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As Ward Huey Goes,
So Goes the Industry

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Must Reading from

**Broadcasting
& Cable**

April 7, 1997

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interest a 'joke' Barry Diller took broadcasting to task last week for resisting change and shirking its public interest obligations. / 54



Susan Lucci gets her 17th Daytime Emmy nomination. / 56

COVER STORY



Doing the right thing

Ward Huey, who joined Belo as a cameraman in 1960 and has run its broadcast division since 1981, has overseen the growth of Belo Broadcasting from a sleepy regional group owner to a \$1 billion powerhouse. Huey shares his vision of the industry's future with BROADCASTING & CABLE. Cover photo by Reid Horn/Black Star / 40

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Barton, Mowry out at TCI, Bennett advances

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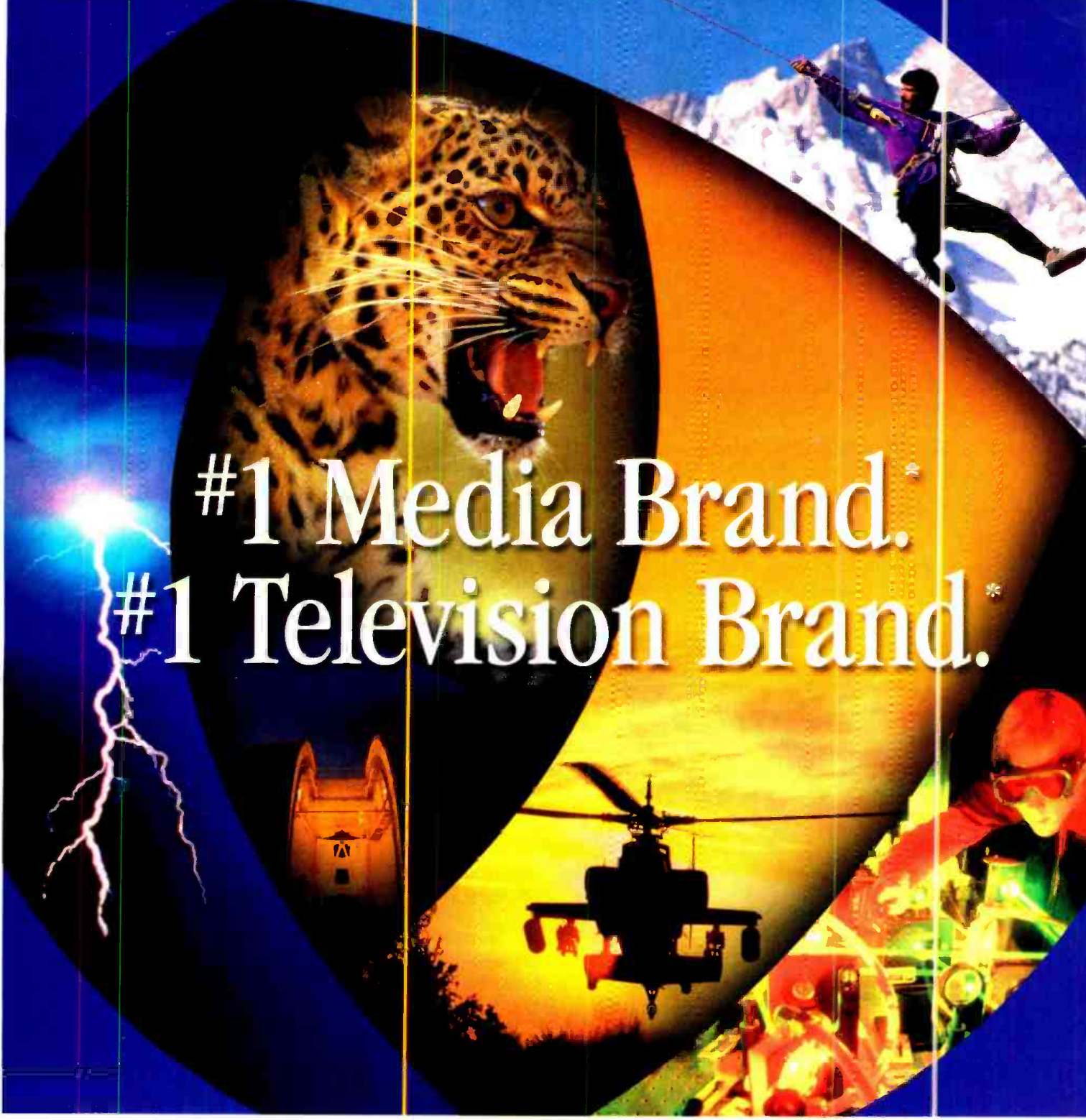
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DTV: The Work Begins

Broadcasters race to get digital television on the air in the top markets within 18 months

By Chris McConnell

The government and broadcasters have wrapped up their 10-year effort to reinvent over-the-air television. As of this week, there's a new delivery standard, a new set of channels and a passel of new rules for sending out digital pictures.

That's the good news. The bad news is that larger broadcasters have only 18 months to start getting the pictures into TV sets.

Actually, it's two years, if they follow the letter of the law. But all four networks have promised the FCC to have stations on the air with network signals by Christmas of 1998. To meet that commitment, engineers are scrambling to piece together early versions of the new broadcasting infrastructure that the industry expects to employ for decades to come.

"It's a Herculean effort," says ABC Vice President and Director of Engineering Robert Niles, who is working on his company's effort to have three digital stations on the air in 18 months.

It's also the industry's most important effort since shifting to color. If broadcasters follow the FCC's blueprint, their work on the first handful of digital stations will quickly evolve into a TV delivery system that will completely replace the NTSC channel in nine years.

National Association of Broadcasters President Eddie Fritts calls the effort TV's biggest development since the invention of color TV and of television itself. "Broadcasters have looked forward to this day for more than 10 years," NBC President Bob Wright said of last week's FCC decision to give broadcasters the green light on digital TV.

TV-set makers long have anticipated that the new service will be a boon to the \$9 billion TV-set business. "Digital TV has the potential for doubling the revenue for the TV-set industry over the next 10 years," says Zenith Electronics Corp.'s John Taylor.

Gary Shapiro, president of the Consumer Electronics Manufacturers Association (CEMA), hopes that the indus-



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	APR
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%	KYW	CBS	CBS
		WPVI	ABC	ABC
		WCAU	NBC	NBC
		WTFX	Fox	Fox
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
		WFAA	Belo	ABC
Detroit	1.8%	WJBK**	Fox	Fox
		WWJ***	CBS	CBS
Atlanta	1.7%	WSB	Cox	ABC
		WXIA	Gannett	NBC

Commitments in the top 10 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. ***Subject to grant of pending NTSC facilities modification.

try's 18-month commitment will make the first rear-projection, 60-70-inch HDTV sets a hit during the '98 holiday buying season. The industry expects the first sets to cost about \$5,000.

Computer makers are looking to get in on the sales too. Intel's Paul Misener predicts that more personal computers than television sets will be capable of receiving digital transmissions during the first five years of the service. FCC Chairman Reed Hundt last week cited Silicon Valley estimates that they will sell 20 million-50 million DTV-compatible computers by the time TV set manufacturers make 1 million DTV units. And others have predicted that digital pictures will open the door to a new age of data services, multiplexed digital pictures and Internet TV.

