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Broadcasting & Cable

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BASEBALL '97

LOCAL TV/RADIO MAKES PLAY IN RIGHTS FIELD

**Hearst and Argyle
Teaming Up**

**DTV Heads Into
Ninth at FCC**

**Playboy Strikes
Out in Court**

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TOP OF THE WEEK / 6
BROADCASTING / 31
CABLE / 59
TECHNOLOGY / 68

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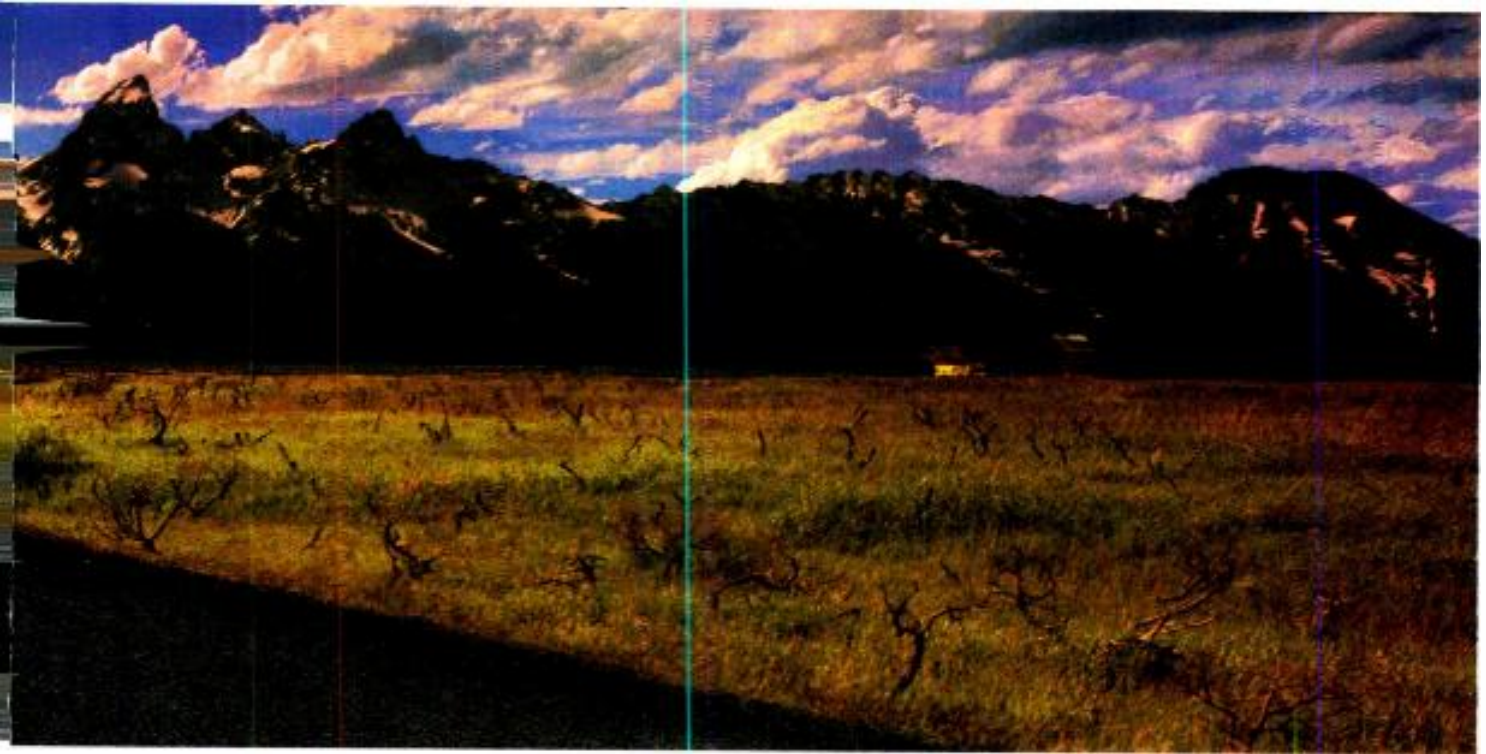
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Fast Track

Must Reading from

**Broadcasting
& Cable**

March 31, 1997

TOP OF THE WEEK / 6



'Seinfeld' took first place away from 'Home Improvement' in access for the first time, and continued to reign in early fringe and late night. / 11

Hearst picks up some Argyles Hearst Corp. and Argyle Television Inc. announced plans to join Hearst's TV stations with Argyle's and name the group Hearst-Argyle Television Inc. The new group would own more ABC affiliates than ABC Inc. itself. / 6

New late-night wars The syndicated late-night arena this fall is shaping up to be a three-way brawl between NBA great Earvin "Magic" Johnson, comic auteur Keenen Ivory Wayans and the creative vision of music legend Quincy Jones. / 7

CBS opens new Eye CBS Eye on People is set to launch with 2 million subs. adding an additional million each month to end 1997 with 10 million. / 10

Tribune ups its stake Tribune Broadcasting Co. has invested another \$21 million in The WB, boosting its stake in the Time Warner netlet to nearly 22%. / 10

Broadcasters make DTV promises Viewers in San Francisco and Washington will see digital signals from three commercial networks by Christmas 1998, under the broadcast industry's latest DTV plan. / 15

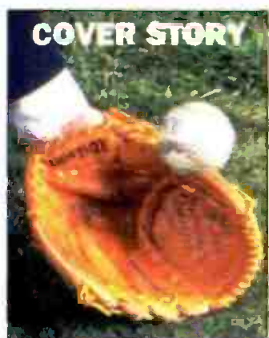
Playboy, Spice lose in high court Playboy plans to continue its battle against new cable scrambling rules after a Supreme Court ruling cleared the way for the rules to take effect. / 18

BROADCASTING / 31

Dramas fall in March Signs of weakness in the Big Four's midseason lineup appeared again last week with Fox's cancellation, after only one airing, of *Lawless*, an action drama once billed as a potential magnet for male viewers. / 31

Countering boosted sweeps ratings The tools for combating TV ratings hypoing are already here, says Jim Beyloyianis, president of the Katz Television Group, who advises projecting demo ratings from overnights. / 32

Radio's unfair share of car dollars A new report finds that new-car shoppers spend more time listening to radio than reading newspapers or magazines, but auto advertisers spend considerably less money on radio than on print media. / 40



COVER STORY

Baseball scores \$315 million in rights BROADCASTING & CABLE's annual survey reports that Major League Baseball teams will receive hundreds of millions from local broadcast stations and regional cable networks for the rights to carry their games this season. / 24

Cover by Dennis Brack/Black Star

Baseball comes out of a slump Baseball appears to be emerging from a slump, now that the players' strike is past and interleague play lies ahead. The broadcasters, cable networks and teams that will air thousands of games are bullish about the 1997 season. / 25

CABLE / 59

NAB's Fritts finds common ground with DBS

The working relationship between broadcasters and DBS operators appears to have taken a leap forward at SBCA '97. NAB President Eddie Fritts told the SBCA last week that the two industries have great potential for synergy. / 59

Vogel out at EchoStar

EchoStar Executive Vice President Carl Vogel—who had the reputation in the industry for being "the guy who made it all work"—has resigned. The company does not intend to replace him. / 59

Telemedia
Week

PBS adds sights, sounds to local scenery

PBS Online has revamped its Website, offering a map of "neighborhoods" for easy navigation, and multimedia to make the stroll more interesting. / 66

TECHNOLOGY / 68

SPECIAL REPORT: BROADCAST SERVERS

Serving it up for NAB The world of video servers moves fast, and the big players in disk-based video storage and playback will roll out new products and product enhancements at NAB '97. / 68

Changing Hands.....37	Datebook.....90	For the Record.....87
Classified.....78	Editorials.....98	In Brief.....96
Closed Circuit.....16	Fates & Fortunes.....92	Network Ratings.....36

ECOLOG
CHANNEL
RECOVERY
NETWORK
Networks that find significant untapped niches can find carriage on cable systems, analysts say. And there are nearly 200 of them in search of an audience. / 62



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Hearst stocks up on Argyles

Merged TV group with 14 stations, 11.6% coverage is valued at \$1.8 billion

By Elizabeth A. Rathbun

WASHINGTON

It's only Hearst Corp.'s second TV station buy in 11 years, but it's a doozy: In acquiring Argyle Television Inc. last week, Hearst doubled its TV station holdings and created a new TV company valued at \$1.8 billion.

Argyle's stations themselves are valued at about \$525 million, sources say. Hearst effectively paid 3.9 times Argyle's 1996 earnings. Brokers say that multiple sounds high, but fair. "They're good properties," says TV broker Brian Cobb, of Media Venture Partners: "It's a good matchup." But, he notes, the deal gives "new meaning [to the term] 'geographic diversity.'"

Hearst-Argyle Television Inc. will be based in New York and will own 14 TV stations and three satellites. It will operate a 15th under an LMA, for a total TV



The managers of Hearst-Argyle are culled from both groups. Bob Marbut (l), who chairs Argyle, will be chairman/co-CEO, while John G. Conomikes (r), currently Hearst's VP/GM of broadcasting, will be president/co-CEO. The lineup also includes David J. Barrett, currently VP/deputy GM of broadcasting for Hearst, who will be executive VP/COO, and Blake Byrne, president/COO of Argyle, who will be executive VP of Hearst-Argyle. Argyle CFO Harry T. Hawks will keep that position in the new company, and Argyle Executive VP/Chief Revenue Officer Ibra Morales will be senior staff sales executive.

household reach of 11.6%. The new company's goal is to reach 20% in 3-5 years, says Argyle Chairman Bob Marbut, who will be chairman/co-CEO of the new company. That's the percentage

needed "to really be a player with the networks, with the programmers, with everybody," he says.

To get there, Argyle and Hearst knew they had to merge. "The bottom line is both of these companies were looking for the best opportunities to be a consolidator," says Hearst Corp. President Frank Bennack Jr. "We came to where all broadcasters come: Do you go up in size or do you exit?"

San Antonio-based Argyle has been asking that question since last August, when it said it was looking to make its six TVs and three satellites part of a larger group. Hearst has been scouting stations for years, but its only success was in acquiring wwwb-TV Tampa/St. Petersburg in November 1995. Before that, Hearst

hadn't bought a TV station since 1986.

"Everyone's trying desperately to get bigger quickly," says Cobb. "This year and next we're going to see how big 'big' is."

In getting its wish, Argyle gets access to capital like it never had before: \$1 billion in unused debt capacity to spend on TV stations, Marbut says: "We have the dry powder to launch an aggressive acquisition program [that would make Hearst-Argyle] one of the premier consolidators of the 1990s."

Privately controlled Hearst, meanwhile, gets access to public money that it never had before. Like Argyle, the new company will be public, with Hearst owning 86% of its stock and Argyle shareholders 14%. "We thought that in addition to our own cash flow and debt...participating in a public currency gives us another way to grow more rapidly," Bennack says.

The new company will not be a subsidiary of Hearst Corp., which will maintain its private holdings in books, magazines, newspapers and cable channels. Less than 10% of Hearst's revenue comes from broadcasting, the company says. Hearst-Argyle essentially will be a merged Hearst Broadcasting Group plus a renamed Argyle. The deal requires FCC and Justice Department approval.

Hearst-Argyle will have 11 ABC af-

What is Hearst-Argyle Television Inc.?

Hearst Corp. and Argyle Television Inc. last week announced plans to join Hearst's TV stations with Argyle's and name the new group Hearst-Argyle Television Inc. The new group, comprising six Argyle stations and eight from Hearst, plus an LMA and three satellites, would own more ABC affiliates than ABC Inc. itself. Following are each company's contributions, by market.

DMA ranked market	Station (ch., affil.)	Coming from...
6. Boston	WCVB-TV (ch. 5, ABC)	Hearst
15. Tampa/St. Petersburg, Fla.	wwwb-TV (ch. 32, WB)	Hearst
19. Pittsburgh	WTAE-TV (ch. 4, ABC)	Hearst
23. Baltimore	WBAL-TV (ch. 11, NBC)	Hearst
30. Cincinnati	WLWT-TV (ch. 5, NBC)	Argyle
31. Milwaukee	WISN-TV (ch. 12, ABC)	Hearst
32. Kansas City, Mo.	KMBC-TV (ch. 9, ABC), (plus LMA with KCWB-TV (ch. 32, WB))	Hearst
43. Oklahoma City	KOCO-TV (ch. 5, ABC)	Argyle
44. West Palm Beach, Fla.	WPBF-TV* (ch. 25, ABC)	Hearst
47. Providence, R.I.	WNAC-TV** (ch. 64, Fox; operated by Clear Channel Communications Inc.)	Argyle
53. Dayton, Ohio	WDTN-TV** (ch. 2, ABC)	Hearst
69. Honolulu	KITV-TV (ch. 4, ABC), plus satellites KHVO-TV Hilo and KMAU-TV Wailuku	Argyle
90. Jackson, Miss.	WAPT-TV (ch. 16, ABC)	Argyle
118. Fayetteville/Fort Smith, Ark.	KHBS-TV (ch. 40, ABC); plus satellite KHOG-TV (ch. 29, ABC)	Argyle

Notes: *Hearst is buying **to be divested because of overlap

filiates, one more than owned by ABC itself. The 11th, KHOG-TV Fayetteville/Fort Smith, Ark., technically is a satellite station, but serves a market separate from parent KHVS(TV) Fayetteville/Fort Smith. Whether the FCC allows this satellite combination to continue remains to be seen.

The deal includes Hearst Broadcasting Productions, but "just what will happen ultimately with vertical production and/or distribution" has not been discussed, Marbut says. "It's not a principal objective of the new company.... We see this as a television company."

Albeit a smaller one, after it complies with the FCC's ban on owning more than one TV station per market. Hearst says it will spin off Argyle's WNAC-TV Providence, R.I., because of an overlap with Hearst's WCVB-TV Boston, and will divest its WDTN(TV) Dayton, Ohio, in favor of Argyle's overlapping WLWT(TV) Cincinnati. Hearst-Argyle then will reach 10.5% of TV households.

Under FCC standards, which credit UHF stations for half a market's homes, the new company's reach adds up to 9.2%. That boosts Hearst-Argyle to number 13 on BROADCASTING & CABLE's list of top 25 television groups. Previously, Hearst was 19th with 7.3% of homes. Argyle was not on the list.

Also last Wednesday, but separate from the merger announcement, Hearst said it will pay \$85 million for Paxson Communications Corp.'s ABC affiliate WPBF(TV) Tequesta/West Palm Beach, Fla. It also said it plans to sell four of its seven radio stations to SFX Broadcasting Inc. (see box above).

The new company's far-flung holdings (see chart, page 6) don't faze Marbut. Hearst-Argyle will follow "a broad U.S. diversification strategy," he says. It will look for stations in the top 100 markets. ABC affiliates may be particularly attractive, he says.

The deal allows the company "lots of access to public capital, and protection from risk. [Hearst-Argyle] can grow in a safe, sane way," says investment banker Steve Pruet, of Communications Equity Associates. Pruet adds that smaller companies, reluctant to sell their assets, will keep trying to get bigger. "This represents the kind of deal you're going to see done in the next two or three years."

Industry observers speculate that the following companies may be ripe for a Hearst-Argyle-type deal: Sinclair Broadcast Group Inc.; Scripps Howard Broadcasting Co.; Granite Broadcasting Corp.; Meredith Corp.; Jefferson-Pilot

Getting out of radio

Radio stations aren't exactly the top priority for Hearst-Argyle Television Inc. Before the formation of the new TV company was announced last Wednesday, Hearst Corp. said it would sell four of its seven radio stations to SFX Broadcasting Inc. As for the remaining three stations, "we could assume those might be used as possible trading assets for television stations," says Bob Marbut, chairman/co-CEO of Hearst-Argyle.

Television is "our core business and essentially all that we did," says Marbut, chairman of the former Argyle. Running radio stations is not at all similar to running TVs. "You operate them a lot differently," he says.

Subject to FCC and Justice Department approval, SFX agreed to pay \$35 million for Hearst's WTAE(AM)-WVTV(FM) Pittsburgh and WISN(AM)-WLTO(FM) Milwaukee. That leaves Hearst with WBAL(AM)-WYYY-FM Baltimore and WISN(AM) Milwaukee. SFX, meanwhile, enters Wisconsin and adds to WDVE(FM), WDX-FM and WJJJ(FM) Pittsburgh, which it is in the process of buying. —EAR

Communications Co.; Sullivan Broadcasting Co., and LIN Television Corp.

The Hearst-Argyle deal is structured to allow Argyle shareholders who want to cash in to do so. Argyle shareholders can get \$26.50 per share in cash, one share of stock in Hearst-Argyle, or a mixture of \$13.25 cash and half a share of Hearst-Argyle. Argyle stock fell to close at \$18.75 last Thursday, after closing at \$28 last Tuesday.

Hearst Corp. will continue to own three stations for tax purposes, but they will be run by Hearst-Argyle. And

Hearst-Argyle eventually will have the option to acquire them.

Hearst and Argyle first hooked up late last summer. Although Argyle "investigated possibilities with lots of people," Hearst "was by far the best alternative," Marbut says. It's also a friendly deal: Marbut and Bennack have known each other since 1970, and both maintain homes in San Antonio. "We've been around the track for a while," Marbut says. "We're very compatible." ■
Steve McClellan contributed to this report.

Wayans, Magic enter late-night picture

Jay Leno and David Letterman can get out their scorecards—the syndicated late-night arena this fall is shaping up to be a three-way brawl between NBA great Earvin "Magic" Johnson, comic auteur Keenen Ivory Wayans and the creative vision of music legend Quincy Jones.

Last week, Buena Vista Television signed a deal with Wayans for a first-run talk variety hour targeted for launch in August, while Twentieth Television announced plans for a talk-variety hour with Johnson, targeted for a January start. All of a sudden, syndicators are looking to recapture Arsenio Hall's young urban audience.

Columbia TriStar Television Distribution's *Vibe*, an hour strip hosted by comedian Chris Spencer and patterned after Jones's music/lifestyle monthly magazine, is cleared in more than 90% of the country for a fall start.

Sources said the Johnson project, produced by Fox's Twentieth Television, could still be picked up by the network for an 11 p.m. slot. Station offers for the Wayans project were many once news of the deal was out last week, according to Mort Marcus, president of Buena Vista Television.

Wayans is the creator and star of one of Fox's early hits, *In Living Color*, the first network sketch comedy series to feature a predominantly black cast. Johnson spent 13 years in the NBA, helping lead the Lakers to back-to-back championships in the mid-1980s.

Buena Vista's deal with Wayans raises questions about the future of another first-run series Buena Vista was planning, coincidentally with another ex-NBA star, John Salley. The Salley show had been expected to launch as a weekly in June, but the show's fate is uncertain. —CL



Wayans

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WHEEL OF FORTUNE JEOPARDY!

CBS set to open new Eye

Cable channel launches with 2 million subs, CBS News support

By Joe Schlosser
NEW YORK

CBS officials estimate it will take between five and eight years before the broadcaster breaks even on its new cable network, CBS Eye on People, which is set to launch today.

The network will start with 2 million subs, CBS says, adding an additional million each month and ending 1997 with 10 million. CBS Eye on People initially will be available in six markets, including certain regions of Los Angeles, Chicago, New Jersey and Long Island, N.Y.

Network officials would not specify how much they are spending on the cable network, but say it is in the hundreds of millions of dollars. "We are in this for the long run, and we understand how long it is going to take to make money off this," says Lloyd A. Werner, executive vice president for sales and marketing at CBS Cable. "If you are starting a cable network, it now takes five or six years just to stop losing money."

Billed as "real stories about real people," CBS Eye on People will launch with 14 original programs, including a live nightly talk show and a spin-off of the broadcast network's long-running hit *60 Minutes*. The network has begun a multimillion-dollar advertising campaign with cross-promotional ads appearing on the CBS television network.

"Virtually every major CBS News correspondent is involved with this," says Andrew Heyward, CBS News president. "We are putting our name on the line here. We're spending millions of dollars and we're even putting *60 Minutes*, our crown jewel, into the mix. That shows you how serious we are."

CBS News anchors Paula Zahn, Mark McEwen, Charles Kuralt, Dan Rather, Charles Osgood and others will host their own shows on the cable network. But CBS Eye on People will not be an outlet just for CBS News. Heyward says: "This is not a news channel. This is not a vehicle for crisis coverage. We are not going to be like MSNBC or Fox News Channel. We will never go live with news."

With the programing and finances apparently set, the question now facing the new channel is carriage. Two

weeks ago, the network announced it had a carriage deal with Time Warner Cable Systems. Neither CBS nor Time Warner would say how many of the operator's 12 million subs would eventually receive the network.

Werner says he is negotiating with DBS systems and expects carriage agreements in the coming months. Werner says CBS Eye on People will not pay cable operators upfront carriage fees, but it is using retransmission consent and other leverage tools to get operators' attention. "Retransmission is not a sword, it gets me to the table with operators," Werner says. "But we haven't yet said to anybody that if you don't do this, this will happen to you. I've tried to make [the negotiations] as friendly as possible."

Time Warner received retransmission consent, as have other systems that have signed on with CBS Eye on People, Werner says. The network also is offering temporary retransmission consent to

all operators until June 30. At that point, if operators have not cut off negotiations with the network and are "showing good faith," Werner says the consent deadline can be extended.

Getting carriage in Baltimore, Boston, Philadelphia, Pittsburgh and San Francisco may be more difficult for the network than in other major cities. Westinghouse, which purchased CBS three years ago, owns CBS affiliates in those five cities. But before Westinghouse owned CBS, it sold the retransmission rights through 1999 to NBC for its cable network MSNBC. "Will we get on in those cities? Sure we will, but it is just a matter of time," Werner says.

Werner says CBS Eye on People is likely to get carriage in New York in the fall on Time Warner, since the operator has said that it will add 12 channels in October. ■



Tribune uppa-uppa-uppa-uppa-ups WB stake

Invests \$21 million more in The WB; netlet serves up development plate to buyers

By Lynette Rice

Tribune Broadcasting Co. has invested another \$21 million in The WB, boosting its stake in the Time Warner netlet to nearly 22%.

Tribune, which first purchased a 12.5% interest in The WB in August 1995, has the option to increase its stake to 25% in 1998. Although 1996 losses totaled \$98 million for The WB—largely attributed to an expanded Kids' WB! lineup and its launch of a third night of programing—Tribune sees the fledgling network as a "great opportunity" to increase revenue and margins.

"We're very bullish on The WB," says Dennis J. FitzSimons, Tribune's executive vice president. "The network programing has increased our [stations'] shares in prime time dramatically in our biggest markets. The network

has built a strong Wednesday and Monday night lineup."

While The WB finished the February sweeps with a flat 2.7 Nielsen rating/4 share nationally, Tribune-owned affiliates in New York, Los Angeles and Chicago enjoyed 8 and 9 shares for the month. Tribune is the second-largest TV group in the nation, having just purchased Renaissance Communications Corp. for \$1.1 billion.

"In organizing our efforts to launch the fifth network, we partnered with the strongest studio in television software and the strongest unaffiliated broadcast group for distribution," said Jamie Kellner, The WB's CEO. "The latest investment by Tribune is added proof that our plan is right on track."

The announcement from Tribune couldn't have come at a better time for the netlet, which has just successfully launched its series *Buffy the Vampire*

Slayer and enjoyed a largely positive week of meetings with network TV buyers about the fall development slate.

The WB has four dramas and eight comedies in development for fall. To fill the fourth night, The WB expects it may need only an additional hour of programming to boost the existing lineup.

Dramas include *Dawson's Creek* (Columbia TriStar), a twentysomething *Northern Exposure*, and *Seattle Emergency* (Twentieth TV), an action drama in the *ER* vein. Comedies include a 13-episode commitment to Tom Arnold, a Shelley Long project and shows starring Cindy Williams and

Loretta Devine ("Waiting to Exhale").

In the meantime, the netlet has plans to revamp its current schedule. *Savannah* may see new cast members and a new executive producer if it returns in the fall. And the Sunday comedy lineup could be broken up with a drama next season. ■

Rosie & Oprah, Tim & Jerry

'Seinfeld' tops access, talkers up, mags take a dip

By Steve McClellan

Rosie and Oprah continued to rule daytime and early fringe (respectively) in the talk category during the February sweeps, when most of the established talk shows recorded ratings gains. But February was crueler to the magazines.

In the sitcom category, *Seinfeld* for the first time stole first place in access away from *Home Improvement* and continued to reign in early fringe and late night.

A Petry Television survey (on which all the ratings in this report are based) shows *Rosie* averaging a 6.5 rating in daytime time periods, with a 23 share. That's up 124% in rating compared with programming in the same time periods a year ago (the show debuted last June). *Rosie* averaged a 5.3 rating among women 18-34 in daytime and a 5.0 among women 18-49.

Regis & Kathie Lee placed second among daytime talkers but was down 9% in rating to an average 4.9/23. The show dropped 22% among women 18-34, to an average 1.8, and down 18% among women 18-49, to an average 2.3.

Mauri Povich was third in the daytime talk race, posting a 15% household gain, to an average 3.9/15. It also posted double-digit gains in the key women demos.

Oprah declined 6% in early fringe household rating but was still number one with an 8.8/25 and with demo numbers that round to a 6 for women 18-34 and 18-49.

For the second consecutive sweep, *Rosie* placed second in early fringe with a 5.9/18, up 55% from year-ago time periods. The show's demos round to a 5 for women 18-34 and 18-49.

Sally Jessy Raphael was third in early fringe with a 5.6/15, up 17% in rating. The show posted gains among women 18-34 and 18-49, which in both cases round to a 4 rating.

Rounding out the top five early fringe talkers were *Mauri Povich* (5.1/19, up 6%) and *Montel Williams* (5.0/16, up 2%). *Montel* was followed by *Ricki Lake* (3.9/11; up 18% in household rating) and *Jenny Jones* (3.8/12; up 15% in household rating). *Geraldo* was next, with a flat year-to-year 3.2/10.

Though down 5% in household ratings, *Inside Edition* was again tops among access magazines with an average 7.2/14 edging out *Entertainment Tonight*. *ET* posted a 7.0/12, down 8% from a year ago. Both shows posted double-digit declines in the key women demos. *American Journal* (in just 17 access markets) was third, with a 6.6/13, down 4% from year-ago time periods.

Extra was fourth in the access magazine competition, with a 5.9/9, down 16% in household rating from year-ago time period averages. *Hard Copy* dropped 10% in household rating, placing fifth among access magazines with a 5.2/9. *Access Hollywood* was sixth, with a 4.4/6, posting a 30% drop compared with year-ago time period averages in the daypart. *Real TV* averaged a 4.0/7.

In early fringe, the household rating results and year-ago time comparisons for the magazines were *Inside Edition* (5.9/18, down 3%); *American Journal* (5.4/17, down 2%); *Hard Copy* (4.3/12, down 10%); *Extra* (4.0/7, down 13%); *Real TV* (3.6/7, down 16%); and *Access Hollywood* (2.5/4, down 34%).

Among sitcoms, *Seinfeld* was tops in early fringe, with a 6.8/18, a 10% household rating gain versus February 1996. The show was up 13% in rating among men 18-34, but down 9% among women in that age group. *Home Improvement* posted a 13% household rating gain in early fringe with an average 5.9/15 and gains across all the key demos.

The Simpsons was third among early fringe sitcoms, posting a 22% household rating gain to a 5.5/9, driven by a 55%



'Seinfeld' tops sitcoms in access.

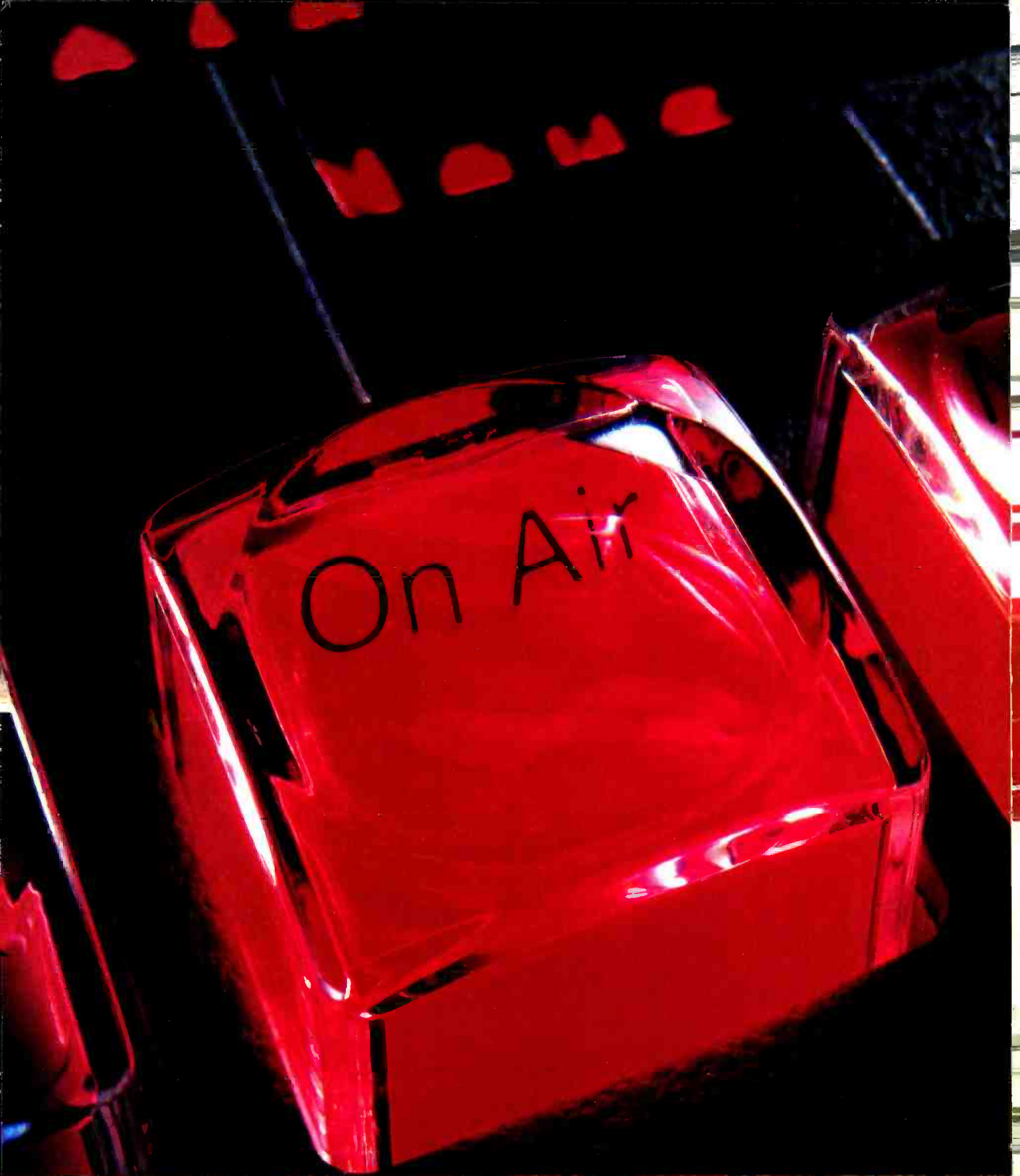
gain among men 18-34, to an average 5.9 rating. Rounding out the top five in early fringe: *Married...With Children* (4.5/6, down 8%) and *Fresh Prince* (4.2/8, down 7%).

In access, *Seinfeld* averaged an 8.9/15, up 10% in household rating with gains across key demos. *Home Improvement* dropped to second place among sitcoms, down 5% in household rating to an 8.7/16. The show also posted single-digit drops across most of the key demos. *The Simpsons* was also third in access, with a 6.4/9, down 9% in household rating, but with a strong 6.9 rating among men 18-34 (up 5%). *Martin* was fourth among access sitcoms, with 5.0/9, up 25% versus previous-year time periods. *Mad About You* was fifth, with a 4.9/8, down 16%.

Among game shows, *Wheel and Jeopardy!* turned in strong but basically flat performances versus a year ago. *Wheel* did a 14.8/28, retaining its number-one strip status, while *Jeopardy!*, still number two among syndicated strips, had a 13.5/24. The strength of both shows lies with 55-plus performance, where *Wheel* averaged a 23.6 rating and *Jeopardy!* averaged a 19.7.

The Dating Game/Newlywed Hour averaged a 1.7/6 in early fringe and 1.2/7 in late fringe, down sharply in both cases compared with February 1996 time periods.

Newcomer court show *Judge Judy* boosted daytime time periods 24% with a 2.1/7. ■

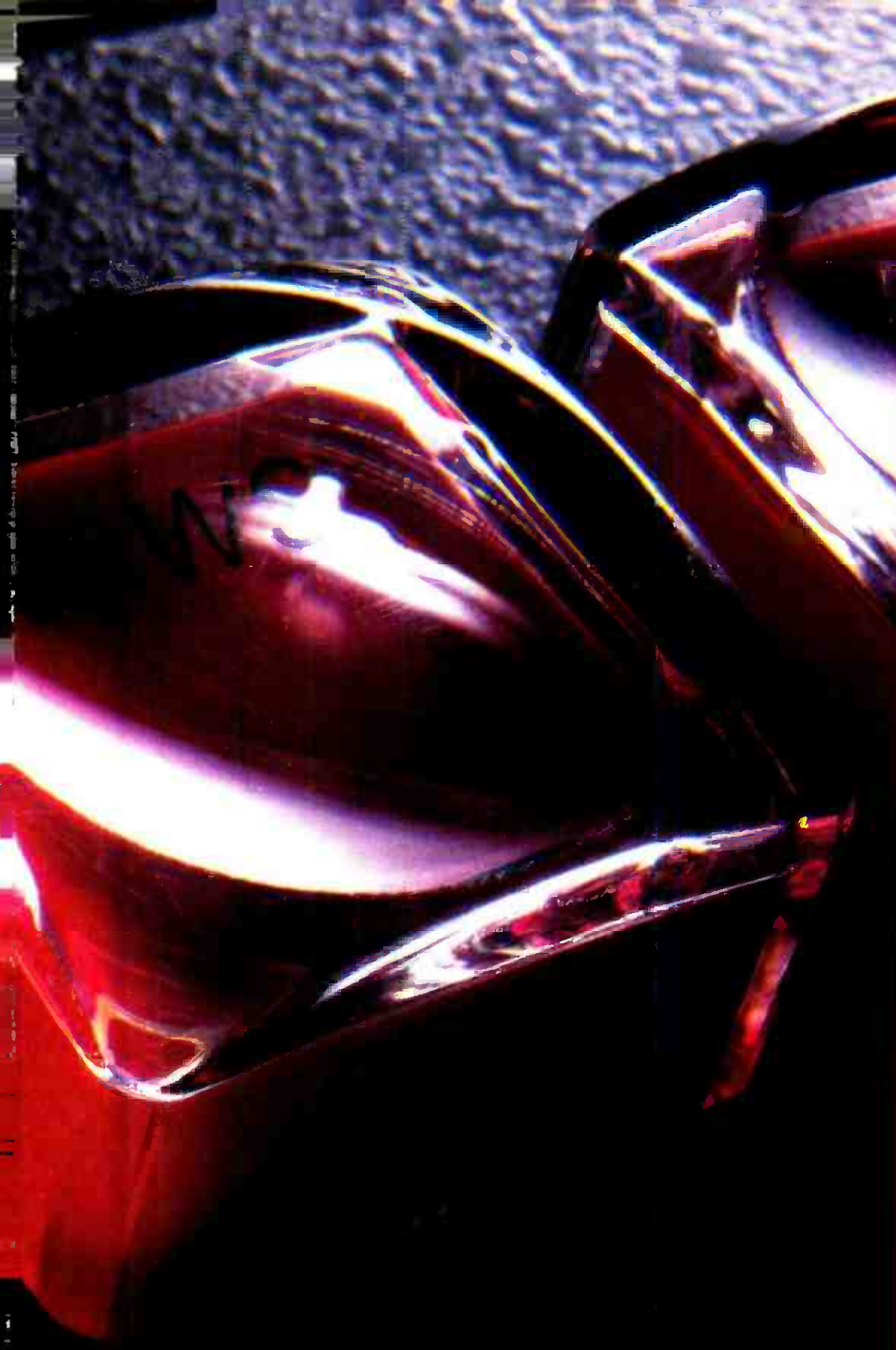


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TV's 'forbidden fruit'

Study finds children drawn to higher-level MPAA ratings

By Heather Fleming

WASHINGTON

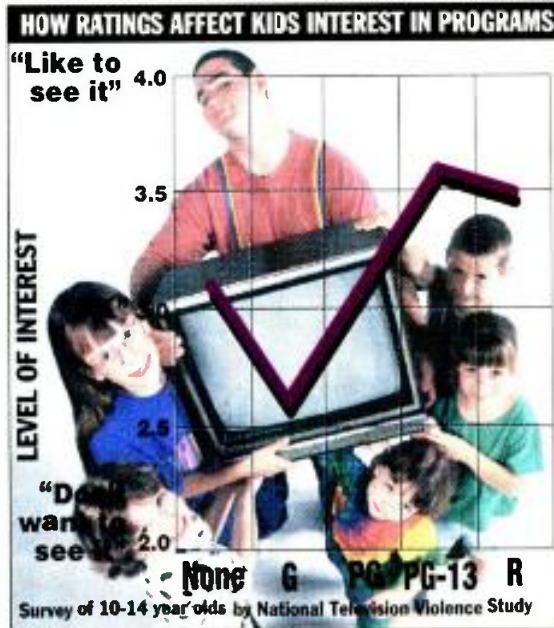
Motion picture-style age-based TV ratings attract children to restricted programs like "forbidden fruit," a new study says.

The National Television Violence Study's second report concludes that children are attracted to programs receiving higher-level Motion Picture Association of America (MPAA)-type ratings. When the shows were rated under content-based systems—including those used by HBO and Showtime—they did not similarly attract children.

The MPAA system, which rates programs according to age-appropriateness, is the model for the two-and-a-half-month-old TV ratings system.

"Telling children your mother should protect you from this makes them want to watch it all the more," said Dr. Joanne Cantor of the University of Wisconsin-Madison. "There is some aura of 'coolness' to seeing something meant for older children," added Cantor, who led the research team on the ratings study.

The findings were drawn from an experiment in which 374 children were asked to state their interest in viewing differently-rated programs. Eight ratings systems were tested.



The study, funded by the National Cable Television Association (NCTA) as part of a three-year effort to assess violence on TV, also observed no meaningful change in the presentation of violence on TV over the past two years. Researchers at the University of California-Santa Barbara identified more than 18,000 violent incidents in more than 2,000 hours of programming from 23 cable and broadcast channels during the 1995-96 TV season.

