494. E-mail: wheeler.charles@uis.edu. PAR Home Page: <http://www.uis.edu/~wheeler/>. EOE.

HELP WANTED INSTRUCTION

Positions in Communication. The University of Southwestern Louisiana will hire two assistant professors and one instructor in the Department of Communication in the Fall, 1997. Applicants are sought with experience in journalism, public relations, visual communication, advertising, or broadcasting. Assistant professors must have the doctorate; instructors must have at least a master's degree and extensive professional experience. USL is the second-largest university in the state, with approximately 17,000 students and 580 faculty. Located in the heart of Cajun country, USL draws students from 46 states and 77 foreign countries. The nationally accredited Department of Communication offers both bachelor's and master's degrees. Send a letter of application, resume, and the names, addresses and telephone numbers of three references to: Timothy Dee, Chair, Search Committee, Department of Communication, University of Southwestern Louisiana, P.O. Box 43650 USL, Lafayette, LA 70504-3650. Email: timdee@usl.edu Review will begin February 28, 1997 and will continue until the positions are filled. USL is an EEO/AA employer.

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SPECIAL RATES!!

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 journalism 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.

Assistant Professor, Department of Mass Communications. Located on 2,660 acres just 20 minutes away from the cultural attractions of downtown St. Louis, MO, Southern Illinois University at Edwardsville enrolls approximately 11,000 students, including 2,400 graduate students. The Department of Mass Communications, with nine faculty members, offers bachelor's and master's degree programs and is supported by an active and influential alumni association. As the department approaches the 30th anniversary of its founding, it also approaches an exciting time of curricular innovation. The Fall 1997 semester will see the beginning of an integrated mass communications program that will require course work in both print and electronic media and offer specializations in visual communication, journalism, television/radio, corporate and institutional media, media advertising, and electronic journalism. Responsibilities: Teach three courses per semester in the undergraduate and graduate program. The successful candidate will have competencies in the following: visual communication, new technologies, photojournalism, media administration, and multimedia. This position involves responsibility for the implementation and oversight of the visual communication specialization under the new integrated curriculum. Committee assignments, student advisement, thesis direction, and other duties as assigned. Term of contract: Nine months, continuing. Salary range: Competitive. Qualifications Required: Ph.D. in mass communications and three years professional experience required. Closing Date For Applications: Review of applications will begin on March 15, 1997 and will continue until the position is filled. Submit resumes, three letters of recommendation, and transcripts to: Patrick Murphy, Chair, Search Committee, Department of Mass Communications, Southern Illinois University at Edwardsville, Campus Box 1775, Edwardsville, Illinois 62026-1775. <http://www.siu.edu/MASSCOMM> As an affirmative action employer, SIUE offers equal employment opportunity without regard to race, color, creed or religion, age, sex, national origin, or disability. Applications from women and members of minority groups are especially encouraged.

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AM-FM combo in booming resort area. Call Johnny Dark 406-646-9705.

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Changing Hands

Continued from page 36

Facilities: 90.3 mhz, 2 kw, ant. 56 m.
Format: Religion (rebroadcasts WJLU)

CP for WAHL(FM) Ocracoke, N.C.

Price: \$6,709

Buyer: Bruce S. Cotton, Fayetteville, N.C.

Seller: Ocracoke Broadcasters, Westfield, Mass. (William J. Pennington III, president). Pennington owns 33.3% of WMXF(FM) Old Fort, N.C.; has applied to build FMs at Jackson, N.H., and Brownfield, Tex.
Facilities: 92.7 mhz, 100 kw, ant. 214 m.

CP for WTGG(FM) Amite, La.

Price: \$5,000

Buyer: Hammond Radio Partners LLC, McLean, Va. (Michael J. Bergner, manager/40% owner/seller); no other broadcast interests

Seller: Michael J. Bergner, Boca Raton, Fla.; no other broadcast interests

Facilities: 96.5 mhz

AM

WQBH(AM) Detroit

Price: \$3,888,889

Buyer: Queen's Broadcasting Corp., Bloomfield Hills, Mich. (Martha Jean Steinberg, president/13% owner; Order of the Fishermen Ministry, 87% owner [Martha Jean Steinberg, president]); no other broadcast interests

Seller: TXZ Inc., Detroit (Martha Jean Steinberg, VP/10% owner); no other broadcast interests

Facilities: 1400 khz, 1 kw

Format: Black adult classics

KTNO(AM) Fort Worth/Dallas, Texas

Price: \$2.3 million

Buyer: Personal Achievement Radio Inc., Palo Alto, Calif. (N. John Douglas, president/owner); owns KPPC (AM) Pasadena, KECR-FM El Cajon/San Diego, KEST(AM) San Francisco, KSJX(AM) San Jose and KOBQ(AM) Yuba City/Sacramento, all Calif.; WNDZ(AM) Portage, Ind./Chicago and WVVX(FM) Highland Park, Ill./Chicago; WBPS(AM) Dedham/Boston, Mass.; WNJR(AM) Newark, N.J./New York, and KGOL(AM) Humble/Houston, Tex.; is buying KYPA(AM) Los Angeles and KWPA(AM) Pomona, Calif.; WSCR(AM) Chicago, and KXPA(AM) formerly KBLV Bellevue/Seattle and KKMO(AM) Tacoma/Seattle, Wash.

Seller: Stuart Gaines Broadcasting Corp., Arlington, Tex. (Mary M. Gaines, president) Note: Gaines Broadcasting acquired station for

\$1.2 million in 1988.

Facilities: 1540 khz, 50 kw day, 1 kw night

Format: Spanish

KNXN(AM) Sierra Vista, Ariz.

Price: \$175,000

Buyer: Noel O. and Mary K. Yarbrough, Hereford, Ariz.

Seller: William S. and Valta E. Yarbrough, Sierra Vista

Facilities: 1470 khz, 2.5 kw day, 39 w night

Format: Top 40

WRAQ(AM) Brevard, N.C.

Price: \$110,000

Buyer: A&L Broadcasting Inc., Brevard (Allen C. and Leah E. Reese, co-owners)

Seller: River City Communications Inc., Louisville, Ky. (Frank Kinney, president); is selling CP for station in Newburg, Ky.

Facilities: 1240 khz, 1 kw

Format: Talk

CP for WWBG(AM) Greensboro, N.C.

Price: \$85,000

Buyer: Salem Media of North Carolina Inc., Winston-Salem, N.C. (Stuart W. Epperson, president/owner); is buying WTOB(AM) Winston-Salem, N.C. Epperson owns 50% of Salem Communications Corp. (for holdings, see "Changing Hands," Jan. 27); 50% of KFAX(AM) San Francisco and WAVA(FM) Arlington, Va./Washington; has interest in KKLA(FM) Los Angeles and KBIQ(FM) Manitou Springs, Colo.

Seller: Triad Network Inc., Greensboro (Walter Cockerhorn, principal); no other broadcast interests

Facilities: 1470 khz, 3.5 kw day, 5 kw night

WNZT(AM) Columbia, Pa.

Price: \$73,600

Buyer: Lancaster County Association for the Blind, Lancaster, Pa. (Stephen Patterson, president)

Seller: Hadley Media Corp., Lancaster (Theodore R. Byrne, president); no other broadcast interests

Facilities: 1580 khz, 500 w day, 15 w night

Format: News/talk

KNTS(AM) Abilene, Tex.

Price: \$50,000

Buyer: Dynamic Broadcasting Co. of Abilene Inc., Abilene (Adrian L. Mynatt Jr., president/owner); owns KBBA (AM)-KEYJ-FM and KORO(FM) Abilene

Seller: Gary R. Ackers, El Paso, Tex.; no other broadcast interests

Facilities: 1470 khz, 5 kw day, 1 kw night

Format: Dark

KRDZ(AM) Wray, Colo.