For now, however, the networks will

be content merely to get a high-definition picture on the air.

"It's a very difficult thing to do in this time frame, and do it right," says ABC Engineering Vice President David Elliot.

The sentiment is shared by other network engineers charged with making good on their employers' digital commitments to the government. Those commitments—cited by the FCC in its decision to set a two-year construction deadline for the rest of the top 10 market stations—call for having 26 digital stations on the air in 18 months.

Viewers in six of the top 10 markets will have access to three digital signals, and viewers in another two markets will see at least two digital signals, if broadcasters can keep the schedule. NBC led the industry in promises, pledging to put four of its stations on

the air in 18 months.

"NBC has consistently said that 18 months after the FCC gives us the transition spectrum, we will be feeding digital and high-definition television to our network," NBC's Wright said last week.

The first pictures viewers see probably will come from filmed programming or upconverted video shown on the analog channel. Both CBS's Joe Flaherty and ABC's Elliot say they have no high-definition production gear. And while the technology offers the option to multiplex programming, engineers are still figuring out how multiplexed channels would be labeled on a digital TV.

ABC's Niles says he hopes that, within 18 months, the three ABC stations will be capable of delivering a full simulcast of network programming, and delivering at least limited local program origination. He predicts that the effort will run \$3 million-\$4 million per station.

To achieve such goals, engineers say they need a collection of digital boxes not yet commercially available. They are still figuring out how to handle weather crawls, closed captions and other features taken for granted in the world of NTSC.

"Professional equipment manufacturers didn't begin serious construction until the standard was set last December," says Flaherty. CBS's senior vice president for technology.

He cites engineers' experience assembling the ATSC's high-definition display for the NAB convention in Las Vegas this week. Some 30 manufacturers supplied gear for the digital demo, Flaherty says, and none of it worked together without tinkering.

"Plug and play is still just a future goal," Flaherty says. "Even standards need to be set," adds NBC Executive Vice President for Technology Michael Sherlock.

But Sherlock and others note that the networks are not starting from scratch. Flaherty says CBS has completed all its "preplanning" to identify tower and zoning problems faced by its stations. "We've been working for three years to revise our infrastructure," says Sherlock. He points to the digital overhaul, dubbed GENESIS, at NBC's New York

Who, what, when, where and how of DTV

Construction deadlines Major network affiliates in the top 10 markets have until May 1, 1999, to get a digital signal on the air. Affiliates in markets 11-30 have until Nov. 1, 1999. All other commercial stations have five years to get a signal on the air, and noncommercial stations have six years.

License application procedures The FCC is sticking with its two-step procedure for the digital licenses. Broadcasters will have half the time before their on-air deadline to apply for a construction permit. A station due on air in 24 months, for example, will have 12 months to apply for the construction permit. Once stations have completed their DTV facility, they will ask the FCC for a license to operate. The FCC says it plans to act on applications within days of receiving them.

License transfer policies The FCC has paired the digital and analog licenses, meaning that broadcasters cannot sell their digital licenses while keeping the analog channel, or vice versa.

Free programming requirements The rules require broadcasters to deliver a free digital programming service with picture resolution at least as good as that of the current analog service and aired during the same time periods as today's service. Broadcasters are not required to deliver any high-definition programming.

Public interest requirements The FCC said existing public interest requirements will continue to apply in the digital age. The commission also said it may adopt new public interest rules in the future. President Clinton has said he plans to assemble an advisory group to recommend broadcast public interest obligations.

Simulcasting requirements Simulcasting requirements will kick in gradually toward the end of the transition period. Four years before surrendering the analog channel, broadcasters will need to carry at least half of the analog channel's programming on the digital channel. The requirement will increase to 75% three years before the analog

Jim McKinney, director of the industry's experimental WHD-TV Washington, monitors the station's HDTV signal on a 60-inch screen.



"give-back" and 100% during the last two years.

Transmission power levels The FCC set a power minimum of 50 kilowatts and a maximum of 1 megawatt. The power levels represent a compromise intended to settle a broadcast industry squabble over the amount of power that stations can use to send out the digital signals. The FCC said 1 megawatt should be enough power to provide a high degree of service-area replication for almost all stations. The FCC also said it expects more than half of all broadcasters to get a DTV channel providing 100% service-area replication. The commission said 93% of the stations will get a channel providing at least 95% service-area replication.

Analog spectrum return The FCC set 2006 as a target for ending NTSC service and reclaiming the industry's analog channels, but said it plans to revisit the issue every two years. The FCC is going ahead with its proposal to immediately reclaim TV channels 60-69 for reallocation. (Full-power stations broadcasting in the band will be allowed to continue operating through the transition period.) The FCC also plans to "repack" all of the stations into a spectrum block at the end of the transition period, thereby freeing another 78 mhz of spectrum for return to the government. The FCC said it will either pack all broadcasters into channels 2-46 or channels 7-51.

Last week's rules left other issues unresolved. Congress, for instance, required the FCC to charge broadcasters a fee for any subscription services they provide on the digital channel. And the Supreme Court's decision to uphold the must-carry law means that the FCC will need to define the law's application to digital TV channels (see story, page 16). The FCC said it plans to address both issues in later rulemakings.

—CM



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AJ-LT75
LAPTOP EDITOR

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headquarters.

The networks also say they are dividing the task of delivering pictures into two parts: sending out a network feed and rebroadcasting it locally.

On the network end, engineers need to clear some satellite space to deliver the new signal. Flaherty says his network is looking to digitally compress the NTSC signals on one or two of the network's 10 transponders to make room for a DTV feed. Elliot says his network will devote a "sizable staff" to working out such problems during the next 18 months.

He and others add, however, that reaching the initial 18-month deadlines will be key for the networks. "From our perspective, much of the networks' work will have been done."

WETA-HD hits the air with DTV

Noncommercial WETA-TV Washington put the nation's sixth experimental digital TV station on the air the day before the FCC adopted rules for a new service.

WETA-HD began broadcasting at about 5:45 p.m. last Wednesday with a Harris transmitter and a side-mounted Dielectric antenna on ch. 34.

Other DTV pioneer stations are WRAL-HD Raleigh, N.C.; WHD-TV Washington; KCTS-HD and KOMO-HD Seattle, and KOPB-HD Portland, Ore.

Right now, WETA-HD is broadcasting pseudo-random bits, but GM Joe Widoff and chief engineer Jerry Butler say they will work on video when they return from the NAB convention. "We'll also try to coordinate testing with the Model Station [WHD-TV] for coverage issues," Butler says.

At press time, CBS was on the verge of launching a seventh experimental station in New York, WCBS-HD. CBS was waiting for a special transmission authority from the FCC to launch with an interim one-kilowatt Harris solid-state transmitter, says CBS Vice President of Engineering Bob Seidel.

CBS also has purchased Panasonic D-5 HD recording systems to produce high-definition programming for WCBS-HD and WRAL-HD.

—GD

Setting the DTV deadline

Last-minute politicking at FCC leads to 24-month implementation compromise

By Chris McConnell

Some broadcasters last week scored an extra six months to build digital TV stations, but not without a battle.