The study noted that children's cartoon shows contain a high concentration of violent portrayals, which, the report's presenters said, poses a significant risk for younger children.

The study may increase pressure on broadcasters and cable programmers to replace the age-based system with a content-based one. In a meeting with Senator John McCain, industry leaders promised to meet with children's advocacy groups and consider a content-based system.

Representative Edward Markey (D-Mass.) says the study shows that the current ratings system "leaves parents in the worst of both worlds. They are asked to accept an age-based system that they not only don't want but [that is] likely to make their job of parenting even tougher than it already is."

MPAA President Jack Valenti, head of the TV ratings implementation group, said at a Washington Ad Club luncheon that the study has a "certain Alice in Wonderland quality that I just adore—a real hall of mirrors."

The notion that a program rated PG-13 entices children to watch a show, but a program rated "sex, nudity, violence" does not, "defies all logic," he said. "If you believe [the study], I have Texas S&L stock that I want to sell you that I know you're ready to buy."

Murdoch eyes more buys

WASHINGTON—Rupert Murdoch's spending spree may not be over. The News Corp. chairman is said to be trying to purchase Liberty Media's 50% share in the Fox Sports joint venture as well as a 40% stake in Pat Robertson's International Family Entertainment.

News Corp. has already pulled out its wallet to the tune of \$1 billion for its merger with EchoStar last month and \$600 million for the purchase of Heritage Media two weeks ago.

Liberty Media's Fox Sports share is valued at around \$1.2 billion, says Arnhold & S. Bleichroeder analyst Richard Read. A 40% stake of International Family Entertainment would cost Murdoch \$28.50 per share, or approximately \$600 million.

Both deals are speculative, but some see International Family as the more likely buy.

"I wouldn't believe [the Liberty deal] to be true," says Rita Zanella, an analyst at Gruntal & Co. "Usually when they are thinking of divesting or investing, you hear about it quite a bit beforehand."

Zanella and other analysts agree it would not appear to be in TCI Chairman John Malone's best interests to sell his programming holdings. Malone is a majority shareholder in Liberty.

Liberty Media last year sold News Corp. 50% of its sports venture, Prime Sports. The new joint venture was renamed Fox Sports and comprises Fox Sports News and FX, as well as Fox Sports and all its regional franchises.

Liberty Media also plays a key role in the potential International Family deal. Liberty, International Family's largest shareholder at 20%, is looking to join News Corp. in upping its stake in that venture to 40%, says Fred Moran, managing director at Furman Selz in New York City.

The speculation, Moran says, is that News Corp. and Liberty Media would each take 40%, with Robertson and his son holding the remaining 20% and retaining voting control. The Robertsons' desire to maintain control over the company, particularly the prime time airing of evangelist Pat Robertson's *700 Club*, is said to be a problem for the potential buyers.

—PA

PC trio to demonstrate DTV vision

Compaq, Intel, Microsoft will make case for progressive-scan TV at NAB next week

By Richard Tedesco
NEW YORK

Compaq Computer, Intel Corp. and Microsoft Corp. will offer their vision of the digital TV future next week with a demonstration of interwoven text and progressive-scan video at the National Association of Broadcasters convention.

It will be the latest volley in the continuing skirmish between the computer and broadcasting industries over which picture-scanning format will dominate digital television.

"There's a major battle forming here over interlace versus progressive scan. This is a battle that the traditional players are going to lose and that, by inference, we're going to win," says Robert Stearns, Compaq senior vice president of technology and corporate development. "We'd like to demonstrate that the video formats and the technology we advocate [are] practical.

It's here now; it's not a myth."

So Compaq, Intel and Microsoft intend to provide graphic visual evidence to the broadcast industry next Monday afternoon at the Treasure Island Hotel in Las Vegas. Beyond the description of the combination text/video demonstration, the three companies aren't saying much about it. A similar demonstration with film and video will take place at a New York broadcasting conference this week.

Stearns claims the trio is gathering a "growing coalition" of computer companies for its initiative, which he says may also include some broadcasting companies by next week. The



Compaq's Stearns says progressive scan will triumph over interlace.

primary point of the demo is the advocacy of a TV receiver standard based entirely on progressive scan technology.

The feeling in the computer industry is that mixing computer information with traditional video formats just doesn't work, that moving to high-resolution progressive scan formats of 720—and eventually 1,080—lines of resolution is the way to go.

A compromise brokered by the FCC last December called for adoption of the Grand Alliance HDTV standard, without specification of any of the picture standards that divided broadcasters and computer makers.

Broadcasters sweeten DTV deal

Industry tells FCC it will have 22 stations on air within 18 months of license grants

By Chris McConnell
WASHINGTON

Viewers in San Francisco and Washington will see digital signals from three commercial networks by Christmas 1998 under the broadcast industry's latest DTV plan.

Following up on a construction plan submitted earlier this month, broadcasters last week told the FCC how many stations they expect to have on the air within 18 months of receiving digital licenses. Their proposal would place 22 stations in the top 10 markets—including 11 network O&Os—on the air within 18 months. In addition, another four stations outside the top 10 markets would be delivering DTV signals within 18 months.

"We've made enormous progress," FCC Commissioner Susan Ness said of the plan. Ness said broadcasters and the FCC "are moving in the right direction" but that more stations

should "step forward."

Others at the FCC voiced disappointment with the new submission. FCC Chairman Reed Hundt has been pushing the networks to provide a digital signal from each of their 26 O&Os in the top 10 markets within a year of receiving a license.

"I think broadcasters look very bad," one official said of the plan. Another criticized the plan for not providing more network signals in the top 10 markets.

Some in the TV manufacturing industry voiced less concern. "Constructing a new tower is not easy," said Greg DePriest, a vice president at Toshiba. "It's sufficient to start a service," Thomson Consumer Electronics' Bruce Allan added of the broadcast plan.

Regulators last week expected to keep talking with the industry. NAB President Eddie Fritts met with FCC officials past Thursday to discuss the DTV proceeding, and regulators were planning to keep the issue off

WHO'S ON FIRST (WITH DTV)?

Stations in the top 10 markets promising to broadcast a digital signal within 18 months

Market % of TV Hhs	Calls	Owner	Affil
New York 6.9%	WCBS*	CBS	CBS
Los Angeles 5.1%	KNBC	NBC	NBC
	KTLA	Tribune	WBN
	KABC	ABC	ABC
Chicago 3.2%	WMAQ*	NBC	NBC
Philadelphia 2.7%	WPVI	ABC	ABC
	WCAU	NBC	NBC
San Francisco 2.4%	KRON	Chronicle	NBC
	KPIX	CBS	CBS
	KGO	ABC	ABC
Boston 2.2%	WGBH	Public	PBS
	WCVB	Hearst	ABC
	WMUR	Imes	ABC
Washington 2.0%	WRC	NBC	NBC
	WJLA	Allbritton	ABC
	WUSA	Gannett	CBS
	WETA	Public	PBS
Dallas-Fort Worth 1.9%	KDFW	Fox	Fox
	KXAS	LIN	NBC
Detroit 1.8%	WJBK**	Fox	Fox
Atlanta 1.7%	WSB	Cox	ABC
	WXIA	Gannett	NBC

Commitments in the top ten markets are part of a larger industry plan. The schedule calls for providing at least one DTV signal to 43% of TV households within 24 months, more than 50% within 30 months.

*Subject to tower availability. **Subject to Canadian coordination.

Closed Circuit

WASHINGTON

Give and take

The FCC may give TV stations their long-coveted second channels for digital broadcasting this week, but there's still no guarantee they will be getting those channels free. Seeking quick cash to help balance the budget or pay for new programs, lawmakers this summer may yet demand payment from broadcasters for the valuable spectrum. The amount could be based on how much the sale of the spectrum would have brought to the federal treasury had the channels been put on the auction block as Senator John McCain and others have advocated. Among those likely to urge spectrum payments will be the cable industry, which sees broadcasters' multiplexing option as a competitive threat. National Cable Television Association's Decker Anstrom hints that he'll be active during this summer's long, hot budget process: "The fat lady doesn't sing until Sept. 30."

Fritts dishes it out

Eddie Fritts, president of the National Association of Broadcasters, can be counted among the roughly 4.6 million members of the domestic DBS universe. During the opening panel session of the Satellite Broadcasting & Communications Association convention in Las Vegas last week, Fritts mentioned that for a while he paid for both cable and satellite TV service. "But then my wife, who manages the household budget, asked me why we were paying for both," he said, "and today we still have the dish, but we don't have cable." Fritts is a subscriber to DIRECTV and U.S. Satellite Broadcasting, but the NAB steward was quick to add that he most certainly does not skirt the law regarding white-area homes by receiving out-of-market broadcast signals.

Five more for Chancellor?

The new Chancellor Media Corp. may get even bigger. Word is that president Scott K. Ginsburg

has won Gannett Co. Inc.'s five remaining radio stations. Price estimates hover around \$300 million. Even though Chancellor already has to rid itself of two FMs in Chicago to meet the FCC's local ownership cap, Ginsburg is said to be eager to own Gannett's No. 2-rated WGCI-FM there. He wants to pair it with his No. 4 WVAZ(FM). Both stations have urban formats, and together, "the money would just roll in," as one observer puts it. Gannett's other radio stations are WGCI(AM) Chicago; KHKS(FM) Dallas, and KKBQ(AM) and KKBQ-FM Houston. Ginsburg declined comment.

Change in the weather

The ante is being upped in the weather service competition between The Weather Channel and MSNBC. The latest move is a Weather Channel Website redesign due to debut in two weeks. The new site is intended to be more user-friendly, with personalized weather features and enhanced severe-weather warnings. The redesign follows MSNBC's decision to start delivering regionalized weather data from its MSNBC site via the Primestar DBS service.

Roger at the mike

Jacor Communications may be talking to presidential sibling Roger Clinton about launching a weekday radio talk show that could provide a counterpoint to Jacor's recently acquired *Rush Limbaugh Show*. A radio source who has worked with Clinton on-air describes the wannabe host as "a liberal who has strong opinions and knows how to give them." Jacor CEO Randy Michaels would not comment, but he confirmed that Jacor "is having interesting conversations with a number of people" and intends to "announce other programing syndication deals. Jacor purchased Limbaugh's syndicator, EFM Media Management, two weeks ago.

last week's "sunshine" agenda to permit further discussions with the industry.

The commissioners still hope to issue the DTV service rules and channel assignments at their April 3 meeting. Ness said the April 3 target is achievable, but added that the FCC chairman last week had made no commitment to place the item on this week's meeting agenda.

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.), in a March 27 letter to Ness, "strongly" urged the FCC to complete the proceedings this week.

Although he endorses "an aggressive build-out schedule," he wants the FCC "to be mindful of technological realities as it comes to completion on the schedule."

Sources say House Commerce Committee Chairman Thomas Bliley (R-Va.) and ranking member John Dingell (D-Mich.) are expected to send a similar letter.

Late last week, participants in the rulemaking effort also were expecting Senate Commerce Committee Chairman John McCain (R-Ariz.) to weigh in on the DTV construction issue.

"As long as broadcasters are going to get the spectrum for free, [McCain] wants to make sure the spectrum is utilized as efficiently as possible and the transition happens as quickly as possible," an aide said.

Much of the FCC/industry talks last week focused on how much power stations will be permitted to use. UHF broadcasters for weeks have insisted the FCC's proposal could leave them with too little power to reach indoor bow-tie antennas.

Last week, a collection of 27 broadcast organizations including Viacom, Sinclair, PBS, Pappas Telecasting and Sullivan Broadcasting wrote the FCC to push their case on the power issue. The groups urged the commission to cap power levels at 1 megawatt and to set a minimum power level of 50 kilowatts.

Other industry groups (including the NAB) have opposed such measures, maintaining that the UHF power concerns are unfounded. "This is years late," one industry source said of the UHF objections.

But at week's end, FCC officials appeared to favor placing a floor and a cap on the DTV power levels. "We think we've made our case well," said Sinclair's Nat Ostroff. ■

DON'T MISS OUT ON THE NEW FALL SEASON

WaveTop Network. The Nationwide Broadcast Medium For The Home PC.

This Fall 99% of America will, for the first time, be able to receive *automatically* a wide variety of in-depth entertainment and information channels broadcast directly on their home PCs. They can tune into WaveTop programming with a simple click, just like using a TV remote control. And since WaveTop will be broadcast nationally via data embedded into every PBS TV signal, there'll be no Internet bottlenecks or tying up of telephone lines.

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Scrambled picture for Playboy, Spice

Playboy will continue battling expanded scrambling requirements

By Chris McConnell
WASHINGTON

Playboy plans to continue its battle against new cable scrambling rules after a Supreme Court ruling cleared the way for the rules to take effect.

Justices last week upheld a lower court's decision not to block enforcement of the rules during a legal challenge by Playboy and Spice Entertainment. The rules, mandated by the 1996 Telecommunications Act, require cable operators to scramble the audio and video of "sexually explicit" programming channels so that non-subscribers cannot receive them.

Operators unable to scramble both the audio and the video are barred from delivering the channels between 6 a.m. and 10 p.m. under the rule.

Playboy and Spice had charged that the rule targeted them while allowing other cable channels to occasionally run adult programming. But last No-



vember a three-judge panel of the U.S. Court of Appeals in Delaware disagreed, saying that adult fare constitutes only a fraction of the programming on other channels.

The Delaware court denied requests by Spice and Playboy to bar the rule from taking effect during its review. The court said the networks' case that the rule violates the First Amendment was not strong enough to warrant an injunction.

But the court did leave the measure on hold until the Supreme Court could weigh in on the request for the injunction. Last week, the justices upheld the Delaware court's decision.

"We are extremely disappointed with the court's decision," Playboy Enterprises Chairman Christie Hefner said, adding that the company will continue to press its case against the rule in the Delaware court with a request for a permanent injunction.

Spice was still weighing its options at midweek. "We're not happy where it is," Spice General Counsel Dan Barsky said of the rule. But he speculated that technological improvements gradually will make it easier for cable operators to scramble audio.

"As we go digital, there's no differ-

ence in [audio and video] scrambling at all," said Steve Effros, president of the Cable Telecommunications Association.

For now, however, the prospect of scrambling audio presents a problem to several cable operators, particularly those with older cable systems, Effros and others said.

Multiple system operators last week said they were still studying the ability of their systems to block audio. Spokespersons at Time Warner Cable and Continental Cablevision, for instance, were unsure whether the companies would need to move Playboy and Spice into the "safe harbor" hours on several systems as a result of the rules.

"We're in the process of evaluating our technical capabilities," a TCI spokesperson said.

Barsky worried that the prospect of being relegated to the 10 p.m.-6 a.m. time slot could mean lost subscribers for Spice. He cited the company's experience in markets where

cable systems have expanded the availability of Spice channels to 24 hours. Spice has seen the numbers of subscribers jump about 30% in such cases, he said.

Others at the company said Spice was preparing to deal with the rules. "We will be working closely with our domestic network affiliates to maximize revenue from the category in both technically compliant and non-compliant cable systems," Spice Networks President Steve Saril said. "In addition, the company is continually developing domestic and foreign revenue opportunities."

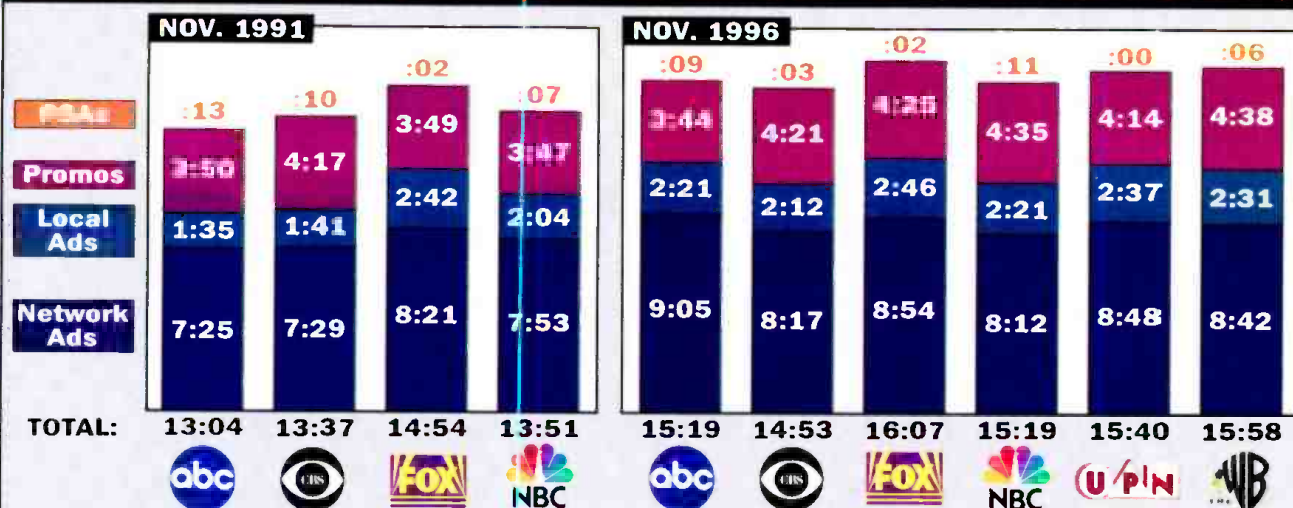
FCC officials at midweek were unsure when the cable rules would go into effect now that the Supreme Court has issued its ruling. Cable lawyers, however, predicted it could be some three weeks before the scrambling rules take effect.

Several said the Supreme Court will have to send its decision to the Delaware court before the Delaware court's stay can be lifted. That process, lawyers say, could take about 25 days. ■

Their common cause

Senators John McCain (R-Ariz.) and Russell Feingold (D-Wis.) joined Common Cause, Campaign for America and other groups in Boston and Philadelphia last week to kick off a nationwide drive—Project Independence—to collect 1,776,000 signatures in support of campaign finance reform. McCain and Feingold hope to convince congressional leaders to move forward with their legislation by July 4. Their bill would give federal candidates who agree to limit their campaign spending 30 minutes of free airtime per market and 50% discounts below the lowest unit rate on additional advertising. —HF

NETWORKS' PRIME TIME CLUTTER: NON-PROGRAM MINUTES PER HOUR NOV. '91 vs. NOV. '96



Notes: November 1991 is the first year data is available on promos. WB and UPN did not exist until January 1995. Totals have been rounded. Sources: AIS & Nielsen Monitor-Plus (1991); Competitive Media Reporting/MediaWatch (1996)

PSA slice shrinks as commercial pie grows

Public service announcements are disappearing like 'rain in the desert,' Hundt says

By Heather Fleming

WASHINGTON

Promos and commercials are eating away at prime time network programming, but public service announcements are getting only crumbs of the prime time pie.

Nonprogram material now accounts for one-fourth to one-third of all network TV time, the American Association of Advertising Agencies and Association of National Advertisers 1996 *Television Commercial Monitoring Report* shows. Over the past year, prime time commercial minutes—which include PSAs, promos and local and network commercials—on the networks and stations increased by an average of 31 seconds per hour to an all-time high across all networks in November 1996.

But PSAs account for only a fraction of the overall commercial time in prime time. The study reveals that in November 1996, UPN aired no prime time PSAs; Fox—2 seconds per prime time hour; CBS—3 seconds; WB—6 seconds; ABC—9 seconds, and NBC—11 seconds.

Meanwhile, the networks aired between 3:44 and 4:35 of promos per prime time hour, between 8:12 and 9:05 of network commercials and between 2:12 and 2:46 of local commercials.

The lack of prime time PSAs is nothing new, but a significant shift has oc-

curred in the overall time dedicated to commercials and promos in prime time. Since November 1991 (the first year data is available on promos), total commercial time has increased at ABC from 9 minutes to 11:26, at CBS from 9:10 to 10:29, at NBC from 9:57 to 10:33, and at Fox from 11:03 to 11:40. Promo time increased at NBC from 3:47 to 4:35, at Fox from 3:49 to 4:25, and at CBS from 4:17 to 4:21. ABC's promo time decreased from 3:50 to 3:44.

In a speech this month, FCC Chairman Reed Hundt chastised broadcasters for self-promoting at the expense of PSAs. "Competition for advertiser revenue has led to a dramatic increase in self-promotional ads on TV in prime

time," said Hundt. "This has come at the expense of PSAs, which have dried up and disappeared like rain in the desert."

Hundt's comments are particularly significant as the FCC, Congress and the White House grapple with the issue of requiring additional public interest responsibilities for broadcasters in exchange for their digital TV licenses. Hundt also wants broadcasters to set aside 5% of their digital TV spectrum to fulfill their public interest responsibilities.

National Association of Broadcasters President Eddie Fritts pointed out to Hundt in a March 6 letter that broadcasters "currently donate more than \$1 billion a year in community outreach

The family that PSAs together...stays together

WASHINGTON—Congressional spouses and teenage children will give broadcasters a hand with local public service announcements.

The National Association of Broadcasters and the Congressional Club once again are asking congressional spouses and their teenagers to tape PSAs on issues of concern to their local communities.

The two groups have co-sponsored the congressional family PSAs on a biennial basis since 1987. NAB picks up the tab for production costs, while the Congressional Club helps promote the project. About 100 families participated last time.

Topics to be addressed this year include drinking alcoholic beverages during pregnancy, drug abuse, underage drinking and breast cancer prevention. Outside consultants work with experts in the various fields associated with the PSAs.

Taping will take place in Washington May 7-22. TV spots then will be sent via satellite to stations, while radio spots will be mailed. —HF

ALL WORK A MAKES JACK A JACK WORK IN



ND NO PLAY A... HEY, DOES A NEWSROOM?

If we did go home on time, we'd probably just watch CNN anyway. Because that's what you do when you're obsessed with the news. You make it your goal to deliver the most comprehensive news coverage possible. Sure, time-off can be a good thing. But then who'd send you those complete news feeds that are so easy to use?

Serious about news?



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efforts and producing PSAs in the fight against substance abuse." In particular, Fritts said he takes "special pride" in NAB's STAR campaign (Stations Target Alcohol Abuse Reduction). Ninety-five percent of TV stations and 91% of radio stations are airing STAR PSAs, NAB surveys show.

The study also shows that cable channels run even fewer PSAs than their broadcast counterparts. Between 9 p.m. and 10 p.m. (the only prime time hour monitored) in November 1996, no cable channels aired PSAs. Looking at all dayparts, A&E averaged 18 seconds of PSAs per hour; Country Music Television—6 seconds; CNBC, Comedy Central, ESPN, Discovery, E! Entertainment Television, The Family Channel, TNT, TNN, The Weather Channel and Headline News—none; CNN—24 seconds; Lifetime—6 seconds; MTV—30 seconds; Nickelodeon—12 seconds; TBS—28 seconds; USA—6 seconds, and VH1—12 seconds.

National Cable Television Association spokeswoman Torie Clarke said that cable is involved in a variety of PSA campaigns, including many at the local level. One example is Cablevision of Boston, which opens its studios once a month to produce PSAs for non-profit and charitable organizations at no charge. The PSAs are then run on various networks, including CNN, ESPN, MTV, BET, A&E, TNT and Lifetime. ■

Nicer when it's free

Attacks on political opponents were less common in last fall's free airtime segments than in ads, debates or news coverage, according to a report by the Annenberg Public Policy Center. The center's study of 50 segments recorded last fall by candidates Dole and Clinton concludes that the free airtime segments had "proportionately more policy information than comparable broadcast news reports." The report also found the spots to be more accurate than ads and debates in some cases. But the spots reached a small audience, according to the study. About 22% in a national survey remembered seeing at least one segment, and viewers "were likely to be active information seekers," the report said. —HF

Tribune, FCC battle over crossownership

Company loses first round over Florida properties

By Chris McConnell

WASHINGTON

Tribune Co. lost a round last week in its battle with the FCC over newspaper/TV crossownership restrictions.

The U.S. Court of Appeals in Washington denied Tribune's request to preserve its right to appeal an FCC decision earlier this month on newspaper/TV crossownership. Reviewing Tribune's \$1.13 billion acquisition of Renaissance, commissioners denied Tribune's request for a permanent waiver of the cross-ownership rule to allow common ownership of WFLA-TV Miami and the *Fort Lauderdale Sun-Sentinel*.

The commission instead granted Tribune 12 months to spin off one of the two media holdings.

Tribune responded with an "emergency petition" last Monday in the Washington court. The company charged the FCC with attempting to bar Tribune from taking its crossownership case to court.

Tribune cited an FCC rule stating that companies receiving a conditional grant cannot accept the grant and then challenge the FCC-imposed conditions in court. "An applicant may not accept a conditional grant and then seek reconsideration of its condition or challenge those conditions on judicial review," the FCC said.

But Tribune last week said it had no time to go back to the FCC for further review of the decision. The company's contract with Renaissance called for it to close the merger last Tuesday.

"The fiduciary obligations of corporate officers and directors to shareholders make it impossible for any publicly traded company to delay the consummation of a transaction in order to complete a protracted administrative hearing process," the company said.

The FCC, which opposed Tribune's petition, agreed with the company's interpretation of the rule. The commission, however, said Tribune can still ask the courts to look past the procedural rules if the company pursues its

crossownership challenge after closing the deal with Renaissance.

Tribune had asked the FCC to waive the procedural rule or issue a separate order on the crossownership issue. The commission denied those requests, saying it saw no reason to depart from its practice of dealing with all the relevant issues of a transaction with one order.

Tribune said that conclusion was a pretext to keep it from taking its case to court. The company also said the action created a "Hobson's choice" whereby Tribune had to choose between potentially waiving its right of judicial review or breaching its agreement with Renaissance.

"The commission's action, if allowed to stand, ignores the vital importance of judicial review in preserving the ends of justice," Tribune said in its emergency petition.

The FCC countered that Tribune had not made an adequate case for its right to a waiver of the rule. "We are not aware of any precedent that requires the commission to accommodate its policies to the desires of private parties to structure deals buying and selling television however it may suit them."

The FCC also said Tribune's request was a result of contractual obligations within the company's control.

The court agreed, responding that Tribune had put itself in a bind.

"Tribune's claimed loss of its right directly to appeal the denial of a permanent waiver of the crossownership rule is of its own making, stemming from the terms of its merger contract and the contract's interaction with the [FCC's] rules," the court said.

The judges, as well as the FCC, also said Tribune could still try to challenge the procedural rules once the company closes its deal. The court said its denial "is without prejudice to Tribune's making its argument on appeal...that [the procedural rule] should not be applied so as to prevent Tribune from challenging the commission's decision denying Tribune's request for a permanent waiver."

Tribune last week was planning to follow up with a court appeal of the FCC crossownership decision. ■

WHAT'S YOUR PICTURE OF DIGITAL TV?

Digital TV. The time is now. But what is the world that digital TV has in store for us? There are many viewpoints and possibilities. But there is one certainty—television and personal computer technologies are converging at an astonishing rate.

No one knows what form digital convergence will ultimately take. The implications are great. And so are the potential opportunities.

As a result, Compaq, Microsoft and Intel have joined to form the beginning of a team that has a simple goal—to work with the broadcasting and cable industries to achieve the benefits of true digital convergence: where the richness of

high-resolution video is married to the limitless graphics and text of the PC and the Internet. Together, we can accelerate the time when digital TV products are as commonplace as today's analog sets.

To accomplish this, we need your input and support. So we're inviting the television industry to a special presentation at the Treasure Island Hotel at 5:00 p.m. on Monday, April 7th, during the National Association of Broadcasters Convention in Las Vegas. It will be hosted by three senior executives: Bob Stearns (Compaq), Craig Mundie (Microsoft), and Ron Whittier (Intel).

COMPAQ

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BASEBALL SCORES

\$315 MILLION FROM RIGHTS

Teams earn millions more from in-house TV/radio deals, air fewer games on broadcast TV

By Harry A. Jessell and Kim McAvoy

TV and radio are doing their bit to make sure the home-team players are well compensated for the Ks, HRs and RBIs.

According to BROADCASTING & CABLE's annual survey, Major League Baseball teams will receive nearly \$250 million from local broadcast stations and regional cable networks for the right to carry their games this season.

What's more, many teams will earn millions more through partnerships with local TV outlets or by producing games and selling the ad time themselves. Total revenue from such ventures should top \$250 million.

The local income comes in addition to the \$10 million each team receives from MLB's five-year national rights contracts with NBC, Fox, ESPN and the Fox Sports/Liberty joint venture. That deal is valued at \$1.7 billion.

The survey also found a significant drop in the number of games on broadcast TV—from 1,791 last season to 1,557 in 1997, a decrease of 234 games. (Last year's figure reflects what teams and stations said they would air at the beginning of the season, not what they actually aired.)

Much of the difference in over-the-air games (88) is due to the Texas Rangers. Last year, KRAS-TV Dallas-Fort Worth and the other station it manages in the market, KXTX-TV, aired 138 games. This year, they will air just 50 broadcasts.

More modest declines are reported for the New York Mets (77 to 52), Pittsburgh Pirates (15 to 10), San Diego

Padres (55 to 25), Detroit Tigers (56 to 40), Toronto Blue Jays (41 to 35) and Oakland Athletics (35 to 30).

Bucking the trend were the Florida Marlins. They will appear on broadcast TV 60 times this season, 10 more than last year.

And where did the broadcast TV games go? Many, to cable. The survey found an additional 351 games scheduled for cable this year, a total of 1,745.

Most of the increase stems from the appearance of regional cable networks in the only five markets without such networks last year: Kansas City, Milwaukee, Dallas-Fort Worth, Denver and Los Angeles. The neophyte nets picked up 180 games.

But several teams posted significant increases in cable games: the Mets (75 to 100), Pirates (60 to 85), St. Louis Cardinals (40 to 50), Padres (40 to 100), Minnesota Twins (95 to 105) and Cleveland Indians (66 to 72). The Marlins matched their increase in broadcast games by adding 10 cable games.

The World Champion New York Yankees have long had baseball's most lucrative local deal. Because earnings of the partnerships and the do-it-yourself broadcasters are unknown, it is difficult to say which team is next in line. It could be the Baltimore Orioles. Earlier this year, the team agreed to supply games for CBS's WIZ-TV and its regional cable network, Home Team Sports, for more than \$20 million. WBAL(AM) Baltimore also signed a new three-year deal for the radio rights. It calls for annual payments of \$3.5 million.

It's surely more than CBS wanted to pay. But the net-



work had to outbid Fox and Liberty, which had moved in with the hope of displacing HTS. The result: a doubling of the rights fee.

If another team earns more, it's probably the Mets, which receive at least \$16.5 million in rights fees from SportsChannel New York and WFAN(AM). That comes on top of the earnings from their broadcast TV partnership with WWOR-TV. Revenue from that venture likely will exceed \$16 million.

The Chicago Cubs and the Atlanta Braves each generate \$50 million in revenue from the broadcast of their games over cable superstations WGN-TV and WTBS(TV), respectively. But much of the take is due to the stations' national, not local, coverage.



For a complete team-by-team breakdown of radio, cable and broadcast TV rights, see pages 29-30.

COMING OUT OF A SLUMP

Broadcast, cable and MLB are scoring big with advertisers this season

By Kim McAvoy

The players' strike is past and interleague play lies ahead. The broadcasters, cable networks and teams that will air thousands of games are bullish about the 1997 season.

Baseball appears headed for a financial comeback.

"Our sales are ahead of last year," says John Feeley, sports sales manager at KTVU(TV), the San Francisco Giants' flagship station, which will carry 58 games.

"We're noticing a more friendly attitude toward baseball. The last few years people have been angry about the labor problems. Now it's like it used to be. People are excited about baseball."

"The strike is behind everybody—people are happy to have business as usual," says Ron Goldberg, vice president and director of sales for ChicagoLand Television, which will air 11 Chicago Cubs games on the local cable network.

Sales are "up considerably" says John McGuinness, director of sports marketing for WPHL-TV Philadelphia, which has a revenue-sharing partnership with the Phillies. McGuinness says the team has also signed three new sponsors. WPHL-TV will air 84 games this season.

"We're getting back to where we were a few years ago," says Bill Haig, vice president of broadcast operations for WTMJ(AM) Milwaukee, which airs the Milwaukee Brewers. "We're expecting a very good year."

Sales for the Chicago White Sox already are "20 percent ahead of last year," says Jim Corno, a senior vice president for SportsChannel's regional networks. "We've had renewals from every sponsor last year." SportsChan-

nel Chicago will carry 97 White Sox games this season.

Corno thinks that last year's labor agreement "helped sales" and that the prospect of interleague play is adding to baseball's excitement this year. For the first time, MLB's American League and National League teams will play against each other.

Rivalries between such teams as the Cubs and White Sox will be a "shot in the arm for baseball. Those games will draw great viewership; those games will be an event," says Corno.

"Because we have crosstown rivals [San Francisco Giants], interleague play is a plus for us," says Jeff Krolik, general manager of SportsChannel

Pacific, which will carry 55 Oakland Athletics games.

"Interleague play is going to be different. It should be good sales fodder," says Rick Miner, of WWOR-TV New York, the TV flagship for the New York Mets that is slated to run 52 games, a drop from the more than 70 it aired last season.

Perhaps another sign that baseball ad sales are back on track is Madison Square Garden Network's purchase of the radio rights to the New York Yankees for the next five years.

The deal, sources say, is worth \$35 million. MSG chose WABC(AM) to broadcast the games. The radio station has held the rights to the Yankees games for the past 10 years.



Fox loads the bases

The joint venture from Fox Sports and Liberty Media is stepping up to the plate this season, joining ESPN, Fox and NBC as national TV outlets for Major League Baseball. The venture's entry represents the last piece of baseball's current five-year, \$1.7 billion network TV deal.

In the first year of its \$172 million deal, Fox/Liberty will offer games two nights each week of the season. Fox, Fox's national cable network, will telecast a Monday night game, offering separate games for the East and West Coasts. The eight regional Fox Sports Networks will broadcast baseball on Thursdays, again with different games for each half of the country.

The Fox broadcast network, meanwhile, is entering the second year of its \$575 million contract. Fox carries the *Saturday Game of the Week*, and has the rights to the 1998 and 2000 World Series, and this year's and 1999's All Star games. It also has rights to carry five divisional playoff games a year and to split coverage with NBC on the league championships. Fox carried the World Series during its first baseball campaign last year.

NBC, which paid \$475 million for its package, has the World Series this year, the All Star Game in 1998 and 2000 (NBC carried last year's game) and three divisional playoff games per year. It splits the championship series with Fox.

ESPN paid \$455 million for its coverage of Wednesday and Sunday night games, and broadcasts of between six and 12 divisional playoff games that are not shown on Fox or NBC.

—JS



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—Craig Mannion, *Marcus Cable* customer



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LOCAL TV AND RADIO LINEUP

BROADCAST TV							CABLE					RADIO				
Team	Flagship	# of reg. season games	# of stations in net.	Contract status yr./yrs.	1997 rights (millions)	1997 est. revenue (millions)	Regional network	# of reg. season games	Contract status yr./yrs.	1997 rights (millions)	1997 est. revenue (millions)	Flagship	# of stations in net.	Contract status yr./yrs.	1997 rights (millions)	1997 est. revenue (millions)
NATIONAL LEAGUE EAST																
Atlanta Braves	WTBS(TV) (ch. 17)	125	0	NA	NA	\$52	Fox Sports South	25	1/10	\$3	NA	WSB(AM) 750 khz	181	3/5	\$3	NA
Turner Broadcasting System owns team and WTBS.																
Florida Marlins	WBFS-TV (ch. 33)	60	9	1/1	NA	\$8.3	Sunshine Network/SportsChannel Florida	35/35	1/1/1/1	\$1.8/\$3.5	NA	WOAM(AM) 560 khz	181	3/5	\$3	NA
Team retains broadcast TV rights. Marlins' owner Wayne Huizenga is managing partner in SportsChannel Florida. WCMQ(AM) broadcasts games in Spanish.																
Montreal Expos	SRC(FR) TQS(FR)	20/20	7-12	3/4/3/3	NA	\$2.6	RDS(FR) TSN(ENG)	40/25	2/4	\$1.8	NA	CIOQ(AM) CKAC(AM)	7 Eng 26 Fr	3/4/3/4	NA	\$1.3
Team retains broadcast TV and radio rights.																
New York Mets	WWOR-TV (ch. 9)	52	NA	1/2	NA	\$16	SportsChannel New York	100	11/30	\$13+	NA	WFAN(AM) 660 khz	15	1/3	\$3.5	NA
Team and WWOR-TV have revenue-sharing partnership. WADO(AM) will broadcast 81 home games in Spanish.																
Philadelphia Phillies	WPHL-TV (ch. 17)	84	2	5/5	NA	\$18	Prism/SportsChannel Philadelphia	42/25	7/7	NA	\$7.6	WPHT(AM) 1210 khz	18-20	5/5	\$3	NA
Team and WPHL-TV have revenue-sharing partnership for broadcast TV and cable.																
NATIONAL LEAGUE CENTRAL																
Chicago Cubs	WGN-TV (ch. 9)	140	0	NA	NA	\$47.9	ChicagoLand TV	11	NA	NA	\$0.6	WGN(AM) 720 khz	50	NA	NA	\$12
Tribune owns team, WGN-AM-TV and ChicagoLand TV.																
Cincinnati Reds	WSTR-TV (ch. 64) WKRC (ch. 12)	15/30	0	2/3/1/1	NA	NA	SportsChannel Cincinnati	50	2/3	\$5	NA	WLW(AM) 700 khz	60	2/3	\$3.5	NA
SportsChannel Cincinnati pays \$5 million for broadcast TV and cable rights. It buys airtime on TV stations.																
Houston Astros	KXTH(TV) (ch. 20)	50+	8-10	10/10	\$5	NA	Fox Sports Southwest	60	12/15	\$4	NA	KILT(AM) 610 khz	50	2/3	NA	\$4
Team retains radio rights. KXYZ(AM) broadcasts games in Spanish.																
Pittsburgh Pirates	WPGH(TV) (ch. 53) WPTT(TV) (ch. 22)	5/5	0	NA	NA	NA	Fox Sports Pittsburgh	85	1/4	\$4.3	NA	KDKA(AM) 1020 khz	45-50	1/3	NA	\$3
Fox Sports Pittsburgh pays \$4.3 million for broadcast TV and radio rights, sublicenses 10 games to TV stations. Team retains radio rights.																
St. Louis Cardinals	KPLR-TV (ch. 11)	60	21	1/3	\$4-5	NA	Fox Sports Midwest	50	1/5	\$2-3	NA	KMOX(AM) 1120 khz	101	1/5	\$4	NA
NATIONAL LEAGUE WEST																
Colorado Rockies	KWGN-TV (ch. 2)	95	12	5/5	NA	\$15	Fox Sports Rocky Mountain	7	1/10	NA	NA	KOA(AM) 850 khz	57	5/8	\$4	NA
Team retains broadcast TV rights.																
Los Angeles Dodgers	KTLA(TV) (ch. 5)	48	0	1/5	\$15.5	NA	Fox Sports West 2	40	1/5	NA	NA	KABC(AM) 790 khz	24	5/5	\$5	NA
KTLA pays \$15.5 million for broadcast TV and cable rights. It sublicenses games to Fox Sports West 2. KWKW(AM) broadcasts all games in Spanish.																
San Diego Padres	KUSI-TV (Ch. 51)	25	0	NA	NA	NA	Channel 4	100	1/5	\$4	NA	KFMB(AM) 790 khz	2	1/3	\$3+	NA
Cox Communications' Channel 4 pays \$4 million for broadcast TV and cable rights, buys airtime on KUSI-TV and shares revenue with team.																
San Francisco Giants	KTVU(TV) (ch. 2)	58	7	3/6	\$5.5	NA	SportsChannel Pacific	55	2/5	\$4.5	NA	KNBR(AM) 680 khz	12+	3/5	\$4.5	NA
Team retains five to seven 30-second spots per game on broadcast TV. KNBR is a limited partner in team.																