Price: \$33,000 in assumption of debt
Buyer: Robert D. Zellmer Jr., Wray (son of principals of seller); no other broadcast interests

Seller: New Directions Media Inc., Greeley, Colo. (Robert D. and Marjorie M. Zellmer, joint owners); owns KPRB-FM Brush and KRDZ(AM)-KATR-FM Wray, Colo. Robert Zellmer owns KSIR-FM Brush.

Facilities: 1440 khz, 5 kw day, 200 w night

Format: Oldies

WNCC(AM) Barnesboro and WRDD (AM) Ebensburg, Pa.

Price: \$20,000

Buyer: Vernal Enterprises Inc., Kittanning, Pa. (Larry L. Schrecongost, president/51% owner); has applied to build FM in Barnesboro and Brookville, Pa.

Seller: Eagle Broadcasting Group Inc., Oceanside, Calif. (J. Richard Lee, president); is selling WCRO(AM) Johnstown, Pa. Note: Earlier deal to sell WRDD and WNCC (with WCRO for \$60,000) fell through (B&C, July 29, 1996)

Facilities: WNCC: 950 khz, 500 w day; WRDD: 1580 khz, 1 kw day

Format: WNCC: Christian; WRDD: dark

WNVY(AM) Cantonment/Pensacola, Fla.

Price: \$12,000

Buyer: Michael B. Gliner, Lenexa, Kan.; owns WREN(AM) Topeka; KGGN (AM) Gladstone, Mo., and WBAJ(AM) Blythwood, S.C.

Seller: Bay City Broadcasting, Pensacola, Fla. (Richard I. Lott, president/owner); no other broadcast interests

Facilities: 1090 khz, 8.6 kw day

Format: Dark

Remaining 50% of WAVD(AM) Decatur/Huntsville, Ala.

Price: Assumption of liabilities

Buyer: Joe D. Burns, Decatur

Seller: Ronald W. Rose, Pulaski, Tenn.

Facilities: 1400 mhz, 1 kw

Format: Oldies

WMYT(AM) Carolina Beach, N.C.

Price: Donation

Buyer: Praise Broadcasting Network Inc., Wilmington, N.C. (co-owners Dennis W. Anderson and Michael P. Escalante); has applied to build FM in Wrightsville Beach, N.C.

Seller: David Moran, Moneta, Va.; owns WKPA(AM)-WLNI-FM Lynchburg and WKBA(AM) Vinton, Va.

Facilities: 1180 khz, 10 kw day

Format: Dark

—Compiled by Elizabeth A. Rathbun

For the Record

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"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

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

OWNERSHIP CHANGES

Dismissed

Walla Walla, Wash. (BTC-970113EA)—Comcast Media Services for KTEL(AM): voluntary transfer of control from Wayne Hammersly and A.J. Beard to Dennis Widmer. *Jan. 27*

Accepted for filing

Webster, Mass. (BTC-970128EA, BTCH-970128EB)—Okum Broadcasting Corp. for WGFP(AM)-WXXW(FM): involuntary transfer of control from Alan S. Okun to Estate of Alan S. Okun. *Feb. 6*

Spokane, Wash. (BTCCT-970129IB)—KSKN Inc. for KSKN(TV): involuntary transfer of control from Mel Querio to Roy Querio (executor). *Feb. 11*

Granted

Roanoke and Salem, Va. (BTC-970109GF, G)—WRIS Inc. for WRIS(AM) and WJLM(FM): involuntary transfer of control from Margaret H. Gochenour (deceased) to Lloyd Gochenour (executor). *Jan. 27*

NEW STATIONS

Returned

Cleveland, N.Y. (BPED-960919MF)—Syracuse Community Radio Inc. for noncommercial FM at 90.5 mhz. *Feb. 5*

Lancaster, N.Y. (BPED-960920MA)—Holy Family Communications Inc. for noncommercial FM at 90.7 mhz. *Feb. 5*

Filed

El Dorado, Ark. (BPH-970115MA)—Three Guys Radio Partnership (John Wolfenbarger, partner/55% owner, 5103 N. Cherry, Lawton, OK 73505) for FM at 101.5 mhz, 3.4 kw, ant. 132 m., on Highbank Rd. SE of El Dorado. *Jan. 15*

El Dorado, Ark. (BPH-970116MA)—Jerome Orr for FM at 101.5 mhz, 6 kw, ant. 100 m, U.S. 167, 3.1 km S of intersection with Rte. 82 Bypass. *Jan. 16*

Ukiah, Calif. (BPH-970116MB)—EB Healdsburg LLC (Charles B. Moss Jr., member/manager/51% owner, 225 N. Mill St., Aspen, CO 81611) for FM at 97.1 mhz, .155 kw, ant. 587 m, atop Cow Mtn. Moss owns KRKE(AM)-KSPN-FM Aspen, KNFO(FM) Basalt, KTUN(FM) Eagle and KFMU(FM) Oak Creek, all Colo., and KAPF(FM) Taos, N.M.; has applied to build FMs in Healdsburg and Needles, Calif., Grand Junction, Hayden and Limon, Colo.; Billings and Great Falls, Mont., and Jackson, Wyo. *Jan. 16*

Ukiah, Calif. (BPH-970116MC)—LifeTalk Broadcasting Association (Paul Moore, president/11.5% owner, 402 E. Yakima Ave., No. 1320, Yakima, WA 98901) for FM at 97.1 mhz, .15 kw, ant. 579 m., 7 km E of Ukiah. LifeTalk owns KUOU(FM) Tok, Alaska; WSOH(FM) New Washington, Ind.; KSAV (FM) Corrales, N.M.; WJYC(FM) Delhi Hills, Ohio, and KSOH(FM) Wapato, Wash.; has CPs for FMs in Faribault and Sebeka, Minn.; Milton-Freewater, Ore., and Ellensburg and Nile, Wash. *Jan. 16*

Ukiah, Calif. (BPH-970116MD)—Educational Media Foundation (K. Richard Jenkins, president, 1425 N. Market Blvd., No. 9, Sacramento, CA 95834) for noncommercial FM at 97.1 mhz, .132 kw, ant. 603 m., Cow Mtn., 10.6 km E of Ukiah. Foundation owns KLVN(FM) Chowchilla, KLVG(FM) Garberville, KLVs(FM) Kingsburg, KLVc-FM Magalia and KLVr(FM) Santa Rosa, all Calif., and KEZF(AM) Tigard, Ore.; is buying KROL(FM) Las Cruces, N.M.; is building KJFA-FM Grass Valley and

KLVW(FM) Julian, Calif., and FM in Cherryville, Ore.; has applied to build FMs in Yukon, Okla., and Klamath Falls and Winchester, Ore. *Jan. 16*

Ukiah, Calif. (BPH-970116MK)—Local Radio Co. LLC (Guilford R. Dye, member/manager/25% owner, PO Box 1056, 2397 N. State St., Ukiah, CA 95482) for FM at 97.1 mhz, .135 kw, ant. 626 m., Cow Mtn. Access Rd., 11.7 km ESE of Ukiah. Dye owns 50% of KWNE(FM) Ukiah. *Jan. 16*

Orland Park, Ill. (BPED-970139MA)—Carl Sandburg High School; Consolidated High School District No. 230 (Jack Baldermann, principal; Timothy Brown, superintendent, 13300 S. LaGrange Rd., Orland Park, IL 60462) for noncommercial FM at 88.7 mhz, .1 kw, ant. 29 m., 13300 S. Rte. 45. *Jan. 30*

Hiawatha, Iowa (BPED-970123MA)—Friendship Communications Inc. (Michael Facciani, president/co-owner, 3232 Osage Rd., Waterloo, IA 50703) for FM at 89.1 mhz, .2 kw, ant. 121.9 m., W of Blairs Ferry Rd., 5.4 km W of Hiawatha. *Jan. 23*