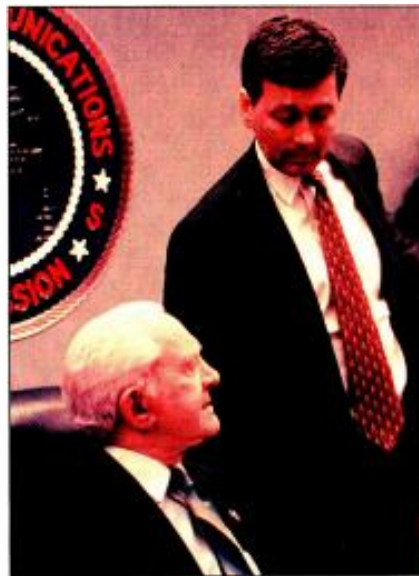
FCC Chairman Reed Hundt—the lone commissioner favoring an 18-month deadline for network affiliates in the top 10 markets—held out on the issue until the evening before the commission's vote on the DTV rules last Thursday (April 3). And his decision to place the issue on last week's meeting agenda capped a frenzy of late-night talks among commission staff and broadcast lobbyists.

"There were a lot of phone calls being made," says one FCC official, recalling a midnight call at home from National Association of Broadcasters President Eddie Fritts the evening before the FCC vote.

The vote followed word from Hundt late Wednesday that he would concede to a 24-month benchmark for the top 10 markets. After settling that issue, the commission held another round of negotiations over proposed construction deadlines for stations in markets 30-211. But again, a majority of the FCC would not sign off on the idea.

"I hope the commission will revisit this decision as early as next year," Hundt said last week.

But the chairman also said he is



James Quello and Reed Hundt put off another public interest fight for now.

pleased that the FCC set 24- and 30-month deadlines for the network affiliates. "We did not think we would get such a rule," added another official in Hundt's office.

Hundt also voiced satisfaction with the series of shifts that the FCC made from its 1992 proposal on digital TV rules. Along with the sped-up construction schedule, he cited FCC decisions to allow multiplexing, not to require HDTV programming and to recover 138 mhz of spectrum.

"Our new rules will facilitate an expeditious and successful launch of digital broadcasting," added FCC Commissioner Susan Ness. Weeks ago, she prompted the industry surveys that ultimately led to pledges by 26 stations to build digital facilities within 18 months.

Ness pointed to the commitments supporting the 24-month deadline, rather than 18 months, for the top markets. "The deployment schedule is rapid, rigorous, and yet reasonable," Ness said, adding that she expects the stations to fulfill the 18-month promises.

The FCC adopted no rules requiring the stations to meet those deadlines, but said it will check on their progress every six months.

Others think the FCC deadlines go too far. FCC Commissioner Rachelle Chong said she reluctantly concurred with the build-out schedule. "I view it as arbitrary, over-regulatory and just plain unrealistic in the real world," Chong said. She voiced hopes that Mass Media Bureau staff will use their waiver authority in cases where broadcasters, despite diligent efforts, do not make the deadlines.

Commissioner James Quello also said he did not think the FCC needed to adopt the construction deadlines. "To premise rules on a fictional intent of the part of broadcasters to delay the implementation of DTV defies reason," Quello said.

Mike Geissinger

DTV critics march on

Of-ignored opponents of 'spectrum giveaway' say they still intend to make broadcasters pay

By Heather Fleming
WASHINGTON

As FCC staffers hustled to put finishing touches on digital TV rules last Thursday morning, a handful of Ralph Nader-affiliated protesters marched outside FCC headquarters decrying the "\$70 billion corporate welfare bonanza" about to be handed to broadcasters.

But like earlier efforts to force an auction of the digital TV spectrum, few paid attention.

For the most part, the question of whether broadcasters should pay for the spectrum that will allow them to simulcast DTV until at least 2006 was settled a year ago with enactment of the 1996 Telecommunications Act. The law directed the FCC to award the extra spectrum. And congressional leaders asked that it be done before April 1.

Nonetheless, a handful of unconvinced lawmakers, including Senate Commerce Committee Chairman John McCain (R-Ariz.) and former majority leader Robert Dole; liberal and conservative citizens' groups, and rival industries continued to criticize the "give-away."

The day before the FCC vote, Com-

mon Cause—a campaign-spending watchdog group—issued a report that says broadcasters' \$9.5 million in political donations over the past decade helped persuade Congress not to force broadcasters to pay for additional spectrum in the transition to digital.

Broadcasters could "also rely on their power to control what the public sees back home" to get their way on digital TV, alleged Common Cause Executive Vice President Donald Simon.

Despite the FCC vote, all is not lost, the critics say. Liberal opponents contend that they will make broadcasters pay for the spectrum through increased public interest obligations—free time for political candidates or "public access" programming.

Indeed, with the enthusiastic support of Chairman Reed Hundt, the FCC plans to consider the question of broadcasters' public interest duties in the digital age.

Some critics also believe that they may yet be able to persuade Congress to require broadcasters to pay some-



Members of the Ralph Nader-affiliated Consumer Project on Technology protested the 'digital spectrum giveaway' in front of FCC headquarters just hours before last week's vote. Spokesman Robert Weissman says the group will continue to argue that broadcasters should pay for the spectrum through greater public interest obligations.

thing for their new spectrum when the scramble on Capitol Hill to balance the budget begins this summer.

Reacting to the vote, National Cable Television Association President Decker Anstrom said cable continues to believe broadcasters should pay if they opt to use the spectrum for broadcasting multiple channels of standard-definition television or for anything other than a single channel of high-definition television.

Said Anstrom: "Today's FCC decision to give away valuable public spectrum for free makes the sale of Manhattan for a few heads look like a real bargain."

Clinton tells FCC to check out liquor ads

WASHINGTON—The debate over liquor ads on TV stepped up a notch last week as President Clinton called on the FCC to get involved.

The FCC should "take all appropriate actions to explore what effects might ensue" from the distilled spirits industry's decision last year to lift its decades-old ban on TV and radio advertising, the President said in a letter to FCC Chairman Reed Hundt. In particular, Clinton said, the commission should look at the impact of liquor ads on underage drinking.

But the Distilled Spirits Council of the United States (DISCUS) fired back that Clinton is creating a distinction where none exists between beer and wine, on the one hand; and distilled spirits, on the other.

"To attempt to examine just one form of alcohol is insupportable on both public policy and legal grounds," says DISCUS President Fred Meister. "Typical servings of beer, wine and distilled spirits each contain the same amount of alcohol, no matter whether the alcohol is brewed, vinted or distilled." Meister called on the Presi-

dent to use his "bully pulpit" to bring together the broadcasters and the beer, wine and distilled spirits industries to devise a common code of advertising.

Clinton defended his position, saying it is important to "start with the principle of no backsliding."

Despite the President's call, the FCC is not expected to move because commissioners James Quello and Rachelle Chong continue to oppose FCC action on the issue. They say the issue is better left to the Federal Trade Commission or to Congress.

Clinton insists that the FCC is the appropriate government agency to handle the issue. The FCC "has an obligation to consider any and all actions that would protect the public interest in the use of the public airways," he says.