Team	BROADCAST TV						CABLE					RADIO				
	Flagship	# of reg. season games	# of stations in net.	Contract yr./yrs.	1997 status rights	1997 est. revenue (millions)	Regional network	# of reg. season games	Contract yr./yrs.	1997 status rights	1997 est. revenue (millions)	Flagship	# of stations in net.	Contract yr./yrs.	1997 status rights	1997 est. revenue (millions)
A M E R I C A N L E A G U E E A S T																
Baltimore Orioles	WJZ-TV (ch. 13)	37	8	1/4	NA	NA	Home Team Sports	85	1/10	\$20+	NA	WBAL(AM) 1090 khz	29	1/3	\$3.5	NA
CBS, which owns HTS and WJZ-TV, pays more than \$20 million for broadcast TV and cable rights. It sublicenses games to WNUV-TV and WBDC(TV) Washington.																
Boston Red Sox	WABU(TV) (ch. 68)	75	12-13	1/3	\$9+	NA	New England Sports Network	76	15/20	\$6	NA	WEEI(AM) 850 khz	60	4/4	\$4.4	NA
Team owns part of NESN, keeps some of its revenue.																
Detroit Tigers	WKBD-TV (ch. 50)	40	6	3/5	NA	\$3.5	Pass Sports	70	5/7	\$3-\$4	NA	WJR(AM) 760 khz	30	2/5	NA	\$3.6
Team retains broadcast TV and radio rights.																
New York Yankees	NA	NA	NA	NA	NA	NA	MSG Network	100	9/12	\$52.5	NA	WABC(AM) 770 khz	12-14	1/5	\$7	NA
At deadline, MSGN, which holds broadcast TV and cable rights, was negotiating broadcast TV deals with WBIS and WPIX.																
Toronto Blue Jays	CBC	35	0	1/1	\$9	NA	TSN	80	2/5	\$6	NA	CJCL(AM) 590 khz	40	5/6	\$1.6	NA
A M E R I C A N L E A G U E C E N T R A L																
Chicago White Sox	WGN-TV (ch. 9)	60	0	3/3	NA	\$15	Sports-Channel Chicago	97	14/17	\$4.5	NA	WMVP(AM) 1000 khz	30-35	2/5	\$3.5	NA
Team and WGN-TV have revenue-sharing partnership. WIND(AM) airs all games in Spanish.																
Cleveland Indians	WUAB(TV) (ch. 43)	70	3	2/3	\$6	NA	Sports-Channel Ohio	72	2/3	\$5	NA	WKNR(AM) 1220 khz	35	1/3	NA	\$7.4
WUAB holds broadcast TV rights, shares revenue with team. Sportschannel holds cable rights, but team keeps nine spots per game. Team retains radio rights.																
Kansas City Royals	KCWB(TV) (ch. 32) KMBC-TV (ch. 9)	35 15	0	NA	NA	NA	Fox Sports Rocky Mountain	38	1/3	\$4-5	NA	WIBW(AM) 580 khz	106	3/3	1.8	NA
Fox Sports Rocky Mountain pays \$4-5 million for broadcast and cable rights, buys time on KMBC-TV, which controls KCWB through local marketing agreement.																
Milwaukee Brewers	WVTV(TV) (ch. 18)	68	5	1/1	NA	NA	Wisconsin Sports Network	35	1/1	\$5.3	NA	WTMJ(AM) 620 khz	46	2/5	NA	\$5.9
Wisconsin Sports Network pays \$5.3 million for broadcast TV and cable rights, shares some revenue with team. Team retains radio rights.																
Minnesota Twins	WCCO-TV (ch. 4)	40	0	5/5	\$7.5	NA	Midwest Sports Channel	105	5/5	NA	NA	WCCO(AM) 830 khz	66	5/5	NA	NA
CBS, which owns WCCO-AM-TV and Midwest Sports Channel, pays \$7.5 million for all TV and radio rights.																
A M E R I C A N L E A G U E W E S T																
Anaheim Angels	KCAL(TV) (ch. 9)	51	0	2/5	NA	\$11.2	Fox Sports West	32	3/5	\$5	NA	KMPC(AM) 710 khz	15	NA	NA	\$6-\$7
Disney, which owns team, retains broadcast TV rights, sharing revenue with KCAL. Disney also owns KMPC.																
Oakland Athletics	KRON-TV (ch. 4)	30	5-8	5/5	\$5	NA	Sports-Channel Pacific	55	2/5	\$5.3	NA	KFRC(AM) 610 khz	18	4/4	NA	\$4
Team retains radio rights.																
Seattle Mariners	KIRO-TV (ch. 7)	59	7	3/3	\$7.5	NA	Fox Sports Northwest	55	1/4	\$4-5	NA	KIRO(AM) 710 khz	35	5/5	\$3.7	NA
KIRO-TV holds broadcast TV rights, but team keeps revenue from soft drink spots.																
Texas Rangers	KXTX-TV (ch. 39) KXAS-TV (ch. 5)	35 15	20-25	2/5	\$7	NA	Fox Sports Southwest	60	1/4	NA	NA	KRLD(AM) 1080 khz	60	1/1	\$4.5	NA
LIN Television, which owns KXAS-TV and operates KXTX-TV, pays \$7 million for all TV rights. It sublicenses games to Fox.																

NA—Not applicable or not available. Unless otherwise indicated, the teams sell the rights to a broadcast station or cable network and the 1997 rights fee is shown. In cases where the team retains the rights or is involved in a partnership, estimated 1997 revenue is shown instead of a rights fee. Depending on the team, contract status refers to a rights contract, partnership contract or contract for a non-rightsholder to carry the games. In most cases, broadcast TV and radio rightsholders form regional networks—the column shows the number of stations in those networks. Radio stations usually carry all regular-season games.



On June 9 — the day that the Academy of Television Arts and Sciences mails voting cards — *Broadcasting & Cable* presents the first of two special insider's reports on the red-hot race for 1996 Emmy nominations.

In the first spotlight, we'll track top contenders bidding for this prestigious ATAS honor and examine the impact of this highly coveted award on past winners. Then, on August 4th, our second Emmy Awards issue presents the nominee list.

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Dramas fall in March moves

Fox's 'Lawless' joins 'Prince Street' and 'Spy Game' in early exit

By Lynette Rice

Signs of weakness in the Big Four's midseason lineup were revealed again last week with Fox's cancellation of an action drama once billed as a potential magnet for male viewers.

After only one airing, Fox's *Lawless*, starring Brian Bosworth, was pulled after it garnered a 4.0 Nielsen rating/7 share in households March 22. The action drama from Columbia Tri-Star was viewed as a potential hit in the largely male demographic that Fox attracts on Saturday.

"*Lawless* did not meet our expectations creatively or from a ratings perspective," said Fox Entertainment President Peter Roth.

The cancellation follows by less than a week NBC's decision to drop *Prince Street* after the show averaged a 5.9/11 in its second outing. ABC's *Spy Game* is out, too, having averaged a 5.9/10 over its three-week run.

Despite the early departure of the dramas, there are signs of network bench strength. While reportedly still trying to find its legs, NBC's *The Naked Truth* has averaged a comfy 17.3/27 after nine episodes, albeit in the exceedingly comfortable hammock between *Seinfeld* and *ER*. And an attractive teenager has proved a killer move for The WB, with *Buffy the Vampire Slayer* showing a 38% improvement in ratings and a 25% boost in shares, as of March 17, over its predecessor. The drama has averaged a 3.3/5.

Sudden ratings grabbers—and failures—are par for the course this time of year, when plans for May sweeps are being finalized and fall development is well under way.

"This is experiment time from March to the end of April," said media buyer Bill Croasdale. "They're testing



'Lawless' lasted one episode.



'Buffy' has boosted The WB.

a lot of vehicles now. They'll juggle programs into new time periods before the May sweeps, when they'll start the finales of most of the shows."

CBS may have found some promise in *Temporarily Yours*, which has averaged an 8.0/13 after three airings and has retained some of the key female dems generated by *The Nanny*. *JAG*, after 10 telecasts, is fighting to make its case with an 8.1/14, as is *Feds* after three weeks (7.3/12).

After four telecasts, CBS's *Orleans*

averaged an 8.2/14 and was temporarily pulled from the lineup. It was set to return last Friday (March 28). There's no sign of the network's midseason replacement *Life...And Stuff*, a Rick Reynolds/Pam Dawber comedy that lies in wait, but the news magazine *Coast to Coast*—pulled after lackluster ratings—will return this summer.

NBC's *Just Shoot Me* has the makings of a first-string player, averaging an 8.2/13 after three episodes. *Chicago Sons* is apparently staying put with a 7.6/12 after 10 airings, followed by *Crisis Center* with a 7.0/13 after four weeks. Still on the bench for an April 10 rollout is the comedy *Fired Up*, starring Sharon Lawrence (*NYPD Blues*).

Court remains in session for ABC's *The Practice*, which has earned a 9.6/17 after three episodes in the Tuesday night slot usually occupied by *NYPD Blue*. The much-ballyhoosed *Arsenio* has averaged a 9.3/15 after three weeks, while *Vital Signs* could be in need of hospitalization (6.8/11 after three weeks). Still set to debut is *Leaving L.A.*, an offbeat drama about the coroner's office, and the much-anticipated *Gun*, from Robert Altman. Both dramas will bow on April 12.

Fox's animated *King of the Hill* has netted a solid 9.6/14 after 10 weeks—enough to secure its spot on the 1997-98 schedule. The news is not as good for *Pauly*, thought to be a hit with kids but generating only a 5.7/9 in households after three outings. *Secret Service Guy*, starring Judge Reinhold, remains in the wings, as does the game show *Big Deal*—although both shows may surface in the summer.

UPN has held its ground with its only midseason replacement, *Social Studies*, which earned a 4.7/7 in its first week. The WB still has the sitcom *The Smart Guy* to debut April 2, while the game show *In the Dark* will likely debut this summer. ■

Tools for combating ratings hypoing are already here

A commentary by Jim Beloyianis, President, The Katz Television Group

Television ratings are supposed to accurately measure audience delivery. The problem is, because of a practice called hypoing, the sweeps periods are often not a good indication of how a station will perform the rest of the year.

Hypoing involves running promotions or airing extraordinary programming during the sweeps to boost viewer ratings and, consequently, the amount that a station, network or syndicator can charge advertisers. Hypoing not only taints audience measurement, it is something with which most stations, networks and syndicators would rather not be involved. However, faced with a competitor who is hypoing, other stations, networks or syndicators have been forced to participate in the practice in order to remain competitive in the ratings wars.

In the most egregious cases, hypoing involves running promotions or contests that encourage viewers to tune in programs they wouldn't normally watch just for a chance to win. In its more subtle form, it involves running specials or episodes of regularly scheduled programs designed to be far more attractive to viewers (and often far more expensive to produce) than the program that would customarily air in that time slot.

It's no coincidence that during one Sunday of the most recent sweeps, ABC aired a movie that featured Meryl Streep in her first television movie appearance in years, NBC aired its highly promoted TV movie *Asteroid* and CBS aired the popular cinematic release "Dave." It's all part of the ratings game, right?

Not surprisingly, time periods that are hypoed spawn ratings that are not what advertisers can expect outside the sweeps period.

As a result, the agency community is now calling for continuous local demographics measurement 52 weeks a year so that media buyers will have a better idea what they're buying in terms of a program's actual audience. It sounds like a great idea, of course, until you realize that someone—the agencies, the networks, the stations or Nielsen itself—has to pay for this.

Many agencies believe the stations, networks and syndicators should pay the additional cost of continuous ratings because it's their audience that is being measured. However, this isn't fair, since they didn't exclusively create the problem of hypoing. It's a problem in the way audiences are measured and the way those measurements are used by buyers that invites tampering.

There is a better solution for eliminating hypoing than resorting to continuous local demographic measurements. It's less expensive, less disruptive and available right now.

In 36 of the biggest markets in the country, which together account for 58% of the TV households, Nielsen is already measuring audiences 52 weeks a year. I'm referring to the metered overnight ratings. As Nielsen adds metered markets, the ability of the overnights to be used as benchmarks for viewership will only improve.

Of course, the problem with overnight ratings is that they measure viewership by household only, not by demo. But that's not an insurmountable problem, because it's relatively easy to project demo ratings from household numbers.

We're not alone in our thinking. According to Erwin Ephron, a partner in the media consulting firm Ephron, Papazian & Ephron, with whom we've been working closely on this issue, household ratings are highly predictive of demo ratings since the relationship between the two stays the same.

So here's the plan: Let us (and "us" means agencies, advertisers, stations, networks and syndicators) start using the overnight numbers for continuous measurement and use the latest sweep (or the ratings survey most relevant to the time for which the buy is being made) to determine the viewer-to-household rating ratio and apply it to the overnight household ratings.

This will produce continuous demo estimates. Although overnight ratings are not available in all markets, the metered markets already account for more than 75% of all spot dollars (a number that will only grow as overnights become available in additional markets) and generally cover the markets where, on the local level, hypoing is a more common practice.

By the same token, projecting demo ratings from overnights is accurate. Probably a lot more accurate than what we're now using, in fact, since the household numbers from which you're projecting demos aren't affected by hypoing. And, best of all, the methodology is relatively inexpensive, it's here and it's a fair way to measure program audiences. Several major agencies are working with Nielsen, Donovan and Core Media to implement a weekly ratings posting system.

Once agencies begin to project demo ratings from overnights to post their TV buys, hypoing will no longer have the desired effect, and it won't make sense for stations, networks and syndicators to continue the practice. Then the industry will be able to go about its real business, which is to help advertisers sell products through the intelligent and effective use of television. ■

'So here's the plan: Let us (and "us" means agencies, advertisers, stations, networks and syndicators) start using the overnight numbers for continuous measurement and use the latest sweep (or the ratings survey most relevant to the time for which the buy is being made) to determine the viewer-to-household rating and apply it to the overnight household ratings.'

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TV's piper ups its pay

TV Music License Committee agrees to give BMI big hike

By Steve McClellan

The Television Music License Committee last week agreed to a dramatic increase in the fees that local stations will pay to BMI for music rights over the next two years. The two sides had been working without a contract since January 1995.

The new blanket license agreement for local TV station use of BMI's music library is retroactive to Jan. 1, 1995, and extends through March 31, 1999. Total fees for the period covered by the new agreement will be roughly \$178 million.

The blanket license deal calls for fees of \$76 million for the 12-month period beginning April 1, 1997, and \$79 million for the succeeding 12 months. The exact dollar amount for the period covered retroactively (January 1995 to March 1997) is still being determined, but a TMLC staffer estimated it would be in the \$22 mil-

lion-\$23 million range. Thus, fees will climb more than sixfold for the next two years compared with the previous two.

The retroactive portion of the blanket license will be paid over three years, including \$10.5 million from April 1997 to March 1998 and \$8.5 million from April 1998 to March 1999, with the remaining \$3 million-\$4 million to be paid over the following year.

Stations also have the option of calculating their payments on a per-program basis, instead of paying their share of the agreed-upon blanket rate. For the purpose of calculating per-program fees, a base fee of \$96.4 million has been agreed to for the April 1997-March 1998 period. The blanket license fee that stations are paying to ASCAP for that period is also \$96.4 million. The following year the base fee for per-program calculations will rise 3%, to \$99.3 million.

The new agreement also covers

Internet and HDTV use at no extra charge. Stations can use up to 30 seconds of any BMI song—a total of 15 minutes of BMI material—on their Websites, says Chuck Sennet, senior counsel at Tribune Broadcasting and co-chairman of the TMLC.

BMI and TMLC also agreed to a joint study to determine how much BMI material stations are using and how much the usage is growing from year to year. BMI claims that the use of its material by stations has been growing dramatically, and has produced its own studies to illustrate that growth. "We thought that to have a study where everyone possible agreed to the terms of the study would help to make it make it more credible and useful," says Sennet.

ASCAP, the other major music licensing organization, was also invited to participate in the study but declined, according to Sennet. The survey will be conducted by economic consultants representing both sides.

Meanwhile, the blanket agreement with ASCAP extends to March 31, 1998, although the two sides still have not been able to come to terms on per-program fee usage. ■

SYNDICATION MARKETPLACE

Brolin to 'Pensacola'

Veteran TV leading man James Brolin has been tapped to star in Eyemark Entertainment's upcoming drama, *Pensacola: Wings of Gold*. Brolin, best known for the long-running dramas *Marcus Welby, M.D.* and *Hotel*, will play a tough Air Force war hero who's pulled off the front lines after 20 years to help mold "the next generation" of heroes at the Florida naval base. Eyemark has cleared its first entry in the action-hour field for fall on 140 stations covering 88% of the country.

'Sally' renewals

WNBC(TV) New York has given a major vote of confidence to *Sally Jessy Raphael*, renewing the long-running talk show through 2002. *Sally* just notched its strongest sweeps ever for the station in the competitive 4 p.m. time slot, ranking second with a 7.9 Nielsen Media Research household rating and 19 share behind *Oprah Winfrey*'s 8.9/21. Winning renewals and upgrades for the veteran talker has been a priority

for Universal Domestic TV since the studio bought *Sally* distributor Multimedia Entertainment last fall.

The rail thing

Railrunners is the first action/adventure series to come from a new co-production pact between Harmony Gold and Netter Digital Entertainment. The drama, targeted for launch

in fall 1998, revolves around a band of rebels fighting to recapture their homeland. The story is set in a Jules Verne-like Industrial Age world where steam drives all vehicles and powers fantastic machines. The partners say they plan to commit up to \$150 million to the production of five weekly drama series for the worldwide marketplace.

'Farm Report' to Channel Earth

Channel Earth Communications Inc. has signed a four-year deal to produce *U.S. Farm Report* for Tribune Entertainment. Tribune's agribusiness show will change from a half-hour to an hour weekly beginning Sept. 15. Orion Samuelson and Max Armstrong, who recently formed Channel Earth to launch an agricultural news and information cable network, will continue as the program's host and senior reporter, respectively. The show, which debuted in 1975, is cleared in more than 90% of the U.S. Tribune will continue to own, distribute and sell ads in the program.

NSS POCKETPIECE

Top ranked syndicated shows for the week ending Mar. 16, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	12.0/211/96
2. Home Improvement	10.0/222/97
3. Jeopardy!	9.8/210/96
4. Oprah Winfrey Show	8.4/228/98
5. Seinfeld	7.9/221/96
6. Simpsons	7.1/205/96
7. Buena Vista I	6.7/179/98
8. Journeys of Hercules	6.2/229/98
9. Xena: Warrior Princess	5.8/222/98
10. Entertainment Tonight	5.6/180/94
11. Buena Vista III	5.5/199/92
12. Star Trek: Deep Space Nine	5.4/238/98
12. Wheel of Fortune-wknd	5.4/149/73
14. Home Improvement-wknd	5.2/200/91
15. Inside Edition	4.7/147/88
15. Mad About You	4.7/211/95

Religion is on rise in prime time

Majority of depictions are positive, study shows

By Lynette Rice

The Parents Television Council has something to say about prime time programming again, this time having to do with the presence of God.

In a three-year study of faith in prime time, the council found that the total number of religious depictions jumped from 287 in 1995 to 436 in 1996. Basic expressions of faith were presented positively by almost a 10 to 1 margin, while slightly more positive depictions of the clergy were found in the lineup.

"I am glad to see religion and religious people being depicted more often during prime time," said Mark Honig, executive director of the Los Angeles-based council, which publishes the annual *Family Guide to Prime Time Television*.

But the council—which last took the networks to task for use of a TV-PG rating for shows the council thought deserved TV-14s or TV-Ms—still found only one depiction of faith in every four hours of prime time programming.

The council, a project of the Media Research Center, continues to call for more shows like CBS's *Touched by an Angel* and The WB's *Seventh Heaven*.

"By faith-friendly, we don't mean series featuring angels or even clergymen," said the council. "Rather, we would merely like to see a small-screen depiction that indicates religion's importance to everyday Americans." ■

Errata

Due to an editing error, Greg Meidel was misquoted in the March 24 interview. In response to the question on whether network license fees are competitive, Meidel said those fees are *not* keeping up with escalating production costs, particularly for action dramas.



'Five' alive

A promotion campaign to keep Fox's *Party of Five* alive not only has insured that the drama will return for another season but has also resulted in a significant ratings boost. Ever since the much-ballyhooed "Intervention" episode aired Feb. 19, the show has enjoyed a 33% increase in ratings among adults 18-49 (6.9/17 vs. the 5.2/13 it averaged previously) and a 37% increase among its core demo of adults 18-34 (10.4/27 vs. 7.6/20).

Oscar takes dip

Host Billy Crystal's opening quip "Who are you people?" which referred to the many new faces in the audience at the 69th Annual Academy Awards, was apparently the same question asked by viewers. The 203-minute show averaged a 27.4 Nielsen rating/46 share on ABC—the second-lowest rating for an Oscar telecast in more than 20 years. (The lowest was in 1986, when the telecast averaged a 27.3/43). The show still remains the highest-rated program so far this season, easily beating its counterparts on Monday. ABC estimates that roughly 70 million people watched some or all of the telecast. Last year's Oscars on ABC garnered a 30.3/50.

ABC nixes ad

ABC gave a thumbs-down to a gay discrimination ad that the Washington-based Human Rights Campaign wanted to air during the much-anticipated *Ellen* episode April 30, in which Ellen DeGeneres's character is set to come out of the closet. Human Rights had wanted to place an ad about a woman just fired from her job because of her sexual orientation, but ABC rejected it because of a long-standing policy on controversial issue advertising.

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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 27	abc	CBS	NBC	Fox	U/PIN	WB
	7.5/12	10.2/17	7.7/13	6.5/10	3.6/6	2.8/4
MONDAY	8:00 83. Spy Game 5.8/9	22. Cosby 10.1/16	54. Jeff Foxworthy 7.9/13	49. Melrose Place 8.0/13	95. In the House 3.6/6	109. 7th Heaven 2.2/4
	8:30	24. Ev Loves Raymd 9.9/16	70. Boston Common 6.6/11		94. In the House 3.9/6	
	9:00 45. ABC Monday Night Movie—Lies He Told 8.3/14	18. Cybill 10.6/17	49. NBC Monday Night Movie—Born into Exile 8.0/13	86. Married...w/Chldr 5.3/8	97. Moesha 3.5/6	103. Buffy the Vmpr Slayer 3.2/5
	9:30	35. Ink 9.0/15		90. Pauly 4.6/7	101. Moesha 3.3/5	
	10:00	15. Chicago Hope 10.9/19				
TUESDAY	10.2/17	9.6/16	10.3/17	5.6/9	2.8/4	
	8:00 38. Roseanne 8.9/15	30. Promised Land 9.4/15	20. Mad About You 10.4/17	84. Fox Tuesday Night Movie—Kalifornia 5.6/9	97. Moesha 3.5/6	
	8:30 27. Ellen 9.6/15		31. Smthg So Right 9.3/15		99. Soc Studies*3.4/5	
	9:00 8. Home Imprvmt 13.2/21	25. CBS Tuesday Movie—Childhood Sweetheart? 9.7/16	14. Frasier 11.2/17		110. The Burning Zone 2.1/3	
	9:30 12. Spin City 11.6/19		32. Caroline in/City 9.2/15			
WEDNESDAY	10.2/17	6.7/11	7.0/12	8.3/14	3.9/7	3.3/5
	8:00 67. Grace Undr Fire 6.8/12	42. The Nanny 8.5/15	60. NewsRadio 7.1/12	44. Beverly Hills, 90210 8.4/14	101. The Sentinel 3.3/6	105. Sister, Sist 2.9/5
	8:30 49. Coach 8.0/13	58. Temporarily Yrs 7.4/12	63. Chicago Sons 6.9/11			103. Sister, Sist 3.2/5
	9:00 11. Drew Carey 11.7/19	63. Feds 6.9/11	63. Wings 6.9/11	47. Party of Five 8.2/13	91. Star Trek: Voyager 4.4/7	95. Jamie Foxx 3.6/6
	9:30 41. Arsenio 8.8/14	85. EZ Streets 5.4/10	48. Just Shoot Me 8.1/13			99. Wayans Br 3.4/6
THURSDAY	8.3/14	8.3/14	15.2/25	6.1/10		
	8:00		2. Friends 15.6/26	82. Martin 5.9/10		
	8:30		3. Suddenly Susan 15.4/25	70. Living Single 6.6/11		
	9:00 45. World Figure Skating Championships 8.3/14	54. NCAA Basketball Championships 7.9/14	1. Seinfeld 18.6/29	81. New York Undercover 6.0/9		
	9:30	76. NCAA B'ball Chp 6.4/16	4. Naked Truth 14.2/23			
FRIDAY	10.0/18	7.0/13	8.5/16	6.0/11		
	8:00 54. Family Matters 7.9/15	68. NCAA Basketball Championships 6.7/13	35. Unsolved Mysteries 9.0/17	88. Sliders 5.1/10		
	8:30 42. Boy Meets World 8.5/15		23. Dateline NBC 10.0/17	63. Millennium 6.9/12		
	9:00 27. Sabrina/Witch 9.6/17	74. NCAA Basketball Championships 6.5/14	74. Crisis Center 6.5/12			
	9:30 38. Step by Step 8.9/16					
SATURDAY	9.2/17	7.2/13	6.1/11	5.2/10		
	8:00	70. Dr. Quinn, Medicine Woman 6.6/12	89. Things That Go Bump 4.7/9	76. Cops 6.4/12		
	8:30			76. AMW: Am Fts Bk 6.4/12		
	9:00 32. World Figure Skating Championships 9.2/17	68. Early Edition 6.7/12	60. The Pretender 7.1/13	93. Lawless 4.0/7		
	9:30	38. Walker, Texas Ranger 8.9/17	70. Profiler 6.6/12			
SUNDAY	7.1/12	11.9/20	10.3/17	8.5/14		2.2/4
	7:00 92. Lois & Clark 4.1/7	(nr) NCAA B'ball Ch 12.5/24	19. Dateline NBC 10.5/19	87. Most Awesome Acts on Earth 5.2/9		112. Brotherly Lv 1.9/3
	7:30	5. 60 Minutes 14.0/24	25. 3rd Rock fr/Sun 9.7/16	49. The Simpsons 8.0/13		113. Nick Freno 1.7/3
	8:00 80. Am Fun Hm Vid 6.1/10	7. Touched by an Angel 13.5/21	49. Boston Common 8.0/13	29. King of the Hill 9.5/15		111. Parnt 'Hood 2.0/3
	8:30 57. Am Fun Hm Vid 7.6/12	34. CBS Sunday Movie—20,000 Leagues Under the Sea 9.1/16	15. NBC Sunday Night Movie—Milk Money 10.9/18	12. The X-Files 11.6/18		107. Steve Harvey 2.4/4
WEEK AVG	9.0/15	8.9/15	9.3/16	6.7/11	3.4/5	2.6/4
	9.4/16	9.7/16	10.6/18	8.0/13	3.2/5	2.6/4

Downey plans to resurface

LPTV deal would have him developing "signature" programming

By Steve McClellan

Morton Downey Jr., whose syndicated talk show in the 1980s was frequently associated with the term "trash TV," is planning a comeback.

Last week Downey's company, Los Angeles-based LDE Media Techniqs, signed a letter of intent to merge with Channel America Broadcasting, a dormant low-power TV network based in Lakeland, Fla.

Select Capital Advisers Inc., a Miami investment banking firm retained by Channel America, estimates the value of the proposed transaction at approximately \$5 million.

If the deal goes through, Downey would become chairman of the merged company. He would also produce and co-host at least one new program, a news magazine titled *Boyz Night Out*. Since his talk show was canceled six years ago, Downey has been producing and advising foreign broadcasters looking to enter the talk show business.

Downey said last week that he hopes to develop and acquire "signature" first-run programming for the network to entice enough low-power affiliates back to the fold.

For the past year the network has been off the air. For several years it has been plagued with financial troubles and recently retained a management specialist, an investment banker and a debt restructuring specialist.

In 1995, the last year that financial numbers were reported for the company, Channel America showed a loss of \$7.9 million with revenue of just \$1.6 million. The publicly traded company has 2.4 million shares outstanding, although it was delisted by Nasdaq late last year because of "insufficient capital and surplus," according to Bloomberg Business News. Over the past year, the stock dropped from a high of \$2.50 to 7 cents.

"It's a pretty well-shattered network at this time, but it has a lot of little pieces that could be put back together again," Downey said.

Changing Hands

The week's tabulation of station sales

TV

KTVH(TV) Helena, Mont.

Price: \$3.454 million plus stock in buyer and assumption of liabilities
Buyer: Sunbelt Communications Co. (formerly Sunbelt Broadcasting Co.), Las Vegas (James E. Rogers, president/72.5% owner); owns KPVI(TV) Pocatello and KXTF(TV) Twin Falls, Idaho; KVBC(TV) Las Vegas and KRNVT(TV) Reno; is building KENV(TV) Elko and KWNVT(TV) Winnemucca, Nev., and KJWY(TV) Jackson, Wyo.; has applied to build TVs in Sun Valley, Idaho; Havre and Lewistown, Mont.; Bismarck and Minot, N.D.; Rapid City, S.D.; Corpus Christi, Tex., and Sheridan, Wyo., and FM in Susanville, Calif.
Seller: Big Sky Broadcasting LP, Atlanta (William H. Sanders, principal). Sanders owns 33.3% of KSWT(TV) Yuma, Ariz. Note: KTVH earlier was sold—along with KSWT(TV) Yuma, Ariz./El Centro, Calif./Mexicali, Mexico—for \$9 million ("Changing Hands," Sept. 16, 1996). Buyer then was listed

Proposed station trades

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

THIS WEEK:

TVs □ \$3,454,000 □ 1
 Combos □ \$47,400,000 □ 3
 FMs □ \$19,570,000 □ 3
 AMs □ \$365,533 □ 1
 Total □ \$70,789,533 □ 8

SO FAR IN 1997:

TVs □ \$1,214,633,000 □ 26
 Combos □ \$3,499,609,698 □ 80
 FMs □ \$654,723,680 □ 93
 AMs □ \$50,513,101 □ 66
 Total □ \$5,419,479,479 □ 265

SAME PERIOD IN 1996:

TVs □ \$452,725,510 □ 25
 Combos □ \$1,531,179,734 □ 90
 FMs □ \$505,513,150 □ 91
 AMs □ \$37,326,129 □ 59
 Total □ \$2,526,744,523 □ 265

Source: BROADCASTING & CABLE

as Grapevine Communications Inc.; seller was John Radeck, then president of Big Sky.

Facilities: Ch. 12, 105 kw visual, 10.5 kw aural, ant. 2,250 ft.

Affiliation: NBC

Consultant: J.R. Media Inc. (buyer)

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COMBOS

WGER(FM)-WSGW(AM) Saginaw and WIOG(FM) Bay City/Saginaw, all Mich., and WRQN(FM) Bowling Green/Toledo, WIMX(FM) Gibsonburg/Toledo and WTOD(AM)-WKKO(FM) Toledo, all Ohio
Price: \$45 million ("In Brief," March 24)
Buyer: 62nd St. Broadcasting LLC, E. Lansing, Mich. (R. Charles McLravy, president/5% owner; Bain Capital Inc., 94% owner [Adam Kirsch, managing director/20% owner]; owns WMJA(FM) Saginaw, WKQZ(FM) Midland/Saginaw and WMJK(FM) Pinconning/Saginaw, Mich.; is buying WBTU (FM) Kendallville/Fort Wayne, Ind., and WBHR(FM) and WJXQ(FM) Jackson/ Lansing and WWDX(FM) St. Johns/ Lansing, Mich. For Bain's holdings, see "Changing Hands," March 17.
Seller: Fritz Broadcasting Inc., Troy, Mich. (Jock T. Fritz, president/35% owner); is general partner in KRPO (FM) Rohnert Park, Calif. Fritz and wife Marilyn J. own 20% of WKYG (AM)-WXXK(FM) Parkersburg, W.Va.
Facilities: WGER: 106.3 mhz, 2.1 kw, ant. 381 ft.; WSGW: 790 khz, 5 kw day, 1 kw night; WIOG: 102.5 mhz, 86 kw, ant. 801 ft.; WRQN: 93.5 mhz, 4.1 kw, ant. 397 ft.; WIMX: 95.7 mhz, 3.5 kw,

ant. 433 ft.; WTOD: 1560 khz, 5 kw; WKKO: 99.9 mhz, 50 kw, ant. 50 ft.
Formats: WGER: soft AC; WSGW: news/talk; WIOG: AC; WRQN: oldies; WIMX: urban AC; WTOD, WKKO: country
Broker: Richard A. Foreman Associates

KATA(AM) Arcata-KFMI(FM) Eureka, Calif.

Price: \$1.4 million
Buyer: North Country Communications Inc., Lakeport, Calif. (William N. Groody, president/53.6% owner); owns KXBX-AM-FM Lakeport and KQPM (FM) Ukiah, Calif. Groody owns 51% of KGOE(AM)-KRED(FM) and KKHB(FM) Eureka.

Seller: Merit Broadcasting Corp., Redding, Calif. (Jeff Martin, president); no other broadcast interests

Facilities: AM: 1340 khz, 1 kw; FM: 96.3 mhz, 30 kw, ant. 1,580 ft.

Formats: AM: solid gold; FM: hot AC

KSYC-AM-FM Yreka (and LMA with option to buy KMJC-AM-FM Mt. Shasta), Calif.

Value: \$1 million

Buyer: Redwood Broadcasting Inc., Carefree, Ariz. (John C. Power, president/.6% owner; Redwood MicroCap Fund Inc., 53% owner); is buying

KLXR(AM) Redding, KNNN-FM Central Valley/Redding and KHZL-FM Shingletown, all Calif.; has applied to build TVs in Pocatello, Idaho; Butte, Great Falls and Missoula, Mont., and Marquette, Mich. Redwood MicroCap (of which Power is president/ 41% owner) has applied to build FM in Los Molinos, Calif.

Seller: Siskiyou Radio Partners Inc. (Robert E. Darling, president); no other broadcast interests

Facilities: AM: 1490 khz, 1 kw; FM: 103.9 mhz, 3.25 kw, ant. 2,364 ft.

Formats: AM: C&W; FM: AC

RADIO: FM

KQOL(FM) Boulder City/Las Vegas, Nev.

Price: \$12.5 million

Buyer: Centennial Broadcasting, Winston-Salem, N.C. (Allen Shaw, president); no other broadcast interests; Shaw was president of Crescent Communications LP, which sold its last stations last June ("Changing Hands," June 3, 1996)

Seller: American General Media, Towson, Md. (co-owners/siblings Anthony S. Brandon, L. Rogers Brandon); for holdings, see "Changing Hands," Feb. 10. Note: Lartique Multimedia Systems Inc. recently withdrew its application to buy KQOL.

Facilities: 105.5 mhz, 3.7 kw, ant. 1,588 ft.

Format: Oldies

Broker: Broadcasting Asset Management Corp.

KONE(FM) Lubbock and KMMX(FM) Lamesa/Lubbock, Tex., and WPXX (FM) Semora, N.C./Danville, Va.

Price: \$7 million (\$4 million for KONE, KMMX; \$3 million cash for WPXX)

Buyer: Pinnacle Broadcasting Co. Inc., Grand Prairie, Tex. (Philip D. Marella, chairman); owns KLLI-AM-FM Lubbock; WSOY-AM-FM Decatur, Ill.; WYNG-FM Evansville, Ind.; WCPO(AM)-WANG-FM Havelock, WRNS-AM-FM Kinston and WDLX(AM)-WERO(FM) Washington, all N.C., and WYAV(FM) Conway/Myrtle Beach and WRNN-FM Myrtle Beach, S.C.; is buying WYAK-FM Surfside Beach/Myrtle Beach and WMYB(FM) Socastee/Myrtle Beach, S.C.; is sell-

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Errata

The selling price of KOCN(FM) Pacific Grove/Monterey/Salinas, Calif., was incorrectly reported in March 24 issue. Instead of paying \$6.3 million for the station, Lartique Multimedia Systems Inc. is paying seller C.R. Pasquier Properties Inc. \$6.5 million.

ing WDUR(AM)-WFXX(FM) Durham and WFXX(FM) Tarboro/ Durham, N.C.; has LMAs with WJZ (AM)-WJZQ-FM Decatur and WJZQ-FM Monticello, Ill.

Sellers: ■ KONE, KMMX: co-owners John M. Dowdy, Gulfport, Miss., and Mark Harlan, Lubbock. Dowdy owns WGCM-AM-FM Gulfport, 90% of WDBN (FM) Wrightsville, Ga.; 50% of WJXX (FM) Bay St. Louis, WROA(AM) Gulfport, WRPM(AM) Poplarville, all Miss.; KKTZ(FM) and KPFM(FM) Mountain Home, Ark., and WMCG(FM) Milan, Ga.; 45% of WQZY(FM)-WMLT(AM) Dublin, Ga.; 33.3% of WAPF(FM), WAKK(AM) and WAKH(FM) McComb, WELO(AM)-WZLQ(FM) Tupelo and WSUH (AM)-WWMS(FM) Oxford, all Miss., and 22.5% of KCWD(FM) Harrison and KNEW(AM) Bellfonte, Ark.; has applied to build FM in Lakeview, Ark.; has 33.33% interest in applications to build FMs in Liberty and Bude, Miss. ■

WPXX: Southeastern Entertainment Corp. (Samuel F. Cooper, president); no other broadcast interests

Facilities: KONE: 101.1 mhz, 100 kw, ant. 750 ft.; KMMX: 104.7 mhz, 100 kw, ant. 920 ft.; WPXX: 106.7 mhz, 6 kw, ant. 492 ft.