Ottumwa, Iowa (BPED-970108MI)—American Family Association for FM at 88.3 mhz, .25 kw, ant. 57 m., corner of 4th and Ottumwa. Association has applied to build FMs in Arkansas City, Kan.; Chickasha, Okla., and Crockett and Fannett, Tex. (see items elsewhere). *Jan. 8*

Arkansas City, Kan. (BPED-970124MB)—American Family Association for FM at 91.3 mhz, .25 kw, ant. 18 m., 1st and 5th Sts. Association has applied to build FMs in Ottumwa, Iowa; Chickasha, Okla., and Crockett and Fannett, Tex. (see items elsewhere). *Jan. 23*

Prentiss, Miss. (BPH-970130MA)—O'Neal Broadcasting Corp. (Rusty O'Neal, president/owner, PO Box 2016, Monticello, MS 39654) for FM at 104.9 mhz, 6 kw, ant. 100 m., off Johnson Rd. near Palestine Rd., 7 mi. SSW of Prentiss. O'Neal owns WRQO-FM Monticello, Miss. *Jan. 30*

Waverly, N.Y. (BPET-961213KF)—Changing Perspectives Inc. (Donald W. Osgood, Buck Hill Lane, Pound Ridge, N.Y. 10576) for TV at ch. 57, 30 kw visual, ant. 104 m., Talmadge Hill Rd. W, .5 mi. W of intersection of Ridge Rd., Barton, N.Y. Osgood owns 1% of wvoc(tv) Corning, N.Y.; has applied to build TVs in Corning and Rochester, N.Y. *Dec. 13*

Ada, Okla. (BPH-9701)—Sister Sherry Lynn Foundation Inc. (Sherry Lynn Austin, president, 1101 N. 81 Hwy., Marlow, Okla. 73055) for noncommercial FM at 91.3 mhz, 100 kw, ant. 108.5 m. Foundation owns KMQX(FM) Springtown and KYQX(FM) Weatherford, Tex.; has applied to build FMs in Norman and Sulphur, Okla., and Greenville, Tex. *Jan. 9*

Chickasha, Okla. (BPED-970203MA)—American Family Association for FM at 90.5 mhz, 1 kw, ant. 78 m., 4000 St. Hwy. 92 S. Association has applied to build FMs in Ottumwa, Iowa; Arkansas City, Kan., and Crockett and Fannett, Tex. (see items elsewhere). *Feb. 3*

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

GRAPHIC BY BROADCASTING & CABLE

Woodward, Okla. (BPCT-961212KI)—Brooke D. and J. Douglas Williams for TV at ch. 35, 320 kw visual, ant. 339 m., Sharon-Shattuck Rd., 9.8 km ESE of Sharon. J. Douglas owns 50% of KWOX(FM) Woodward, Okla. *Dec. 12*

McCornellsburg, Pa. (BPED-970203ME)—Morris Broadcasting and Communications Inc. (RD 1, Box 211-F, McCornellsburg, PA 17233) for FM at 88.7 mhz, .1 kw, ant. -3 m., 2 km W of US 522, 5.33 km from McCornellsburg. *Feb. 3*

Memphis (BPET-961211KK)—Cossitt Library/City of Memphis (Steven N. Douglass, president, 1850 Peabody Ave., Memphis, TN 38104) for noncommercial TV at ch. 56, 5,000 kw visual, ant. 356 m., Rte. 308, .7 km W of U.S. 61, Frenchmans Bayou, Ark., 30 km NW of Memphis. Library owns WYPL(FM) Memphis. *Dec. 11*

Memphis (BPET-961212KH)—Community Television Educators (Marcus Lamb, president, PO Box 612066, Dallas, TX 75261) for noncommercial TV at ch. 56, 1,950 kw visual, ant. 283 m., 7192 Raleigh-LaGrange. Community Television has applied to build TV in Decatur, Tex. *Dec. 12*

Memphis (BPET-961213KH)—Mid-South Public Communications Foundation (Edward Goldstein, chair, 900 Getwell Rd., PO Box 241880, Memphis, TN 38124) for noncommercial TV at ch. 56, 3,027 kw visual, ant. 332 m. Mid-South owns WKNA-FM Senatobia, Miss., and WKNO(FM) Dyersburg, WKNP(FM) Jackson and WKNO-TV-FM Memphis, all Tenn. *Dec. 13*

Middleton, Tenn. (BPH-970114MC)—Bobby Caldwell (PO Box 789, Wynne, AR 72396) for FM at 100.7 mhz, 25 kw, ant. 100 m., Vernie Kird Rd., 12.5 km NE of Middleton. Caldwell owns KBRI(AM)-KOMC-FM Brinkley and KWYN-AM-FM Wynne, Ark.; 50% of KWAK-AM-FM Stuttgart, Ark.; is buying 50% of

KDEW-FM DeWitt, Ark.; has applied to build FMs in Earle and Hatfield, Ark., and DeKalb, Miss. *Jan. 14*

Bastrop, Tex. (BPED-970203MD)—American Broadcasting Educational Foundation (Barton Prideaux, president/25% owner, 4501 Eby Lane, Austin, TX 78731) for FM at 88.5 mhz, 4 kw, ant. 94 m., at intersection of US 290 and SRs 144-163, 20.1 km from Bastrop. *Feb. 5*

Crockett, Tex. (BPED-970108MH)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, MS 38801) for FM at 91.5 mhz, .25 kw, ant. 49 m, Farm to Market Rd. 229. Association owns WALN(FM) Carrollton and WAKD(FM) Sheffield, Ala.; KVVA-FM Apache Junction, Ariz.; KAOW(FM) Fort Smith and KANX(FM) Pine Bluff, Ark.; KBUZ(FM) Topeka and KCFN(FM) Wichita Kan.; WAPD(FM) Campbellsville, Ky.; KAPM(FM) Alexandria and KAPI(FM) Ruston, La.; WDFX(FM) Cleveland, WOST-AM-FM Forest, WAOL(FM) McComb and WAFR(FM) Tupelo, all Miss.; KAKU(FM) Springfield, Mo., and WAMP(FM) Jackson, Tenn.; is buying CP for FM at Ottawa, Kan.; is selling FM in Mount Morris, Ill.; has CP to build FMs in Selma and Ozark, Ala.; El Dorado, Ark.; Vincennes, Ind.; St. Martinville, La.; Hattiesburg and Natchez, Miss.; Hubbard, Neb.; Clovis, N.M.; Poteau, Okla.; Reedsport, Ore.; Huntsville, Tex., and Culpeper, Va.; has applied to build FMs in Troy, Ala.; Bentonville, Blytheville, Des Arc, Fayetteville, Forrest City and Nashville, all Ark.; Panama City, Fla.; Americus, Cairo, Dublin, Savannah and Waycross, all Ga.; Marion, Ottumwa and Waverly, all Iowa; Jonesboro, La.; Flora, Kankakee, Kewanee and Pana, all Ill.; Fairfield and Ottumwa, Iowa; Arkansas City, Manhattan, Salina and Independence, all Kan.; Mount Sterling, Ky.; Jonesboro, Many and Westdale, all La.; Muskegon, Mich.; Corinth, Duck Hill, Laurel and Port Gibson, all Miss.; Benton, Cabool, Hannibal, High Point, Kennett,

Kirksville and St. Joseph, all Mo.; Ahsokie, Fayetteville and Mount Airy, all N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Chickasha, Durant, Seminole, Stillwater and Weatherford, all Okla.; Franklin, Pa.; Dillon, S.C.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Fannett, Gatesville, Kerrville, Lamesa, Mart, Nacogdoches, Pampa, Victoria and Odessa, all Tex.; Charles City, Va., and Gillette, Wyo.