Daniel Jaffe, executive vice president, Association of National Advertisers, is among those who remain unconvinced. "If the FCC leaps into policing advertising, this will be a radical shift in the way advertising is regulated in the U.S."

—HF

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NBC pushes for piece of prime time

Falling out with DreamWorks highlights network's desire for financial participation

By Lynette Rice

HOLLYWOOD

According to sources, NBC continued to talk with DreamWorks last week, which had reportedly balked at the network's request for co-ownership of a fall sitcom.

Freed of their regulatory restraints, all the networks are looking for a financial interest in programing they carry. NBC has been the most aggressive, producers say.

Among NBC's priorities is maintaining a financial stake in its Saturday "Thrilllogy" franchise, where the likely demise of *Dark Skies* will make way for a new drama next year and a new chance for the network to negotiate a percentage. (NBC already has stakes in *Profiler* and *The Pretender*.)

NBC has a stake in most of its drama pilots for next season, including *Players* and *Guardian Angel*, from Universal Television, and *Sleepwalker*, from Columbia TriStar TV. The majority of its comedy pilots are produced by its in-house production unit.

"It's a very interesting horse race to watch," said one high-level production company executive. "If they're not careful, some of the best talent won't

want to be in business with NBC."

While DreamWorks maintains it remains in negotiations, a source close to NBC said the studio pulled all three of its pilots after NBC sought a financial stake in *Nearly Yours* in exchange for the services of director James Burrows and star Maria Pitillo (both are under contract to the network).

NBC reportedly sought a partnership that included sharing profits and losses because it was bringing value to one of the projects by offering Burrows and Pitillo. NBC declined comment.

Whatever the outcome, the rift will provide fodder for general hearings on television programing called for by House Telecommunications Subcommittee Chairman Billy Tauzin. In those hearings, TV business practices in the absence of financial interest and syndication rules will likely be discussed, said Tauzin aide Ken Johnson.

"Relaxation of the rules was intended to create more opportunity, not less," Johnson said. "Tauzin has



The likely demise of 'Dark Skies' could open a financial interest opportunity for NBC.

acknowledged that there is a genuine concern about diversity and availability of programing."

Former FCC Commissioner and current PBS President Ervin Duggan said that the wave of in-house production and financial participation by networks is just the outcome he feared when he voted against lifting the fin-syn rules. "However, I would be surprised if there were any turning back of the clock."

NBC may have leverage as the number-one network, but not all programmers have given up a piece of the action for that upscale address. Walt Disney TV, while reportedly not opposed to sharing

Winners, by George

NEW YORK—Fox's *The Simpsons* and *The X-Files*, ABC's *NYPD Blue* and NBC's *Law & Order* were among the recipients of this year's 56th Annual George Foster Peabody Awards honoring broadcasting and cable excellence. The 31 awards were announced last Thursday by the University of Georgia. Big winners included WGBH-TV Boston with five, HBO with three and ABC, Fox and the BBC with two apiece.

Winners: *Black Radio: Telling It Like It Was*, Public Radio International; *Remorse: The 14 Stories of Eric Morse*, National Public Radio; *This American Life*, WBEZ(FM) Chicago; *Kenetic City Super Crew*, children's radio series; Peter Gzowski (general excellence), CBC Radio; *Who's Guarding the Guardians?*, WCVB-TV Boston; *Newsnight Afghanistan*, BBC News; *Passport to Kill*, WNBC(TV); *Vote for Me: Politics in America*, WETA-TV Washington; *The Celluloid Closet*, HBO; *Frontline: The Gate of Heavenly Peace*, WGBH-TV Boston; *Paradise Lost: The Child Murders at Robin Hood Hills*, HBO; KOMO-TV Seattle (general excellence); *Frontline: The Choice of '96*, WGBH-TV; *Nova: Odyssey of Life*, WGBH-TV; *People's Century*, BBC; *The American Experience: The Battle Over Citizen Kane*, WGBH-TV; *The Great War and the Shaping of the 20th Century*, KCET(TV); *Survivors of the Holocaust*, Turner Entertainment Group; *The X-Files*, Fox; *Journey of the African-American Athlete*, HBO; *Law & Order*, NBC; *Pride and Prejudice*, A&E; *The Simpsons*, Fox; *NYPD Blue*, ABC; *Mobil Masterpiece Theatre*, WGBH-TV; *How Do You Spell God?*, Channel 4 London; *Edith Ann's Christmas*, ABC; *One to One: Mentoring*, WCCO-TV Minneapolis; Bud Greenspan (general excellence).

The awards will be presented May 12 at a ceremony in New York. —SM



the wealth—and the risk—ultimately said no to an NBC financial stake in one of its dramas because of disagreements over back-end distribution. And Warner Bros. TV has a drama and comedies in development with NBC, but they are not co-productions.

NBC's supporters argue that the network has been unfairly branded as the bully this year because it has earned the right to seek co-ownership deals. And it is certainly not alone in its desire to keep the money in-house: ABC has drama and comedy pilots from Walt Disney TV in development for next year, as does Fox with 20th Century Fox and CBS with its CBS Productions.

"Ultimately, it's how valuable your real estate is as a distribution source," said a programing executive at a competing network. "NBC has Park Place and Boardwalk. This is a network that basically tells people their time slots are their stars, and the stars are 9:30 p.m. Thursday, 8:30 p.m. Thursday and 9:30 p.m. Tuesday."

Defenders of the fin-syn rules, which were phased out in 1995, see NBC's practices as another blow to the independent producer.

"While NBC would argue it has earned the right to dictate the license terms under which a program will be produced, it ignores the fact they didn't earn the grant of spectrum, they didn't earn their station licenses. These were given by acts of regulation," said Leonard Hill, of Hill/Fields Entertainment, a former member of the Coalition to Preserve the Fin-Syn Rules.

"That free regulatory grant carried with it a network commitment made publicly and in writing by every station owner to promote diversity and operate in the public interest. When a network begins to condition access to the public airwaves on the grant of rights from producers to the network, they cross the line and violate the pledge they made when securing the license that gave them that value in the first place."

The mounting conflict between producers and networks comes on the heels of Wind Dancer Productions' suit against Walt Disney TV, which distributes its *Home Improvement*. Wind Dancer argues that the distributor cannot represent Wind Dancer's best interests in negotiations with Disney-owned ABC.

A Disney source said that the lawsuit is a "minor" argument over money and that the two parties maintain a working relationship, the suit notwithstanding. ■

Closed Circuit

LAS VEGAS

Harris teams with PBS for HDTV initiative

At the NAB convention in Las Vegas today, transmitter manufacturer Harris Corp. is announcing an educational program with PBS to inform broadcasters about the HDTV transition. Harris also plans to reveal details of a consumer DTV survey it conducted in March in which consumers were given a side-by-side comparison of HDTV and NTSC pictures.

NEW YORK

CBS cuts

Three top-level sales executives who managed CBS Radio Networks' New York, Detroit and Chicago market operations have been fired in the wake of Westwood One's deal to take over marketing, sales and promotion of CBS programming, say New York radio sources. In addition, according to the sources, some 50 staffers have been fired from sales, management, production and support positions. One insider predicts that more cuts are likely—particularly from the CBS side—as Westwood One Inc. President Mel Karmazin works to reduce the "redundancy" in sales management for the consolidated networks.