Formats: KONE: hot country; KMMX: AC; WPXX: AC

Brokers: KONE, KMMX: Star Media Group Inc.; WPXX: Snowden Associates (buyer); Whittle Agency (seller)

WVFG(FM) Uniontown, Ala.

Price: \$70,000

Buyer: Charles E. Jones Jr., Demopolis, Ala.

Seller: James Wilson III, Dothan, Ala.; owns WJUN(FM) Columbia and WAGF-AM-FM (formerly WJUN(FM)) Dothan, Ala. Note: Wilson bought station for same price ("Changing Hands," Jan. 22, 1996).

Facilities: 07.5 mhz, 6 kw, ant. 328 ft.

Format: Dark

RADIO: AM

WFNN(AM) Franklin, Ky.

Price: \$365,533

Buyer: A.H. Belo Corp., Dallas (Robert W. Decherd, president/8.3% owner; Ward L. Huey Jr., president, Broadcast Division); owns WHAS-TV Louisville, Ky. (for other holdings, see "Changing Hands," March 3)

Seller: Gleaner and Journal Publishing Co. Henderson, Ky. (Walter Dear, principal); no other broadcast interests

Facilities: 1220 khz, 250 w day, 90 w night

Format: Country

—Elizabeth A. Rathbun

Tradewinds now Affinity

Tradewinds Television, the production/distribution firm that launched syndication's *Bounty Hunters*, has been renamed Affinity Television by its new parent company, Affinity Entertainment.

Bounty Hunters has been given the green light for a second season next fall. The weekly reality hour has been renewed in 26 of the top 30 markets, with a lineup that includes WWOR-TV New York, KCAL(TV) Los Angeles, KYW-TV Philadelphia and KTVU(TV) San Francisco.

The rechristened company also is moving forward with another first-run reality hour, *Looking Beyond*. The weekly series, cleared in about 60% of the country, delves into reports of paranormal activities.

Affinity Entertainment, which has an international distribution arm, is a 76%-owned subsidiary of the publicly traded telecommunications firm Century Technologies.

25th Annual CLARION AWARDS

Continuing an 87-year tradition of honoring the achievements of outstanding communicators, *The Association for Women in Communications* offers its 25th annual Clarion Awards competition to recognize excellence in all areas of communications.

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The competition is open to women and men. Membership in *The Association for Women in Communications* is not required to enter. Entry deadline is May 15, 1997. The entry fee is \$50 for members and \$75 for non-members.



For entry forms and information contact: *The Association for Women in Communications*.
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Radio's unfair share of car dollars

Interop study shows that while car buyers spend more time with radio than print, ad buys don't reflect that

Radio

By Donna Petrozzello

Although new-car consumers spend more time listening to the radio than reading newspapers or magazines, auto advertisers spend considerably less money in radio than in print media.

A new Interop Research report found that new-car shoppers listened to radio an average two hours and 34 minutes between 6 a.m. and midnight on weekdays, but spent an average 42 minutes with newspapers and 28 minutes with magazines in the same period.

Meanwhile, the automotive industry spent 2% (\$187 million) of its \$11.6 billion media budget on radio last year, compared with 36% on newspapers and 13% on magazines, Interop found.

Interop based its report on a survey by Competitive Media Reporting in 1996. Despite the meager share contributed by automotive advertisers, that industry was radio's third-largest national advertiser in 1996, says Interop. Only spending by retail categories and business/consumer services outpaced automotive spending.

Among the nation's top three car makers—General Motors Corp., Ford Motor Co. and Chrysler Corp.—GM devoted the most dollars to radio, Interop found.

Last year GM sank 2.8% of its \$1.6 billion national advertising budget into radio, with its Chevrolet models accounting for the largest share, about \$480 million. By comparison, GM spent 27% of its budget on magazines and 6% on newspapers.

Ford sank 1.6% of its \$820 million overall ad budget in radio last year. Some 31.5% of Ford's budget went to

magazines and 8.3% to newspaper ads, Interop found.

Of the three manufacturers, Chrysler devoted the largest percentage of its budget—3.1% of \$992.4 million—to radio ads, Interop said. By comparison, Chrysler spent 25.2% of its budget on magazines and 4.6% on newspapers.

The disparity between buying radio and print was most striking among car dealers, according to Interop. Last year, dealers spent 70% of their budgets on newspapers and 27% on spot TV, but only 1% on radio ads, Interop said. "This presents a major opportunity for radio sales development efforts," says Interop research director Michele Skettino. "Spot radio offers exactly the same local affiliation that dealers require."

Interop cited growing segments within the auto industry that could generate more dollars for radio: consolidation among dealership owners could spawn more advertising; used car "superstores" are expected to become more prevalent and collectively could sell 1 million cars annually by 2000.

Meanwhile, U.S.-based car dealers and manufacturers are expected to continue outselling foreign suppliers, particularly in the light trucks category, Interop said. Foreign car sales accounted for 36% of all cars sold in the U.S. last year, compared with 30% in 1987. ■

R I D I N G G A I N



Urban radio leaders participated in a panel discussion sponsored by the Interop Radio Store at the annual Marketing Opportunities through Black Entertainment (MOBE) conference in New Jersey earlier this month. Pictured (l-r) are Jack Bryant, American Urban Radio Network; Tony Bass, Interop; Yvette Moyo, MOBE; lawyer Johnnie Cochran Jr.; Sherman Kizart, Interop, and Kofi Moyo, MOBE.

WFMT(FM) debuts overnight jazz

Classical WFMT(FM) Chicago plans to launch satellite distribution of mainstream jazz programming overnight to radio stations nationwide starting today (March 31). WFMT's Jazz Satellite Network will feature 11 hours of music beginning at 10 p.m. ET with host Bob Parlocha, a jazz aficionado and former program director of KJAZ(FM) San Francisco. The network is expected to debut on 50 stations in the U.S. and Puerto Rico, says David

Levin, WFMT's vice president for network syndication. WFMT's jazz network joins the station's Beethoven Satellite Network of classical music programming and its Fine Arts Network, which distributes orchestral concert performances.

SportsFan's Heinrich resigns

SportsFan Radio Network's co-founder and chief executive Kyle Heinrich resigned last week to pursue "other opportunities." Heinrich bows out of SportsFan almost one year after multimedia sports programmer and production

company WinStar Communications Inc. purchased 65% of SportsFan.

Navarre, ValueVision buy into NetRadio

The Navarre Corp. and ValueVision have acquired NetRadio Network, the 24-hour, personal radio network distributed over the Internet. Navarre's latest purchase follows the 50% it bought in May 1996 and gives it 85% of the company. Navarre is a national distributor of music, computer software and interactive CD-ROM products. ValueVision, the cable TV shopping channel programmer, holds the other 15% of NetRadio. NetRadio is among the top 1% of Internet access sites, say network officials, with an average 10 million hits per month. Robert Griggs, NetRadio chief executive, says that involving Navarre and ValueVision with the network "will create an Internet shopping network with an already established audience." —DP

Cable

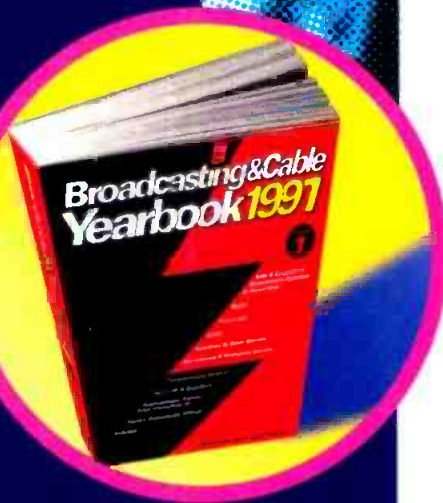
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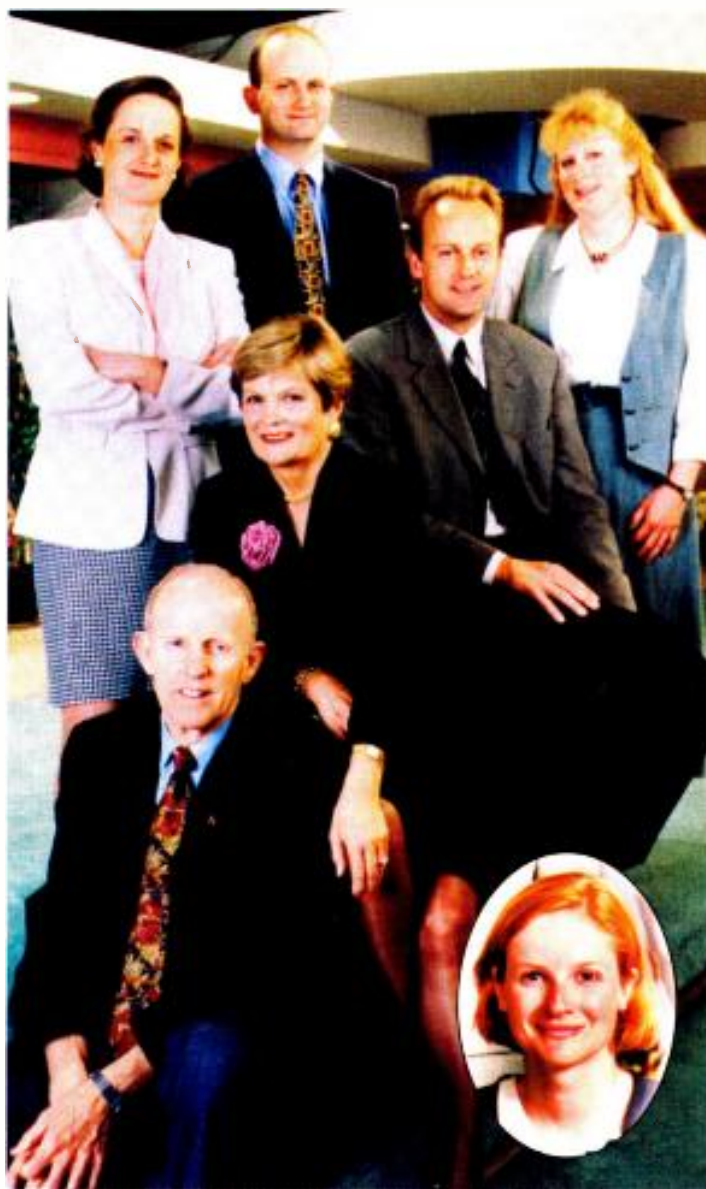
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The PIONEERING SPIRIT of the Hubbard Family

On Dec. 17, 1993, an Arianespace rocket blast-off from Earth, shooting 22,300 miles into space. At exactly 101 degrees west longitude, it deployed its cargo, a three-ton satellite that would orbit the earth and six months later, give birth to a new industry in the U.S.

For Stanley S. Hubbard, who would help pull the switch on the first American direct broadcast satellite TV transmissions, the rocket's successful mission meant more than the launch of a new subsidiary for the company his father, Stanley E. Hubbard, had launched 70 years before. It marked the end of a 14-year crusade, in which Stanley S., widely perceived as crazy by his peers in the electronic media, pursued his dream of beaming national TV signals to tiny receive dishes all over the U.S. Some of the most powerful companies in the U.S. had dropped out of the same race, frustrated by what appeared to be insurmountable odds...but not Hubbard.

Stanley S., with the help of his two sons, who had grown up at Hubbard Broadcasting, had become the father of American



All seven members of the Hubbard family sit on the HBI board. Pictured are Stanley S. and wife, Karen, (seated), surrounded by their children (l to r): Virginia, Robert, Stanley E. and Kathryn. Inset is daughter Julie, owner of Bound To Be Read bookstore in Albuquerque, N.M.

DBS. It was a moment that would have made Stanley E., a broadcast pioneer and a man fascinated by technology, intensely proud.

It was hardly, however, the Hubbard family's first major contribution to the broadcast industry. S.E., as he was affectionately known, launched the first NBC-TV affiliate not owned by the then-fledgling network. His flagship, KSTP-TV Minneapolis-St. Paul, was the first station to broadcast color full time in the U.S.

A generation later, Stanley S. launched the first successful UHF station in an all-VHF market, WTOG-TV Tampa-St. Petersburg. He invented satellite news gathering and created Conus, the first local station SNG cooperative. More than a decade later, he invested over \$100 million in the Hughes Communications satellite that would launch DBS in the U.S.

Even as their innovations helped move the U.S. broadcasting industry forward, the Hubbards continued to build on the broadcast station foundation S.E. had begun in 1923, with a 1,000-watt AM station. Today, Hubbard Broadcasting Inc. owns ten TV and two radio outlets, all of them

Congratulations from the
**HUBBARD
TELEVISION GROUP**



known for their strong community ties and highly competitive news operations.

HBI also owns Tampa-based F&F Productions, a company specializing in remote productions; Diamond P Sports, a major producer of auto racing programs; and Hubcom, a broker of satellite time.

On Thursday (Apr. 3), the Broadcasters Foundation will recognize the Hubbard family's many contributions to TV and radio by presenting them with its Golden Mike Award, an honor bestowed on individuals or companies that have, "over a substantial period of time, made contributions to the broadcasting industry of legendary pro-

"The Hubbards help define what it means to be legendary in this business."

—Gordon Hastings,
president,
Broadcasters
Foundation

portions." It is a recognition many in the industry feel could hardly have been awarded to a more deserving group of people.

"No one better represents the term local broadcasting than the Hubbard family," says Eddie Fritts, president of the National Association of Broadcasters. "In addition to that, they are also pioneers in the DBS enterprise."

Gordon Hastings, president of the Broadcasters Foundation, adds that the Hubbards "have made historic contributions to the broadcast industry and have been intimately connected with the growth and welfare of Minneapolis-St. Paul."

In addition, Hastings

says, the Hubbards stand out as a highly successful family business in an era when broadcasting is largely controlled by big companies. "They're very unusual," Hastings says. "They help define what it means to be legendary in this business."

Frank Magid, chairman/CEO of Frank N. Magid Associates, adds that Hubbard innovations, like the creation of satellite news gathering, stem from their drive to excel as local broadcasters. "At all of their stations, it's obvious that they believe in the community and in supporting it," he says. "They are the first family of DBS, but above all, they are the first family of broadcasting." **H**

Golden CONTRIBUTIONS

The Golden Mike, the award being presented this week to the Hubbard family, does more than recognize people who make legendary contributions to radio and TV. It and the black-tie banquet at which it is presented, form the centerpiece of the Broadcasters Foundation's annual fundraising effort.

Created in 1942 by H.V. Kaltenborn, the foundation started out as The 20 Years Club, a group for people who'd been in radio since its earliest days. Later, the name changed to Broadcast Pioneers, and in the 1970s it took on its present moniker.

Through the changes, the organization's mission stayed the same: to raise money for broadcasters who, through no fault of their own, had fallen on hard times and needed financial assistance. "There are people who built a nest egg and planned to live to 70, but now are well into their 80s and there are young families that have been in the business only 10 years or so but have fallen upon tragic circumstances," says Gordon Hastings, president of the Greenwich, Conn.-based foundation.

In past years, the Golden Mike has most frequently been presented to companies or stations, including legendary radio outlets WGN Chicago and WOAI San Antonio, Tex.; and Fisher Broadcasting's KOMO-TV Seattle. Last year, however, the Foundation's 30-member board moved in a different direction and presented the award to an individual, Norman Knight, founder of Knight Quality Stations and a well-known Boston philanthropist.

This year, it again chose individuals, rather than a company. "We want to recognize great individuals and their contributions to the industry and their community," Hastings said.

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A HERITAGE of LOCALISM

During the summer of 1930, the U.S. Open golf tournament came to Minneapolis-St. Paul. The usual crowd of onlookers followed the lead players, but trundling along beside them was an odd-looking little group: a broadcaster doing play-by-play and a couple of engineers, pushing a portable radio transmitter in a baby buggy. Atop the antenna towering above the buggy was a sign: KSTP.

"It was my sister's baby carriage," chuckles Stanley S. Hubbard, whose father, Stanley E., had had a flair for things both electrical and promotional. The elder Hubbard had gotten into radio in its early days, putting one of the first successful AM stations in the Twin Cities on the air. But while the other AMs in town broadcast poetry readings or piano sonatas, Hubbard programmed his station so that people would really listen. He set up his transmitter in a small room adjacent to a dance hall, and broadcast the music played by its orchestras.

WAMD—Where All Minneapolis Dances—broadcast part-time because Hubbard had to leave the microphone every few hours to go and sell advertising. He would sign off, telling the audience when he'd be back, then run out on the



Live from the links: Reflecting its owner's flair for technology and showmanship, KSTP devised a way to cover the 1930 U.S. Open

street and sell, get back to the station, write the commercial, turn on the station and broadcast the commercial. "He slept on the piano," recalls Stanley S.

Passionate about news, Hubbard began broadcasting 15-minute updates at 6 p.m. every evening almost as soon as WAMD went on the air. By 1928, he had added updates at noon and 10 p.m.

In 1938, the radio industry had begun to buzz with talk about a new technology—television. Fascinated, Hubbard talked RCA into selling him its first TV camera. He painted his call letters—now KSTP—on its side and began teaching his staff how to use it.

It was ten years before KSTP-TV would go on the air, but Hubbard began experimenting. When the American Legion came to town, he convinced them to put on a parade. Hubbard covered the parade with his TV camera, sending pictures to six closed-circuit TV sets stationed around the Radisson Hotel. This was a year before RCA officially introduced TV at the 1939 World's Fair in New York.

On April 27, 1948, KSTP-TV signed on for the first time. Hubbard had had to leverage much of what he owned to put the station on the air and colleagues, as well as people in Minneapolis-St. Paul told him he was

crazy to stake so much on a technology that would probably turn out to be a fad. A year after KSTP began broadcasting, however, it got its first competition, WTCN-TV, and in less than ten years, there were five TV stations operating in the Twin Cities and two in Duluth.

"He was crazy like a fox," chuckles Stanley S.

KSTP-TV became the first NBC affiliate not owned by the network. In 1955, when RCA began marketing TV sets on a large scale, KSTP-TV was not only equipped to carry NBC's color shows, but was producing its own local programming in color as well.

Over the next three decades, Hubbard and his

**In an industry of innovation,
congratulations to the family that
created a revolution.**

We salute the
Hubbard family
on their 75 years of
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accomplishments.

Lifetime
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The late Stanley E. Hubbard, founder of HBI

son, Stanley S., who'd grown up following his dad around the station and accompanying him on business trips, continued to expand their company. They acquired KOB-TV Albuquerque, N.M. and in 1968, Stanley S. put WTOG-TV Tampa-St. Petersburg on the air.

Few independent station owners made money at all in 1968 and none had succeeded in making a go of a UHF in an all-

VHF market, but the younger Hubbard had WTOG turning a profit within two and a half years. "UHF stations in those days were on 300 foot towers and had lousy programming," he says. He put up a 1,300 foot tower with 1 million watts, bought the best programming he could find, including a lot of movies and such syndicated staples as "Wild Kingdom," and "promoted the heck out of it."

In 1981, Stanley S. became convinced that direct satellite broadcasting would play a big role in the future of U.S. telecommunications and formed United States Satellite Broadcasting to pursue his dream (see story, page S5). As he worked over the next two decades to put USSB on the air, the Hubbards continued to build on their foundation in local TV and radio.

Today, Hubbard Broadcasting owns ten TV stations in three states (see chart, p. S8). With satellite stations and translators, it covers most of Minnesota and New Mexico and late last year, it began operating in New York, when it traded WTOG to Paramount Stations in exchange for NBC affiliates in Rochester and Albany-Schenectady-Troy.

The stations are known for their highly competitive news operations—KSTP-TV was one of the first stations in the country to use an infrared camera—as well as for their commitment to public affairs. "Our goal is to be the news leader in all of our markets," says Rob Hubbard, president and CEO of Hubbard Television Group. "Part of that involves working to be number one in the rat-

ings, but even more importantly, we believe in being responsible to our communities in the stories we choose to cover and the way we choose to cover them. Our coverage has to be fair and decent."

KSTP led the way recently in uncovering a scandal that involved government officials billing large numbers of personal cellular phone calls to the state. It pursued the story in spite of pressure from state officials to drop it and now other news organizations have begun covering it as well.

Along with their commitment to news and public affairs, the Hubbard stations are known for their tendency not to shy away from controversial issue advertising. KSTP was recently the only station in Minneapolis to carry spots that maintained that gay-bashing can have tragic repercussions, particularly when homosexual teenagers decide to commit suicide. The station also ran spots from a men's religious group, advertising a therapy program for gays who are unhappy with their sexual orientation.

"We're not afraid to run controversial issues advertising," Rob Hubbard says. "We review the spots and make sure that they're in good taste and that they say something and don't just try to raise trouble, but if they meet our criteria, they go on the air."

In an era when most station groups are managed and even programmed from the top down, the Hubbard stations are an anomaly. Local station managers decide which programs to air, going to top management for review only when the license fee is extraordinarily high.

'A Natural Sense for Radio'

Competing in AM radio has hardly been a picnic since the late 1970s, when FM took over as the band for music. Like many stations, Hubbard Broadcasting's KSTP(AM) Minneapolis slipped down in the ratings and struggled for an identity.

A number of respected general managers tried their hand at running KSTP without turning the station around until 1990, when Hubbard Chairman Stanley S. Hubbard called his daughter, Ginny Morris, and asked her to run the station. Although Morris had never formally worked in radio, she'd grown up spending lots of time around KSTP-AM-FM and loved the business. She took over the AM in 1990 and since then, the station has been on a steady rise.

Morris sharpened KSTP's focus, narrowing its programming from talk that tried to please everybody to talk for a younger, contemporary audience. The station now ranks second or third among male listeners and sixth or seventh among adults 18-49. Morris wants to see the AM among Minneapolis' top five radio stations.

KSTP's FM counterpart, KS95, broadcasts a hot adult contemporary format, featuring music from the '70s, '80s and today. It ranks first among women 25-54, first or second among women 18-49 and second or third among adults 25-54 and 18-49.

Stanley S. isn't a bit surprised at Morris' success with the AM and two years ago, put her in charge of the FM as well. "She has a natural sense for radio," he says. "I knew she'd do well when I asked her to take over the station. It was a good move."

550 600 7

550 600 700 800 1000 1200 1400 1600

FROM TRANSISTORS TO TRANSPONDERS

MTV NETWORKS AND COMEDY CENTRAL JOIN
THE BROADCASTERS' FOUNDATION IN HONORING THE HUBBARD FAMILY FOR 75 YEARS
OF ACHIEVEMENT IN BROADCASTING

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"Our station managers have almost total autonomy," Hubbard says. "There's very little management at the group level."

HBI's emphasis on local autonomy stems from the company's firm belief in community service. "The Hubbards put the public interest first," says Harry Stecker, president of Petry Television, which has represented HBI stations to major advertisers since it was founded in 1931. "When the Hubbards

have a management meeting, Stanley S. sits in the back of the room. Their stations reflect their communities."

Ward L. Quaal, retired president of Tribune Broadcasting and president of the Ward L. Quaal Co., agrees. "S.E. used to say to me, 'Ward, public service is good business.' The communities in which they operate come first."

Thomas Murphy, chairman/CEO of Capital Cities/ABC, presented Stanley S. with the Inter-

"The communities in which they operate come first."

—Ward L. Quaal,
president,
Ward L. Quaal Co.

national Radio and Television Society's Foundation Award last June and noted that, even as the

Hubbards created satellite news gathering and helped launch DBS in the U.S., they continued to operate their core business, stations, successfully. "All of the innovation and building of new companies took place while Stan and his children operated HBI with enormous success—never losing sight of their obligations as broadcasters—and with the high ethical standards that you can always expect from anything associated with Stanley Hubbard." **H**

Turning DBS INTO A REALITY

It isn't easy being a pioneer. Just ask Stanley S. Hubbard, who for 14 years listened to hundreds of industry peers tell him he was crazy for thinking that direct broadcast satellite TV could gain a foothold in the U.S., where cable had already extended its potential reach to most TV households.

Today, Hubbard's United States Satellite Broadcasting serves more than 1.2 million customers. The Direct Satellite Systems dish that delivers USSB and DirecTV, another program service, to households sold 1 million units its first year on the market, making it the fastest selling new consumer electronics device in the history of retailing.

In a market where most cable operators offer five or six pay services, USSB offers premium and basic program packages that include five channels of HBO, three channels of Showtime, Flix, Sundance Channel and pay per view events. Total satellite TV households, including C-band and those of DSS competitor Echostar, have topped the 5-million mark and Rupert Murdoch's News Corp. hopes to enter the business by merging his DBS subsidiary, ASkyB, with Echostar.

DBS stocks have been pummeled by a slowdown in the growth rate of DBS households, but Hubbard and his family remain convinced that DBS, and USSB, will prosper, as long as they continue to give customers what they want: lots of programming choices delivered at a reasonable price and with the crystal clear pictures and CD-quality sound of digital TV.

Although the rate of growth has slowed from the



Stanley S. Hubbard (center) with sons Rob (right) and Stanley E. (left).

hectic pace of two years ago, the number of DBS households continues to expand steadily, says USSB president and CEO Stanley E. Hubbard.

"When we look at any business quarter and compare it to the same one the year before, we see

**“The entire
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family salutes the
Hubbard family
on their 75th year
in broadcasting.”**

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BROADCASTING

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KSWB-TV, San Diego • WQCD-FM, New York • WGN-AM, Chicago
KEZW-AM/KOSI-FM/The Hawk-FM, Denver
CLTV News, Chicago • Tribune Entertainment

growth in DSS households," he says. "That's been true of every quarter since we started this business."

DBS stocks are suffering now in part because companies and Wall Street investors were overly optimistic in the industry's early, heady days about projecting future growth, Stanley E. says. "We probably didn't pay enough attention back then to historical trends and the process consumers go through in adopting any new consumer product. We're a lot smarter now."

Hubbard is also sanguine about the promise of intensifying competition in DBS, arguing that the debut of ASkyB will offer a promotional boost for the entire industry and draw new consumers to satellite TV. "Echostar and Sky will lift the whole industry," he says.

In addition to being the first out there, the DSS system has some distinct advantages over Echostar and ASkyB, Stanley E. says. "Consumers like the fact that with DSS, they get not one programming service, but two, and the two compete with one another. More than one in three DSS customers have told us that a major reason they bought DSS was because there were two programmers and they felt that because of that, over the long term they'd get better service and better pricing. As consumers, they felt they had more leverage in the relationship."

Movies are a key reason people buy a DBS system, Hubbard says. DirecTV offers scores of them on pay-

A TRADITION of Giving Back

The Hubbard family's contributions to the communities where their stations operate go beyond broadcasting to include the Hubbard Foundation. A 39-year-old charity that supports community organizations from hospitals to social health agencies, arts groups and other projects, the foundation controls about \$20 million in assets.

"We fund some national causes, but primarily, our work is in the community," says Kathryn Hubbard Rominski, who has been the Foundation's executive director since 1984. Hubbard family members and Hubbard Broadcasting division managers decide where the Foundation will donate its funds, says Rominski, who also relies on Hubbard station managers to help her evaluate some proposals.

instead of the one big one they'll get from DBS services that feature only one programmer. "The average DSS family spends about \$50 per month more than consumers spend on any other subscription TV platform," he says, "but they have their expenses broken into two bills. If there were a single bill, I'm not sure that they'd pay it. I think you'd run into some sticker shock issues."

In June, USSB will become cash flow positive on an operating basis, Hubbard predicts.

Although it will slip back into red ink again during the fall, when marketing costs ramp up for the holiday season, it will go into the black again early next

year, when it will be "very close" to the point of starting to turn a profit.

USSB will begin generating earnings when it reaches about 2.8 million subscribers, Hubbard says. "At that point, we'll be able to really begin working with our partners, and on our own, to build new programming opportunities that compliment our lineup."

Hubbard anticipates a bigger emphasis on pay per view events in the company's future. "Our focus is on providing premium movie channels, and we will continue building on that strength," he says. "You'll see us take on things that, as the smaller provider, we can focus on, such as boxing and other events."

To date, USSB's track record in PPV events has been nothing if not promising, Hubbard says, in large part because of USSB's ability to focus its marketing fire power. "Without exception, every event we've carried has outperformed the industry in terms of buy rates."

Close USSB observers believe the company is a strong contender in the expanding U.S. DBS market. "It isn't easy getting a couple million dishes out there and the DSS system has nearly a three-year head start on its competitors," comments one-time NBC president and CEO Herbert Schlosser, who is now senior advisor for broadcasting and entertainment at Schroder Wertheim & Co. "DSS also has the advantage of having the major U.S. consumer electronics manufacturers already making its equipment."

S. James Coppersmith, chairman of the board of trustees at Boston's Emerson College and retired president of WCVB-TV Boston, also looks forward to a bright future for USSB. "At the end of the day, [Stanley S.] will be the most successful at DBS," he says. "USSB is the second largest player right now, and knowing Stanley S. Hubbard and believing in him the way I do, I believe my grandchildren will one day live like kings when they inherit that stock."

"Consumers like the fact that with DSS, they get not one programming service but two, and the two compete with one another."

—Stanley E. Hubbard, president and CEO, USSB

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Sparking a Revolution IN NEWS

Stanley S. Hubbard was frustrated. He knew that if local stations could harness the power of satellite transmission, they could exchange news stories and rely less heavily on their networks for stories of national interest. In the early 1980s, ABC, CBS and NBC supplied their stations with news footage every day, but it was invariably leftovers, stories the nightly newscasts had decided not to use. Hubbard wanted the day's top national stories for his expanding evening newscasts.

Local news crews used microwave to relay stories back to their control rooms, but the technology was finicky and trucks couldn't travel very far before moving out of range. "C-band dishes were too big for newsgathering. You'd have to drag them down the highway," Hubbard says.

Then, Hubbard's son, Stanley E., and Hubbard Broadcasting's chief engineer Ray Conover, came up with the answer. Canadian broadcasters had been using Ku-band satellites for transmitting coverage of sporting events. Why not put a Ku dish, which was considerably smaller than a C-band, on a newsgathering van? Crews could travel as far as they wanted, and send stories back to their newsrooms in seconds. Best of all, they could exchange breaking stories and avoid having to send crews to distant cities.

George Orgera, who ran F&F Productions, a Hubbard subsidiary specializing in remote production, built the truck the Hubbards imagined and satellite news gathering was born. Exhibiting the truck at the 1984 National Association of Broadcasters convention, the Hubbards proposed to fellow station owners that they launch a news gathering cooperative, using the trucks to both gather news and relay stories to a central location,

where they could be distributed to members each day.

Over the next few years, more than 60 stations would join Conus, the Hubbards' newsgathering cooperative, and broadcast equipment manufacturers began turning out SNG trucks by the hundreds.

Armed with breaking news from all over the U.S., including Washington, where Conus established a news bureau, stations beefed up their early evening newscasts, reporting the day's top national stories hours before the network evening newscasts went on the air. Realizing their newscasts were about to become irrelevant, the networks overhauled their approach, injecting more analysis into their reports and stepping up their coverage of international stories.

Today, Conus serves 110 local TV stations plus a number of international news organizations. "We promised our members we wouldn't go above 125 stations, in order to keep a certain amount of exclusivity to our reports and so that we could better serve each station," says Conus president Chuck Dutcher. "A Conus regional manager works with only about 10 stations, so they know which kinds of stories work in those markets and which fit the different styles of members' newscasts."

Dutcher's 75-member staff traffics as many as 500 stories a week, sending six or seven national feeds per day plus eight feeds that are targeted to different regional and local interests. "Boston's a very political city, while Los Angeles has a completely different culture," Dutcher says. "We try to tailor our feeds to meet members' needs."

Supplementing the local stations' reports are stories filed from



Conus president Chuck Dutcher. SNG vans.

Conus' 15-member Washington news bureau and the 60-person newsgathering staff it has at its Minneapolis headquarters. In addition to supplying news, Conus traffics the satellite time the member stations use when their trucks are transmitting reports.

Conus also contributes stories to All News Channel, the 24-hour-a-day network the Hubbards created, in a joint venture with Viacom Inc., to supply stations with national newscasts and to air on DBS service United States Satellite Broadcasting (see sidebar).

Along with Conus and ANC, Dutcher's team also supplies stations with sports news and highlights. Sports World Attack Team, or SWAT, transmits two feeds per day, seven days per week and is marketed separately from Conus.

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In addition, the company supplies what Dutcher calls "private label" newscasts and content. It produces "USA Updates" for USA Network, "American Times," a conservative news program that airs on more than 60 stations and a variety of other projects.

Satellite news gathering and Conus revolutionized television news, comments Frank Magid, chairman and CEO of Frank N. Magid Associates. "Stations not only get breaking news much faster than they once did, but they get their coverage from a local station that can provide the kind of perspective and background that an outside news organization coming in to cover an event can't have."

"Stan Hubbard conceived of and created satellite news gathering," said Thomas Murphy, chairman and CEO of Capital Cities/ABC, when he presented Stanley S. with the International Radio and Television Society's Foundation Award last June. "Stan Hubbard is a pioneer, a visionary in every sense of the word. He is also perhaps the most tenacious human being I have ever known. He doesn't only have great ideas. He has great ideas and he makes them happen."

H

QUIET CONTENDER



*All News Channel's
Rick Rogers*

In the much-publicized war among 24-hour news channels, in which MSNBC and Fox News are plowing millions into their efforts to challenge Turner's CNN, one all-news network has quietly been turning a profit for about six months now. Hubbard Broadcasting's All News Channel, created to air on DBS service USSB as well as on local stations in need of national newscasts, is one of the most recent manifestations of the Hubbard family's long-time commitment to news and public affairs.

About 60 stations carry ANC, some of them using it for overnight programming or weekend news, while others air it as their nightly network newscast.

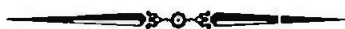
Because many of its reports come from local stations, ANC has a home-town feel that sets it apart from other national newscasts. "It has the feel of Americana," Dutcher says. "We promote it as news from hometowns around America."

HBI At a Glance

KSTP-TV Minneapolis-St. Paul	Market 13	ABC, ch. 5	Began operation in
KRWF-TV Redwood Falls, Minn.		ABC, ch. 43 (satellite of KSTP)	Began operation April 14, 1987
KSAX-TV Alexandria, Minn.		ABC, ch. 42 (satellite of KSTP)	Began operation Sept. 15, 1987
WDIO-TV Duluth, Minn.	Market 134	ABC, ch. 10	Acquired Nov. 27, 1987
WIRT-TV Hibbing, Minn.		ABC, ch. 13 (satellite of WDIO)	Acquired Nov. 27, 1987
WHEC-TV Rochester, N.Y.	Market 74	NBC, ch. 10	Acquired in 1996 from Viacom
WNYT-TV Albany-Schenectady-Troy, N.Y.	Market 52	NBC, ch. 13	Acquired in 1996 from Viacom
KOB-TV Albuquerque-Santa Fe, N.M.	Market 48	NBC, ch. 4	Acquired March 13, 1957
KOBF-TV Farmington, N.M.		NBC, ch. 12 (satellite of KOB)	Acquired July 27, 1983
KOBR-TV Roswell, N.M.		NBC, ch. 8 (satellite of KOB)	Acquired June 19, 1985
F&F Productions	Specializes in remote productions		
Diamond P Sports	Major producer of auto racing programs and coverage		
Hubcom	Broker of satellite time		
USSB	Second-largest DBS operator in U.S.; specializes in premium movie services and pay per view events, a publicly-traded company in which HBI holds a controlling interest		
Conus	Satellite news gathering cooperative		
All News Channel	24-hour service airing on USSB and 60 local stations		

Kathy Haley researched and wrote this special advertising section

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TO THE INDUSTRY

Call to arms for cable competitors

NAB's Fritts tells DBS operators that two industries have much common ground

By Cynthia Littleton

By many accounts, last week's Satellite Broadcasting & Communications Association convention marked a great leap forward in the working relationship between broadcasters and DBS operators.

Broadcasters "are more committed than we ever have been...to helping develop synergies between our two industries," said Eddie Fritts, president of the National Association of Broadcasters, during the opening session of SBCA '97 in Las Vegas last Tuesday.

"We are hoping we can work together to fulfill [DBS providers'] plans for having local stations as part of the programming mix," Fritts said. The panel discussion, featuring Fritts and DBS industry leaders, was tellingly devoted to exploring "The Synergy Between Satellite and Television Broadcast."

While legal disputes over DBS distribution of out-of-market stations persist, Fritts repeatedly stressed that both industries have more to gain by working together to build a formidable subscription TV competitor to cable. The absence of local TV stations on national DBS services has been the cable industry's primary anti-DBS argument to date.

In February, Rupert Murdoch and satellite TV visionary Charlie Ergen joined forces to refute that argument. The ability to provide local stations to subscribers on a market-by-market basis was the key to the merger of Ergen's EchoStar Communications and News Corp.'s nascent American Sky Broadcasting.

Last week, DBS market leader DIRECTV acknowledged it was stepping up efforts to add local stations to its programming menu.

This week, DIRECTV will begin to test-market a sales strategy of including a high-tech, off-air TV antenna along

"Now that so many cable subscribers have taken the rabbit ears off their roofs, our challenge now is to re-populate American TV households with off-air antennas."

**— Eddy Hartenstein
president, DIRECTV**

with the dish at retail distribution outlets in selected cities. The new approach will be accompanied by an advertising campaign designed to remind consumers that they don't need cable to pick up free over-the-air broadcast stations.

When attached to the DIRECTV

dish, the antenna allows subscribers to switch between the digital service and off-air signals with the touch of a button. DIRECTV will absorb the \$25-\$50 cost of the antenna at the outset of its "Yes You Can" campaign. If the test markets yield a significant increase in dish sales, the antenna/dish bundling strategy could be rolled out nationally by summer, said Eddy Hartenstein, president of DIRECTV.

"The cable industry as a whole has done an excellent job of convincing consumers that you can't get [broadcast] TV without cable," Hartenstein said. "Now that so many [cable subscribers] have taken the rabbit ears off their roofs, our challenge is to re-populate American TV households with off-air antennas."