Fannett, Tex. (BPED-970203MB)—American Family Association for FM at 90.5 mhz, ERP 20 kw, ant. 146 m., S of Port Arthur, Tex., off Hwy. 73 on Lavelle Rd. Association has applied to build FMs in Ottumwa, Iowa; Arkansas City, Kan.; Chickasha, Okla., and Crockett, Tex. (see items elsewhere). *Feb. 3*

Palestine, Tex. (BPED-970123MB)—Bible Broadcasting Network Inc. (Lowell L. Davey, president, 8030 Arrowridge Blvd., Charlotte, NC 28273) for noncommercial FM at 89.1 mhz, 1 kw, ant. 84 m., E side of Rte. 155, 1.6 km NNE of Palestine. For Network's holdings, see "For the Record," Jan. 27. *Jan. 23*

Waco, Tex. (BPED-970131MA)—University of Texas at Austin (Bernard Rapoport, chair, Communication Bldg. B, Austin, TX 78712) for FM at 88.9 mhz, 16 kw, ant. 176 m., 4 km NE of Moody, Tex. University owns KUT(FM) and KVRX(FM) Austin and KUTX(FM) San Angelo, Tex. *Jan. 31*

Wise, Va. (BPED-970203MC)—Clinch Valley College of University of Virginia (Office of College Relations, 1 College Ave., Wise, VA 24293) for FM at 90.5 mhz, .1 kw, ant. 203 m, Wise County Public Service Authority Water Storage Facility, .86 km NW of Coeburn Airfield, C.R. 656 near Tacoma, Va. *Feb. 3*

Bellingham, Wash. (BPET-950908KG)—State Board for Communication & Technical Colleges (Joan Yoshitomi, chair, 319 7th Ave., PO Box 42495, Olympia, Wash. 98504-2495) for TV at ch. 34, 175 kw visual,

OpenMike

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Fox and the wolf

EDITOR: *An open letter to Chase Carey, Fox Television chairman:*

The bogus Fox News Channel "news bulletin" with Catherine Crier at the anchor desk that was used to initiate the entertainment during half-time ceremonies at the Super Bowl was, simply, wrong.

It was an affront to the television news presentation process, and was an affront to your affiliates and secondary affiliates, as is one of our stations, that treat news seriously and take earnestly our news responsibilities to our viewers. We don't cry "wolf" just to get attention.

Perhaps, somehow, it didn't occur to

your creative or news people involved that at the break of a news bulletin, or news interruption, many of your viewers immediately expect the worst: another TWA 800, the outbreak of World War III, or a president's assassination. When the interruption occurs, our emotions turn toward feelings of doom—assuming, particularly, that if the Super Bowl is being interrupted a world-class disaster has occurred.

When we realize that we've just been hoaxed, that this was nothing more than a frivolous introduction to the Blues Brothers, we are now angry and feel our emotions have been used—if not abused—for all the wrong reasons.

It's audience manipulation at its worst, at the expense of the credibili-

ty of the Fox news operation.

If Fox is to be a serious news presence, this sort of nonsense should be stopped, apologized for and never repeated. If you think this sort of thing is all right, then we know exactly what Fox News is and what master it serves: entertainment. No more, no less.—*Berl Brechner, vice president, Brechner Management Co., Briarcliff Manor, N.Y.*

Errata

The author of a Feb. 7 "Open Mike" was misidentified as Michael A. Goldberg. The author of "Employment vs. viewing" was Melvin A. Goldberg.

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For the Record

ant. 738 m., Orcas Island, Wash. Board owns KBCT-TV Tacoma, KCKA(TV) Contralia and KBCT-FM Tacoma, Wash. *Sept. 8, 1995*

Bellingham, Wash. (BPET-951122KT)—KCTS Television (Robert Behnke, chairman, 401 Mercer St., Seattle, WA 98109) for non-commercial TV at ch. 34, 657.7 kw visual, ant. 748.5 m., atop Mt. Constitution, Orcas Island, Wash. KCTS owns KCTS(TV) Seattle and KYVE(TV) Yakima, Wash. *Nov. 22*

Two Rivers, Wis. (BPED-970130MB)—Evangel Ministries Inc. (Roy Jacobsen, president, 1909 W. 2nd St., Appleton, WI 54914) for noncommercial FM at 98.9 mhz, 6 kw, ant. 85.1 m., 4924 S. 10th St., Manitowoc, Wis. Evangel owns WEM(FM) Appleton, WSGC(AM) Kaukauna and WGNV(FM) Milwaukee, all Wis. *Jan. 30*

Two Rivers, Wis. (BPH-970127MB)—Tri-County Radio Inc. (Charles P. Mills, president/owner, PO Box 26, Cleveland, WI 53015-0026) for FM at 98.9 mhz, 6 kw, ant. 85.1 m., 4924 S. 10th St. Mills owns WKTT-FM Cleveland and WTTN(AM) Watertown, Wis. *Jan. 27*

Wittenberg, Wis. (BPCT-961211KI)—Badger Broadcasting GP (Lawrence L. Morton, Robert J. Connelly Jr., general partners, PO Box 71, Bailey Rd., S. Effingham, N.H. 03883) for TV at ch. 55, 5,000 kw visual, ant. 282.9 m, SE corner of Landing and Star rds.

Morton and Connelly have applied to build TVs in Galesburg, Ill.; Odessa, Tex., and Virginia Beach, Va. *Dec. 11*

Wittenberg, Wis. (BPCT-961211KJ)—GNHC Inc. (David B. Hartley, president/owner, 11185 NW 2nd Court, Coral Springs, FL 33071) for TV at ch. 55, 1,000 kw visual, ant. 283 m., .67 km WSW of intersection of Hwy. Q and Landing Road, Hewitt, Wis., 33.3 km NW of Wittenberg. *Dec. 11*

Wittenberg, Wis. (BPCT-961212KF)—Price Communications Corp. (Robert Price, 17% owner, 45 Rockefeller Plaza, No. 3201, New York, NY 10020) for TV at ch. 55, 3,000 kw visual, ant. 116 m., 2 km NE of intersection of SRs W and 52 near Wausau, Wis. Price Communications (via Cardinal Broadcasting Corp.) has applied to build TVs in El Dorado, Ark.; Tallahassee, Fla.; Waterville, Maine; Vicksburg, Miss.; Greenville, N.C.; Norman, Okla., and Abilene and Odessa, Tex. *Dec. 12*

Wittenberg, Wis. (BPCT-961212KG)—Wittenberg 55 LLC (Shiloah Warren, manager/51% owner, 6200 Valeria, El Paso, TX 79912) for TV at ch. 55, 5,000 kw visual, ant. 261 m., .4 mi. WSW of intersection of Hwy. Q and Landing Road, Hewitt, Wis. *Dec. 12*

Wittenberg, Wis. (BPCT-961213KG)—David R. Magnum (1021 N. Superior Ave.,

Tomah, WI 54660) for TV at ch. 55, 1,200 kw visual, ant. 289 m., W7729 State Hwy. 29, Richmond, Wis. Magnum owns 53% of WTMB (AM)-WBOG(FM) and WUSK(FM) Tomah, Wis.; 47% of WBKY(FM) Portage, Wis.; has applied to build FM in DeForest, Wis. *Dec. 13*

FACILITIES CHANGES

Returned

Charlottesville, Va. (BMPH-960112IB)—Spectrum Broadcasting Corp. for WUMX(FM): change ERP, ant., TL. *Jan. 22*

Granted

Shingle Springs, Calif. (BPH-960215IE)—Olympic Broadcasters Inc. for KSSJ(FM): change ERP, ant., TL. *Feb. 5*

Bartonville, Ill. (BMPH-960906IA)—Howard G. Bill for WIXO(FM): change ant., TL, ERP. *Feb. 3*

Midway, Ky. (BMPH-950920IA)—Belhouse-Regenstreif Associates for WAHY(FM): change TL. *Jan. 17*

Galliano, La. (BPH-960716IB)—Fleur de Lis Broadcasting Inc. for WTIX-FM: change ant., TL, ERP, class. *Jan. 21*

Kalamazoo, Mich. (BMPED-970107IH)—Cornerstone Baptist Educational Ministries for WAYK(FM): change ERP to 10 kw, ant. to 121 m. *Jan. 31*

THIS WEEK

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.