DENVER

Liberty won't shrink, says Bennett

New Liberty President Robert "Dob" Bennett told B&C that the company has not put a "for sale" sign on its regional sports operations. He confirmed that Liberty has held talks with News Corp. about selling Liberty's 50% stake in Fox Sports back to the company, but he characterized those talks as "discussions" rather than "negotiations." Bennett rejected the investment community's notion that in the wake of a spin-off of Time Warner assets and a sale of Fox Sports interests, Liberty would be a substantially smaller company. "The only way we get smaller is if we sell an asset for

cash and distribute the cash to shareholders," said Bennett. "That is far and away the least likely outcome in any conversation with anyone."

Bennett also said Liberty continues to push to get all its sports programming interests under one management umbrella, which he concedes it has so far failed to do. In addition to its interest in Fox Sports, Liberty has stakes in Cablevision Systems' regional sports nets SportsChannel Chicago, SportsChannel Pacific (San Francisco), SportsChannel Philadelphia and Cablevision's national sports nets Prime Network and NewSport. Affiliation agreements between Fox Sports and Cablevision's sports businesses, including MSG, would be an acceptable alternative, Bennett said.

WASHINGTON

Making a case for liquor

The Distilled Spirits Industry Council of the United States (DISCUS) has been trying to defend its right to air TV ads by pointing out that the alcohol content of distilled spirits is equivalent to that of wine and beer, which are advertised freely. Problem is, the message doesn't seem to be getting through. President Clinton and FCC Chairman Reed Hundt have called on the FCC to look at the impact of ads for liquor—not for beer and wine—on underage drinkers. And when DISCUS approached Fox to purchase airtime during the Super Bowl for an ad addressing the equivalency issue, it was rejected. DISCUS claims, Fox says it was never approached by DISCUS.

HOLLYWOOD

Rosie and Emmy

Warner Bros.' hit talker *The Rosie O'Donnell Show* last week racked up more Daytime Emmy nominations for a first-year talk show than any other program since *The Oprah Winfrey Show*'s debut in 1986. *Rosie*'s seven Emmy bids include nods for best talk show and host. But *The Oprah Winfrey Show* still holds the record with 11 nominations (and seven wins) for its freshman year.

Must Carry Upheld

Champagne, Real Pain

By Steve McClellan

The Dom Perignon was just arriving at Bud Paxson's office Monday morning when he picked up the call from this reporter. "You're talking to the happiest man in America," he said, anticipating a question about his reaction to the Supreme Court ruling that left must carry in place.

Others, including the cable industry, were less happy. For the major broadcast networks, the decision was a mixed bag.

Paxson Communications' stock was up \$1.75, to \$10.75, last Monday after the must-carry decision was issued. Nearly 1.2 million shares were traded, the highest trading volume for the stock in a year.

Home Shopping Network, another significant beneficiary of the decision, was up \$1.50, to 24 7/16, on the day the news broke.

Paxson said that last week's decision would not alter his plan to use his group of UHF stations, which will cover almost 70% of the U.S. when pending transactions and LMAs are included, to create a new network with a programming partner. "Either way we were going to do this," he said. "Now we can take our time, and we certainly bring more to the table with must carry."

Paxson said 1997 will be a "terrific year" for his company, predicting that revenue will grow more than 20%, to \$200 million.

Home Shopping Network Inc. Chairman Barry Diller was the second-happiest man. "To paraphrase Jim Carrey, and how was *your* yesterday?" he said last Tuesday. (The reference is to actor/comedian Carrey's remarks at the Oscar ceremonies after the record-setting opening weekend for his new film, "Liar Liar.") "Thanks to the Supreme Court,



The experts had predicted that the Supreme Court would strike down the 1992 law requiring cable system to carry all local broadcast signals. But last Monday, by a 5-4 vote, the high court rejected the cable industry's First Amendment argument, affirmed the law and proved those experts wrong.

mine wasn't exactly bad," Diller said.

Like Paxson, Diller has ambitions of launching a new broadcast program service.

Diller noted that people continually ask him, "What are you doing with all those crummy little UHF television stations?" They are "a little less crummy" after last week's decision, he said. While the new network is not guaranteed success, Diller said, "we're speaking softly but carrying a big stick—20 of them, actually—covering, or I should say 'must covering,' about 40 percent of the U.S."

Even if must carry had gone away, broadcast stations owned by major networks probably have enough viewers to have kept cable systems from yanking the stations off the air.

And the decision is a negative as far as efforts by major networks to launch new networks such as CBS's Eye on People, or to expand existing networks. NBC thought that two networks in which it has a stake, Court TV and The History Channel, would benefit if must carry went away. Disney-owned ABC will now face a tougher time getting carriage commitments for new networks it has launched, such as ESPN3;

and hopes to launch, such as a kids network and a soap opera channel.

The decision is a double whammy for News Corp., industry executives said: it does nothing to free cable shelf space for Fox Cable News, and it provides fodder for broadcasters and cable operators who will argue in Washington that must-carry provisions should be extended to DBS services such as Sky, the joint venture of News Corp. and EchoStar.

Sky officials said the decision does not affect their plans to deliver most local TV signals to 75% of all television homes.

The must-carry law does not and should not apply to DBS, they said. "Sky doesn't possess anything approaching the monopoly power in any local market like the local monopoly power cited by the court in upholding cable must carry."

"The decision provides an important legal and policy precedent in support of access for noncommercial educational services on other distribution technologies, including DBS," said Marilyn Mohrman-Gillis, vice president, policy and legal affairs, America's Public Television Stations.

As for CBS Eye on People, company president Peter Lund acknowledged that the must-carry decision "won't help" the network's efforts to expand the distribution of the new cable network. "This business is like a balloon; it gets pushed in one way and forced out another," he said.

"It's a difficult time to do it," Lund said of last week's Eye on People launch. Two weeks ago the company said it would take five to eight years for the network to break even. The network launched with 2 million subscribers, but hopes to add another 1 million subs a month through the end

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of the year.

ABC and NBC had no formal comment on last week's must-carry decision.

PBS station executives were "absolutely ecstatic" over the news, reported APTS's Mohrman-Gillis. "It preserves the expanded audience reach, membership revenues and educational services that public broadcasters have been able to achieve since must carry became effective."

As was expected, cable operators were unhappy with the decision. "We're disappointed, naturally," said Time Warner spokesman Michael Luftman. "We believe must carry vio-



Must Carry Upheld

lates our First Amendment rights, but we'll abide by the ruling. Nothing really changes as a result of the decision except that some possible things may not occur. We won't have the ability to replace some lightly viewed stations with programming our customers would have preferred."

Other cable operators seemed resigned to the decision. "As a practical matter, the decision will have little

impact on our operations," Continental Cablevision said in a statement. The company said it would continue its efforts to expand channel capacity on its systems "so that, despite government mandates favoring one voice above others, new voices soon can be heard."