Chuck Hewitt, SBCA president and moderator of last week's panel, said the SBCA is also preparing advertising and promotion materials for an industrywide campaign to promote a

Vogel out at EchoStar

EchoStar Executive Vice President Carl Vogel resigned last week. The company does not intend to replace him.

Vogel, who was president of EchoStar before the direct broadcast satellite company cut its deal with Rupert Murdoch's News Corp., "will probably stay in the satellite television business," says Rick Westerman, analyst at UBS in New York.

Vogel had a reputation in the industry for being "the guy who made it all work," says Steve Blum, president of The Carmel Group. "[EchoStar CEO] Charlie [Ergen] provided the vision and leadership, and Carl...did the work with Wall Street. You can't launch something like EchoStar and bring it to the culmination we saw last month without having someone who knows what he's doing and does it."

That ability may have driven Vogel out of a job, since the Sky merger makes room at the top very scarce at EchoStar. "Carl should be the CEO of a company, but since Charlie isn't planning on going anywhere, Carl's opportunities for advancement are somewhat limited [at EchoStar]," Blum says.

Vogel leaves EchoStar with a reported \$6 million in stock options. "It's not like he's looking at a hard landing," Blum says.

—PA

similar "Local TV Is Free" message.

"Our philosophy is, we want to work with the local broadcaster," said EchoStar's Ergen, who represented Sky (the new name of the Echo/ASkyB combine) on the panel.

At present, the main source of tension between broadcasters and DBS providers is the issue of white-area homes. In pending lawsuits, broadcasters claim that DBS providers routinely violate FCC regulations that allow satellite TV providers to distribute out-of-market stations only to subscribers in so-called white areas where they can't receive local stations.

The NAB has been negotiating with DBS operators to settle the lawsuits by better defining white areas by ZIP code. DIRECTV, programming service Prime-Time 24 and other companies involved in the suits have yet to sign off on the plan, yet Fritts indicated that an industrywide accord was near, even as lawsuits proceed in the courts.

Broadcasters are encouraged by the industry's move toward off-air antennas and Sky's plans to protect broadcasters' right to exclusivity in their markets, Fritts said.

"I'm confident that through a combination of technology, good will and continued negotiation, we'll get the job done," Fritts said. "If we work together to resolve the local station issue, then [DBS operators] will have the whole package—everything you need for total success."

While Sky eventually intends to retransmit local stations on a market-by-market basis in 75%-80% of the country, off-air antennas are part of Sky's solution to serving the bottom 20% of TV households, said Ergen.

Panelist Jim Gray, chairman of Primestar, the nation's second-largest DBS service, urged his colleagues not to let the issue of local stations dominate their marketing efforts in the year ahead.

"The issue of local signals was brought to the debate by our competitors to put us on the defensive," said Gray. "The bigger message we have to send is that [DBS is] a world-class TV viewing system that is better than anything else out there."

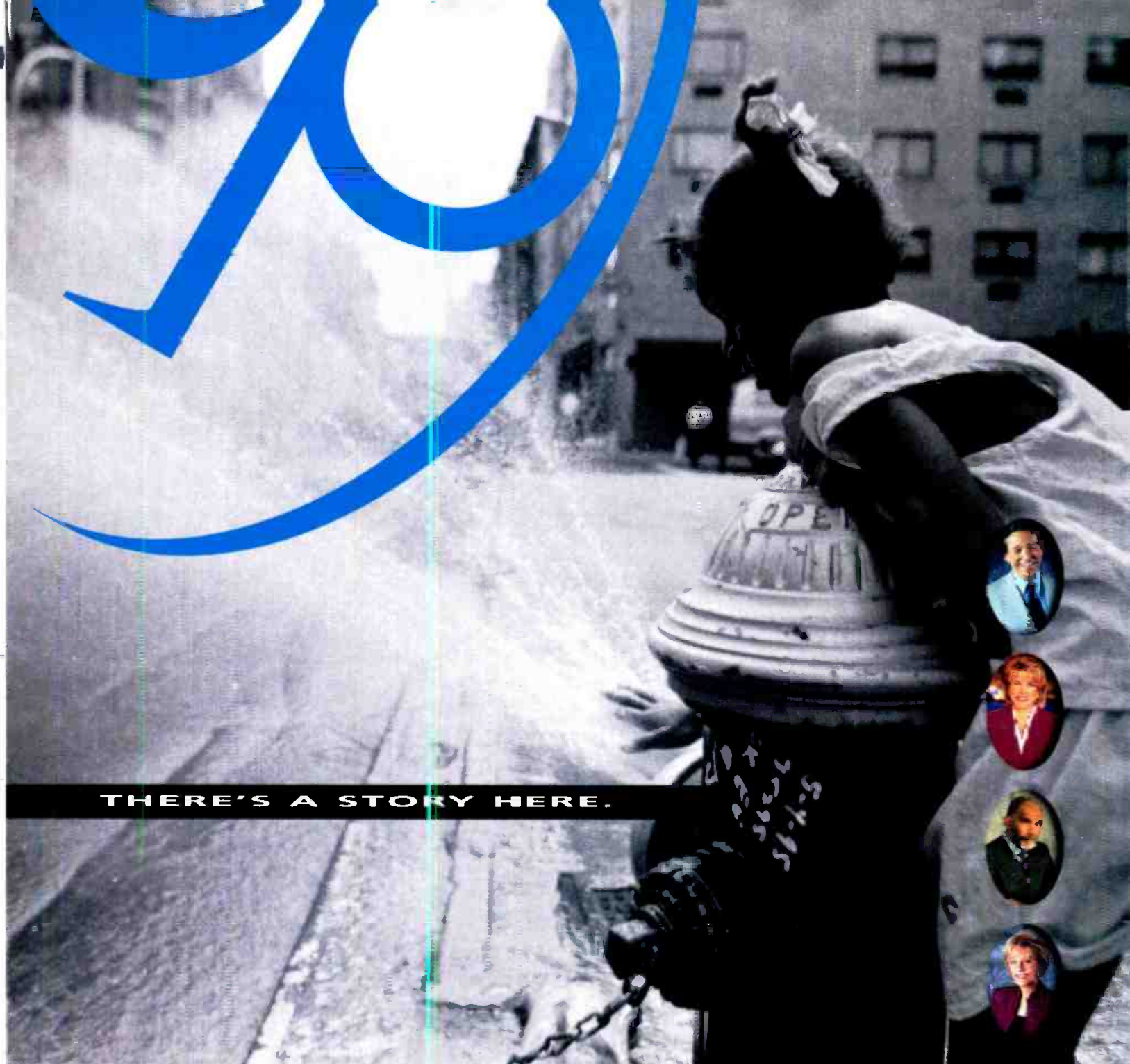
Primestar, a joint venture of TCI, Time Warner and other cable MSOs, is taking a hybrid approach to blending local signals with DBS service by marketing a 100-channel "Cable Plus" DBS package as a complement to subscribers' existing cable service. ■

50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of March 17-23, 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. NASCAR/Winston Cup	ESPN	Sun	1:00p	3,728	5.2	3.8	13.5
2. Rugrats	NICK	Mon	7:30p	3,121	4.5	3.2	7.3
3. Rugrats	NICK	Wed	7:30p	3,048	4.4	3.1	7.4
4. Rugrats	NICK	Thu	7:30p	2,979	4.3	3.1	7.4
5. Movie: "Breaking the Surface"	USA	Wed	8:59p	3,006	4.2	3.1	6.9
5. Rugrats	NICK	Tue	7:30p	2,957	4.2	3.1	7.1
7. Hey Arnold	NICK	Mon	8:00p	2,725	3.9	2.8	6.0
8. Doug	NICK	Wed	7:00p	2,641	3.8	2.7	6.8
9. All That	NICK	Sat	8:30p	2,563	3.7	2.6	6.6
9. World Champ. Wrestling	TNT	Mon	9:00p	2,608	3.7	2.7	5.6
11. Rugrats	NICK	Sun	10:00a	2,497	3.6	2.6	11.4
12. Kenan & Kel	NICK	Sat	8:00p	2,417	3.5	2.5	5.4
12. Rugrats	NICK	Fri	7:30p	2,454	3.5	2.5	6.7
12. Hey Arnold	NICK	Wed	8:00p	2,449	3.5	2.5	5.7
12. Doug	NICK	Tue	7:00p	2,441	3.5	2.5	6.1
12. Doug	NICK	Mon	7:00p	2,432	3.5	2.5	6.1
12. NBA/Supersonics @ Bulls	TNT	Tue	7:58p	2,496	3.5	2.6	5.6
18. World Champ. Wrestling	TNT	Mon	7:55p	2,367	3.4	2.4	5.4
19. Hey Arnold	NICK	Sun	11:00a	2,284	3.3	2.3	10.1
19. Rugrats	NICK	Sat	8:30a	2,334	3.3	2.4	11.9
19. Secret World of Alex Mack	NICK	Tue	8:00p	2,274	3.3	2.3	5.1
19. Movie: "Grease"	FAM	Sun	4:30p	2,241	3.3	2.3	6.7
23. Rugrats	NICK	Sat	7:30p	2,219	3.2	2.3	6.2
23. Secret World of Alex Mack	NICK	Thu	8:00p	2,241	3.2	2.3	5.1
25. Raahh!!! Real Monsters	NICK	Sun	10:30a	2,172	3.1	2.2	9.7
25. Mystery Files of Shelby Woo	NICK	Sat	9:00p	2,153	3.1	2.2	5.4
25. Doug	NICK	Sat	7:00p	2,146	3.1	2.2	6.3
25. Tiny Toon Adventures	NICK	Sat	9:00a	2,145	3.1	2.2	10.5
25. Doug	NICK	Thu	7:00p	2,136	3.1	2.2	5.8
25. Tiny Toon Adventures	NICK	Tue	6:30p	2,132	3.1	2.2	5.8
31. Tiny Toon Adventures	NICK	Sat	9:30a	2,116	3.0	2.2	10.2
31. Movie: "Raiders of the Lost Ark"	TBS	Mon	8:05p	2,146	3.0	2.2	4.7
33. Doug	NICK	Fri	7:00p	2,000	2.9	2.1	5.7
34. Clarissa Explains It All	NICK	Tue	6:00p	1,940	2.8	2.0	5.7
34. Biography Special	AEN	Sun	8:00p	1,923	2.8	2.0	4.4
36. Rocko's Modern Life	NICK	Sun	11:30a	1,865	2.7	1.9	8.1
36. Inspector Gadget	NICK	Thu	4:30p	1,888	2.7	1.9	7.4
36. Rocko's Modern Life	NICK	Tue	5:30p	1,858	2.7	1.9	5.8
36. Movie: "Honey I Shrunk The Kids"	TBS	Sun	10:35p	1,946	2.7	2.0	8.5
40. My Brother and Me	NICK	Sun	7:30p	1,788	2.6	1.8	4.2
40. Doug	NICK	Sat	8:00a	1,810	2.5	1.9	10.5
40. Are You Afraid of the Dark?	NICK	Thu	5:00p	1,811	2.6	1.9	6.6
40. Tiny Toon Adventures	NICK	Wed	6:30p	1,828	2.6	1.9	5.1
40. Are You Afraid of the Dark?	NICK	Tue	5:00p	1,822	2.6	1.9	6.3
45. Kenan & Kel	NICK	Sun	7:00p	1,759	2.5	1.8	4.4
45. Looney Tunes	NICK	Sun	9:00a	1,745	2.5	1.8	8.4
45. Raahh!!! Real Monsters	NICK	Sat	6:30p	1,770	2.5	1.8	5.4
45. Tiny Toon Adventures	NICK	Thu	6:30p	1,721	2.5	1.8	5.0
45. Blues Clues	NICK	Wed	12:30p	1,742	2.5	1.8	8.6
45. Blues Clues	NICK	Tue	12:30p	1,742	2.5	1.8	8.7

Sources: Nielsen Media Research, Turner Research



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Cable's little engines that might

Niche channels search for shows, bucks and eyeballs

By Joe Schlosser

A few years ago, some scoffed at the prospects for start-up niche networks like the TV Food Network and The History Channel. But with the two channels boasting more than 20 million subs apiece, nobody is laughing now.

Networks that find significant untapped niches tend to get carriage on cable systems, analysts say. And there are nearly 200 networks in search of an audience, not to mention programs and financing.

Those trying to get to the starting gate include The Recovery Network, The Crime Channel, Gay Entertainment Television, The Ecology Channel and My Pet TV.

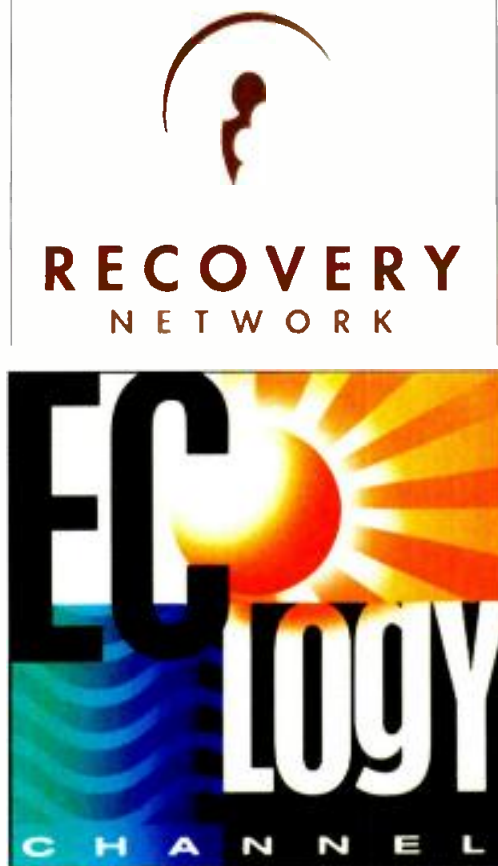
Many niche networks originated before The History Channel was even a concept. Others are still just an idea themselves, or a video library in search of financing—or a programmer—to help get them launched.

The people in charge of most niche networks dream of their creation becoming a 24-hour national cable or DBS channel. But most remain in leased-access or low-power limbo, waiting for the necessary financing. In the meantime, some of them produce programming for Discovery Channel, Outdoor Life, Network One or other networks, banking the money to keep their network or network concept afloat and banking the programming for the day when they will need a library.

Jeff Flathers, an analyst with Paul Kagan Associates, says that at the end of last year his company counted 154 networks that were trying to launch. Now he estimates that number at about 180.

"I'd say the vast majority of them will never make it. Somewhere between 75 percent and 80 percent will fail," Flathers says. "You keep getting these niches, and what happens on a macro scale is that you keep rending the audience into smaller pieces—which almost guarantees you are going to get a pretty low rating from an ad revenue point of view."

Flathers says channel capacity, not programming, is the problem for new



networks. Before a network even tackles the issue of channel capacity, however, the financing has to be in place.

"It seems that if you don't have the backing of one of the big programmers or one of the top MSOs, it is very difficult to launch," he says. "If you have a few wealthy backers who are willing to stand behind the content, the product, and are willing to see it through the initial years until you break even, then you can make it."

But those are the exception rather than the rule.

"Back in the early '90s, when 500 channels seemed like it was going to be a reality and you had a library full of programming, you wanted to exploit it as a channel," one programmer says.

The 500-channel world remains a possibility, but in a future not as near as it once seemed. The 60-70 channel cable system is still the norm, with new DBS perhaps doubling that channel capacity.

Many of today's niche networks, such as Jones Computer Network,

were launched on the basis of a 500-channel world.

Officials from Jones Intercable, the operator that put Jones Computer Network on the air in fall 1994, say the computer network is being re-evaluated and may even be dropped altogether.

"Clearly we were ahead of our time," says the Jones spokesperson. "The distribution opportunities are not there."

The Jones Computer Network has about 1.5 million subscribers nationally and 16 hours per day of programming. It was designed to "help viewers understand their computers better." But the Jones spokesperson says the company is now putting its energies into a similar network, Knowledge TV: "We're incorporating some of the Computer Network's programming on Knowledge."

While channels like Jones Computer Network are losing steam, others continue to push ahead. Despite the lack of analog space, some networks believe they can get carriage, even in a 60-70 channel world.

The Crime Channel

If Arnie Frank is right, crime does pay. The president of The Crime Channel says he was sitting in his California home, gazing out the window, when he came up with the concept for his network.

"I was thinking about what kind of programming would be needed when these 500 channels become reality," Frank says. "The highest-rated programming [is about] crime. Why not compile all crime-related programming and do it on a 24-hour basis?"

Frank, who is trying to do just that, vows to make the programming politically correct and entertaining. The Crime Channel is currently seen two hours a week on Network One, and Frank hopes that it will become a 24-hour network by the turn of the century.

"We broadcast crime-related programming that is meant to improve law enforcement's image, assist in crime prevention and promote victims'

rights," Frank says. "We do that through series, movies and documentaries with an entertainment flair."

Frank says The Crime Channel will likely have ties to law enforcement agencies around the world. Shows in development include *Prisoner 800*, a call-in format designed to help wrongly imprisoned inmates collect evidence of their innocence.

Frank, who has spent more than 40 years in Hollywood distributing cable and broadcast programming, does not have a law enforcement background. But since he formed the network he has developed an interest, even taking a 12-week crash course in law enforcement at a Ventura, Calif., police academy.

The Recovery Network

The Recovery Network's chief operating officer, Larry Namer, says that he laughed at the idea of starting a network devoted to recovering alcoholics, drug abusers and sex offenders. Namer, one of the founders of E! Entertainment Television and owner of a consulting firm, says he was contacted by officials in the recovery industry and all but dismissed it as a joke.

"At first I didn't get it," he says. "I said: 'You have to be kidding, this must be a *Saturday Night Live* skit. What are we going to do, go to Madison Avenue and say we are going to deliver every coke addict?'"

But Namer says he changed his tune when he realized that there are more than 80 million Americans afflicted with or affected by various addictions.

"I thought about it, and you know, I couldn't think of anyone I know who wasn't affected."

Namer and CEO Bill Moses are now putting all of their resources into the concept and are planning to launch this April on leased-access channels. Namer says The Recovery Network's programming will start out with two hours a day, reaching 11 million homes to start. Within two years, he says, the channel will be a 24-hour network.

People in recovery "have a wonderful habit of making it a daily appointment to meet with recovery groups," Namer says. The network will capitalize on that habit with "meeting-style" programming devoted to various addictions, including alcohol, gambling and sex. Namer says the net-

work has the financial backing to start without the help of an MSO or fellow programmer.

My Pet TV

Michael E. Marcovsky, president of My Pet TV, says that nearly 70% of all pet owners buy their pets a Christmas gift. That kind of enthusiasm, matched with the sheer number of pet owners in the country (one in every two Americans owns a pet), is the reason he founded My Pet TV.

"I'm an animal lover," says Marcovsky, who owns horses and sheepdogs. "I know what kind of time, energy, devotion and money is spent on pets. It's a way of life."

Programming for the network includes

is different from the programming that already airs on Discovery Channel.

"We are totally directed to the environment," says Eric McLamb. "We are going to show the effects of the environment on business, in everyday life and in the news."

McLamb, who left Discovery in 1993 to start his own network, plans on turning The Ecology Channel into a 24-hour network by the end of next year. It currently sells four hours of programming to Outdoor Life each week. McLamb says it has a library of more than 1,200 hours of documentary footage.

McLamb says the network has received a fair amount of financing but is still in the market for a major operator or programmer to "put it over the top."

MY PET TELEVISION NETWORK



Gay Entertainment Television

Marvin A. Schwam says that the idea for a network devoted entirely to the gay community came out of a leased-access show that he and some friends put on in New York City during the early '90s and that caught on "like wildfire." Now Gay Entertainment Television is poised to launch to 20 million homes, according to Schwam.

"We realized that there was a tremendous void in the industry," he says. "Ten percent of the population is gay, and that is a population that has demographics that are extremely high-level as far as education and [disposable] income."

Gay Entertainment was on leased-access channels in Los Angeles, New York, Miami, San Francisco and other major cities, Schwam says. But the network has pulled the programming off as it gears up for an October leased-access launch nationwide.

"We should have a deal completed in the next two months with a major financial backer," he says. "Then, on 'October' 1, we plan on launching nationally to 20 million households via leased access."

Schwam says Gay Entertainment's plan is to pay for a full year on leased access, then line up carriage with a major MSO. On the programming front, Gay Entertainment will probably have 6 to 10 hours of original shows at launch. Schwam says there will be a handful of magazine shows, plus news, entertainment, travel and gardening programs, movies and documentaries. ■

Lifestyles of the Rich and Furry, Celebrity Pets and My Horse. Some shows spotlight particular animals or provide obedience training and food tips.

My Pet TV, which launched last September, is currently being test-run on six UHF stations in California. Marcovsky, like the other network heads, says My Pet TV will eventually become a 24-hour network. The network is set to launch on DIRECTV, and Marcovsky says cable systems are set to follow.

"Our theory behind My Pet TV is to have it as a minipay," he says. "Pet owners would be willing to spend a couple of bucks because they are going to get a lot of value out of it."

Marcovsky, who says that the American Humane Society and other animal welfare organizations will play a big part in the network, plans to donate a portion of revenue to animal charities.

The Ecology Channel

The Ecology Channel has found an untapped niche in environmental and ecological programming. The network's founder and president says his concept

Targeted pirates

DIRECTV has filed four lawsuits in Los Angeles Federal District Court against nine entities suspected of illegal signal piracy. The complaints allege that the defendants distributed counterfeit DSS access cards.

DIRECTV plans to file more such lawsuits. The company settled claims against two of the 28 defendants in similar lawsuits filed last summer; the settlement involves six-figure payments to DIRECTV, according to the company.

Fortunate Family

Tim and Pat Robertson's International Family Entertainment (IFE) grew in all areas in 1996 fourth quarter. Revenue increased 13.2%, to \$104,184,000, from \$92,033,000. Operating cash flow rose 14.8% (\$15,071,000) from \$13,123,000. Net income increased 8.1% (\$5,735,000) from \$5,306,000. For 1996, IFE's revenue increased 12.9% (\$332,810,000) from \$294,858,000. Operating cash flow for 1996 rose 37% (\$67,434,000) from \$49,238,000. Profit jumped 29.2% (\$24,119,000) from \$18,664,000. Company CEO Tim Robertson attributed the results to unexpected growth of The Family Channel and the acquisition of MTM, which develops original programming for sale to the broadcast networks. Ad revenue increased 12.4% over the fourth quarter last year, and subscriber fees increased because of rate increases in affiliation agreements. The Family Channel alone brought in \$241,124,000 in revenue in 1996, more than double the amount of any other IFE unit. The Family Channel also was the only division to produce positive operating income in the fourth quarter.

TCA dividend

TCA Cable TV's board of directors approved a regular quarterly dividend of \$.16 per share, payable on April 21, to shareholders of record April 7. The company has 24,825,204 shares outstanding. TCA Cable TV has 64 cable TV systems in Arkansas, Idaho, Louisiana, Mississippi, Oklahoma, New Mexico and Texas.

Satellite services

Integral Systems will provide EchoStar with dual satellite control centers for its EchoStar-III. EchoStar-III is EchoStar's third direct-to-home satellite, scheduled to be launched in September. Integral Systems' EPOCH 2000 product line will provide all monitoring and control functions for satellite and ground equipment, including real-time telemetry and command and offline trending and analysis. Loral Skynet, which recently purchased AT&T's satellite services, will handle primary satellite control.

Perrymason.com

Lawyers with EchoStar's DISH service now can hunt for clients from the comfort of their own living rooms. EchoStar, in conjunction with Data Broadcasting, will carry a professional education network and an online legal information service. Lawyers Communication Network is being developed by Data Broadcasting and the American Bar Association specifically for lawyers. The agreement includes carriage of Data Broadcasting's financial, agribusiness, sports and business television services. EchoStar and Data Broadcasting also will work together on a high-speed data delivery system.

Song ID

DIRECTV is offering subscribers a hybrid of MTV and QVC: Song ID, which identifies selections on DIRECTV's Music Choice channels and gives viewers 800-numbers for ordering CDs. The service, which begins March 28, applies to all 31 channels in the DIRECTV music programming lineup.

Tony premiere

Bravo Network will premiere *The South Bank Show: Tony Bennett's New York* April 6. The show will relate Bennett's career, from childhood singing waiter to his latest hip-hop revival. Also, Bravo's *Inside the Actors Studio* will feature an hour interview with actor Matt Dillon. Taped at New York City's New School, the Dillon interview will air on Sunday, April 20.

Lifetime show moves

Two Lifetime shows, *Our Home* and *The Main Ingredient*, are getting new hosts and new time slots. *Our Home* will air at 11 a.m.-noon with hosts Deborah Duncan and Toni DiBuono. The program focuses on such issues as careers, finance and relationships. Manhattan chef Bobby Flay will host a cooking show, *The Main Ingredient*, at 12:30 p.m.-1 p.m.

Vacant places in the Heartland

The executive exodus continues at Heartland Wireless, the country's largest wireless cable company. J.R. Holland Jr., chairman of Heartland's board, stepped down to become director. CS Wireless President David Webb resigned from the board. Heartland will not fill the positions, according to interim president John Fanning. "Each board member has undertaken various projects to expedite the restructuring efforts," Fanning says. Last week, the company announced fourth-quarter financial results that surprised analysts with a 25% subscriber drop and \$9.1 million charge.

Broadband push

Time Warner Cable in Columbus, Ohio, is continuing its push toward broadband network services. The system will offer subscribers a package of cable television, high-speed online services and local telephone service. The company, which is changing its name to Time Warner Communications, will launch Time Warner's Road Runner Internet service in August. It also will provide Internet service to every school in the area; it already provides cable service to 273 schools in 17 districts. Telephone service will be available sometime this year.

Spanish AlphaStar

AlphaStar Television Network has launched a lineup of Spanish-language programming in four different packages. Pricing is similar to English-language packages it sells for \$29.99-\$59.99 monthly, according to a spokesperson. Programming originating in Spanish is packaged with Spanish-language versions of HBO, Showtime, Starz and Encore. Next,

H E A D L I N E S

AlphaStar plans to distribute French-language programming in the U.S.

Blow-by-blow coverage

For those who just can't get enough information about the Evander Holyfield-Mike Tyson rematch, USSB will air extensive pre- and post-fight coverage. Starting April 28 and going through the May 3 fight date, USSB's All News Channel will air updates on the fighters' preparation four times per hour from Las Vegas. The DBS provider will telecast Showtime Event Television's 26-hour preview program, which will feature the weigh-in, breaking news, interviews and features. The fight airs at 9 p.m. ET May 3.

Disney pickups

The Disney Channel has acquired more than 50 "family" films from Warner Bros. and Paramount Pay TV. The purchases include "Lassie," "Andre," "Stand and Deliver," "Wind and the Willows," "Superman: The Movie" and "Superman 2." The films will begin airing in May as part of The Disney Chan-

nel's nightly *Magical World of Disney* showcase. Terms of the deal were not disclosed.

CNBC numbers up

CNBC's first-quarter ratings for 1997 were up 22% from the same period in 1996. The network averaged a .5 rating with a household audience of 308,000 in prime time, compared with 252,000 one year earlier.

WCA revenue up, losses down

Wireless Cable of Atlanta increased its 1996 revenue 8%, to \$3,545,611 from \$3,284,816, but its earnings before interest, taxes, depreciation and amortization (EBITDA) stayed in the red at -\$226,248. The company's 1995 EBITDA was -\$268,555. Wireless Cable attributes the revenue growth to an increase in subscribers to 9,000 from 8,500. Service costs increased 3% along with subscribers. Wireless Cable has a deal with BellSouth to merge with a subsidiary of the Southeast regional phone company.

The merger awaits regulatory and shareholder approval.

ESPN on the grow

ESPN Latin America grew 25% in 1996, reaching more than 8.5 million households, according to the networks. The pan-regional, 24-hour network includes three regional networks: ESPN Dos, ESPN Sur and ESPN Brasil. ESPN Latin America was founded in 1989.

X marks spot

ESPN is promoting its X Games competition in San Diego this summer with a live tour of extreme athletic demonstrations and music. The tour, dubbed Xperience, kicks off in Austin, Tex., April 12 and stops in New York, Boulder, Colo., and Los Angeles. Affiliates are promoting events in the two weeks before the tour and cross-marketing with local retailers. ESPN also is working with local radio stations. Sponsors for the X Games are Keystone Light, AT&T, Mountain Dew, Taco Bell, Nike and Chevrolet. —JS

HGTV in Japan

Home & Garden Television signed an agreement with Japanese company Dentsu for distribution of 260 hours of original programming on Japan's Home Channel. The two-hour block will air three times a day. HGTV programs to air include *Awesome Interiors*, *CityScapes*, *Collectible Treasures*, *Company of Animals*, *Dream House*, *A Gardener's Diary*, *The Good Life*, *Interiors by Design*, *Kitchen Design*, *Penelope Hobhouse: The Art & Practice of Gardening*, *Room for Change*, *What's Your Hobby* and *Willard Scott's Home & Garden Almanac*.

Sky Mexico plots debt raising

Sky Entertainment Service's Mexican digital DTH operating group, Innova, is on the verge of launching a \$375 million, 10-year senior note issue. The issue has already been placed in the U.S., with notes being sold in privately negotiated transactions. Investment bank Morgan Stanley confirmed it was the lead adviser on the debt raising. Sky's Mexican partner, Televisa, has a 60% stake in Innova; News Corp. and TC International own 30% and 10%, respectively. Sky's Brazilian platform, NetSat, also raised \$200 million in public debt last August.



Galaxy signs Argentina's Clarin

Hughes-backed digital DTH purveyor Galaxy Latin America (GLA) has signed Argentina's Clarin Group, owner of broadcaster Artear and MSO Multicanal, as its local distribution partner. Rival Sky Entertainment Services, owned by News Corp., TCI, Globo and Televisa, had discussed a possible distribution pact with Clarin over the past year, but Televisa and Globo's previous partnerships with Clarin may have given it the edge. GLA also launched in Chile March 18, with telco/cable operator VTR as its distributor.

CME revenue up by a third

Nasdaq-listed media investment group Central European Media Enterprises posted 1996 revenue of \$136 million, up 37.5% on 1995 figures and slightly ahead of analysts' estimates. Station cash flow grew 8.5%, to \$41.4 million, with Pro TV in Romania and Pop TV in Slovenia achieving positive cash flow within a year of launch. CME's Markiza TV in Slovakia reported positive station cash flow after less than six months of operation. CME's Czech cash-cow Nova TV saw its station cash flow fall 5.9%, to \$53.1 million, mainly because of higher programming costs. —Nicole McCormick & Lloyd Shepherd

Broadcasting & Cable's **Telemedia**

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week®

Online programming

PBS develops neighborhoods online

Multimedia adds sights, sounds to local scenery

By Richard Tedesco

PBS Online (www.pbs.com) is giving visitors to its revamped site a map of neighborhoods for easy navigation, and it's adding multimedia to make the stroll more interesting.

The neighborhoods define audience interests by subject, in the case of PBS Interface (about PCs and the 'Net), PBS Science and Public Eye (public affairs), or by age group (six years and older), in the case of PBS Kids. Areas about history, arts and culture are in development for introduction in six to eight months, according to John Hollar, executive vice president of PBS Learning Ventures.

PBS Interface will contain streamed video drawn from 13 half-hours of PBS's *Life on the Internet* series. Hour documentaries could be next, as PBS explores other streaming opportunities. "As modem speeds increase, we'll probably be experimenting with longer-form shows," Hollar says.

Multimedia will also figure in a Nova/PBS Online Electronic Field Trips series. First in the series is *Alive on Everest*, which draws on recent attempted ascents of the world's tallest mountain in a progressive monthlong sequence with online postings during the climb. It may employ Apple's QuickTime



player for video streaming, along with audio streaming. Among other topics, PC users learn about effects of high altitudes on the human body.

The next adventure is based on a Nova documentary about an archaeological expedition that discovered a 500-year-old Incan mummy in the Andes

mountains of Peru. The idea here is to extend current users' visits to the site and to increase traffic from the present level of 800,000 per month. "The goal of PBS Online is to extend our viewers' experience by using our new technologies," says Cindy Johanson, PBS managing editor, PBS Online.

The PBS Kids area will include Sesame Street content, a Kids Karaoke for sing-alongs and Babble On, an e-mail/feedback forum.

The site will offer some 500 PBS video titles for sale, with streamed video eventually enabling brief previews. And the site extends an on-air PBS trend, displaying banner ads from a PBS affiliation with the online DoubleClick Network. **TMD**

NBC moves to Interactive Neighborhood

NBC hopes to extend (in cyberspace) its brand recognition for affiliates through a localized service called NBC Interactive Neighborhood.

The idea is to apply the power of the network brand name to a local affiliate's site, adding attractive content and providing ready links to related Websites. The stations, some of them owned by NBC, will provide local content and will reap financial benefits from on-site advertising, says Marty Yudkovitz, president of NBC Interactive, who reports that the project has been shepherded by the affiliates as well as by the networks.

NBC is enlisting content providers to create material exclusively for particular sites, Yudkovitz says, adding that the network is not yet sure how many sites—or whose—it would offer in links. The network also has no premiere date set for the first sites and no firm deals with any of its affiliate stations.

"The idea here is to create an umbrella brand and to tie it in with the brand, the promotional power and the obvious resources a local TV station has," Yudkovitz says.

The venture is being positioned as its own profit center, (a standard NBC model for its new media ventures) and as a community resource. The project is similar to CityWeb, announced by Warner Bros. Television earlier this year.

NBC already had its own model in house with MSNBC, which has established localized ties to NBC stations in some markets.—RT

ESPN will stream baseball highlights

By Richard Tedesco

ESPNet SportsZone is approaching opening day with plans to stream video of Major League Baseball game highlights nightly online.

Although ESPN was awaiting final word from MLB officials late last week, it seems likely that SportsZone will stream highlights this season. PC users also will be able to get immediate one-click game updates, including graphics of game situations, box scores each half-inning and possibly game clips.

Those are the new features intended to make SportsZone's MLB coverage even more responsive to enthusiastic fans. "We're trying to make this as interactive as possible," says Eric Schoenfeld, senior coordinating producer for ESPN SportsZone.

Among several features added late last season, *Batter vs. Pitcher* returns with stats showing individual hitter-pitcher match ups and hitters' histories in each ballpark. Graphics that show where each batter hit every fair ball throughout the season also are available.

On-site interactive coverage of the MLB All-Star Game, with a cyber reporter setting the scene and responding to user questions online, is also part of this year's programming plan. And weekly columns by commentators Harold Reynolds and Karl Ravech will be added.

ESPN's new commercial addition is a TV/online ad deal with Holiday Inn. It will give PC users information about scheduling and tickets at any MLB park, and a map that shows the nearest Holiday Inn.



Continental, Cisco to syncopate 'Net services

Continental Cablevision struck a deal with Cisco Systems to test Cisco's advanced Internet technologies. The technologies will include Cisco applications for high-capacity streaming video and interactive games, as well as telephony via the Internet. Initial deployment of the Cisco advanced router technologies to drive the applications at gigabyte speeds is expected to start this year. Continental plans to make both cable modem and digital subscriber line (DSL) access technologies available to subscribers for delivery of the services. The MSO will also help Cisco market to small and midsize businesses.

Warner Cable Columbus goes full service

Time Warner Cable's Columbus, Ohio, division becomes an all-purpose service provider this year, adding local phone service. Now dubbed Time Warner Communications, the division will be the first TW Cable unit to offer cable TV, high-speed Internet access and local phone service as a package. After Road Runner, TW's Internet service, launches in August, Time Warner will donate it to all schools in its service area. TW will offer local residential and commercial phone service in central Ohio during 1997.

Set-top boxes

IBM makes move into designer set-top biz

Kits, boards will converge with Network PCs

By Richard Tedesco

Big Blue slipped into the digital TV set-top scramble last week as a designer and board maker—but not a box broker.

IBM's idea is to capitalize on its expertise by providing kits with schematic boards and reference designs. The reference design is free, but IBM expects to make something—it hasn't said

how much—on each board it sells. The price will be set by June, when the boards will be available, says John Sixsmith, IBM set-top box platform marketing manager. Sixsmith sought to define the company's mission narrowly.

"We're not getting into the set-top business. We're in the silicon business, and we're just trying to provide [the technology]," Sixsmith says. IBM will demonstrate MPEG video clips decoded using the design at the National Association of Broadcasters show in Las Vegas next week.

The driver for the initiative is the PowerPC embedded controls architecture, which IBM co-designed with Apple Computer and Motorola. The RISC-based scalable architecture works nicely for digital TV applications, according to Bob Boskin, IBM worldwide segment manager for the consumer market.

The reference design, developed by IBM Microelectronics, includes an IBM PowerPC embedded controller, a serial port for infrared remote and a smart card interface with 4MB DRAM of video and an MPEG-2 transport chip.

It's one tactic in a grand strategy for Big Blue to get big in the advanced consumer electronics biz with a technology that can converge with the network computer designs it's developing. A Web browser could also be built into that picture to provide a box that could offer digital TV along with Web surfing.

'Net gathering revenue

The Internet business appears to be gathering momentum, showing considerable growth in both online subscriptions and ad revenues last year.

Online subscriptions jumped to 21.1 million during 1996, from 14.5 million, according to Electronic Information Report's online subscriber survey for the year. Consumer services showed the largest gain in subscriptions, rising to 17.1 million, a 51.3% jump from the previous year.

Meanwhile, the Internet Advertising Bureau puts '96 ad revenues at \$267 million. Nearly \$110 million of the revenue came in during the fourth quarter, representing a 45% increase over third quarter revenue of \$75.6 million. Computing products accounted for approximately 40% of the activity, followed by consumer-related (23%) and new media (17%), according to the ad revenue reporting program monitored by Cooper's & Lybrand.

Calendar

May 1-2—42nd annual Direct Marketing Association of Washington conference and expo. Washington Hilton Hotel, Washington. Contact: (703) 821-3629.

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 13-15—National Online Meeting and Integrated Online Library Systems '97, presented by Information Today Inc. New York Hilton, New York City. Contact: Carol Nixon, (609) 654-6266.

June 19-21—E3/Atlanta, interactive content industry trade show presented by the Interactive Digital Software Association. Georgia World Congress Center & Georgia Dome, Atlanta. Contact: (800) 315-1133.

July 27-30—Interactive Services Association Summit '97, 12th annual leadership and opportunities conference and alliance exposition. Sheraton Washington Hotel, Washington. Contact: Patti McKnight, (301) 495-4955.

Sept. 8-14—Telecom Interactive '97, presented by the International Telecommunications Union. Palexpo, Geneva. Contact: (800) 456-1273.