FEBRUARY

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

Datebook

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 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 24-27—SBCA Las Vegas '97 Satellite Show, presented by the *Satellite Broadcasting and Communications Association*. Las Vegas Convention Center, Las Vegas. Contact: (800) 654-9276.

APRIL

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

April 7-8—*Television Bureau of Advertising* sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

April 7-10—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

MAY

May 21-23—37th annual *Broadcast Cable Financial Management Association* conference. Hyatt Regency Embarcadero, San Francisco. Contact: Mary Teister, (847) 296-0200.

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)

Avoiding errors at HITS

Richard C. Fickle is getting accustomed to playing nanny for TCI Technology Ventures' Headend in the Sky, or HITS, as it's known.

As vice president for marketing and new business development for what is essentially a digital contracting service for cable MSOs and programmers, Fickle answers to David Beddow, senior vice president, TCI Technology Ventures.

But it's really Fickle who—figuratively—is changing the diapers and getting up in the middle of the night.

"It's kind of like a newborn infant," Fickle says of HITS. "The first months or year or so from birth is a time when it learns how to walk and talk and articulate things in such a way as to be successful."

Despite its name, HITS is a good deal more than a satellite that beams digital bits to earth-based cable system headends. With its National Digital Television Center (NDTC) component, it's also a multimillion-dollar uplink center and digitizing operation that can translate analog programming into 1s and 0s.

HITS may still be in its infancy, but it's already well beyond the crawling stage. Indeed, it is up and running, with parent TCI using HITS to deliver its ALL TV digital cable service to Hartford, Conn., Arlington Heights, Ill., and Fremont-Sunnyvale, Calif. TCI officials have said they plan to roll out ALL TV to as many as 5 million subscribers this year.

But HITS, with the NDTC in Littleton, Colo., and a G7 bird orbiting at 91 degrees west, was designed to support more just TCI. Indeed, the main thrust of HITS is to be a contractor that can provide digital compression services or digital feeds to any and all comers.

"It could generate some new revenue for TCI that isn't expected revenue," says Ted Henderson of Janco Partners in Denver.

HITS now has 140 letters of intent—largely the doing of Fickle and his staff—from MSOs and programmers large and small.

One of Fickle's key responsibilities is to help potential customers build economic models that demonstrate how their businesses—programmers and MSOs alike—can benefit from HITS.

"Today it's a different story from what it will be in a couple of years," Fickle says. "Our objective today is to be a catalyst for having digital TV accepted by the marketplace."



"Our objective today is to be a catalyst for having digital TV accepted by the marketplace."

Richard C. Fickle

VP, marketing and business development, TCI Technology Ventures Inc. Headend in the Sky, Littleton, Colo.; b. June 9, 1957, Denver; BS, accounting, Univ. of Denver, 1979; CPA (inactive), 1980; MBA, finance, Univ. of Colorado, 1987; senior auditor, Combelleck, O'Connor, Reynolds, Denver, 1979-81; senior auditor, Manville Corp., 1981-82; director of management services, Jones Intercable, 1982-84; CFO, Televents Inc., 1984-86 (Televents acquired by TCI in 1986, became WestMarc); VP of corporate development, WestMarc, 1986-87; divisional VP of operations, WestMarc, 1987-88 (WestMarc acquired by TCI, 1988); executive VP/general manager, Netlink (including Primestar by TCI), 1989-92; COO/partner, Colorado Real Estate & Investment, 1992-93; principal, Somerset Media, 1993-94; current position since 1994; m. Robin Lee, children: Bryan, 4, Daniel, 6.

MSOs are clearly interested in digital. With DBS an ever-encroaching presence, digital has been embraced by the cable industry as both a defensive and an offensive thrust: defensive because it addresses DBS's current advantages of picture quality and bandwidth; offensive because it offers the capability for two-way, high-speed data service as well as video.

The issue, as it often is, is one of balance. Digital looks great in theory and in practice, but if it costs too much to roll out, consumers will stay away, leaving MSOs holding a leaky revenue bucket.

Which, of course, is precisely where HITS and Fickle come in. With HITS, MSOs still have to supply subscribers with digital converter boxes (hardly cheap at an estimated \$450 a crack) and must buy some minimal headend equipment. Without HITS, each MSO would essentially be reinventing the wheel, providing uplink and digitizing operations, a move that all but the biggest would have a hard time affording.

"Mission one is to spread MPEG-2 content over the [HITS] satellite," says Fickle. "The second part is set-top management. [Digital] set-tops are complex. They're addressable, like analog [set-tops], but they have more applications for data and are capable of more. At HITS, we're the national processing center to manage complexity, reduce the cost of capital at local sites and bring in new services that couldn't be done on a site-by-site basis."

Fickle, a 12-year veteran of the cable industry, has been with TCI for six of the past eight years and was with Jones Intercable from 1984 to 1988. During his tenure at the nation's largest cable MSO, he ran Netlink, the programming purveyor for C-band satellites, and was instrumental in the launch of Primestar by TCI. He also ran WestMarc's cable operations for a time.

Given his experience in cable and DBS sectors, Fickle has a broader perspective than some in the industry. Last year's DBS incursion on cable didn't catch him off guard.

Meanwhile, Fickle is conservatively optimistic about HITS.

"Our strategy is to get contracts done—the first ones should come in the next 60 days," he says. "In the first half of the year, you'll see us focusing on supporting large MSOs but also working with smaller and midsize markets.... That should set the stage for a multiplier effect in the second half of '97."

—PC

BROADCAST TV



Davis

Appointments at WPVI-TV Philadelphia: **J. David Davis**, news director, named president/GM; **Matt O'Donnell**, reporter, WSTM-TV Syracuse, N.Y., joins as general assignment reporter; **Lisa Quintana** joins as Jersey Shore correspondent.

Chip Ermish, general sales manager, WPTT-TV Pittsburgh, joins KOVR-TV Stockton, Calif., in same capacity.

Kim Tregilgas, research manager, WFTC-TV Minneapolis, named director, research and new media.

Amy Feller, assistant news director, WFOR-TV Miami, joins KEYT-TV Santa Barbara, Calif., as news director.



Felty

Rick Felty, manager, creative services, WGN-TV Chicago, named director.

M.J. Groothand, GM, KRCG-TV Jefferson City, Mo., joins KNOE-TV Monroe, La., in same capacity.

Bruce Hoynoski, director, statistical services, Nielsen Media Research, New York, named chief statistician.

Rita McCoy, production coordinator, KCNC-TV Denver, joins KTVD-TV there as community affairs director.

James Warner, senior news producer,

Stanton Fellow Award to Albarran

The past and the future converged at the IRTS Foundation's faculty/industry seminar on Feb. 5 in New York. The seminar explored how diversified media companies are addressing the phenomenal growth of the Internet and advances in new technology. Pictured: Alan B. Albarran (l), associate professor and director of the Center for Communication, Southern Methodist University, received the Stanton Fellow Award from Frank Stanton (r), president emeritus, CBS Inc. The award is presented to a faculty member for outstanding contribution to electronic media education.



KFOR-TV Oklahoma City, joins KAUZ-TV Wichita Falls, Tex., as news director.



Holzer

Al Holzer, VP, news programming and creative services, KRON-TV San Francisco, named VP/station manager.

John Demshock, director, operations, WESH-TV Daytona Beach, Fla., named VP,

technical services and operations, Pulitzer Broadcasting Co. (owner of WESH), St. Louis. He will continue to be based at the station.

James Clayton, VP/GM, WLWT-TV Cincinnati, joins WJBK-TV Detroit in same capacity.