C-SPAN, which reports that 8 million viewers have lost access to the service due to the channel-capacity crunch, issued a statement indicating its disappointment with the decision. "The citizens are the true victim as the ruling slams shut the public's window to the democratic process," said C-SPAN Chairman Brian Lamb. ■

Must carry's surprising survival

Standard of review minimizes justices' skepticism

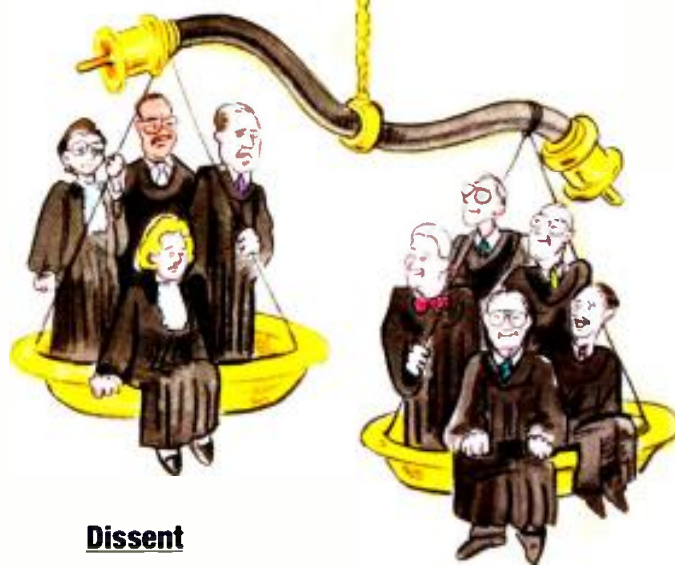
By Dan Trigoboff

Like many Americans, Supreme Court justices have their doubts about Congress's judgment, but they respect its "traditional legislative authority."

In a surprising 5-4 decision, the court last week upheld the 1992 federal law requiring cable TV operators to carry local broadcast stations. The considerable skepticism expressed by justices during oral arguments in *Turner v. FCC* last October proved moot once the majority court opinion concluded that the law was content-neutral—unrelated to the content of speech, despite the law's influence on cable offerings.

The determination that the speech was content-neutral brought on the application of an intermediate First Amendment scrutiny of the law, which calls for substantial deference to Congress's factual findings and its legislative will.

The high court reached a similar conclusion in



Dissent

"The principal opinion disavows a need to closely scrutinize the logic of the regulatory scheme at issue. That approach trivializes the First Amendment issue at stake in this case. A highly dubious economic theory has been advanced as the 'substantial interest' supporting a First Amendment burden on cable operators and cable programmers."

—Justice Sandra Day O'Connor

Majority

"After hearing years of testimony and reviewing volumes of documentary evidence and studies offered by both sides, Congress concluded that the cable industry posed a threat to broadcast television.... [E]ven when the resulting regulation touches on First Amendment concerns, we must give considerable deference to Congress and its findings."

—Justice Anthony Kennedy

1994, when the case was reviewed the first time. The Supreme Court then remanded the case to a lower federal court to determine whether Congress was reasonable in its determination of the need for the law, and in tailoring it to avoid infringing on cable more than necessary. In late 1995 that court ruled in favor of must carry, and the cable industry appealed.

"We have no difficulty in finding a substantial basis to support Congress's conclusion that a real threat justified enactment of the must-carry provisions," said Justice Anthony Kennedy, writing for the 5-4 Supreme Court majority. "Must-carry ensures that a number of local broadcasters retain cable carriage, with the concomitant audience access and advertising revenues needed to support a multiplicity of stations."

It was not necessary, Kennedy concluded, for Congress to determine that broadcasting would be devastated without must carry but only that it determine whether services to those lacking cable would be sig-

Illustration by Joe Sutliff

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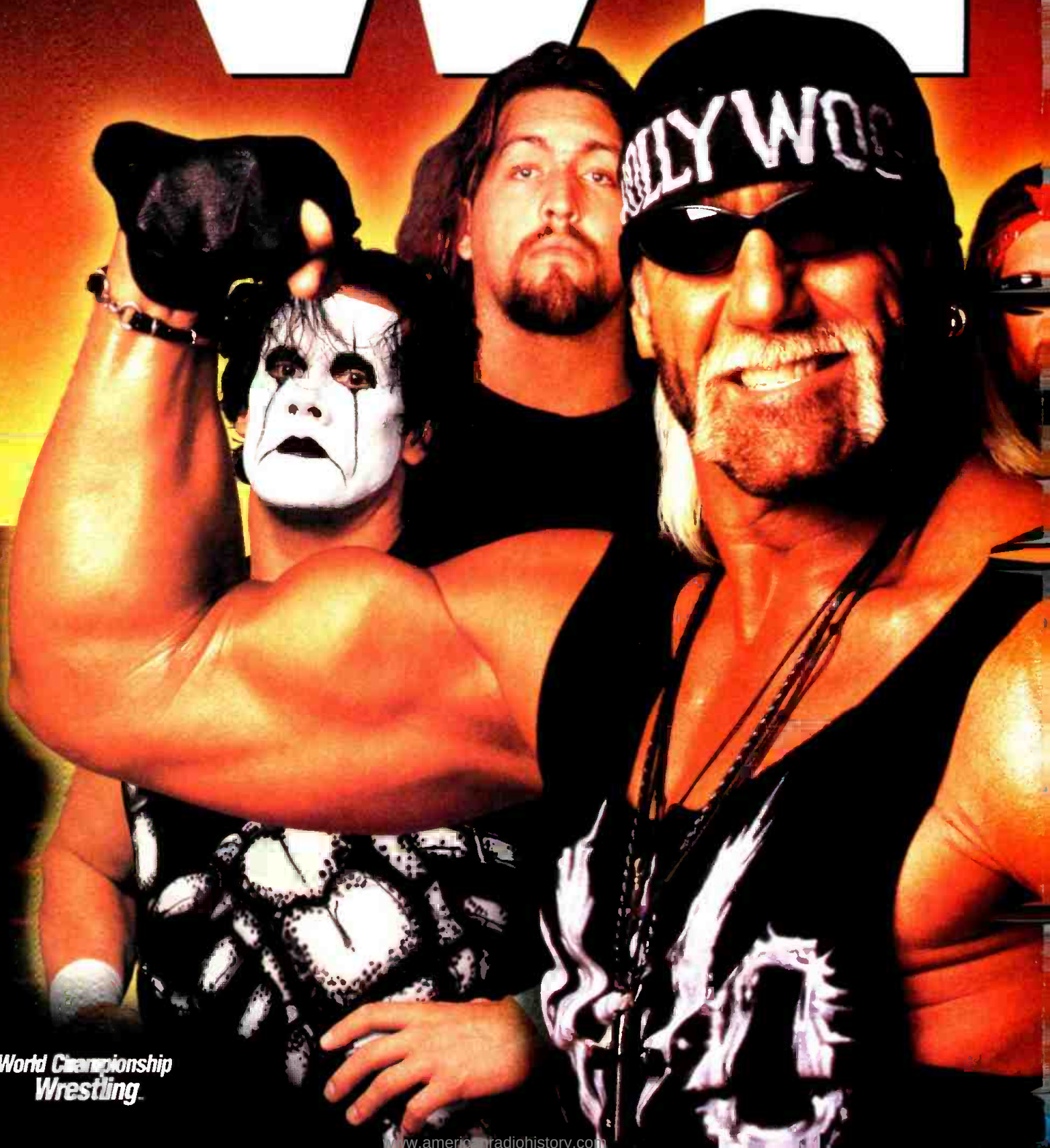
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nificantly reduced.