Technology

March 31, 1997

Special Report: Broadcast Servers

One recurring theme in BROADCASTING & CABLE's recent Seller's Guides was the growing acceptance of video servers for broadcast playback. As stations evolve into the digital environment, the operational efficiencies of replacing high-maintenance tape with disks are starting to win over engineers—as long as reliability and storage keep going up and prices keep coming down. This special report examines the latest servernews heading into NAB '97.

Serving it up for NAB

Manufacturers ready for disk-based buying binge

By Glen Dickson

The world of video servers moves fast, and all the big players in disk-based video storage and playback will be rolling out new products and enhancements at NAB '97.

Tektronix

Tektronix already has introduced its second-generation Profile digital disk recorder, the PDR200 video file server. The new Profile has a 30-megabyte-per-second internal bandwidth, a Fibre Channel networking interface and a base storage of six JPEG-compressed hours. The price starts at \$49,000 and goes to \$100,000 for a fully loaded system.

The PDR200 will begin shipping before the end of April, says Hugh Dyar, Tektronix vice president of marketing: "We've got lots of customers nailed down. We're trying to fulfill demand for our largest customers, so we've increased our build plan for those first critical months."

Those big customers include NBC—which will be installing the new Profiles at its 30 Rock headquarters in New York as part of its GENESIS digital overhaul project—and Fox, which will be using the disk-based units at its operations in Los Angeles and Miami.



Hewlett-Packard

Hewlett-Packard has developed an MPEG-2 digital disk recorder to complement its popular MediaStream Series Broadcast Video Server. The HP MediaStream disk recorder which incorporates the redundant RAID storage architecture in a Betacam SP VTR-sized unit, should provide some competition to the Profile. The disk recorder has a base price of \$65,000 for five hours of storage and two channels and can be scaled up to a \$115,000 configuration with nine hours of storage, five channels and a Fibre Channel interface.

One of HP's reasons for building a disk recorder is to provide additional storage and outputs for existing Broadcast Video Server customers. A



▲ HP's MediaStream disk recorder will target the entry-level market in addition to offering additional storage and outputs to HP Broadcast Video Servers.

◀ Tektronix's Profile PDR200 should be shipping by the end of April.

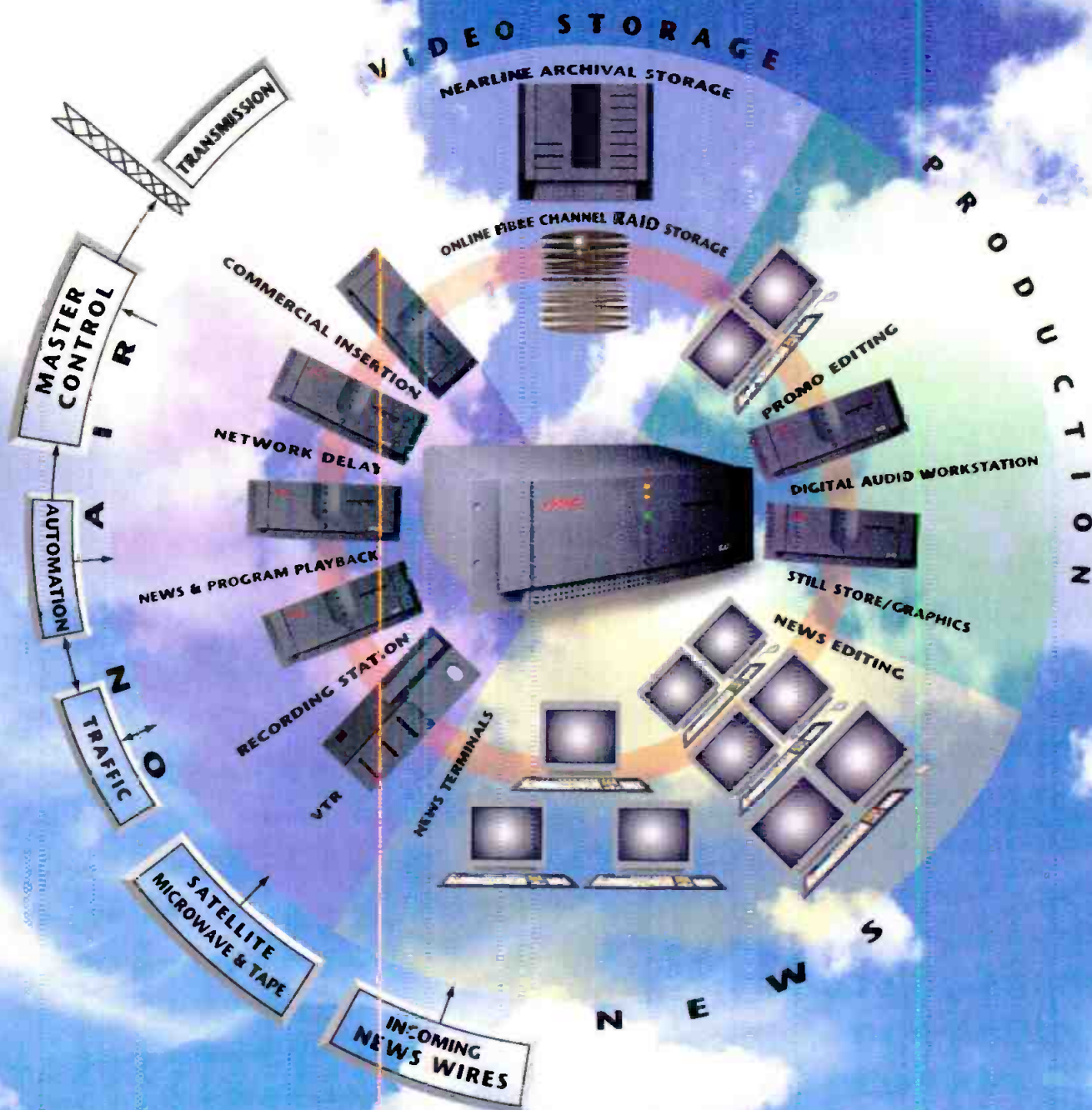
good example is Pappas Telecasting, which has ordered two units to work with its HP server installations at KPTM(TV) Omaha and KMPH(TV) Visalia/Fresno, Calif.

"We have the older Broadcast Video Server models, which currently have four outputs," says Dale Kelly, Pappas director of engineering. "We're upgrading to the new MediaStream servers, and we have a requirement for six outputs. So we'll get two inputs and four outputs with the new servers, and then we'll be adding the disk recorders on a Fibre Channel network to cache from the main server. That will make it a six-output system."

Philips BTS

Philips BTS is launching a new line of Media Pool servers, the XL Series, to combat such lower-cost competitors as Tektronix and ASC Audio Video.

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Special Report: Broadcast Servers

According to Michael Wolschon, Philips BTS marketing manager for storage and retrieval products, a two-channel XL model with RAID-3 storage and 54 gigabytes of JPEG-compressed storage is now available for less than \$70,000.

"Our big push for NAB is the low-cost, entry-level marketplace," Wolschon says, adding that the XL Series will offer "applications similar to our competition," such as VTR-type functionality via remote control and caching capability with cart machines. "The advantage will be the scalability in both the time of storage and the bandwidth," he says.

Philips BTS also will unveil Version 2.6 of its Media Pool software and will demonstrate a 12-channel Media Pool using a common database of media files with 12 simultaneous users, such as the one just installed at WUPA(TV) Atlanta (see story, page 72). "There's no networking—it's all one Media Pool," Wolschon says.

ASC Audio Video

ASC Audio Video will be featuring its new VR300 video server, which uses the company's patent-pending FibreDrive architecture. According to Hilton Creve, ASC director of engineering, the VR300 is distinct from other Fibre Channel-supporting servers in that it uses Fibre Channel both as a networking protocol and as an ultra high-bandwidth storage interface.

"The way we run the [Fibre Channel] topology is different," Creve says. "Other manufacturers are using traditional SCSI drives, then routing signals between storage clusters on a Fibre Channel network. We're running Fibre Channel between the mainframes and drives themselves."

Creve says that tests have demonstrated FibreDrive supporting a sustained data rate of 720 megabits per second. "The limitation is the number of Fibre Channel devices—each VR mainframe counts as a device, and so do the drives. The limit right now is 127 devices."

A common VR300 system may be six VR mainframes with 12 channels of video and 30 drives. Creve says ASC can build a VR300 system that can support 24 streams of video at 24 megabits per second, with a maximum of 100 drives. With that kind of capability, ASC is targeting the VR300 for full-



Philips BTS's most recent Media Pool sale is to WBFS-TV Miami, which should be up and running with server playback in June.

SGI's Origin server is designed to work with third-party applications.

server implementation of on-air operation. That would be a new market segment for the company, whose VR30 disk recorder has established itself as a commercial insertion cache for robotic tape systems.

The VR-300 is beta-testing now and should start shipping "right after NAB," says Creve. A two-channel system with 3.2 hours of RAID storage and a Fibre Channel networking interface will sell for \$65,500.

Sony

Sony has developed AirTraC, a custom-tailored software application for its Sony VideoStore MPEG-2 server designed for commercial ad insertion. The object-oriented software uses IBM's OS/2 operating system to allow the addition of custom modules for full transmission automation.

AirTraC features a real-time control function and scheduling engine on a dedicated real-time QNX controller PC, and lets single or multiple worksta-

tions operate simultaneously with full access to all VideoStore functions, including system status, channel play-out, encoding and traffic import. All information for playlists and as-run logs is stored to hard-disk drives for redundancy.

Quantel

Quantel had a high-profile year for its high-end Clipbox video server in 1996, with large installations at the cable start-up networks CNN/SI, CNN en Español and MSNBC. One of its selling points was its "triage" function, which allows feed recording operators to make rough edits at the same time they log in feeds.

"Triage makes Clipbox a phenomenal input logging and raw editing device," says Jonathan Pannaman, Quantel vice president of engineering. "It's feed management in a method or degree that's never been seen before. The other end of that, for episodic television, is where it takes a standard EDL and allows for an instant auto-conform on the server for nonlinear editing on Editbox."

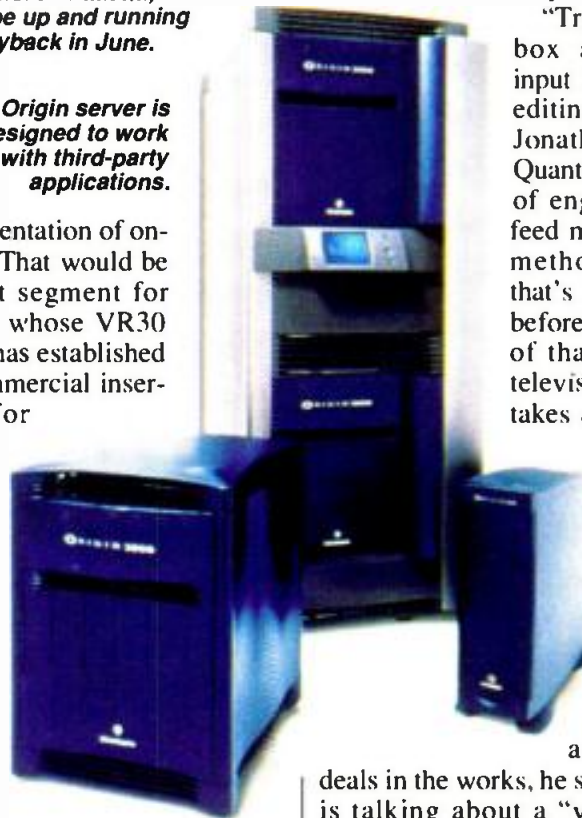
While Pannaman is quiet about Clipbox

deals in the works, he says that Quantel is talking about a "very traditional sports application" with one of the networks.

The only area where customers are still pushing Clipbox development, says Pannaman, is archiving data. For example, CNN/SI and CNN en Español both use Betacam SX hybrid tape/disk recorders to archive footage at faster than real time.

"The best way to archive is on video tape," Pannaman says. "We're looking very seriously at going native compression and using the same compression technology as a tape format to allow an easy archive to a video tape medium."

The Clipbox currently offers uncom-



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Special Report: Broadcast Servers

pressed storage or 5:1 Grid compression, Quantel's interpretation of the JPEG algorithm. Pannaman says that adopting a nonproprietary compression algorithm to complement tape archiving is probably far in the future.

The real news for Clipbox and other Quantel nonlinear products at NAB will be the company's recent discovery that it can run Java applets as application software on all of its machines, allowing users to create custom software at a reasonable cost.

"We can write Java applets into a Quantel machine and control the hardware with these applets," Pannaman says. "You'll see some very exciting open integration developments at our NAB booth."

Silicon Graphics

Silicon Graphics Inc. will be showing its new Origin video-server platform, which also offers uncompressed or compressed storage, at NAB. SGI's Greg Estes says that SGI wants to claim market share in the broadcast play-to-air market by acting as a back-end asset storage/management system to third-party applications from manufacturers such as Avid, Tektronix and Panasonic. SGI also will be demonstrating the transport of HDTV files on its servers at the show.

SeaChange

A new player in the broadcast-server arena may be SeaChange International, which already has the lion's share

(1,000 installed servers) of the cable digital ad insertion market. The company has just released an MPEG-2 movie system for NVOD applications with clustered storage and high fault tolerance, qualities that Ed McGrath, SeaChange vice president of engineering, thinks will appeal to broadcasters.

McGrath predicts that SeaChange will sell its Video Server 100 systems to TV stations this year. At NAB the company will be demonstrating Louth automation software controlling play-to-air off SeaChange servers along with traditional cart machines. "We'll be selling the small TV station there with play-to-air off tape and off the server," says McGrath. ■

WUPA hops into the Pool

Atlanta station is using Philips BTS server to go tapeless

By Glen Dickson

WUPA(TV), the UPN O&O in Atlanta, is now on the air with a large-scale Philips BTS Media Pool video-server system worth more than \$2 million.

The station started playing back all its programming and interstitials from 10 p.m. to 6 a.m. from the Media

Pool on March 17, and chief engineer Gary Kelly says the station should be playing everything off the server by April 14. WUPA previously used a Sony LMS tape system for all playback.

"Our intention is to be tapeless," Kelly says. "Our reliance on videotape will be minimal."

The station's 12-channel Media Pool is the first of its kind, with 70 hours of video storage at 6:1 compression. Playback is controlled with Philips BTS's DiskCart software. "Diskcart runs a continuous playlist with the exception of our network prime time stuff," Kelly says.

For archiving, the server links to a Storagetek Powderhorn 9310 digital linear tape library with 1.8 petabytes of storage. "Between the Pool and the



WUPA's Media Pool has 70 hours of online video storage at 6:1 compression.

Powderhorn, we can store about 22,000 hours at 6 to 1 compression," says Kelly. "The Powderhorn holds 6,000 of these data tape cartridges, and we're putting seven half-hour syndicated programs on one cartridge."

WUPA is dubbing all of its archive analog tapes into the Pool and transferring them to the Powderhorn. All new incoming tapes will be handled the same way, and incoming satellite feeds already are being recorded directly onto the server. "There's so much to archive—we're doing it a shift at a time," Kelly says.

All of the Media Pool's 12 channels have access to the same material simultaneously. WUPA is using Philips BTS's Beta CP control software on each channel, which "lets each channel be emu-

lated like VTRs," Kelly says.

"Our Avids and Grass Valley editors can control a channel; it's turned our Grass Valley 351 editor into a nonlinear editor," he says. "That gave us an enormous advantage. We can work one channel from the Pool to our 601 [edit] room, and then route it back to the Pool. We can stay at 601 and be nonlinear."

Kelly says that WUPA's success with Avid nonlinear editors is what initially prompted him to look for a server: "We have three Avid Media Composer 4000s, and we had hopes of putting their storage in a server. But Avid didn't have the long-form storage—they couldn't store the mass quantities we needed. BTS beat them to the draw and had it working." ■

Avid, Intel to make editors

Avid and Intel have formed a strategic alliance in which Avid will create nonlinear video and audio editors for the Intel architecture. Avid, a longtime Macintosh proponent, will develop "digital content creation products" for Intel-driven PCs. As part of the deal, Intel is purchasing 1,552,632 newly issued shares of Avid common stock for \$14.75 million. The stock buy was made at \$9.50 per share, Avid's closing price on March 21, and gives Intel roughly 6.75% of Avid.

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Let's talk digital storage.

Tektronix

Eye on People has its eye on Profile

By Glen Dickson

The new cable network CBS Eye on People launches today (March 31) with an all-digital plant that uses Tektronix Profile digital disk recorders to play back spots and promos.

Eye on People, which is originating from Group W Network Services (GWNS) in Stamford, Conn., is using two mirrored Profiles as a disk cache for an Odetics TCS90 cart machine stocked with Digital Betacam tape. While all long-form programming and interstitials are stored on the TCS90, interstitials will play to air directly off the Profiles under the control of Group W's proprietary software, says Altan Stalker, GWNS senior vice president/GM. Each Profile is storing five hours of video, with one serving as a backup unit to the other.

Stalker says that video servers were a natural choice after GWNS decided on an all-digital operation for Eye On People with digital playback, switching and transport to the Glenbrook earth station, and compressed satellite delivery using Scientific-Atlanta PowerVu compres-



CBS Eye on People's playback room uses Tektronix Profiles to cache and play back interstitials.

sion, video servers were a natural choice.

"The basic reason to go with disk servers is a cost efficiency issue," Stalker says. "Digital tape stock is very expensive relative to analog tape stock, the head life on the digital transport mechanisms is considerably less than analog and the price of digital heads is greater. By using a disk cache, we see a significant improvement in the operational costs of playback, even though the Profiles are relatively

expensive to buy up front."

Stalker estimates that GWNS uses 18 Profiles between its Stamford operation and its Asia Broadcast Centre in Singapore. GWNS generally uses the Profiles in cache configurations to play back interstitials for the various cable networks it originates, but it also uses them to play back movies. When Viewer's Choice went from 6 to 11 channels of pay-per-view last year, for example, the 5 new channels were launched off Profiles.

GWNS is now searching for a larger server for movie playback. Paul Swedburg, GWNS senior director of operations and engineering, says he'll be looking at products from Hewlett-Packard, Tektronix, SGI, IBM, Digital Equipment Corp., SeaChange and ASC Audio Video for that application: "There are so many choices. It's rare to have this level of choice in our industry—most products usually have only two or three vendors."

Cutting Edge

By Glen Dickson

Harris Corp. has been awarded two large systems integration contracts worth nearly \$30 million. The first deal, worth \$16 million, is to provide a complete digital radio and TV operation for Georgia Public Broadcasting in Atlanta, including a production center; three studios; six interactive studios for distance learning; four all-digital radio studios; video and audio editing, effects and graphics suites, and a complete satellite uplink/downlink system. The GPB facility

should be completed in August. The second deal, worth \$13.9 million, calls for Harris to build a digital transmission center for Discovery Communications' Latin America Television Center in Miami. The 50,000-square-foot center will have several master control rooms, video and audio post facilities, editing suites, playback and voiceover rooms and network origination and satellite uplink equip-

ment. It should be completed in December.

ECHOlab has introduced its 5000 series of digital video switchers that run on the Windows NT operating platform. The ECHOl 5000 switchers, which run 10-bit CCIR-601 component digital, have up to 34 video and key inputs and 17 outputs. Three program/preset control panels

are available with up to 2.5 MEs (mix/effects) and 5 keyers.

KCTS-TV, the PBS station in Seattle, has chosen **Panasonic's** AJ-HDP500 digital high-definition VTR processor and AJ-D580 D-5 component digital VTR to continue its production of HDTV programming. The AJ-D580, which functions as a digital HD recorder

when used with the AJ-HDP500 HD processor, is replacing the station's UNIH analog VTR. KCTS has also purchased two Panasonic AJ-D640 DVCPRO recorder/players and two AG-EZ1U DV-format recorders for NTSC production.



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Station Manager in LaGrange, TX for combo station. Must have sales and management experience. Excellent salary and incentives. Women and minorities are encouraged to apply. Call Paris Schindler, 713-871-0995.

Sales Manager - Barnstable Broadcasting's WHLI/WKJY-FM. Long Island seeks an enthusiastic, high-energy LSM. Strong in new business development, training and local street selling. Five year radio sales success experience. Only stars should apply. Resume to Ron de-Castro, GSM, WHLI/WKJY-FM, 1055 Franklin Avenue, #306, Garden City, NY 11530. Fax: 516-746-0025. EOE.

HELP WANTED SALES

Sales Manager: Heavy sales. AM-FM covering the Yellowstone National Park. Call Gary 406-646-7361.

General Sales Manager. WLRO and WLTO is looking for a dynamical GSM. If you are a leader with strong training skills and understand new business development this is your opportunity. Send resume to: General Manager, 651 Perimeter Drive, #102, Lexington, KY 40517.

Affiliate Relations, LA/NY. Successful programming supply company based in New York has an opportunity for two energetic self-starters with proven track records in media or entertainment sales to sell national radio programs and features. LA position requires heavy travel to top 50 markets on the west coast. Must have a minimum of 5 years related sales experience. NY position will emphasize telephone sales with 10% travel. Requires a minimum of 2 years related experience. Send resume with cover letter stating salary history and requirement to: Dept. HR/SLS, MJI Broadcasting, 1290 Avenue of the Americas, New York, NY 10104. Fax: 212-586-1024. No phone calls, please! EOE.

ANNOUNCEMENT!!!
PLEASE NOTE : There will
be a mid-week
APRIL 9 issue of
Broadcasting & Cable.
The closing date for all
classified material is
March 31, 1997.

HELP WANTED NEWS

Director of News and Information. WNYC (AM 820) New York City. New York City's only full service NPR news service and information station seeks an experienced broadcast journalist to manage its newsroom and to act as assistant program director. WNYC has recently assumed ownership of the broadcast license formerly held by the city government. This is a rare opportunity to help position the station for the future. The person we seek is a leader with the vision to bring compelling, cutting edge programming to public radio news and talk shows; facilitate the growth of local news coverage in the nation's #1 market; supervise our award winning news team and highly successful talk shows. You will need a minimum of 6 years professional broadcast news experience including at least 3 years each of newsroom management and public radio experience; a BA in broadcasting, journalism or the equivalent; must be a conceptual thinker with excellent writing and editing skills; exceptional people skills; solid understanding of audience research; experience in large urban markets preferred and familiarity with NYC and regional issues. Respond in confidence stating salary history/requirements and providing demo/audition tape to: WNYC Broadcasting Foundation, Box SR 77, One Centre Street, 26 Floor, NY, NY 10007. Only those under consideration will be contacted. Sorry no phone calls. EOE. M/F/H/V.

HELP WANTED PROGRAMMING

Program Director: Program Director/Morning Show Co-Host. Oversees all on air operations and music. Contact KGNC-FM, 3505 Olsen, Amarillo, TX 79109. EOE.

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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.

Transmitter Supervisor: Tribune Broadcasting has an immediate opening for a self-starter with a strong technical background in UHF transmitters and microwave systems to maintain a full-power UHF in a Top-10 market. EOE. Send resume with cover letter and salary history to: KHTV-WB39, Personnel 9707, PO Box 630129, Houston, TX 77263-0129.

Television Transmitter Supervisor. WASV-TV in Asheville, NC has an opening for a transmitter supervisor/chief operator to oversee construction and operation of our new 5,000,000 watt state-of-the-art transmitter site in beautiful Western North Carolina. This is an excellent opportunity for a self starter with a strong technical background in the maintenance of UHF transmitters and microwave systems to be involved "from the ground up." Formal electronics education, FCC General Radiotelephone License and/or senior SBE certification are preferred. Excellent compensation and benefits. Send resume, cover letter (with references) and salary history to: Bone & Associates, Attn: WASV Project, 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865 or fax to 401-334-0261. Pappas Telecasting Companies is an EEO and encourages female and minority applications.

TV Maintenance Technician for decks and studio equipment for Chicago station. Master control and production duties as well. \$30,000 plus benefits. Fax resume to (708)633-0382.

Manager, Broadcast Operations. Burbank based broadcast facility has the need for an experienced Manager of Network Operations. Responsibilities will include the daily operation of a large 24 hour per day facility, as well as the supervision of the Master Control and Traffic/Scheduling Departments (staff of approx.35). The qualified applicant should have an in depth understanding of the "on-air" environment, to include the process associated with delivering programming via satellite. Must have 7-10 years experience. Please fax resume - including salary requirements to: 818-840-7389.

Maintenance Engineer. Full-time position for individual with experience in broadcast television including trouble-shooting and repair of studio audio/video equipment, transmitters and computer systems. FCC license/SBE certification preferred. Resumes to: Chief Engineer, UPN20/WDC, P.O. Box 9662, Washington, DC 20016. Equal Opportunity Employer.

Engineer. Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with a solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicants to travel and/or live abroad. A minimum of 5 years experience and engineering degree are required. Send resume to Roscor Corp., 1601 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 847-803-8089, to the attention of V. Schwantje.

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.

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.

Chief Engineer. California Broadcasting Inc. is seeking a self motivated, hands on individual with management skills as Chief Engineer for KRCR-TV, Redding, CA and KAEF-TV, Eureka, CA. The applicant must hold an FCC General Class license or Society of Broadcast Engineers certification. The Chief Engineer will also be required to manage Engineering staff, oversee Master Control staffing and operation, design, recommend and install new broadcast system and equipment, and work as a team member with other station department heads. This individual will be responsible for maintenance and operation of VHF transmitters, UHF transmitters, 19 translators and microwave equipment at nine locations. Submit resume to: Bob Wise, General Manager, KRCR-TV, 755 Auditorium Drive, Redding, CA 96001. EOE.

Can you shoot and edit multiple stories a day using betacam equipment? We are looking for several highly motivated shooter/editors to join our growing staff of professionals based in Washington, D.C. Each day you will shoot and edit stories of international interest. Send resume and reel to Mobile Vide, 1620 Eye Street, NW, Suite 100, Washington, DC 20006.

Broadcast Maintenance Engineer. Must have 3 years of broadcast maintenance experience with strong elect. background. Component level trouble shooting a must. Hands on UHF TV Transmitters and computer exp. pref'd. Send resume and cover letter to WDZL, Attn: Steve Ellis, 2055 Lee Street, Hollywood, FL 33020. No phone calls please. EOE.

HELP WANTED MANAGEMENT

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We continue to expand our television group and are in search of experienced, sales orientated General Managers. If you know how to produce results and crave a new challenge, we want to talk to you. Immediate openings available. Broadcast TV or Radio sales/management experience required. Send or fax your resume to:

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General Manager wanted for group owned, dominant VHF network affiliate in smaller market. Position requires experience as television general manager with a sales background preferred. Experience in FCC and EEOC requirements needed. Translator and satellite station knowledge is helpful. Station is part of strong, stable broadcast group. Closing date for application is 4/25/97. Send resume, salary requirements to Search Committee, c/o Richard Rodin, Esq., Logan & Hartson, Columbia Square, 555 Thirteenth Street NW, Washington, DC 20004-1109 An Equal Opportunity Employer.

Field Representative (Membership Manager): Plans, implements, evaluates WSIU/WUSI-TV/FM annual individual giving program, including on-air fundraising activities, direct mail campaigns, telemarketing activities. Oversees membership staff including management of computer database. Appears on-air during radio, tv fundraising campaigns, as needed. Minimum requirements: Baccalaureate degree required (communications related major preferred); five years experience in fundraising, preferably in public broadcasting; one year supervisory experience; valid drivers license. Must project pleasant, mature, persuasive personality in all relationships with the public, including on-air radio, tv. Computer literacy essential. Deadline extended to: April 25, 1997 (or until filled). Send letter of application, resume and 3 letters of professional references to: Robert C. Gerig, General Manager, WSIU/WUSI-TV, SIUC, Carbondale, Illinois 62901-6602. SIUC is AA/EOE. Please indicate source of position notice.

General Manager. Gulfport/Biloxi FOX affiliate. Heavy FOX experience required. Current GM or GSM ready to move up. Send resume to: Personnel Department, KARK TV, 201 West 3rd Street, Little Rock, AR 72201. EOE.

HELP WANTED MARKETING

High growth of stations in Texas looking for Director of Marketing for its FOX, UPN and cable news channel. Potential candidates should have a degree in marketing, demonstrated ability to conceptualize opportunities, develop solutions and execute preferably with hands on experience. You should possess knowledge, and practical application, or all media and its impact of driving viewership to each of our television products. We have all of the tools in order to accomplish our mission of being the area's premiere information and entertainment choice. The successful candidate will work for a company that is truly employee centered. If you are a second in command and ready to take the reins or in a smaller market ready to move up then rush a resume and examples of your work to: Mark McKay, VP&GM, FOX51/FOX30/UPN 22/48 and FOX4News 701 N Access Road, Longview, TX 75602; or E-Mail-FOX51@JUNO.COM No calls pls., EOE/M/F/ADA. WWW.FOX51.COM

HELP WANTED NEWS

Weekend Co-Anchor/Reporter. Top 10 firebreathing CBS affiliate looking for weekend co-anchor/reporter to join a great news team. Candidates must have strong reporting background. Readers won't do. Minimum of 2 years experience required. Bachelor's degree in broadcast journalism degree preferred. Send tapes and resumes to: Christina Medina, Human Resources Coordinator, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an Equal Opportunity Employer.

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WRDW-TV, the #1 station sign-on to sign-off, has opening for reporter/co-anchor for 5:00pm newscast Monday through Friday. Previous television news reporting and anchor experience a must. Tape and resumes to Human Resource Officer. WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

Reporter: Award winning ABC affiliate serving Southern Minnesota and North Iowa seeks hard news fanatic capable of handling the lead story. Must possess strong writing skills and be a good storyteller. Send VHS or 3/4" tape and resume to Dean Adams, KAAL-TV, 1701 10th Place NE, Austin, MN 55912. EOE.

News Reporter/Anchor - Richmond's No.1 News Operation is looking for a reporter/anchor. Successful candidate will have superior reporting and anchor skills. 2 years experience minimum. Send resume and non-returnable BETA or VHS audition tape to News Director, PO Box 12, Richmond, VA 23218. No phone calls. EOE MFD.

News Photographer. Shoots video for news events, occasionally with full responsibility for completed story. Operates and oversees maintenance on cameras, recorders, microphones, live remote, editing and radio communications equipment associated with duties. Editing skills and ability to work well with co-workers and the public a must. A related degree from a four-year accredited college and/or demonstrated equivalent experience at a commercial TV station news department. Tapes and resumes to: Dan Steele, WPSD-TV, P.O. Box 1197, Paducah, Kentucky 42002-1197. M/F. EOE. ADA.

News Editor: Edit videotape for broadcast; record incoming local and national feeds, microwave feeds, maintain videotape archives, operate tape playback for newscasts. Two years editing for commercial news operation, college degree in related field preferred. Resume, cover letter and non-returnable tape: Michael Kinney, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

News Director. Small market NBC affiliate at the New Jersey shore looking for dynamic hands-on leader. Prior news management experience preferred. Will also anchor 6 p.m. newscast. Send resume, tape and news philosophy to: Jane Stark, WMGM-TV, 1601 New Road, Linwood, NJ 08221. EOE.

Looking for that morning Line Producer who wants to produce radio with pictures. The individual must have 3-5 years experience producing and writing news. If you work well under pressure, can freshen night side stories with new elements and new production techniques, + cover breaking news with speed and accuracy, then we want to hear from you. We're looking for applicants familiar with Basys who have a journalism degree. For consideration, send your resume and tape to Mary Talley, VP/Human Resources, WFLD-TV/FOX 32, 205 North Michigan Avenue, Chicago, IL 60601. No phone calls, no faxes, please. EOE/M/F/D/V.

News Director: NBC Affiliate in Mid-Michigan is seeking a leader to take the news product to the next level. The person we hire must have a desire to be number one, with proven abilities in leadership and excellent interpersonal skills. Candidate must demonstrate the ability to handle newsroom budget, planning and special projects. State Capital and Big Ten University town. Send resume to Human Resources, WILX-TV, PO Box 30380, Lansing, Michigan 48909. EOE.

News Anchor. WTVM is looking for an aggressive, seasoned news anchor to join the Number One News Team in Columbus, Georgia. This is your opportunity to stretch your talents in one of the Southeast's fastest growing television markets. College degree and 3-5 years previous experience in television reporting and anchoring preferred. Send your resume, tape and writing samples to: Mark McGee, News Director, WTVM-TV, P.O. Box 1848, Columbus, GA 31902-1848. WTVM is an Equal Opportunity Employer.

Morning Co-Anchor/Reporter. News 4 San Antonio is looking for a morning co-anchor reporter to compliment our male anchor. 2-4 years of regular anchoring and reporting experience are required. We want someone with solid news judgement who is also willing to have some fun in the morning. Send resume and anchoring/reporting tapes to: KMOL-TV4, Tim G. Gardner, News Director, PO Box 2641, San Antonio, Texas 78299.

Dominant midwest market news leader needs an energetic anchor-reporter. We have a great team and want to add a solid journalist and communicator to our ranks. Candidates should have a minimum two years anchor/reporting experience and should have a degree in journalism or related field. Solid work ethic a must. Send beta or 3/4 inch tape to News Director, KWCH-TV, P.O. Box 12, Wichita, KS 67201. No phone calls. Women and minorities encouraged to apply. KWCH-TV is a drug free workplace and an EOE.

Local New Show!: WESH-TV, Pulitzer Broadcasting's NBC station located in Orlando, Florida (22nd Market) is looking for the brightest Producers, Reporters and Photographer/Editors for a daily program that's live, local and fun. We are searching for producers who are organized and creative, possess strong writing skills, and have at least two years experience with live television. We need reporters who love doing remotes and have an outstanding reel of attention grabbing stories. We are looking for photographer/editors who can do it all...shoot and edit interesting local stories, then get a live shot on the air. Great opportunity to get in on the ground floor of a new program for and about Central Florida. Experience in and/or knowledge of the Orlando area preferred. Send resume and non-returnable tape right away to Kelley Lesperance, Executive Producer, c/o WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls, please! An Equal Opportunity Employer.

Anchor/Reporter. Immediate opening at top rated small market station. Prefer degree in journalism or telecommunications along with at least one year experience. Send resume, non-returnable tape, references and salary requirements to Dave Walker, KCBD-TV, 5600 Avenue A, Lubbock, TX 79404. EOE.

KFMB-TV in San Diego has an immediate opening for a News Director. We are looking for a seasoned pro to direct all of our news operations and lead our staff to new heights of excellence. Candidates with five (5) years of increasing responsibility, the most recent as a News Director in a major market, are encouraged to apply. Experience in reporting, writing, producing and editing or supervising same is a definite plus. Budgeting and the ability to work with department heads and talent is also required. Qualified candidates should submit a resume with references to Ed Trimble, President and General Manager, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No phone calls please.

Executive Producer. News Four San Antonio is looking for an Executive Producer. The E.P. is responsible for the execution of our overall news plan and how that plan manifests itself in the daily execution of all of our newscasts. We need a strong, motivational leader with excellent people skills. Creativity, energy, along with excellent journalistic and production skills are necessary. The E.P. will have the authority, responsibility and accountability to make sure our newscasts meet their goals and objectives. The E.P. will also play a key role in the development of future news and information product. Resumes, written news philosophy and tapes: Tim G. Gardner, News Director, News Four San Antonio/KMOL-TV, P.O. Box 1031 Navarro, San Antonio, Texas 78205. Also, E-mail at tgardner@kmol.com EOE. M/F.

News Director: WHOI-TV Peoria, the ABC affiliate in the Heart of Illinois is looking for a solid, aggressive leader to take our news to the next level. Successful candidate must have excellent motivational and management skills and have five years previous experience in news management. Send resume and tape to Sheryl Jonsson, General Manager, WHOI-TV, 500 North Stewart Street, Creve Coeur, IL 61610. EOE.

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HELP WANTED SALES

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Fox Sports Net is seeking a seasoned Vice President to oversee all Sales Administration and Traffic for the regional and national advertising sales. Position is New York based. Responsibilities will include controlling sales policies, reviewing current traffic systems procedures and inventory management across several regional sports networks. In addition, you will work with senior sales staff to design and develop a fully integrated sales traffic and billing system.

To qualify, you must have a good working knowledge of sales administration and traffic, preferably in both a cable and national sales environment, and a minimum of 5 years at a Traffic Director level that includes managing and training staff. Solid understanding of operations, on-air programming, and sports programming is highly desired.

We offer challenging career opportunities, competitive salaries and excellent benefits. For immediate consideration, please submit your resume and salary history to: **Fox Sports Net, Attn: Human Resources-VP SAT, 1440 Sepulveda Blvd., Ste. 118, Los Angeles, CA 90025 OR fax to (310)231-0466. NO PHONE CALLS PLEASE. EOE.**



Television Account Executive for one of the nation's top rated FOX affiliates -- FOX 36 WUPW, a Raycom media station, is looking for an experienced account executive. Agency and new business success track record a must. TVScan, Columbine and Windows knowledge important. Great opportunity for the right person to be a part of a winning team. Send resume to LSM, WUPW, Four SeaGate, Toledo, OH 43604. No phone calls please. Raycom Media is an EOE.

Local Account Executive. WHNS-TV FOX 21, First Media Television, FOX affiliate in the 35th market, is currently accepting applications for a broadcast media sales person. Broadcast sales experience is not required; however it is preferred. Some outside sales experience is required with focus on developing new business. Applicant should have more than working knowledge of computers and will be expected to develop complete sales knowledge of sales tools available. Applicants should be energetic with a positive attitude, strong work ethic and desire to succeed in a competitive, growing market. Send resume to: WHNS-TV, Attn: Personnel-Sales, 21 Interstate Court, Greenville, SC 29615. EOE. M/F/H.

KFDA TV Amarillo, Texas, a Southwest CBS affiliate is looking for a General Sales Manager who will ensure the achievement of company goals and objectives. A minimum of three years television sales experience required, and agency and local sales experience is desirable. Send resume to Vice President of Broadcast, Drewry Broadcasting, c/o KSWO-TV, P.O. Box 708, Lawton, Oklahoma 73502. Equal Opportunity Employer.

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

National Sales Manager: KPRC, the Post-Newsweek Station in Houston, Texas seeks energetic, enthusiastic, aggressive individual with a minimum of 3-5 years national TV sales experience. Candidate for NSM at the hottest station in Houston, should have strong presentation skills, negotiating skills, motivational skills, leadership ability and computer knowledge. Extensive travel required. Send resume to Kathleen Keefe, General Sales Manager, KPRC-TV, P.O. Box 2222, Houston, Texas 77252.