Storm Field, meteorologist, WCBS-TV New York, joins WWOR-TV Secaucus, N.J., as weathercaster, 10:00 p.m. newscast. Field will also contribute to newscast health and science reports.

David Todd, writer/producer, WITI-TV Milwaukee, joins WDJT-TV there as promotion manager.

Robert Cibulsky, general sales manager/acting GM, WAAL(FM) Binghamton, N.Y., joins WBNG-TV there as sales development manager.

Albert Zipp, co-anchor, KBMT-TV Beaumont, Tex., joins WTLV-TV Jacksonville, Fla., in same capacity.

Jeff Taylor, program manager, Region 2000, joins WSET-TV Lynchburg, Va., as director, news and public affairs.

PROGRAMING



Helpie-Shipley

Kathleen Helpie-Shipley, VP and executive producer, Warner Bros. Classic Animation, Burbank, Calif., named senior VP.

Robert Horowitz, president, Golden Gate Productions, joins Trans World

International, New York, as senior VP.

Nancy Bushkin, director, corporate relations, Viacom Inc., joins Spelling Entertainment Group Inc., Los Angeles, as VP, corporate communications.

Thomas Mack, national accounts manager, Warner Home Video, joins Cabin Fever Entertainment, Greenwich, Conn., as North Central regional sales manager.

Appointments at Universal Television, Universal City, Calif.: **Maria Grasso**, VP, comedy development, named senior VP; **Nancy Perkins**, VP,

Appointments at A.H. Belo Corp., Dallas

Cathleen Creany, president/GM, WFAA-TV Dallas, named senior VP, television group, broadcast division;

Al Howard, president/GM, KHOU-TV Houston, named president/GM, KXTV-TV Sacramento, Calif.; **Kathy Clements-Hill**, VP/GM, KXTV, named VP/GM, WFAA-TV; **Peter Diaz**, station manager, KHOU-TV, named VP/GM.



Creany



Howard



Clements-Hill



Diaz

casting, named senior VP.



Kearns

Matthew Kearns, director, international business affairs, Columbia Pictures Television, joins Columbia TriStar Television, Culver City, Calif., as VP, business affairs, children's programming.

Veronique Heim, deputy managing director, The Fremantle Corp. Ltd., London, named managing director.

RADIO



Masterson

Bruce Masterson, CEO, information business unit, Reuters Holdings Plc, joins Strategic Media Research, Chicago as CEO/president.

Jerry Schnacke, GM, WTAX(AM), WDBR(FM) and

WYXY(FM) Springfield, Ill., joins WTMX(FM) Skokie/Chicago, Ill., as local sales manager.

Maire Mason, VP/GM, WCBS-FM New York, named chair, New York State Broadcasters Association.

Jane Bartsch, president/GM,

WHLI(AM)/WKJY(FM) Hempstead, N.Y., adds Long Island radio group manager to her responsibilities.



Cruise

Kelly Cruise, producer/director/host, *Memphis Lifestyles*, WPTY-TV Memphis, adds host, *More Music Morning Show*, WSRR-FM Millington/Memphis, to her responsibilities.

Joan Jones, news and traffic announcer, Express Traffic, joins WBEB(FM) Philadelphia as morning show co-host.

Jerome Navies, director, CBS Radio Stations news service, Washington, named director, affiliate relations and newsfeed, CBS News, radio.

Bill Rose joins Arbitron, New York, as

manager, market development and research communications.

Vicki Allums, lawyer, intellectual property rights branch, Office of Regulations and Rulings, U.S. Customs Service, and **Michelle Shanahan**, lawyer, Hogan and Hartson, LLP law firm, Washington, join National Public Radio, Washington, as assistant general counsels, legal affairs.

CABLE



Ruiz

Eduardo Ruiz, VP, affiliate and advertising sales, Latin America, GEMS International Television, joins The Weather Channel International, Miami, as president, The Weather Channel Latin

America LLC.

Harvey Ganot, president, MTV Networks Advertising & Promotion Sales, U.S., New York, adds president, international advertising sales, MTV/VH1, to his responsibilities.

Appointments at Fox News Channel, New York: **Steve Doocy**, co-anchor, *Early Morning Newscast*, WCBS-TV New York, joins as "man on the street" reporter and weather forecaster; **Cal Thomas**, syndicated columnist, joins as on-air political contributor.

Turner Broadcasting System International appointments



Petrovich



Levy

Jon Petrovich, executive VP, CNN and Turner Private Networks, Atlanta, named executive VP/managing director, Turner Broadcasting System Latin America Inc.; **David Levy**, executive VP, international ad sales, North and South America, Turner Broadcasting System, adds Europe, Africa, the Middle East and Asia, to his responsibilities.

Appointments at MTV: Music Television, New York: **Donald Silvey**, VP, program enterprises and business development, named senior VP; **Ed Paparo** named VP, program enterprises and business development.

David Wicks, director, new media project management, Cablevision Systems Corp., Woodbury, N.Y., named VP, new media.

Robert Ware, national sales manager, Cable Networks Inc., Washington, named director, affiliate services.

John Spalding and **Katherine Payne**, lawyers, Cox Communications, Atlanta, named senior counsels.

Stuart Benson, VP, finance, Showtime Satellite Networks, New York, named VP, financial operations and affiliate audit, Showtime Networks.



Bates

Appointments at The Golf Channel, Orlando, Fla.:

James Bates, senior VP/GM, SportsChannel New York, joins as senior VP, affiliate sales and marketing; **Chuck Conner**, regional director, affiliate

sales and marketing, named regional VP; **Justin Smith** joins as associate counsel; **Ben Lord**, director, sponsorship sales, named national sales manager.

Appointments at Home & Garden Television, Knoxville, Tenn.: **Dusty Schmidt**, director, creative services, named VP; **Tim LaBarbera**, research manager, Fox Sports Net, joins as director, sales research strategy.

Appointments at TCI Communications: **Mark Salter**, previously with Dean & Co., joins TCI Telephony Services (business unit of TCI Communications) as VP, business operations; **Ann M. Koets** named VP, financial reporting; **Colin R. Stoner** named VP, taxation; **Robin Szeliga** named VP, business decision support.

MULTIMEDIA

Appointments at Metro Networks: **Mark Hanson**, marketing manager, Chicago, named GM; **Harvey Wittenberg**, director, affiliate relations, Chicago, named VP; **Chris Monroe** joins Atlanta office as director, operations.

Appointments at Cox Communications Inc., Atlanta: **Stephen Becker**,

director, broadband services, commercial marketings, named VP: **Michael Horan**, controller, named VP/controller; **Charles McElroy**, director, broadband services, residential markets, named VP; **Robert Wilson**, director, programming, named VP.

Patricia Suarez, VP, Executive Group Inc., Tampa, Fla., joins WEDU(TV) there as director, educational projects.

Ron Denman, co-founder/executive VP, DG Systems Inc., joins SpotMagic Inc., San Francisco, as VP, broadcast development.

ASSOCIATIONS/LAW FIRMS

Matthew Emmer, senior associate, Fleischman and Walsh LLP, Washington, named partner.

Appointments at NAB, Washington: **DeDe Ferrell**, VP, Senate congressional liaison, named senior VP, government relations; **David Dziedzic**, VP, marketing, Texas Rangers Baseball Club, Arlington, Tex., joins as senior VP, advertising and services.

Appointments at the Electronic Industries Assn., Arlington, Va.: **Robert Willis**, president/COO, U.S. Product Data Assn., joins as group VP, components group; **Donna Siss Gleason**, director, government relations, named staff VP; **John Kelly**, VP/general counsel, named executive VP.

Kevin Walsh, lawyer, Fisher Wayland Cooper Leader & Zaragoza LLP, joins Irwin, Campbell & Tannenwald PC, Washington, as an associate.