The court also dismissed cable's preferences toward A-B switches, a limited must-carry approach based on minimum viewership or leased access as alternatives to the current law. The court found must carry "narrowly tailored to preserve a multiplicity of broadcast stations for the 40 percent of American households without cable."

"Judgments about how competing economic interests are to be reconciled in the complex and fast-changing field of television are for Congress to



Must Carry Upheld

Concurrence

"Whether the statute does or does not sensibly compensate for some significant market defect, it undoubtedly seeks to provide over-the-air viewers who lack cable with a rich mix of programing...."

—Justice Stephen Breyer

make," Kennedy wrote.

Kennedy was joined by fellow justices John Paul Stevens, David Souter and Stephen Breyer, and by Chief Justice William Rehnquist.

The cable industry had argued that the court should hold the law to a far stricter scrutiny as an infringement on cable's First Amendment rights.

In dissent, Justice Sandra Day O'Connor said must carry was not content-neutral doctrine and that instead of intermediate First Amendment scrutiny, with which the majority viewed infringement on cable's rights, "the must-carry provisions should be subject to strict scrutiny, which they would surely fail."

Calling Congress's economic theory "highly dubious," O'Connor wrote that the court's deference to Congress "trivializes the First Amendment issue at stake in this case." Joining the dissent were justices Antonin Scalia, Clarence Thomas and Ruth Bader Ginsburg. All four justices dissented in the 1994 *Turner* decision.

Justice Stephen Breyer, who has replaced Harry Blackmun on the court since *Turner* was heard the first time, was seen as the swing vote. Breyer expressed considerable doubt about must carry during the October oral arguments, but he voted with the majority in last week's decision.

"I do not deny that the compulsory carriage...extracts a serious First Amendment price," Breyer conceded. Must carry, he said, "interferes with the protected interests of the cable operators to choose their own programing" and keeps displaced cable programers from their audience; it also can keep viewers from watching what they want. "This price amounts to a suppression of speech."

But Breyer said that "there are important First Amendment interests on the other side as well." He cited among those interests the broad dissemination of information from diverse, even antagonistic, sources essential to public welfare. Must carry's noneconomic purpose, he wrote, "is to prevent too precipitous a decline in the quality and quantity of programing choice for an ever-shrinking non-cable-subscribing segment of the public...[must carry] seeks to facilitate the public discussion and informed deliberation which, as Justice Brandeis pointed out many years ago, democratic government presupposes and the First Amendment seeks to achieve."

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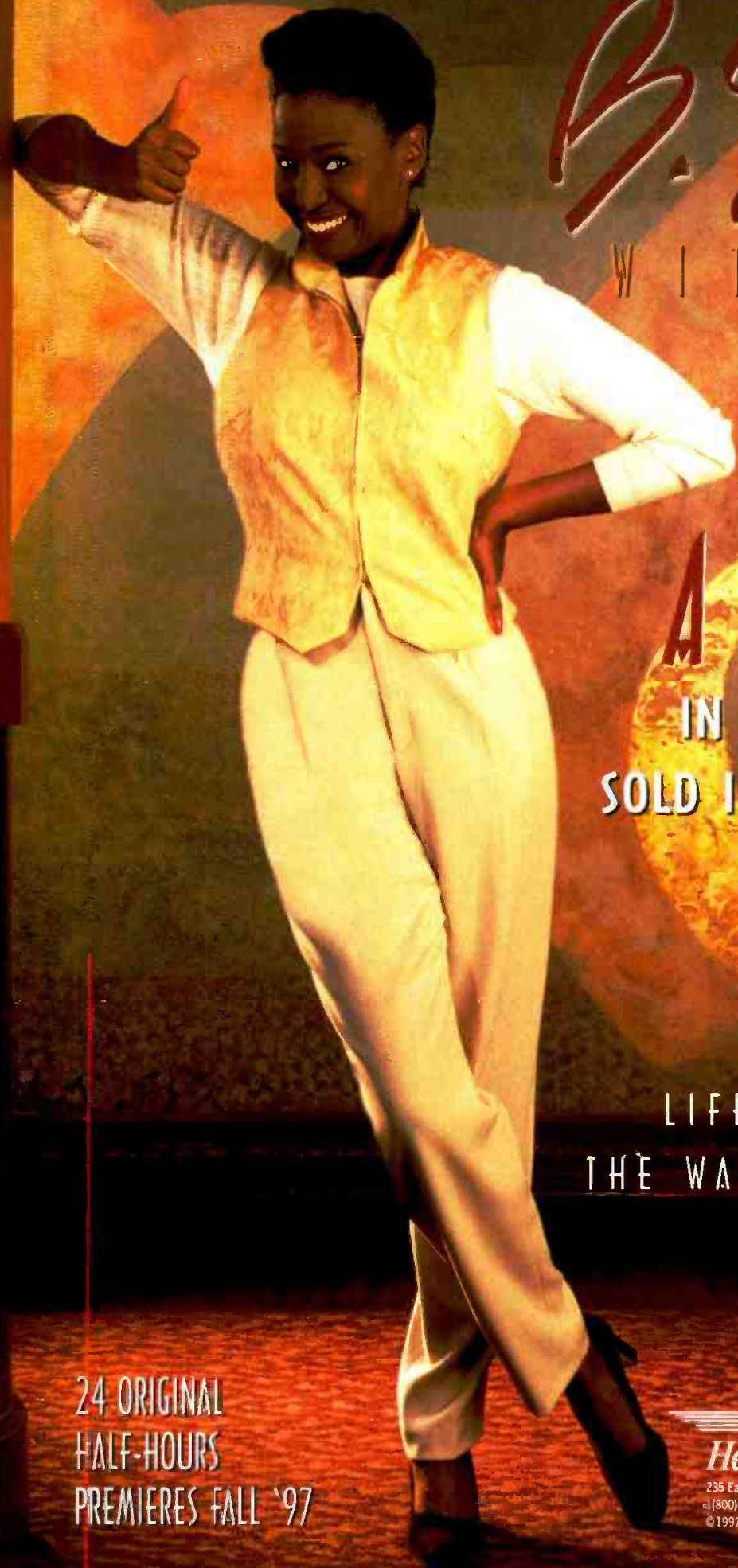
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What price must carry?

Some say decision strengthens government's role in regulating TV

By Dan Trigoboff

The blessings of a Supreme Court victory may be mixed.

Broadcasters celebrated a sweet and surprising win when a narrow majority of justices held that cable operators must continue to carry local stations. But regulators and public interest advocates say the high court's deference in *Turner v. FCC* to Congress's findings on the 1992 Cable Act's must-carry rules also will strengthen the role of government in regulating television.

Turner v. FCC, commented Andrew Schwartzman, president of the Media Access Project, "underscores the FCC's power to require broadcasters to provide significant public service in exchange for significant benefits."

FCC Chairman Reed Hundt said the decision provided "a great opportunity to define anew the public interest ser-



Must Carry Upheld

vice that broadcasters can deliver in a digital age."