Syndication Sales: Leading first-run syndication company is looking for a highly motivated salesperson. Previous or current syndication station sales experience or local television ad sales experience a definite plus. This entry level position requires a motivated self-starter who is willing to travel. Position is located in Chicago. Reply to Eox 01102 EOE.

Television Account Executive for one of the nation's top rated FOX affiliates -- FOX 36 WUPW, a Raycom media station, is looking for an experienced account executive. Agency and new business success track record a must. TVScan, Columbine and Windows knowledge important. Great opportunity for the right person to be a part of a winning team. Send resume to LSM, WUPW, Four SeaGate, Toledo, OH 43604. No phone calls please. Raycom Media is an EOE.

Wanted - Accounting Experience: Do you feel you have reached the peak of your accounting career? Do you enjoy broadcasting but feel you've reached a dead end? The good news is there is life after the business office! Use your broadcasting knowledge to launch an exciting career in the broadcasting - software industry. Do you like working with people? Training? Traveling? We are a leading international supplier of broadcasting software and we are looking for detail-oriented, motivated, and independent people like you to join our team of Customer Service Reps. who are responsible for installing and training our software. Traffic experience a plus. Extensive travel & relocation to Colorado Springs, CO are a must. Competitive salary & compensation package. Fax resume, references & salary history to 719-548-1818, attn: Human Resources.

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 (Infiniti), 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.

WSB-TV Atlanta needs a Local Programming Producer/Writer. This is a great opportunity for someone who wants to tell compelling stories in long form documentaries and specials. If you have a head for local news, are willing to work hard and have produced and written issue-oriented pieces or documentaries longer than 5-minutes for local commercial TV, we want to see your tape. By April 8, send resume and tape (with only pieces or docs longer than 5 minutes), VHS preferred, to Mark Engel, Director of Local Programming, WSB-TV, 1601 West Peachtree Street, Atlanta, GA 30309. EOE. No calls please.

Writer/Producer: KCRG-TV 9 has an opening for a writer/producer. Successful candidate will conceptualize, write and produce commercials, and video presentations. Excellent communication and organizational skills required. 2-3 years prior broadcast studio experience and college degree course work in television production helpful. Send tape of your latest work or writing samples to: Lee Ulrich, Production Manager, KCRG-TV, Second Avenue, at 5th Street, S.E., Cedar Rapids, Iowa 52401. EOE.

Wanted: Commercial log editor for ABC affiliate in Washington, DC. JDS or Enterprise experience preferred. Will be responsible for building the station's daily official log from format and programming information received from various sources. Include daytime and evening phone number with resume and send to: Rhonda Reives, Sales Operations Manager, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008.

NewsCast Director. WVUE FOX 8, New Orleans, has an immediate opening for an aggressive, energetic newscast director who thrives on live coverage and a fast pace. Five years experience directing multi-anchor newscasts required. Send resume and non-returnable VHS tape to: NewsCast Director, 1025 South Jefferson Davis Parkway, New Orleans, LA 70125. WVUE is an Equal Opportunity Employer.

Post Production Editor. Seeking an experienced, creative Editor. Minimum 3 years in analog and digital editing required. Come work in the Great Pacific Northwest. Send resume and demo tape to: KOMO Television, Attn: Operations Manager, 100 4th Avenue North, Seattle, WA 98019. 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.

Broadcast Personnel Needed. ENG Field Operations with Camera and Microwave experience. Videotape Editors, Studio Operators, and Maintenance. For the Midwest. 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.

HELP WANTED PROMOTION

Promotion Producer. WAFF TV, an NBC station in the progressive city of Huntsville, Alabama, is searching for a talented writer/producer who can deliver top-notch station image promotion. We value quality and team spirit! At least two years experience in broadcast TV and a college degree required. Calls about the position are welcome. Send tape and resume to: Marketing Manager, WAFF TV, P.O. Box 2116, Huntsville, AL 35804.

Promotion Producer needed at Midwest station. College degree preferred. AVID experience helpful. Send tape and resume to Box 01101 EOE.

Promotion Producer/Shooter. Do you write hot copy? Do you make great pictures? We want you! 4 Utah, the ABC affiliate in Salt Lake City, needs to fill the missing link in our creative services department. You must be creative, organized, responsible and be able to adapt to rapid change. You must excel at producing your own projects, as well as lighting, shooting and editing in collaboration with a cutting edge creative team on group projects -- and have fun doing it. Rush your resume and reel to Gary Ledbetter, c/o 4 Utah Television, 1760 Fremont Drive, Salt Lake City, Utah 84104. No phone calls please! 4 Utah is an Equal Opportunity Employer.

**WANT TO RESPOND TO A
BROADCASTING & CABLE
BLIND BOX ?**

Send resume/tape to:

Box _____,

245 West 17th St.,

New York, New York 10011

HELP WANTED MISCELLANEOUS

WBDC TV-50, Washington DC's WB affiliate, managed by Tribune Broadcasting, is building for the future. We are seeking qualified applicants for the following openings

Local Sales Account Executive:

Candidates should have at least three years of broadcast TV sales, new business development experience and excellent client and agency relationships. Familiarity with local market a plus. Self motivation, creativity and strong working knowledge of industry research tools are essential. Scarborough, BMP+

Research Director:

Responsible for collecting and analyzing data, preparing written and graphic presentations and working closely with National Rep. Candidate must be able to work and think independently and should have thorough knowledge of Nielsen, BMP, TV Works, Scarborough, Market Manager, Power Point, Microsoft Office and Lotus.

Promotion Assistant:

D-Vision or similar non-linear editing experience preferred. Position requires ability to edit and create on-air promos along with solid writing skills and ability to work and think independently. Familiarity with Enterprise traffic system and outside sales promotion a plus. Position requires flexible hours and team player attitude. If you have what it takes, forward resume and salary history.

Mail or fax resume and letter detailing qualifications for any of the above positions to:

**Human Resources Dept
WBDC-TV
2121 Wisconsin Ave, NW
Suite 350
Washington D.C. 20007
Fax #202-965-7304**

Fast growing, SE, FOX News Affiliate is seeking experienced, self motivated broadcast employees: Account Executive, Maintenance Engineer, News Producer/Director. Excellent benefits including medical and a 401k. Women and minorities are encouraged to apply. Equal Opportunity Employer. Fax resumes to: Lynne Carter at 912-435-0485.

**HELP WANTED
FINANCIAL & ACCOUNTING**

KGUN 9, Tucson, AZ is recruiting for a Business Manager. This individual will be responsible for accounting, financial and human resources functions of the station. 3 years experience in accounting management. CPA or degree in accounting or business. Finance management, Human Resources knowledge and Broadcast experience preferred. Send resume and salary history to: KGUN 9, Human Resources, 7280 East Broadway, Tucson, AZ 85710. EOE.

HELP WANTED RESEARCH

Research/Analyst. WTOL-TV is the #1 station in the market. We are seeking a Research/Analyst in our Sales Department. This individual will do market research and be instrumental in the growth of our database marketing initiative. Successful candidate will be highly organized and possess excellent presentation skills. Computer literate and knowledge of quantitative and qualitative tools (Nielsen, BMP, Marshall Mktg.) essential. Respond with resume to Personnel Administrator-70, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

SITUATIONS WANTED NEWS

T.V. Sports or General Assignment Reporter. Will go anywhere. 1 year editing sports highlights for Washington, DC, area cable station. Hands-on education and internships. Broadcast journalism graduate. This catch-22 thing is getting old. One shot is all I need! Tape, resume, and references available. Contact: Peter M. Adeson, 7620 Willow Point Drive, Falls Church, VA 22042. 703-698-1196.

**YOUR AD
COULD BE
HERE!**

To place an ad in Broadcasting & Cable's

Classified section, call

Antoinette Fasulo

TEL: 212-337-7073

FAX: 212-206-8327

or Sandra Frey

TEL: 212-337-6941

FAX: 212-206-8327

AFASULO@B&C.CAHNERS.COM

S.FREY@B&C.CAHNERS.COM

PROGRAMMING SERVICES

ENIGMA THEATER

"Enigma Theater" 52 cool films via satellite. A hosted series of mystery, sci-fi, horror and suspense films via barter and distributed weekly via satellite in spring of '97.

**Call for details
1-800-353-9177.**

TV RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

TV SALES TRAINING

**LEARN TO SELL
TV TIME**

The program works. Former students now sell for NBC, ABC, ESPN, MTV, Katz, Turner, Petry, and dozens of TV stations across the country.

(Over 25 years in the TV industry)

Call for free information packet.

**ANTONELLI MEDIA
TRAINING CENTER
(212) 206-8063**

HELP WANTED SALES



Manager, Sales Resources Development

The Family Channel, the leader in family entertainment, has a position available in the ad sales research department based in New York. Will work closely with the sales department in developing, writing, presenting advertiser sales pitches. Some travel required. Will also be responsible for analyzing audience trends for positioning the cable network favorably in the marketplace. Candidate must have minimum of 5 years experience in television research or ad agency planning/research, strong analytical and communications skills as well as working knowledge of Microsoft Word, Excel and PowerPoint. Must be familiar with all Nielsen software products and MRI. The Family Channel offers a competitive salary and excellent benefits package.

Send resumes to:

The Family Channel
Manager, Human Resources
1133 Avenue of the Americas, 37th Floor
New York, NY 10036

CABLE

HELP WANTED TECHNICAL

E! Entertainment Television, an international cable network, has the following opportunities available in our Los Angeles headquarters:

DIRECTOR, ENGINEERING

Individual will oversee the day-to-day operations of the Engineering Department including managing systems design, installation, trouble-shooting and training. Minimum 5 years broadcast/cable related management experience required. Familiarity with overall system layout of a network including Master Control, Studio, and Post Production. Experience with Video Disk Servers, CCIF 601 digital format and digital equipment required. Bachelor degree in Engineering or equivalent desired. SBE certification preferred.

ENGINEER

Individual will facilitate program production; assist with system design, installation, trouble-shooting and operating training, maintain and repair all on-line and operational equipment; and perform emergency trouble-shooting and repairs. Minimum 3-5 years of broadcast/cable related experience required. Must have experience with construction, wiring and component level trouble-shooting. Experience with Video Disk Servers, CCIF 601 digital format and digital equipment desired. Bachelor degree in Engineering or equivalent preferred.

Excellent health benefits package, flexible spending and 401(k) Savings Plan. Please send resume with salary history to:

E! Entertainment Television

Attn: Engineering, 5610 Wilshire Blvd., Los Angeles, CA 90036

E-mail: hr@entertainment.com

(please send all documents in MS Word for Mac 5.0)

Equal Opportunity Employer

**ENTERTAINMENT
TELEVISION**

Technical Director: Wanted: Full Time Technical Director for two-hour live national cable show in Los Angeles. Talk show and sports experience preferred. 1700/week. Call Lee 818- 505-5645.

Call
Sandra Frey
at
(212) 337-6941

**CABLE
ADVERTISERS!**

**SPECIAL
RATES!!**

HELP WANTED PRODUCTION

Talent/Production Coordinator: Encore Media Corporation, the Nation's largest provider of cable and satellite delivered television channels, is in search of an experienced Talent/Production Coordinator. We deliver more than a dozen premium movie channels, and we're not stopping there. We need a results oriented individual with 1-2 years experience booking high profile talent for television programming to coordinate all celebrity talent for our channels. You will manage travel and hotel arrangements, production shoots and appearances. We also need you to establish and maintain positive working relationships with studios and agencies to secure celebrity talent. If you have superior interpersonal, verbal, written and presentation skills, Encore may be just the company you're looking for. We prefer candidates with experience writing and producing television host segments and interstitial elements. A Bachelor's degree would help too. If you're qualified and want to live in the shadow of the Rocky Mountains, send your resume and salary history to: Talent/Production Coordinator #271, PO Box 4917, Englewood, CO 80111. Successful applicant will be subject to a drug test. EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant Professor, Electronic media production and media theory, tenure track. Teach both audio and video production, electronic media writing, and at least one of the following: media effects, TV criticism, international media. Candidate also should have desktop video/digital audio skills. Ph.D. and professional experience preferred; ABD considered. Scholarly research and/or significant professional productivity expected. Send letter of application, resume and names/addresses/telephone numbers of three professional references by April 21 to: Dr. Lynn Spangler, Affirmative Action Office, HAB 501, SUNY New Paltz, 75 S. Mannheim Blvd., New Paltz, NY 12561. SUNY New Paltz is an AA/EOE/ADA employer.

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Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

FINANCIAL SERVICES

Loans By Phone: Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800-699-FLEX.

EDUCATIONAL SERVICES

Should You Go into TV Reporting? Workshop April 12. Call Julie Eckhart, ESP 914-937-1719.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

FOR SALE EQUIPMENT

SMART TAPES.

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

(800)238-4300 CARPEL

VIDEO

SWR 24 bay TV Antenna Model #SWFPS 24/45. Channel 45-60 KW input with cardioid pattern. 2 years old. With Radomes. H.C. Jeffries 512-847-2449. \$15,000.

Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

Acrodyne Tru/30 KV TV Transmitter. 2 years old currently at channel 45 complete with factory power supply and heat exchange system. Transfer switch, electrical disconnects and other associated equipment included. H.C. Jeffries 512-847-2449. \$180,000.

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

520' 6 1/8" 75 OHM Rigid Transmission Line. 2 years old with spring hangers. 19.75" long each. SWR k-line. Like new condition. H.C. Jeffries 512-847-2449. \$29,000.

2-Rohn SSV series self supporting towers. Sections 11-N thru 3 WN 180' tall each. \$7,500 each. H.C. Jeffries 512-847-2449.

1100' 6 1/8" Andrew Rigid Transmission Line. 20" sections 75 OHM new watch bands and teflons. \$800.00 per stick. H.C. Jeffries 512-847-2449.

FOR SALE STATIONS

*Buying or selling a station?
Call a lawyer who's been there.*

Barry Skidelsky, Esq.

15 years' experience
programming, sales & management.

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(212) 832-4800

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or contact at Las Vegas Hilton.

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**AM FL "Boom" Market - Terms \$450K
AM/FM gulf Coast w/upside \$395K
FM Class C 50 kw Coast Resort . . . \$1.3 M
AM/FM E. Coast Resort (Jax.mkt.) . . \$1.7M**

HADDEN & ASSOC.

PH 407-365-7832 FAX 407-366-8801

Iowa. Southern Iowa class A F.M. Can be upgraded to class C2. Mail: PO Box 228, Pella, Iowa. 50219. Fax: 515-628-8534.

Hawaii Calls! 2 FM CPs on prettiest island. Dial Exline at 415-479-3484. NAB Address: Suite 969. Las Vegas Hilton.

C2 Suburban NE Dallas
FM Myrtle Beach (will upgrade to C3)
AMERICAN MEDIA SERVICES

Phone: 803-669-8788

Fax: 803-661-0888

www.americanmediaservices.com

email:ams@pdn.net

Florida Keys FM, opportunity for top sales professional; Central Florida, suburban AM; Central Texas, attractive combo. Mayo Communications Inc., 813-971-2061.

Boston Area AM - Good daytime coverage. Price reduced for immediate sale 500K. Broker. Michael J. Bergner 407-338-5220.

AM-FM Station in fast growing resort area. Confidential - Call Gary 406-646-7361.

AM-FM Combo. Owner/operator retiring. Very reasonably priced at 198K. Positive cash flow. Small market in four-season family town in eastern Arizona. Leverage and growth possibilities. Reply to Box 01100.

WANTED TO BUY STATIONS

Investor seeks purchase of small market AM or FM station with real estate. Total price up to 250k or GM position with buyout. Teddy 212-421-7699 or 212-888-7347.

INVESTORS WANTED

4-Station LPTV Network. Seeking investor to fund local all news operation. Towers up, running, management in place. 800K regional market. Dick Hutter 219-769-1515.

ANNOUNCEMENT!!!

PLEASE NOTE : There

will be a mid-week

APRIL 9 issue of

Broadcasting & Cable.

The closing date for all

classified material is

March 31, 1997.

Broadcasting & Cable

Classifieds

Order Blank (Fax or Mail)

CLASSIFIED RATES

Display rate: Display ads are **\$187** per column inch. Greater frequency rates are available in units of 1 inch or larger.

Non-Display rates: Non-Display classified rates (straights) are **\$2.10** per word with a minimum charge of **\$42** per advertisement. Situations Wanted rates are **\$1.15** per word with a minimum charge of **\$23** per advertisement.

Blind Boxes: Add **\$30.00** per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category:	Line ad ☐	Display ☐
Ad Copy: _____		

Date(s) of insertion: _____

Amount enclosed: _____

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Signature: _____

Payment:

☐ Check ☐ Visa ☐ MasterCard ☐ Amex

Credit Card #: _____

Name on Card: _____

Exp. Date: _____ Phone: _____

Clip and Fax or Mail this form to:

B & C

245 W. 17 Street • NYC 10011 • Attention: Antoinette Fasulo or Sandra Frey

FAX NUMBER: 212-206-8327

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Fasulo at (212) 337-7073 or Sandra Frey at (212) 337-6941.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.10 per word, \$42 weekly minimum. Situations Wanted: 1.15¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.45 per word. Screened Background: \$2.60. Expanded Type: \$3.20 Bold, Screened, Expanded Type: \$3.65 per word. All other classifications: \$2.10 per word, \$42 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$187 per inch. Situations Wanted: \$93.50 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$30 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

BROADCAST EDUCATION ASSOCIATION Convention Agenda

The Broadcast Education 42nd Annual Convention & Exhibit will be held April 4-7 at the Las Vegas Convention Center. This year's theme is "Reinventing Electronic Media: Multimedia In the New Millennium?" BEA is a nonprofit organization for academics and industry professionals involved in the teaching and research related to radio, television and electronic media education.

FRIDAY, APRIL 4

CONVENTION FEATURES

9am-5am	Registration Open
9am-5pm	BEA Exhibition Hall Open
9:15am-10:15am	Opening Continental Breakfast, Sponsored by the University of Nevada, Las Vegas
2:00pm-3:00pm	Friday Afternoon Coffee Break, Co-sponsored by Iowa State University and Malone College

SESSIONS

10:30am-11:45am	Courses, Curricula, & Admin. Competitive Papers Gender Issues Comp. Papers Management & Sales—Mega-Mergers and the Future of Media Conglomerates International—Out of the Studio, into Cyberspace: New Resources for Media Education and Training History—Learning from the Inventing: What Early Television Tells Us About the Future Production—Teaching with Nonlinear Editing Systems
12:00pm-1:15pm	The Ad and the Ego: A Video from California Newsreel Multicultural Division Competitive Papers Law & Policy—The Telecommunications Act of 1996: An Evaluation of the Act's Impact After the First Year Research—Captive Audience: Television and the Prison Inmate Courses, Curricula & Admin.—New Courses, New Challenges: Preparing Students for the Multimedia World Student Production Showcase: Student News on the Net
1:30pm-2:45pm	International Division Competitive Papers Student Media Advisers Competitive Papers Gender Issues—From Prostitutes to Nuns: Has Cable Programming Advanced the Diversification of Women's Roles? Management & Sales—Reinventing the Audience History and Law & Policy—Seventy Years of Electronic Media Regulation: Grand Themes and Small Ideas Showcase: Spinning the Web: Showcasing Student Web Designs
3:00pm-4:15pm	Law & Policy Competitive Papers Research Division Competitive Papers Communication Technology; Courses, Curricula & Admin. and Production—My Favorite Multimedia Teaching Exercise Student Media Advisers Poster Session Multicultural—African-American Involvement in Telecommunications and Technology News—How Much Broadcast, How Much Journalism? Faculty Production Competition
4:30pm-5:45pm	Communication Technology Competitive Papers News Division Competitive Papers Courses, Curricula & Admin.; Production and Writing—Designing Courses and Course Content for IMM Student Media Advisers and Management & Sales—Greasing the Wheel: Using Campus Radio as an Income Stream for New and Old Technology Gender Issues and Multicultural—The Role of Multimedia in the Professionalization of Women's Sports Research—Multimedia Research Faculty Production Competition

Special Event

6:00pm-7:00pm	BEA Opening Cocktail Reception, Co-sponsored by CNN Newsource in the Classroom and the Museum of Broadcast Communications
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SATURDAY, APRIL 5

Convention Features

8:00am-4:00pm	Registration Open
8:00am-4:00pm	BEA Exhibition Open
9:00am-4:00pm	BEA Placement Center Open
10:00am	Saturday Morning Coffee Break, Sponsored by CNN Newsource in the Classroom

Sessions

8:00am-9:15am	NATPE-Sponsored Plenary: "Coffee With... (TBA)"
9:30am-10:45am	Management & Sales Competitive Papers Production Division Competitive Papers Getting Published so You Don't Perish News—Interactive Technology in Broadcast Skills Courses Courses, Curricula, Admin.—Program Convergence in the Broadcast Curriculum Writing—National Student Scriptwriting Competition Multicultural—Consolidation Within the Radio Industry: One Year After the Telecommunications Bill Media 100QX Demo
11:00am-12:15pm	History Division Competitive Papers Two Year/Small Colleges Division Competitive Papers Courses, Curricula & Admin. and Law & Policy—Using Multimedia Materials in Teaching Without Infringement

Management & Sales and News—Teetering on the Cutting Edge: Our Role in Professional Development for Today's Journalists
Production—Faculty Internships—Do You Need to Do One?
International—The Emergence of Regional Culture and Language Defined Markets and Audiences for Broadcasting
Adobe Premier Workshop

12:30pm-1:45pm

Management & Sales Business Meeting
Student Media Advisers Business Meeting
International Graduate Student Forum
Production and Writing—Academy and Industry Working Together: The San Francisco State University—KTVU production experience
History—The Roots of Distance Education and Media Learning
Gender Issues and Multicultural—The Place of Gays and Lesbians in the Multimedia Environment of the Next Millennium
Adobe Premiere Workshop, continued

2:00pm-3:00pm

Law & Policy Business Meeting
International Business Meeting
Communication Technologies—The Future of Over-the-Air Broadcasting in the Age of Multimedia
Management & Sales—TV Sales and the World Wide Web
Writing—Who's Afraid of Interactive Writing? How Do You Teach It?
Gender and Multicultural—A New Niche for a New Age: Children's Programming and Contemporary Trends in American Mass Media
Roland Audio Demonstration

3:30pm-4:45pm

History Division Business Meeting
Research Division Business Meeting
Production—Using Professional Resources to Teach Real-World Experiences
Communication Technology; Management & Sales and News—Telecommunication: Bridging the Multimedia Gap
International and Multicultural—New Transnational Communication: Cross-Border Issues in the 21st Century
Courses, Curricula & Admin.—When do Multimedia Distract from Learning and When Do They Enhance It?
Macromedia Director Demonstration (pending)
Courses, Curricula & Admin. Business Meeting
Two Year/Small Colleges Business Meeting
Research—New Findings in the National Television Violence Study
Communication Technology and Production—The Higher Education Market—How to Make the Relationship Between Vendor and Buyers More Beneficial for Both Parties
News—News and the New Media

5:00pm-6:15pm

SUNDAY, APRIL 6

Convention Features

8:00am-10:00am	Registration Open
8:00am-12:00pm	Placement Center Open
9:00am-5:00pm	NAB/BEA Career Fair
7:45am	Early Bird Coffee Break, Sponsored by the Chronicle of Higher Education

Sessions

8:00am-9:15am	News Business Meeting Gender Issues Business Meeting Research—Scholarly Publishing in the Age of the Internet: Are Academic Journals Obsolete? Law & Policy, Production—New Media: New Law, New Ethics Courses, Curricula & Admin.—Fund-raising for Broadcast Education: What You Should Know if You are Asked to Raise Money International—Global Village or New-Found Nationalism: The Effect of Technological Convergence Internationally.
9:30am-10:45am	Production Business Meeting Multicultural Business Meeting Courses, Curricula and Admin.; News; Research—Swords In Both Hands, Fighting for Theory and Practice in Broadcast Journalism Law & Policy—The Principles Upon Which Competition Rests Two Year/Small Colleges—Beyond the Broadcast Boundaries: Multimedia Integration into College Programs
11:00am-12:15pm	Communication Technology Division Business Meeting Writing Division Business Meeting Law & Policy—Current Issues in Law and Policy International and News—Broadcasting and Cable Take Up the Multimedia Challenge Courses, Curricula & Admin.—Teaching and Learning: Creativity in the Classroom Student Media Advisers—Crossing the Bridge from the Campus to the Professional World III: Multimedia Opportunities in a Multimedia World

Special Event

12:30pm-3:00pm	BEA Luncheon and Awards Reception Featuring Keynote Speaker Larry King
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Sessions

3:00pm-4:00pm	Strict Meetings
4:15pm-5:45pm	Post-convention Meeting

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

Sioux City, Iowa (BPCT-951106KO)—Steven Solding d/b/a Siouxland for TV at ch. 44. *Feb. 25*

Pendleton, Ore. (BPCT-941020KG)—Uhlmann/Latshaw Broadcasting LLC for TV at ch. 11. *Feb. 26*

Pendleton, Ore. (BPCT-941021KV)—KM Communications Inc. for TV at ch. 11. *Feb. 26*

Accepted for filing

Clinton, Ill. (BTC-970317AB, BTCH-970310GM)—Cornbelt Broadcasting Co. for WHOW-AM-FM: involuntary transfer of control from estate of J.R. Livesay and estate of Lefel E. Livesay to James R. Livesay II and Shirley L. Herrington. *March 21, 20*

Mattoon, Ill. (BTC-970310GJ, BTCH-970310GK)—Mattoon Broadcasting Co. for WLBB-AM-FM: involuntary transfer of control from estate of J.R. Livesay (deceased) to James R. Livesay II and Shirley L. Herrington. *March 21, 20*

NEW STATIONS

Returned

Rogers Heights, Mich. (BPED-960812-MA)—Great Lakes Broadcast Academy Inc. for noncommercial FM at 91.7 mhz. *March 18*

Granted

La Junta, Colo. (BPH-960402MB)—Meadowclark Group Inc. for FM at 106.5 mhz. *March 17*

Woodward, Okla. (BPH-960801MC)—Shaffer Communications Group for FM at 95.9 mhz. *March 19*

Allentown, Pa. (BP-961105AD)—Holt Corp. of Penn Inc. for WTKZ(AM): change power, TL, ant. *March 19*

FACILITIES CHANGES

Granted

Tallahassee, Fla. (BPH-961029IF)—Catalmount-I Communications Inc. for WAIB(FM): change ant., ERP. *March 19*

Hudson, Iowa (BMPH-961004IC)—Fife Communication Co. LC for KZME(FM): change ant., TL. *March 18*

Greenwood, Miss. (BMPH-960729ID)—Clay Ewing V for WGRM-FM: change ant., TL, ERP. *March 18*

Portland, Ore. (BPH-961206IE, H)—American Radio Systems Corp. for KUFO(FM): change ant.; build auxiliary station. *March 19*

Appomattox, Va. (BPH-960916IG)—CLL Inc. for WTTX-FM: change ant. *March 19*

Filed/Accepted for filing

Wyoming, Mich. (970310MB)—Grand Rapids Cable Access Center Inc. for wyce (FM): change ERP, ant., class. *March 21*

Natchez, Miss. (970311MD)—American Family Association for FM at 91.1 mhz: change ERP. *March 21*

Newoka, Okla. (970303MA)—Jean Bell Spencer for KWSH-FM: change ERP, ant., TL. *March 21*

Portland, Ore. (970307MA)—Reed Institute for KRRC(FM): change ant., frequency. *March 21*

Canyon, Tex. (970304MC)—West Texas

A&M University for KWTS(FM): change ERP, ant., TL. *March 21*

CALL-SIGN ACTIONS

Requested

Pagosa Springs, Colo. (BAL-970219EF, G)—Stubbs Broadcasting Co. Inc. for KPAG(AM)-KRQS-FM: change to KWUF-AM-FM. *March 21*

Port Charlotte, Fla. (BALPH-970103GI)—Clear Channel Communications Inc. for WFSN(FM): change to WXRm. *March 21*

Lansing, Ill. (BALH-970220GP)—Dontron Inc. for WEJM-FM: change to WYBA-FM. *March 21*

Alexandria, La. (BTC-970214EB)—TC: Champion Broadcasting Corp. for KDBS(AM): change to KICR. *March 21*

Rochester, N.Y. (BAL-970220EA)—Kimtron Inc. for WCMF(AM): change to WDCZ. *March 21*

Brevard, N.C. (BAL-970128EA)—A and L Broadcasting for WRAQ(AM): change to WSOL. *March 21*

Assigned

Opelika, Ala.—Fuller Broadcasting Co. Inc. for WZMG(AM): change to WTLm. *March 21*

Pepperell, Ala.—Fuller Broadcasting Co. Inc. for WTLm(AM): change to WZMG. *March 21*

Fairbanks, Alaska (BPED-940617MA)—University of Alaska for new FM: change to KUAB(FM). *March 21*

Arizona City, Ariz.—Brentlinger Broadcasting Inc. for KONZ(FM): change to KBZR(FM). *March 17*

Lake Havasu City, Ariz.—Meridian Communications Co. for KAUE(TV): change to KMCC(TV). *March 10*

Nogales, Ariz. (BPH-950203MJ)—Felix Corp. for new FM: change to KAUH(FM). *March 10*

Tolleson, Ariz.—Interstate Broadcasting Systems of Arizona Inc. for KRDS(AM): change to KMYL. *March 21*

Wickenburg, Ariz.—Interstate Broadcasting Systems of Arizona Inc. for KRDS-FM: change to KMY-FM. *March 21*

Grass Valley, Calif.—Educational Media Foundation for KJFA(FM): change to KLVS(FM). *March 17*

Salinas, Calif. (BPH-860918OL)—KCTY AM & KRAY FM Inc. for new FM: change to KLXM(FM). *March 21*

Atlantic Beach, Fla.—New Covenant Ministries Inc. for WNCM(AM): change to WJOP. *March 21*

Hilo, Hawaii (BPED-960411MA)—Hilo Christian Broadcasting for new FM: change to KCIF(FM). *March 17*

Peoria, Ill.—Midwest Television Inc. for WMXP(FM): change to WBPB(FM). *March 17*

Marengo, Ind. (BPED-960426ME)—Good Shepherd Radio Inc. for new FM: change to

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

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WARL(FM). March 10

Sioux City, Iowa (BPCT-950805KG)—Pap-pas Telecasting Cos. for new TV: change to KPTH(TV). March 17

Mayfield, Ky.—West Kentucky Broadcast-ing Co. Inc. for wxid(FM): change to WBLN (FM). March 17

Murray, Ky.—WRUS Inc. for WBLN-FM: change to WFGE(FM). March 17

Boston—Trustees of Boston University for WBUR(FM): change to WBUR-FM. March 10

Middleboro, Mass.—Steven J. Callahan for WCEG(AM): change to WVBF. March 21

Nantucket Island, Mass.—Cape and Islands Community Public Radio Inc. for new FM: change to WNAN(FM). March 17

West Yarmouth, Mass.—Executive Com-mittee, Board of Trustees of Boston Univer-sity for WUOK(AM): change to WBUR. March 10

St. Charles, Minn.—Richard R. Radke for KANP(FM): change to KLCX(FM). March 10

Two Harbors, Minn.—Eclectic Enterpris-es Inc. for WRSR(FM): change to KZIO(FM). March 21

Natchez, Miss. (BPED-960304MA)—Amer-ican Family Association for new FM: change to WASM(FM). March 17

St. Louis—EZ Communications Inc. for KSD-AM-FM: change to KTRS(AM)-KSD(FM). March 10, 17

Sparks, Nev.—Americom Las Vegas LP for KONV(FM): change to KLCA(FM). March 10

Atlantic City (BPH-870826MF)—Radio-Vi-

s on Communications II LP for new FM: change to WZZP(FM). March 17

Jal, N.M. (BPH-950404MA)—John H. Wig-gings for new FM: change to KXJW(FM). March 17

Glens Falls, N.Y. (BPED-950810MC)—Sound of Life Inc. for new FM: change to WARD(FM). March 21

Norwich, N.Y. (BPH-931124MD)—Cooney Communications Corp. for new FM: change to WBKT(FM). March 10

Foughkeepsie, N.Y.—Wicrae Equities Ltd. for WNXS(FM): change to WTND(FM). March 21

Charlotte, N.C.—Jefferson-Pilot Communi-cations Co. for WWSN(FM): change to WLNK(FM). March 15

Grove City, Pa.—Zapis Communications Corp. for WICT-FM: change to WICT(FM). March 14

McConnellsburg, Pa.—Cary H. Simpson c/b/a Allegheny Mountain Network: change to WYIC(FM) to WEEQ(FM). March 21

Mayaguez, P.R. (BPED-950215MN)—University of Puerto Rico for new FM: change to WRUO(FM). March 10

Colonial Heights, Tenn.—Murray Commu-nications for WLJO(FM): change to WRZK(FM). March 21

Maynardville, Tenn. (BPED-960327MC)—Foothills Broadcasting Inc. for new FM: change to WASJ(FM). March 10

Abilene, Tex.—Dynamic Broadcasting Co. for KBBA(AM): change to KMPC. March 17

Breckenridge, Tex.—Big Country Radio

Inc. for KBIL(AM)-KROO-FM: change to KROO(AM)-KLXK(FM). March 10

Olney, Tex. (BPH-960201MB)—Texas Grace Communications for new FM: change to KRZB(FM). March 17

Rosenberg-Richmond, Tex.—Tichenor License Corp. for KMPQ(AM): change to KRTX. March 21

Winnie, Tex.—Tichenor License Corp. for KRTX(FM): change to KRTX-FM. March 21

West Valley, Utah—Group Communica-tions Inc. for KRGO(AM): change to KRGO. March 10

Colonial Heights, Va.—Fletcher Communi-cations Inc. for WSTK(AM): change to WZOD. March 17

Saltville, Va. (BPH-890214MG)—106.1 Inc. for new FM: change to WASQ(FM). March 21

Pasco, Wash. (BPH-960111MU)—Gospel Music Broadcasting Corp. for new FM: change to KGSG(FM). March 17

Princeton, W.Va.—New Adventure Com-munications Inc. for WKMY(FM): change to WKOY-FM. March 17

Caspar, Wyo.—Hart Mountain Media Inc. for KTRS(FM): change to KTRS-FM. March 10

Orchard Valley, Wyo.—Magic City Media for KMRZ(AM): change to KGAB. March 21

CABLE SERVICES BUREAU

New stations, granted

Phillipsburg, Kan. (CAR-46729-01 WLY-582)—Classic Cable Inc. March 14

PBS non-duplication

EDITOR: Some are speculating that the Supreme Court will soon rule that must carry is unconstitutional. A March 17 article in BROADCASTING & CABLE, "Life after must carry: Last shall be last," stated that there was general agreement that if must carry is struck down, cable operators will first focus on dropping "duplicate PBS stations."

The comments regarding "duplic-ate" stations are simply wrong. The reality is, where a market is served by more than one public television station, the stations deliberately work to differentiate their programing. Thus, the second public television station in a market generally offers a different type of programing from the first, often in-school instructional programing or programs aimed at minority audiences.

Should the Supreme Court find must carry unconstitutional, APTS will be carefully monitoring public television drops from cable systems. We will be

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prepared to call any bluffs by cable operators who offer "duplication" as an excuse for such drops.—*Marilyn Mohrman-Gillis, vice president, policy and legal affairs, America's Public Television Stations, Washington*

A sacred trust

EDITOR: I just read your Feb. 24 is-sue's nice recognition of a real talent: Martha Williamson. Two weeks ago she was awarded high honors at the Producers Guild Laurel Awards, and one of her comments really touched me. She said she viewed working on a TV series as a "sacred trust."

Ever hear that from a network executive?

Your editorial in that same issue—"Gauntlet thrown"—seemed to run counter to TV as a "sacred trust."

Yes, the industry was mobilized by the White House to develop a "volun-tary system" to guide parents. Did it ever occur to you that the meeting

would never have taken place if net-work program standards and prac-tices departments really did their work as a "sacred trust"? Excessive violence, sexual exploitation and street language would have vanished if that had been their guide rather than the prevailing mood—so evident on the air night after night—of any-thing goes, provided it gets ratings.

Jack Valenti may speak for the TV industry, but he does not speak for the entire creative community. For one thing, he does not speak for the Cau-cus for Producers, Writers & Direc-tors. We are on record for a content system, not just an age system. Is "V-Occasional" difficult to understand? "S-Frequent"? "L-Widespread"?

The point is that parents want use-ful information—cable seems more receptive. The networks will find it in their own interests to stop aping the MPAA's meaningless symbols and deal with parents and reality on a vol-untary basis.—*David Levy, president, Wilshire Productions Inc., Beverly Hills, Calif.*

Datebook

THIS WEEK

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

April 1—*Hollywood Radio & Television Society* newsmaker luncheon, featuring stars of political comedy. Regency Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

April 1—"Managing Your Professional 'Health' and Building Your Future," breakfast discussion presented by the Rocky Mountain chapter of *Women in Cable & Telecommunications*. TCI Bldg., Denver. Contact: Jody Haas, (303) 329-3621.

April 3—*Broadcasters' Foundation* Golden Mike Award Dinner. Plaza Hotel, New York City. Contact: (203) 862-8577.

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

April 3-6—SkiTAM '97, cable industry annual fund-raiser to benefit the U.S. Disabled Ski Team organized by *CTAM*. Sonnenalp Resort of Vail, Vail, Colo. Contact: (303) 797-6756.

April 4-5—*Texas Associated Press Broadcasters* annual convention and awards program. Doubletree Hotel, Austin, Tex. Contact: Diana Heidgerd, (972) 991-2100.

April 4-6—"Mexico and the United States," conference for professional journalists presented by the *Foundation for American Communications*. Airport Hilton, Phoenix. Contact: Chris Gardner, (213) 851-7372.

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

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

April 6—*Broadcasters' Foundation* invitational golf tournament. Las Vegas Hilton Country Club, Las Vegas. Contact: (203) 862-8577.

APRIL

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

April 7-8—*Television Bureau of Advertising* sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

April 7-10—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

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

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

April 12—*Associated Press/Radio-Television News Directors Association/Emerson College* regional convention. Boston Marriott Long Wharf Hotel. Contact: Bob Salsberg, (617) 357-8100.

April 14-15—*Kentucky Cable Telecommunications Association* annual convention. Hyatt Regency Hotel, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

April 15-16—Pennsylvania Cable Academy, presented by the *Pennsylvania Cable and Telecommunications Association*. Penn State Scanticon Conference Center Hotel, State College, Pa. Contact: Beth Boyer, (717) 234-2190.