ADVERTISING/MARKETING PUBLIC RELATIONS



Tichman

Appointments at Seltel International New York: **Rick Tichman**, VP/national sales manager, named managing director; **Laura Ingoglia**, account executive, named sales manager Canadian division.

Mike Miller, GM, advertising sales, CableRep Advertising, Moline, Ill., joins Omaha office in same capacity; **Sheryl Charleston** named GM, advertising sales, CableRep Advertising, San Diego.

Barbara Smela, senior manager,

research, Discovery Communications Inc., joins Multichannel Advertising Bureau International, New York, as director, international research.



Brady

Karen Brady, senior account manager, Variety Inc., New York, joins Johnson & Murphy Advertising there as director, sales and marketing.

Robert Leopold, strategic planner, Geer Dubois,

New York, joins AbramsonEhrlich-Manes, Washington, as director, account planning.

Jim Riley, VP, alternate technologies, E! Entertainment Television, joins GRTV Network, Santa Monica, Calif., as VP, affiliate relations.

Elizabeth Barrett, national sales manager, WMUR-TV Manchester, N.H., joins Jim Doyle & Associates, Sarasota, Fla., as director, sales and marketing.

TELEMEDIA

Christopher Ma, deputy editor, U.S. News & World Report, joins Digital Ink Co., Arlington, Va., as VP/executive producer.

Appointments at KidStar Interactive Media, Seattle: **Kellie Krug**, principal, 479 Group, events and promotion company, named VP, marketing and member services; **Jillian Muschell** joins as regional market manager, Southern California. Muschell will be based at KDDZ(AM) San Diego.

Appointments at Comcast Online Communications, Bala Cynwyd, Pa.: **Patrick Rita**, training manager, Franklin Mint, joins as director, administrative services and training; **Nikki Pope**, director, marketing, American Express Co., joins in same capacity.

DEATHS

Eleanor Prescott, 50, senior producer, ABC News, died Feb. 9 at North Shore University Hospital in Manhasset, Long Island. She had been taken to the hospital after experiencing chest pains. A 17-year veteran of ABC News, Prescott most recently worked on *Good Morning America/Sunday*. Also during her tenure at ABC, she executive-produced *Business World*, a weekly financial news program. She also produced *The*

Weekend Report and *20/20*. Earlier, Prescott was with NBC News in Washington as a writer and producer of *Today*. She is survived by her husband, Nicholas, and two sons.



Einhorn

Bob Einhorn, 51, died Feb. 9 in New York of kidney disease. Einhorn was a Katz Media Group employee for more than 25 years. He joined Katz in 1972 as an account executive.

He moved up the ranks steadily, and in 1988 was named VP/director, research, Katz National Television. Einhorn is survived by his wife, Stacey, and two children.



Kent

Arthur Kent, 74, television technician, died Feb. 9 in Delray Beach, Fla. Kent joined NBC Television in 1953 as an audio technician. He worked on such "golden age" shows as *Texaco Star Theater*,

Your Show of Shows and the *Tonight* show with Jack Paar. He retired from NBC in 1988. During his tenure at NBC, Kent became president of the National Association of Broadcast Employees and Technicians (NABET). He also was a founding member of the New York chapter of the National Academy of Television Arts and Sciences and its most recent president. He is survived by his wife, Jeannette, and three children.

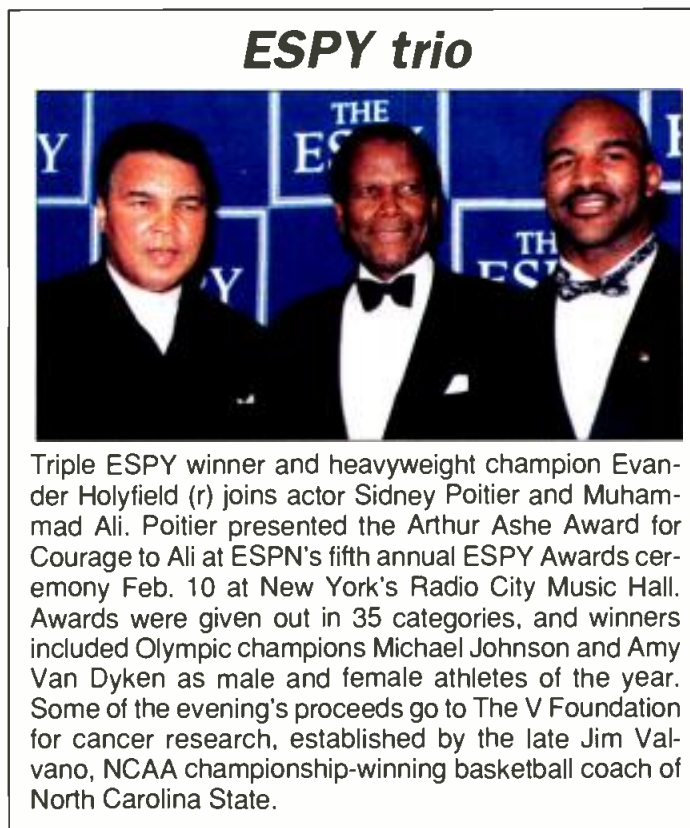
Martin Schneider, 52, writer/correspondent, died Feb. 3 of brain cancer in Rockville, Md. Schneider began his career as a writer for NBC, New York. He later worked for WLWC(TV) New Bedford, Mass., as a writer/reporter; KDKA-TV Pittsburgh as a producer, and CBS Radio News as a writer. In 1971 he joined Voice of America as West Coast correspondent. Schneider wrote *American Moments*, a daily feature focusing on important events in American history and one of VOA's most popular programs. He is survived by his wife, Carol, and two children.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

US West Media Group (UMG) executives confirmed last week that they **continue to talk with Time Warner about restructuring the Time Warner Entertainment partnership** (UMG owns 25.5%) but said little has changed over the past several months. The comments from UMG CEO Chuck Lillis and CFO Richard Post are in contrast with comments earlier in the week from Time Warner CEO Gerald Levin, who said the companies had reached "conceptual understanding" in restructuring the partnership. Time Warner has been seeking to restructure the partnership—partly in an effort to shed some of its \$17.5 billion in debt—for more than a year. The executives' comments came during conference calls concerning UMG's fourth-quarter and year-end financial statements (see page 43).

An Orange County, Calif., Superior Court judge has denied a request by the Mighty Ducks of Anaheim to force Fox Sports West 2 to simulcast the hockey team's games on Fox Sports West. At the request of the Ducks, another hearing has been set for Feb. 25. The Ducks allege that Fox Sports West breached its contract by moving the team to the new Fox Sports West 2 channel. The month-old Sports West 2 has 500,000 subscribers, while its sister network claims more than 4 million.

The Gordon Elliott Show is going on hiatus at the end of this month to give stations time to decide if the show will continue for a fourth season next fall. *Gordon Elliott*, produced by Eyemark Entertainment and distributed by Twentieth



Television, has struggled this season with an average 1.5 Nielsen Media Research household rating. The talker will have enough episodes in the can to stretch through the end of this season when production wraps on Feb. 28. Eyemark and Twentieth plan to discuss the show's future with stations once broadcasters have had a chance to analyze the February sweeps results.

Dallas Cowboy Erik Williams has filed a libel suit against LIN Television's KXAS-TV Fort Worth for falsely accusing him of rape. Williams is charging the NBC affiliate, and one of its reporters, with defamation, negligence, fraud, invasion of privacy and trespassing. Attorneys for the station denied the allegations.

Moody's assigned a B1 rating to TCI Satellite Entertainment's (TSAT) \$750 million secured credit facility and B3

ratings to its proposed \$150 million senior subordinated notes and \$200 million senior subordinated discount notes. Moody's said the ratings, both non-investment (junk) grade, reflect TSAT's marginal operating profitability, expenditures that will translate into negative cash flow for several years, competitive challenges and uncertainties regarding Tempo satellites.

Gray Communications Systems Inc. is paying \$40 million for WTN-TV Washington/Greenville, N.C. Gray will acquire the ch. 7 station (pending FCC approval) once Raycom Media Inc. closes on it. As part of a package deal, Raycom offered to buy the station from AFLAC Inc. in August 1996. But because of FCC duopoly rules, Raycom had to get rid of NBC affiliate WITN-TV, in the nation's 104th-largest Nielsen market, or nearby WECT(TV) Wilmington, N.C.

(ch. 6), also an NBC affiliate but in market 155. Raycom acquired WECT in May 1996 from Ellis Communications Inc.

House Telecommunications Subcommittee Chairman **Billy Tauzin** (R-La.) in a Feb. 14 letter to U.S. Trade Representative designate Charlene Barshefsky **said the Communications Act of 1934 permits "unlimited indirect foreign investment in common carrier licenses"** and that no implementing legislation would be necessary to ratify a World Trade Organization trade deal on telecommunications. However, "the issue of foreign ownership of broadcast licenses has always been and will continue to be of special concern to the United States Congress," Tauzin wrote. "In light of this fact, it would be my hope that USTR would not in the future seek to negotiate, without prior congressional direction...."

Motion Picture Association of America President **Jack Valenti will be the keynote speaker at the NAB TV/Television Bureau of Advertising Joint Luncheon** at the NAB convention on April 7. Valenti, MPAA president since 1966, led the TV ratings implementation group and heads the industry ratings oversight board.

Walt Disney Co. is in negotiations with Starwave Corp. to obtain a controlling interest in the Bellevue, Wash., Internet firm. Starwave has designed Websites including ESPNet SportsZone and NBA.com. A source says the complex deal being negotiated could be consummated within the next month.

Petry Media is representing USA Networks, Come-

dy Central, Reuters and some 140 TV stations that will be part of the **Petry Interactive Network** for online advertising. The project, now in a beta stage with transactional advertisers, is looking to launch next month with advertising from mainstream companies from the telecommunications, finance, travel and automotive industries.

Marlowe Froke, a longtime cable and broadcasting figure, was named president of the National Cable Television Center and Museum in Denver. Froke, who had been acting president, said the center's new initiatives include expansion of public education, research and training programs and using cable technology and communications for global service. Froke, a veteran educator, helped establish the College of Communications at Penn State University, established and managed public TV and radio stations at the university, helped establish Pennsylvania's statewide public TV network and helped create a statewide educational cable network, Pennsylvania Cable Network.

Media merging continues.

George Vradenburg, who first made his reputation as general counsel of CBS Inc., then became executive VP of Fox and later senior partner of Latham & Watkins in Los Angeles, has joined America Online



Vradenburg

Inc. in Dulles, Va., as senior VP/general counsel. He'll report to Chairman Steve Case. The move reflects the growing development of AOL as a content and context provider. Case said Vradenburg would "shape the policy framework for the emerging Internet online medium on a global basis." Longtime radio, TV and cable program executive Bob Pittman joined AOL as president last November.

The FCC last week fined two more TV stations for exceeding limits on commercials during children's TV programming. The commission fined WBFF(TV) Baltimore \$10,000 and KCOP (TV) Los Angeles \$15,000.

MSNBC will carry a week-long special report about the Internet, *The Tangled Web*, beginning today (Feb. 17). The series will look at whether the 'Net is becoming a victim of its own success and will focus

IRTS features network heads

New York Mayor Rudolph Giuliani proclaimed Feb. 7 "International Radio and Television Society Foundation Day" as he opened the group's annual conference sponsored, in part, by BROADCASTING & CABLE. Titled "A Read on the Present & Future," the day featured global television executives, entertainment producers, new-media experts and a panel of television network presidents (l-r:) moderator Ken Auletta of *The New Yorker*, Fox's Peter Roth, ABC's Jamie Tarses, CBS's Leslie Moonves and NBC's Warren Littlefield.



on other challenges and opportunities the emerging communications technology faces. The series will run on the MSNBC cable channel and on MSNBC's Website, www.msnbc.com.

Disney reports a 33% increase in net income to \$749 million for the quarter ended Dec. 31, 1996. Disney attributes the increase to higher operating income from all of its business segments, including a \$135 gain from the sale of KCAL(TV) Los Angeles. Revenue edged up 4%, to \$1.9 billion, driven by a \$63 million revenue

increase at ESPN and The Disney Channel. ESPN's revenue growth was spurred by higher ad revenues and affiliate fees. The increases were partially offset by a \$13 million drop in revenue at the ABC network, which was due to lower ratings.

Errata—U.S. Broadcast Group's seven TV-station group is for sale, but Bob Fish's status with the company was incorrectly reported in the Jan. 20 BROADCASTING & CABLE. Fish remains chairman of the company; Jason Elkin is its CEO.



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Incorporating The Fifth Estate TELEVISION Broadcasting

Can't win for losin'

There's still a long row to hoe for the 105th Congress's campaign reformers, led by the tenacious John McCain (R-Ariz.), chairman of the Senate Commerce Committee. Some could be forgiven for writing off the rewriting of rules as being DOA, given the opposition of Majority Leader Trent Lott. But deader snakes than that have crawled, and anything could yet happen on Capitol Hill.

Our interest at the moment is concentrated on free TV time for political candidates, a feature of the proposed McCain legislation. But even if that doesn't come to pass in that forum, it could still gain traction at the FCC as part of the service rules that will accompany digital television. Chairman Reed Hundt's ante is 5% of airtime (some 2% for children's), which might leave five hours a week for electioneering.

The idea of shifting the burden of campaigning away from the electorate and onto the medium must sound great to everyone but the medium. No free space in newspapers and magazines. Billboards home free. Cable, we're happy to say, exempt. Only broadcaster airtime expropriated by the national government, whose officials are sworn never to pass a law abridging freedom of the press.

If either the congressional or the FCC measure is put to a vote it may pass, just because it's so hard to oppose. The best tactic may be to stall. The incumbents in Congress have little interest in reform, and Hundt won't be at the FCC forever. Maybe this wrong idea's time hasn't come after all.

You make the call

The very people that the new TV ratings system was meant to appease were martialed against it last week, while the industry that resisted it as unnecessary and unworkable was saying give it a chance. Meanwhile, hearings on the Hill are planned for the end of this month so that Congress can put

its 1,070 cents in. And this is just the ratings system. Wait until the V-chip is added to the mix.

The problem is, of course, that once you start making content calls, everyone turns into an umpire. Just take your average sports bar during a close play at home and multiply it by a few million.

The conservative Parents Television Council has pronounced the age-based ratings "hopelessly vague," "inconsistent" and "contradictory." These are, in essence, the same ratings that have been applied to movies for three decades. The PTC was joined by various parental and child advocacy groups and some legislators who want, well, what they want.

Then there is the American Family Association. It doesn't like the ratings either. We know because we've had to sort by hand tens of thousands of postcards to that effect.

Senate Commerce Committee Chairman John McCain (R-Ariz.) said last week that he had heard from the parents and children's advocacy groups complaining about the ratings system, leading him to conclude that the industry had not consulted all interested parties. That's a safe conclusion; it would have had to consult about 97 million TV households. (It did, by the way, consult with last week's complainers.)

We knew the ratings/V-chip would be a mine field. The loud sounds you heard from Washington last week were those mines beginning to explode.

At the movies

What has 24 Oscar nominations and is flying directly to cable? "The English Patient," "Shine" and "Evita." Last week Turner scooped up the TV network premiere rights (after the pay window, of course) to those and other big ticket theatricals. As this week's cover story points out, the networks are widening their cable orbit, but cable is returning the favor by encroaching on their turf, particularly when it comes to movies. It's a new, and newly competitive, world out there.

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