April 16—*Federal Communications Bar Association Foundation* Public Policy Forum featuring keynote speaker Senator John McCain. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

April 17-18—"Cable 101," management education series course presented by the Rocky Mountain chapter of *Women in Cable & Telecommunications*. TCI Bldg., Englewood, Colo. Contact: Kirsten Gee, (312) 634-2535.

April 18—*National Press Club* luncheon with featured speaker Barry Diller. National Press Building, Washington. Contact: (202) 662-7500.

April 18-20—*Associated Press Television-Radio Association of California-Nevada* 50th annual convention. Crowne Plaza Parc Fifty-Five Hotel, San Francisco. Contact: Rachel Ambrose, (213) 626-1200.

April 21-23—Cable & Satellite '97, presented by *Reed Exhibition Companies*. Earls Court 2, London. Contact: Andrea Johnston, +44 (181) 910 7866.

April 23—18th annual Sports Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Marriott Marquis Hotel, New York City. Contact: David Beld, (212) 586-8424.

April 27-30—*Cable Television Public Affairs Association* Forum. Renaissance Mayflower, Washington. Contact: (202) 775-1081.

April 28—Fourth annual *T. Howard Foundation* fundraising dinner. Tavern on the Green Restaurant, New York City. Contact: (703) 549-6990.

April 28-29—"Exploring the Full Potential of Fibre & Co-ax in the Access Network," conference presented by the *Institute for International Research*. One Whitehall Place, London. Contact: +44 171 915 5055.

April 29—SkyFORUM VII, DTH conference presented by *Satellite Broadcasting and Communications Association*. Marriott Marquis Hotel, New York City. Contact: (800) 654-9276.

April 29-May 1—5th annual Direct Response Television West Expo & Conference, presented by *Advanstar Expositions*. Long Beach Convention Center, Long Beach, Calif. Contact: Liz Crawford, (714) 513-8463.

April 30—*The Caucus for Producers, Writers & Directors* general membership meeting. Jimmy's Restaurant, Los Angeles. Contact: David Levy, (818) 843-7572.

April 30—*Federal Communications Bar Association* luncheon featuring Reed Hundt. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

April 30-May 2—The Radio Only Management Conference, presented by *Inside Radio Inc.* The Phoenixian, Scottsdale, Ariz. Contact: Kyle Ruffin, (609) 424-6800.

MAY

May 4-7—*Claritas Inc.* 7th annual Precision Marketing Conference. Disney Yacht and Beach Club, Orlando, Fla. Contact: (703) 812-2700.

May 9-11—*Federal Communications Bar Association* annual seminar. Kingsmill Resort, Williamsburg, Va. Contact: Paula Friedman, (202) 736-8640.

May 11-14—*Canadian Cable Television Association* annual convention and Cablexpo. Metro Toronto Convention Center, Toronto. Contact: (613) 232-2631.

May 12—56th annual *Peabody Awards* luncheon. Waldorf-Astoria, New York City. Contact: Barry Sherman, (706) 542-3787.

May 15—Deadline for call for papers for the *IEEE Broadcast Technology Society* 47th annual Broadcast Symposium. Contact: Dr. Gerald Berman, (301) 881-4310.

May 17—*Geller Media International* 3rd annual Producer's Workshop. Radisson Empire Hotel, New York City. Contact: (212) 580-3385.

May 17—24th annual Daytime Emmy Awards in creative arts categories, presented by the *National Academy of Television Arts and Sciences*. Contact: Harry Eggart, (212) 586-8426.

May 20—*International Radio & Television Society Foundation* awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

May 21—24th annual Daytime Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Radio City Music Hall, New

York City. Contact: Harry Eggart, (212) 586-8426.

May 21-24—37th annual *Broadcast Cable Financial Management Association* conference. Hyatt Regency Embarcadero, San Francisco. Contact: Mary Teister, (847) 296-0200.

May 22—*Federal Communications Bar Association* luncheon featuring Supreme Court Justice Antonin Scalia. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

May 22-28—*Brasil Link '97*, pay-TV conference and exposition. Rio Center, Rio de Janeiro. Contact: Paula Friedman, (281) 342-9826.

May 29—*Foundation for Accounting Education of the New York State Society of CPAs* 1997 Entertainment and Sports Conference. Holiday Inn Crowne Plaza, New York City. Contact: (800) 537-3635.

JUNE

Jun. 2-5—*Electronic Industries Association/Consumer Electronics Manufacturers Association* international spring consumer electronics show. Georgia World Congress Center, Atlanta. Contact: Cynthia Upson, (703) 907-7674.

June 4-7—15th annual *National Association of Hispanic Journalists* convention. Westin Hotel, Seattle. Contact: (202) 662-7145.

June 4-7—Cable-Tec Expo '97, presented by the *Society of Cable Telecommunications Engineers*. Orange County Convention Center, Orlando, Fla. Contact: (610) 363-6888.

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 4-7—Reunion of current and former employees and interns of *WHTM-TV/WTPA-TV/WCMB-TV* Harrisburg, Pa. Contact: Dan Rapak, (201) 267-2215.

June 5—*National Academy of Television Arts and Sciences* Trustees' Award presentation. New York Sheraton Hotel and Towers, New York City. Contact: Trudy Wilson, (212) 586-8424.

June 8-10—"Electronic Retailing: The Global Marketplace," *NIMA International* European Conference. Hotel Loews Monte-Carlo, Monaco. Contact: (202) 289-6462.

June 8-14—18th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

June 10-12—Fourth annual Global DBS Summit, presented by *Link Events/Globex* and *DBS Digest*. Hyatt Regency Tech Center, Denver. Contact: (713) 342-9826.

June 11—Radio Mercury Awards, presented by the *Radio Creative Fund*. Waldorf-Astoria, New York City. Contact: (212) 681-7207.

June 12-17—20th *Montreux International Television Symposium and Technical Exhibition*. Montreux Palace, Montreux, Switzerland. Contact: +44 21 963 32 20.

June 13—*Hollywood Radio & Television Society/IBA* newsmaker luncheon, featuring Ted Turner. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

June 13—*The Museum of Broadcast Communications* 10th Anniversary Salute to Television. Chicago Cultural Center, Chicago. Contact: (312) 629-6005.

June 17-19—Taipei Satellite & Cable '97, conference and exhibition presented by *Cable & Satellite Magazine*. Taipei International Convention Center, Taipei, Taiwan. Contact: +886-2-778-2442.

June 18-22—Talk Radio '97, educational conference, convention and exhibition presented by *The National Association of Radio Talk Show Hosts*. Century Plaza Hotel, Los Angeles. Contact: (617) 437-9757.

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)

In it for the long run

The 12-year-old Los Angeles Marathon is an apt metaphor for Rick Feldman's tenure at Chris Craft/United Television's KCOP(TV) Los Angeles.

Like a successful marathon runner, Feldman focuses more on stamina and pacing than on the hour-by-hour sprints represented by overnight ratings reports. In addition to its metaphoric value, the marathon has become a Los Angeles broadcasting tradition launched by KCOP (now marketed as UPN 13), which has covered the event live since its inception.

Colleagues and business associates describe Feldman as an honest straight shooter who never hesitates to speak his mind. His opinion of cable as an "overvalued" medium for advertising is well known throughout the industry.

At four years and counting, Feldman has spent more time in the general manager's hot seat than any of his current peers in the nation's second-largest market. The Bronx native moved cross-country to join KCOP as general sales manager in 1983.

"One of the great things about this station is that we have a lot of people who have been with the station and with me for a long time," says Feldman. Most of UPN 13's senior staffers have been with the station for eight or more years.

"In that time we've developed continuity, goals, vision, stick-to-it-iveness and a real appreciation for each other," he says. "Everything is a collaborative process here."

In recognition of his longtime leadership role, Feldman last month became the only GM in the Chris Craft/United group to be promoted from vice president to president.

"In addition to being a skilled manager, Rick is also a talented marketer," says Bill Frank, senior executive vice president, Chris Craft Television Division.

Before the dawn of UPN in January 1995, Feldman spearheaded an aggressive campaign to brand the station as Los Angeles's "Very Independent" outlet for news and entertainment. The station, which signed on in 1948, was bought by Chris Craft Industries for \$5 million in 1960.

Now that KCOP is the flagship of Chris Craft/Viacom's UPN network, Feldman's mission is to find the right balance between network and local branding. Although the station is investing more than ever in its news operations, news isn't the only way to put local color on the screen.

Over the past few years, UPN 13 has cov-



"Since I don't have the largest news operation and I don't do local sports, our live specials are a way we can establish ourselves as unique."

Rick Feldman

President/GM, KCOP(TV) Los Angeles; b. May 6, 1948, New York; BFA, New York University School of Arts, 1970; promotion director, WIZ-TV Baltimore, 1971-72; Metromedia TV Sales, New York: account executive, 1974-75; general sales manager, 1975; VP/sales manager, 1976-82; KCOP: general sales manager, 1983-85; VP/station manager, 1985-93; VP/GM, 1993-97; current position since March 1997; m. Susan Horowitz, 1983; daughter: Sascha, 8.

ered the Los Angeles premieres of such stage shows as "Miss Saigon," "Tommy," "Sunset Boulevard," "Carousel" and "Show Boat." On the schedule for 1997 are the local premieres of "Grease" and "Ragtime."

"Since I don't have the largest news operation and I don't do local sports, our live specials are a way we can establish ourselves as unique and talk directly to the local viewer," says Feldman.

Feldman has been way ahead of the curve on the hot-button issue of free TV time for political candidates. But in his experience, candidates won't accept free time for anything other than prepackaged ads.

"We have offered free time to mayoral and senatorial candidates on various occasions, and they would never do it if it meant sitting with our people and answering questions," he says.

Feldman knew he was headed for a career in television by the time he got to high school.

In the late 1960s, he attended the film and TV school at New York University, where one of his instructors was Martin Scorsese. For a final exam project, Feldman enlisted NYU classmate Billy Crystal to host a mock episode of *The Tonight Show*.

After graduation, Feldman served as promotion director for WJZ-TV Baltimore from 1971 to 1972; 1973 was a year spent traveling the world and "having a good time."

When Feldman returned to New York in 1974, he joined John Kluge's Metromedia group as an account executive with its national rep firm, Metromedia TV Sales. By the time he left for KCOP, he had clocked six years as Metromedia's vice president and sales manager.

In his third decade in broadcasting, Feldman has watched the growth of cable with some dismay.

"It just disgusts me when you go to advertisers who basically used to throw stuff at you when you tried to sell them reruns of *Dick Van Dyke*, *Beverly Hills* and *Bewitched*...and now all of a sudden it's the greatest thing since sliced bread because [the cable network] puts on nice interstitial information."

In his own medium, "opinions are solicited from everywhere," Feldman says. "I call viewers back, I fax them back, I write them back. As a broadcaster, you have to answer those calls. You learn a lot that way. You've got to listen to what people are telling you."

—CL

BROADCAST TV

Donald Gadsden, VP, business affairs, NBC Entertainment, Los Angeles, named senior VP.

Byron Pitts, reporter, WSB-TV Atlanta, and **Jonathan Freed**, reporter, Global Television Network, Toronto, join CBS Newspath as correspondents in Washington and Los Angeles, respectively.



Levin



Martin

Harvey Levin, investigative reporter/lawyer, KCBS-TV Los Angeles and WCBS-TV New York, and **Carol Martin**, host, *Alive and Wellness*, America's Talking, and host, *Women's Health Day*, WNET(TV) Newark, N.J., join *The People's Court*, Burbank, Calif., as co-executive producer/on-air legal anchor and anchor, respectively. Levin served as legal consultant on the original series.

Shirley Green, director, business affairs, KOCB(TV) Oklahoma City, joins Nexstar Broadcasting Group Inc., Scranton, Pa., as corporate controller.



Cartwright

Alan Cartwright, GM, WCSH-TV Portland, Me., named VP/GM.

Appointments at Maryland Public Television, Baltimore: **Larry Unger**, president, Quantum Marketing Group, named senior VP, admin-

istration and finance; **Marty Jacobs**, director, finance, named VP, finance and accounting; **Gladys Kaplan**, director, human resources, named VP; **Ann Engelman**, program schedule and acquisitions director, named VP, programing/broadcast services; **Everett Marshburn**, director, regional productions, named VP, broadcast production.

William Bauman, news director, KCRA-TV

Sacramento, Calif., joins WESH(TV) Daytona Beach/Orlando, Fla., as VP/GM.

Jim Gallagher, local/national sales manager, WCAU(TV) Philadelphia, joins KYW-TV there as director, sales.

Appointments at Audience Research & Development, Dallas: **Karl Zedell**, senior account executive, named VP/GM;

Alan Mason, news director, WLOS(TV) Asheville, N.C., joins as senior consultant.

Gregg Brussel, and **John Yang**, research managers, Seltel Inc., and **Terrence Olcott**, senior research analyst, Petry Inc., join NBC Television Stations Sales & Marketing, New York, as research analysts.

Christopher Pike, GM, WGNT(TV) Portsmouth and WTKR(TV) Norfolk, both Virginia, joins WHTM-TV Harrisburg, Pa., as VP/GM.

Laureen Ong, senior VP/GM, PRISM/SportsChannel, Rainbow Programming Service, Philadelphia, joins KSAZ-TV Phoenix as VP/GM.



Bova

Appointments at CBS Television Stations: **Alfred Bova**, VP/GM, WVIT(TV) New Britain, Conn., joins KYW-TV Philadelphia in same capacity; **Jerry Eaton**, VP/GM, KYW-TV Philadelphia,

joins KPIX-TV San Francisco in same capacity; **Harry Fuller**, VP/GM, KPIX-TV, named VP/GM, Interactive Media.

Appointments at KRDX-TV Colorado Springs: **Dana Tyler**, meteorologist, *WakeUp News*, WITI-TV Milwaukee, joins as chief meteorologist; **David Brody**, producer, weekday 5:00 p.m. newscast, KUSA-TV Denver, joins as news director.

Jim Howell, weekend sports anchor/reporter, KYMA(TV) Yuma, Ariz., named sports director.

Appointments at WJAR(TV) Providence, R.I.: **Chalonda Roberts**, reporter, WMGM-TV Wildwood/Atlantic City, N.J., joins as consumer reporter; **Dan Jaehnig**, investigative reporter/fill-in anchor, WWLP(TV) Springfield, Mass., joins as reporter; **Keith Russell**, sports anchor/

reporter, WJTV(TV) Jackson, Miss., joins in same capacity.

PROGRAMING

Lorin Salob, producer, *Born Free—A New Adventure*, ABC Television, joins All American Television Production, Santa Monica, Calif., as VP, production.

Appointments at Warner Bros. International Television Distribution, Burbank, Calif.: **Faye Beland**, VP, international theatrical/video distribution, ITC Entertainment Group, joins as VP, pay-TV contract administration; **Claire Davon**, director, international TV administration and distribution services, MGM, joins as director, pay-TV contracts.



Yamamoto

Appointments at TEAM Entertainment Group, Santa Monica, Calif.: **Paul Yamamoto**, executive VP, Larry A. Thompson Organization, joins in same capacity; **Meredith Metz**, director, develop-

ment, Larry A. Thompson Organization, joins as VP, drama development; **Rob Morhaim**, producer, *Sightings*, Los Angeles, joins as director, development and production; **Lisa Veatch**, manager, international operations, named director, international sales.

Andy Butler, communications systems engineer, Public Broadcasting Service, Alexandria, Va., named director, engineering.

RADIO

Charley Connolly, morning show host, WKJY(FM) Hempstead, N.Y., named program director.

Appointments at KQUE(FM) and KKRW(FM) Houston: **Dan Balla**, program director, KRXX(FM) Oklahoma City, joins KKRW in same capacity; **Gary Hoffman**, air personality, KQUE, named operations manager; **Paul Berlin** continues as program director, KQUE.

Adrienne Austen, morning show writer, WBCN(FM) Boston, joins the trimulcast stations WRGX(FM) Westchester Coun-

ty, N.Y./WZVU(FM) Long Branch, N.J./WVHB(FM) Long Island, N.Y., as morning show personality.

Clint Hasse, local sales manager, KMOX(AM) St. Louis, named general sales manager.



Snyder

Bob Snyder, VP/GM, WTEM(AM) Bethesda, Md., joins Paxson Sports, Miami, as president.

Valarie D'Elia, anchor/producer, Time Inc. New Media, joins WOR Radio Net-

work, New York, as host, *Fodor's Travel Show*.

Bob Woodward, GM, WXYV(FM)/WCAO(AM) Baltimore, joins Connoisseur Communications, Westport, Conn., as GM, Flint, Mich., properties.

Penny Mitchell, music director/midday air personality, Jones Satellite Networks' U.S. Country format, adds assistant operations manager to her responsibilities.

Appointments at WWMX(FM) Baltimore: **Greg Carpenter**, afternoon drive personality, adds music director to his responsibilities; **Mac Watson** moves from part-time on-air host to full-time weekday evening program.



Castello



Voelzke

Appointments at United Stations Talk Radio Network, New York: **Michael Castello**, director, affiliate relations, named managing director; **Kathleen Voelzke**, manager, affiliate relations, Western region, named director.

Bob McCurdy, president, Sentry Radio, New York, named president, Amcast Radio Sales (Katz's dedicated rep firm for ABC Radio) there; **Mitch Kline**, VP/general sales manager, Banner Radio, Detroit, named VP/GM, Amcast Radio Sales, New York; **Bill**

Fortenbaugh, president, Christal Radio, New York, named president, Sentry Radio, there; **Steve Shaw**, VP/general sales manager, Christal Radio, named president; **Tucker Flood**, VP, stations, Eastern division, Christal Radio, named VP/general sales manager.

Chuck Fee, VP/GM, WMMR(FM) Philadelphia, joins WPHT(AM) there in same capacity.

CABLE

Appointments at Fox Sports West, Los Angeles: **Dennis Johnson**, publicity coordinator, named publicist; **Renee Hawkins**, director, public relations, Great Western Forum, joins as publicist.

Jennifer O'Connell, supervisor, programming, The Family Channel, Los Angeles, named manager, programming.



DeBitetto

Robert DeBitetto, senior VP, Turner Pictures Group, named executive VP, TNT Originals, Los Angeles.

Appointments at Cox Communications, Atlanta:

Randy Frantz, manager, telephone

and data services, Jones Communications, Alexandria, Va., and **Stan Gafner**, director, strategic planning, ComStream Corp., San Diego, named directors, broadband services, commercial markets; **David Livengood**, director, marketing, broadband services, named director, marketing, voice and data services.

Dianne Wildman, deputy assistant, U.S. Trade Representative for Public Affairs, joins Cablevision, Norwalk, Conn., as editorial manager, Connecticut.

Appointments at Time Warner's Excelsior Group, Stamford, Conn.: **Kendra Egge Wilde**, director, business development, named VP; **Sandy Colony**, consultant, joins as VP, public relations; **Lorraine DiSanto**, financial analyst, Time Warner Cable, named manager, financial development, new business development division; **Jason Martin**, assistant GM Time Warner Cable national division, Hampton, Va., named project manager, new business development.

Asuncion Marin, VP, marketing, Discovery Channel Latin America, joins

GEMS Television, Miami, as COO.

James Kelso, director, engineering operations, Cox Communications, Maynard, Mass., named product segment manager, cable video systems.

Appointments at ESPN: **Cristina Seckinger**, regional director, Legacy Tour '94, joins ESPN International, New York, as senior publicist; **Lou Koskovolis**, account executive, ESPN, named VP, advertising sales, Eastern division.

Jack Donovan, account executive, Group W, joins Fox Sports Midwest, St. Louis, as GM.

David Karp, senior counsel, Discovery Communications, Bethesda, Md., named VP, legal and business affairs.

Paul DeBenedittis, director, programing acquisitions, scheduling and planning, Lifetime Television, joins USA Network, New York, as director, program acquisitions.

MULTIMEDIA

Matthew Hutchings, formerly with Orbit Satellite Television and Radio Network, Rome, Italy, joins Suncreek Media Inc., as president/COO.



Isaacs

Bill Isaacs, VP, Nashville operations, Malaco Records and Music Group, joins K-tel International, Minneapolis, as VP, A&R.

Appointments at The Harvey Entertainment

Co., Los Angeles: **Stefanie Tier Friedman**, account executive, retail, Marvel Characters Inc., joins as director, domestic licensing, consumer products; **Sean Gorman**, assistant to the VP, creative affairs, named associate director, creative affairs.

Devon Harvey, consultant, joins WETA-FM-TV Washington, as director, news and public affairs publicity.

Gordon Bawden, director, finance, planning, and administration, Disney Studio Operations, Burbank, Calif., named VP, finance and planning, studios and facilities operations, The Walt Disney Co.

Appointments at Scholastic Productions Inc., New York: **Mary Sadeghy**,

Appointments at Grupo Televisa, Mexico City



López



Davila



White and Jean

Emilio Azcárraga Jean, executive VP/COO, named president/CEO; **Guillermo Cañedo**

White, executive VP/CFO, named chairman of the board/chief corporate officer; **Miguel Aleman Velasco**, head DTH projects, adds vice chairman of the board to his responsibilities; **Jaime Davila**, chairman, Univisa Inc., joins as COO; **Raúl López**, VP/chief accounting officer, adds chief, financial planning, to his responsibilities.

director, marketing, named executive director, marketing: **Sarah Fuhrman**, marketing assistant, named marketing coordinator; **Julie Choi**, product development assistant, named product development coordinator.

Appointments at The Eagle Group: **Thomas McClendon**, VP/director, research, Cox Broadcasting Inc., Atlanta, adds president, The Eagle Group, to his responsibilities; **Gregg Lindahl**, president/GM, WKXK(FM) Chicago, joins as president, Eagle Research.

Carol O'Connor, senior VP, Communications Equity Associates, Munich, Germany, named director, Communications Equity Associates International Ltd., London.

ADVERTISING/MARKETING PUBLIC RELATIONS

Malcolm Reeve, consultant, joins Dennis Davidson Associates, Los Angeles, as COO.

Drew Niven, regional account executive, Cable AdNet, Raleigh/Greensboro, N.C., named local sales manager.

Bernie Dolan, treasurer, Bates USA, New York, named CFO, Bates North America.

Nathan Nazario, VP, East Coast publicity, Gramercy Pictures, joins Rachel McCallister & Associates, New York, as director.

Elizabeth McCormick, manager, human resources, ASI Entertainment, Los Angeles, named GM.

Sheila Band, VP/associate media group head, Wells, Rich, Greene, joins Pedone & Partners, New York, as

senior VP/media director.

Greg Jones, VP, public affairs and communications, A&E Television Networks, joins Medialink Worldwide Inc., New York, as VP, marketing communications.

Jack Klues, director, worldwide media services, and **Robert Brennan**, director, U.S. media services, Leo Burnett Co., Chicago, named executive VPs; **Jean-nie Euch**, director, international media services, named senior VP.

Marshall Jacobowitz, manager, media research, Zenith Media Services, named VP.

SATELLITE/WIRELESS

Appointments at AlphaStar Television Networks Inc., Stamford, Conn.: **Carl Schulz**, VP, retail dealer sales, Showtime Satellite Networks Inc., New York, joins as director, sales and distribution; **Robert Feierbach**, director, international sales, Tee-Comm Electronics (parent), joins as director, sales and distribution, special markets.

Jose Pajon, director, international accounts, Latin America, Americatel Corp., joins Scientific-Atlanta Inc., Atlanta, as sales account manager, broadband equipment, Venezuela, Colombia, Ecuador, Peru, the Dominican Republic and the Caribbean.

Laurence Atlas, associate chief, Common Carrier Bureau, FCC, Washington, joins Loral Space & Communications Ltd. there as VP, government relations-telecommunications.

Frank Taormina, president/CEO, Hughes Space and Communications Interna-

tional Inc., joins Hughes Communications Inc., Washington, as executive VP.

Jeremy Seligman, director, information technology transformation and regional long-distance operations, Frontier Corp., Rochester, N.Y., named VP/chief information officer/president, Frontier Information Technologies.

ASSOCIATIONS/LAW FIRMS

Amy Kozlowski, marketing manager, A.T. Kearney, joins The Consumer Electronics Manufacturers Association, Arlington, Va., as staff director, communications.

TELEMEDIA

Jeremy Verba, VP, entertainment ventures, CNET: The Computer Network, joins E! Online, Los Angeles, as president.

Dan Desmet, senior VP, advertising sales, Interactive Imaginations, joins Prodigy Services Corp., White Plains, N.Y., as VP, advertising sales.

Edward Lamoureux, managing partner/GM, On the Scene Productions, joins Cybermatics Inc., Sausalito, Calif., as GM, Eastern U.S.

Gayla Kalp, consultant, Gayla Associates Inc., joins Internet Ventures Inc., Los Angeles, as head, communications group.

Lisa Crane, VP, specialty licensing, Universal Studios Consumer Products Group, named VP, marketing, new media group.

DEATH

Granville Klink Jr., 87, broadcast engineer, died of cancer March 18 at Holy Cross Hospital in Silver Spring, Md. Klink began his radio career in 1930 at WIBG(AM) Elkins Park, Pa. He moved to Washington in 1937 and began working as a field technician for WSVJ(AM) [now WTOP(AM)]. Klink worked on programs such as *Singing Sam the Barbi-sol Man* and *The \$64 Question*. He became chief engineer at WTOP-AM-FM-TV and was a full-time consultant until his death. Klink contributed to the design and maintenance of WTOP's Wheaton, Md., transmitter site. He is survived by his wife, Marian, three sons, a brother, and four grandchildren.

—Compiled by Denise Smith
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While the Internet is a prime news and information source, the Web has now emerged as an entirely new entertainment medium. Already, the Net is loaded with websites highlighting movies, sports, music videos, animation and fun and games for kids.

On June 2, *Broadcasting & Cable* looks into Entertainment on the Internet. Our report will spotlight top showbusiness and leisure sites and examine related profit potential. We'll look at new technologies targeted to expand the Web's entertainment scene, and we'll report on the efforts to move the Web from the computer screen to the TV screen.

If you're looking to ride the crest of this entertainment webtide, you'll want to be part of this issue. With bonus distribution at Promax in Chicago, this issue gives your message access to 35,000 key players in television, cable, radio and multimedia and new technology — and event attendees. To make a big splash on the industry scene, call your sales representative to reserve your ad space today.

Special Report: Entertainment On The Web

Issue Date: June 2 • Ad Close: May 23

Additional Web Specials:

Issue Date: August 11 • Ad Close: August 1

Issue Date: November 17 • Ad Close: November 7



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The FCC has granted a yellow light, rather than a green one, for NewCity Communications Inc. to merge into Cox Radio Inc.

Instead of granting a permanent waiver of its one-to-a-market rule for Cox to own a TV and seven radio stations in Orlando, Fla., the commission granted a temporary waiver pending the outcome of its TV ownership proceeding. The waiver is good, even though Cox has cable and newspaper interests in the area and an LMA with an unbuilt TV station. The FCC notes, however, that Cox's 47.5% ownership of the nearby *Daytona Beach News-Journal* "could present cross-interest concerns." The FCC also granted a temporary waiver for Cox to own a TV station, a newspaper and a second FM in Atlanta, though it scoffed at Cox's contention

that consolidating its radio stations there would save nearly \$2.3 million annually. The \$250 million Cox/NewCity deal was announced last May.

House Telecommunications Subcommittee Chairman **Billy Tauzin** (R-La.) in a March 25 letter to FCC Chairman Reed Hundt **expressed concern about the potential impact of the commission's digital TV rule-making on low-power television.** Tauzin's primary concern is that the commission complete its rule-makings by April 3. However, the "fundamental engineering exercise the FCC is using to distribute digital channels ignores LPTV stations," he wrote. "The prospect of losing 50 to 60 percent of the LPTV broadcast service and more than 10 percent of the translator stations is neither good

public policy nor an acceptable result."

ABC faces a midnight strike deadline tonight

(March 31) by 2,700 NABET employees. Negotiations between union and network officials were to have gone on throughout the past weekend in an effort to come to terms before tonight's deadline. The union said the two were far apart on issues including job security and work rules. A network spokesperson said ABC's NABET contract was the "most restrictive, most costly and least flexible contract of the major networks." The network would not comment on contingency plans in the event of a strike.

Bohbot Entertainment is expanding its weekly first-run slate from seven to 12 hours of

animated programming beginning this fall. Programs in the Bohbot Kids Network have been cleared for a fall start on 104 stations covering 75% of the country. The distributor says its goal by 2001 is to expand to 19 hours of programming per week airing on a single station in each market. To feed that pipeline, Bohbot has a deal with DIC Entertainment to produce five animated series over the next three years. The first series will replace the workhorse *Sonic the Hedgehog* in April 1998. As part of the expansion, the Bohbot Kids Network has been made a separate division from the distribution and ad sales company. Bohbot officials say a BKN president will be named soon.

Charlie Ergen, founder and chairman of EchoStar Communications, was named this year's recipient of the SBCA's Arthur C. Clarke Award for advancing

the field of satellite communications. In accepting the trophy, Ergen said it was particularly gratifying to receive an award named for the reclusive author of "2001: A Space Odyssey" and other sci-fi classics. Years ago, an EchoStar employee traveled to Clarke's home in Sri Lanka to install a high-tech TV antenna, Ergen noted.

The Small Cable Business Association last week said it plans to oppose the EchoStar/ASkyB merger at the FCC.

The group said the merger will create vertical integration of programming sources and distribution outlets. The SCBA also said it will press the FCC to set the same public interest obligations for DBS as it does for cable. "The merger of EchoStar with ASkyB should not be approved by the FCC until it decides on what [DBS public service obligations] should be," said SCBA Chairman David Kinley.

Scientific-Atlanta won a \$25.4 million judgment against a Santa Monica, Calif., cable TV pirate in U.S. District Court in Atlanta last week. S-A expects to collect only a nominal sum from that judgment, which awarded monetary penalties and damages to the company from Jeff Fenley. As National Electronic Wholesalers, Fenley altered and sold set-top boxes. The judgment followed a ruling that use of disclaimers in ads for altered set-top terminals was not a viable defense.

Combined national and local radio ad revenue increased 12% on average in February (compared with the same month last year) according to a survey of 100 radio markets by the

Friedman returns to 'World News'

More changes at ABC News last week. Executive VP Paul Friedman will move back to executive producer of *ABC World News Tonight with Peter Jennings*, a post he held in 1988-93. He'll retain his executive VP title as well. Friedman, who was passed over for the news division presidency when David Westin was given the post earlier this month, replaces Kathryn Christensen, who shifts to managing editor of the broadcast.

Reached last week, Friedman said he opted to return to *World News* "because they asked me and before they asked me I had come to the realization that I would like to get back into the business of journalism on a daily basis. It's what I love and what I care about. The happy alternative, at least within ABC, was to continue to work as part of management." There were some outside job opportunities, he said, "but this is about the best place there is to work."

As to regaining the program's once-dominant ratings lead, Friedman said: "From this day forward I am never going to talk about ratings, I'm only going to talk about the quality of the program. Our job is to just do the most serious, responsible and interesting evening newscast there is. The program many nights is that, and we just have to be more consistent and more adventurous about it and more committed to it than ever before because the competition is better than ever before."

—SM

■ Dual-feed satellite dishes were on the march at last week's Satellite Broadcasting & Communications Association's annual convention in Las Vegas. **EchoStar Communications** was showing prototypes of the dual-feed dishes that subscribers will need next year to receive programming from up to eight satellites in the Sky DTV constellation. Thomson Consumer Electronics said it is making progress on a DSS system dish that can accept a satellite feed as well as local broadcast signals. TCE will have "new developments to reveal in the near future" on the combo dishes, said TCE Vice President David L. Spomer.

■ As of press time last week, **DIRECTV** and **USSB** were expected to make a joint announcement of a breakthrough in their efforts to bring dishes to apartment buildings and other multiple dwelling units. Details were sketchy, but the DSS partners were expected to unveil a plan to provide service to multiple units in a building from a single dish, with the programming feeds delivered

to subscribers' set-top boxes via an internal wiring system. The initiative is designed to overcome building owners' objections to tenants installing their own dishes and is expected to focus on buildings with fewer than 100 units.

■ **Disney Channel Home Satellite Services** introduced a low-cost programming package for the C-band satellite TV market. For \$30 per month, the new Disney Satellite Deluxe package offers up to 48 major channels (in addition to The Disney Channel) such as CNN, USA Network and superstations WGN-TV Chicago and WPIX-TV New York. Disney has offered a C-band programming package with non-Disney channels for several years, but last week's announcement marks the first major expansion of the service. Today, the large-dish C-band market represents about 2 million potential subscribers, compared with about 4.5 million in the high-power, small-dish DBS universe. Disney would not comment on the number of subscribers to its C-band service. —CL

Radio Advertising Bureau. Separately, national revenue was up by an average 28% for February, the RAB reported, led by stations in the East and Southwest. Local revenue increased an average 9% across all markets, with stations in the East reporting the steepest gains.

CBS Radio Sports kicks off its coverage of 1997 Major League Baseball on April 1, when the New York Yankees play the Seattle Mariners in Seattle. *Game of the Week* coverage starts April 5; CBS debuts *Inside Pitch*, its weekly Sunday night baseball show, on April 6. CBS's baseball coverage extends through August.

All-news **wCBS(AM) New York won the 1996 Scripps Howard Foundation National Journalism Award** for excellence with its around-the-clock coverage of the TWA Flight 800

tragedy last July.

Can theaters and ultimately the Oscars be a new destination for failed television pilots? That's what some TV writers were asking last week after David Frankel and Barry Jossen won an Academy Award in the live-action short category. They submitted DreamWorks sitcom pilot *Dear Diary*, starring Bebe Neuwirth, which wasn't picked up by ABC for the current season. The 23-minute piece was shown at a Los Angeles area theater last November. The episode was rumored to have cost about \$1.5 million to produce—likely a much bigger budget than its competitors in the Oscar category.

Bruce Willis is expected to appear in the May 20 finale of NBC's *Mad About You*—the episode in which character Jamie

Buchman (Helen Hunt) has her baby. Willis, who is scheduled to begin taping on the hour episode next week, has long been on the show's wish list of potential guest stars. Willis reportedly is a friend of series star Paul Reiser.

Microsoft Corp. debuts its Sidewalk online service this week. Seattle

Sidewalk is the first of the 10-15 all-purpose city entertainment/information guides it plans to publish online this year. New York, San Francisco and Boston are next on the list of guides, which focus on cultural events and restaurants in urban settings, and include neighborhood street maps.



"It's a Website promoting our new joint venture with the local newspaper on a cable news channel."

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Incorporating The Fifth Estate TELEVISION Broadcasting

Washington on a roll

Recently, the President called for free airtime for candidates, suggesting it should be one of the prices of the digital spectrum. He also called for creating a committee to explore that and other quid pro quos. Elsewhere, a powerful senator was meeting with the heads of the cable and broadcast associations because their ratings system does not pass government muster. The price of failure there will be a government ratings oversight committee. Not a week later, four senators unveiled a bill that would pave the way for exhumation of the old NAB code.

Then there came that nonregulatory but still powerful force Jesse Jackson, saying that there should be a ratings system for minority participation in the media. A ratings system. Wonder where he got that idea?

On the free-time issue, Clinton cited the rising cost of TV time as the biggest factor in increased campaign spending. And that spending pressure, of course, has been blamed for the abuses that have been so much in the news of late. Blaming such abuses on the cost of campaigning is like blaming the theft of a Lexus on the high cost of luxury cars.

But forget the Lexus: Washington has found the keys to the steamroller and is piloting it toward that copy of the Constitution under glass at the National Archives.

Try forcing newspapers into rating their columns and giving away pages to local politicians and the banner of John Peter Zenger will be raised on every street corner, as it should be. This is broadcasting, however, where the price of spectrum is the First Amendment. Talk about overpaying.

Eye on the future

Today (March 31) marks something of a historic day in the relationship of broadcasting and cable. With the planned

launch of CBS Eye on People, each of the major broadcast networks will also have at least one signature cable network.

Now all of the Big Four owners are walking that tightrope between two traditional competitors, trying to convince each that they are complementary services that will benefit from cross-promotion and cross-pollination rather than two rivals married at the business end of a shotgun wielded by their corporate parents. It will take some getting used to on both sides.

ABC and its affiliates are still negotiating over exclusivity of network programming, which one affiliate executive called the stations' "lifeblood." NBC station group heads, who met with network brass over repurposing two weeks ago and got a guarantee of at least a year's exclusivity on entertainment fare (B&C March 24), called it the biggest issue affiliates have had to deal with in the past 30 years. Given such issues as must carry and affiliate compensation, that's saying something. CBS said last week that it will have to move carefully as it tries to capitalize on synergies between its broadcasting and cable operations.

That synergy includes featuring every major CBS News personality on the cable channel, cross-promoting it on the network and even "throwing our crown jewel, *60 Minutes*, into the mix," as CBS News President Andrew Heyward put it last week. And just to show it is a two-way street, CBS says it will make some of its Eye on People material available to stations.

Broadcasting and cable are bound by chains of mutual dependence (some would liken it to the relationship between Tony Curtis and Sidney Poitier in "The Defiant Ones"). Those bonds extend from cross-promotion and repurposing on the network level to local sales cooperatives and joint news ventures on the local level. They are bonds that will make most broadcasters a "must carry" in actuality even if they are no longer so in law. The CBS eye has opened on a new age. The era of broadcasting *and* cable is truly here.

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OKI

People to People Technology

When the Quincy Group decided to convert to nonlinear for their five midwest broadcast stations, they turned to Panasonic's POSTBOX.

"The system is well-constructed, well thought-out," says Quincy's Director of Capital Projects, Brad Dreasler. "Everyone likes the Windows® operating system, which contributes to the system's overall ease-of-use." Dreasler says that they had confidence in Panasonic as a broadcast company, "...not a computer outfit. In Panasonic, we have a partner of considerable size and longevity—both important considerations."

Now the Quincy stations are using POSTBOX for on-air promos, as well as commercials, PSAs, and industrial and training videos. WGEM Production/Promotions Manager, Jim Lawrence says in the first month, the POSTBOX doubled their production capability. "It's a myth that you have to spend \$100,000 to get the right equipment. POSTBOX does everything we need at 40% of that cost."

Around the stations they say that productivity is up. And, "with POSTBOX, we don't need a lot of time—we're doing better spots in less time!"

**"In the first month, POSTBOX
doubled our production capability."**

JIM LAWRENCE, PRODUCTION/PROMOTIONS MANAGER, WGEM, QUINCY, IL

POSTBOX

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