Several potential battlefields exist for broadcasters and regulators to fight over speech regulation: free airtime for political candidates, program ratings, children's and public interest broadcasting requirements and restrictions on liquor advertising.

The day after the decision, President Clinton cited the FCC's "obligation to consider any and all actions that would protect the public interest in the use of the public airways" as he called on Hundt to undertake what may be an initial step toward regulating TV liquor ads because of their potential to pro-

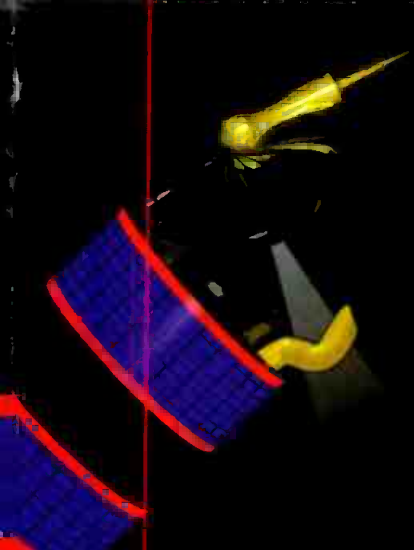
mote underage drinking.

"It should be clear to everyone that the court's justification for [broadcasting's] special protection is a recognition that the marketplace will not, without government intervention, provide everyone with programming that is in the public interest," Hundt said, following the President's request.

"The court is sending the message that broadcasting is special," said Gigi Sohn, executive director of the Media Access Project, "and there are special rights, like mandatory carriage. What gives broadcasters the right to demand carriage [on cable] gives the government the right to regulate in the public interest. The court has treated broadcasting differently because it's a public trust. Broadcasters agree to act as public trustees; that permits public regulation."

But First Amendment attorneys call that interpretation "simply wrong."





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One accused public interest advocates of "fantasizing about a decision that hasn't been written."

Bruce Ennis, who represented the National Association of Broadcasters and Association of Local Television Stations in successfully defending must carry before the Supreme Court, cautions against reading *Turner* as an opening for more intervention.

Although the majority decision in *Turner v. FCC* relied heavily on deference to Congress, Ennis, who last month argued the ACLU's challenge to the Communications Decency Act's restrictions on Internet speech before the Supreme Court, said that "anything triggered by the content of speech in which the speaker can avoid the regulation by changing the nature of the speech" would trigger a higher standard of review.

The court's deference to Congress—despite skepticism over must carry expressed by justices during oral arguments last October—came after a determination in the majority opinion that must carry was content-neutral—"unrelated to the suppression of free speech and does not burden substantially more speech than necessary" to



Must Carry Upheld

advance the government's important interests. That determination raises an intermediate standard of First Amendment review, which accords substantial deference to Congress.

Turner, Ennis said, "does not mean blind deference. The court is not going to rubber-stamp Congress, even with an intermediate standard of review."

"A majority of the court says that it should be very cautious in overturning congressional judgments, especially given the high complexity of [must carry] and that courts should be cautious in second-guessing Congress," notes Cass Sunstein, a law professor at the University of Chicago. "But a majority of the court doesn't believe that the First Amendment requires *laissez faire*."

Sunstein thinks Justice Stephen Breyer's concurring opinion in *Turner* was the most important part of the case. "Breyer says the First Amendment is basically about democracy. Even con-

tent-based regulation can make democracy work better.

"Breyer doesn't allow himself to be trapped by the categories of 'content-based' and 'content-neutral,'" Sunstein said.

Lawyers who advocate public interest incursions into broadcasting suggest distinguishing between rules that demand access to accommodate speech and rules that suppress speech without compensating with additional speech.

"There's a difference when the government is adding speech to the marketplace of ideas [rather] than taking speech away from the marketplace of ideas," noted Julius Genachowski, chief counsel to FCC Chairman Hundt.

That approach might work for some attempts at government intervention that involve access or disclosure—such as free airtime for candidates or ratings—but not for others—such as restrictions on indecency or liquor advertising.

But the dissent from Justice Sandra Day O'Connor sees Breyer's alternative analysis that must carry is "speech-enhancing" not as an entree to new regulation, but as a sign of the majority's weakness. ■





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FCC ponders must carry for DTV

By Chris McConnell

WASHINGTON

The Supreme Court justices last week gave FCC officials some more work to do on digital TV.

Commission staff had left open the issue of how must-carry laws should apply to digital TV signals. And until last week, few thought the FCC would need to deal with the question.

With the court's decision to uphold the law requiring cable carriage of all local broadcast signals, however, FCC staff now needs to consider the law's implications for digital TV.

"We need to consider whether there are any consequences of [the] Supreme Court's decision in the must-carry case that we need to address immediately, or whether these issues can be dealt with in a further proceeding," FCC Chairman Reed Hundt said in a letter last week to Senate Majority Leader Trent Lott (R-Miss.).

Others at the FCC expect the commis-



Must Carry Upheld

sion to consider the issue in a future proceeding. At issue will be whether the must-carry law applies to digital television signals during the industry's switch to DTV and, if so, how the law applies.

Broadcasters say, for instance, that if they use the digital channels to send out four or five programs instead of the current one, then all of the multiplexed programs should fall under the must-carry provisions.

"What does it matter whether the 6 mhz is being used for multiplexing or high definition?" asks Jeff Baumann, the NAB's executive vice president and general counsel.

Cable lawyers counter that the law should not apply to the digital signals, let alone any collection of multiplexed programming within the 6 mhz. National

Cable Television Association Vice President Daniel Brenner says the law applies only to the analog broadcasts and that extending it to digital TV would be a matter of FCC policy rather than law.

"We think this is not something the commission needs to do at this point," Brenner adds.

The commission raised the issue in a 1995 proposal on digital TV service rules. The FCC cited language in the 1992 Cable Act requiring the commission to review its must-carry rules at the time it adopts a new transmission standard for broadcasters.

The provisions instruct the FCC to make any changes necessary "to insure cable carriage of such broadcast signals of local commercial television stations which have been changed to conform with such...standards."

In the 1995 proposal, the FCC asked whether both the analog and the digital signals should be carried during the transition from analog to digital TV. The FCC also asked whether the cable

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operator or the broadcaster should decide which signal is carried if the cable operators need carry only one signal per broadcaster.

Additional questions include whether any high-definition program would be required to be carried in an HDTV format on cable.

Cable lawyers say that forcing the systems to carry both the analog and the digital signals would place too heavy a burden on cable systems. "You're taking capacity away," says Brenner.

Communications lawyer Bruce Sokler points to portions of the Supreme Court's decision in which justices said that the law enabled broadcasters to gain carriage on 5,880 cable channels. The court cited the number in deciding that the must-carry law is not overly broad. But extending must carry to digital signals would alter calculations of the law's impact on cable, Sokler says.

James Hedlund, president of the Association of Local Television Stations, predicts that many cable systems will have expanded their channel capacity by the time the digital signals are on the air. "I don't think it should be a big deal," says Hedlund. ■

DARS licenses draw \$173 million

CD Radio, American Mobile hope to be on air by 1999

By Chris McConnell

WASHINGTON

CD Radio and American Mobile Radio Corp. (AMRC) hope to be on the air as early as decade's end now that they have paid more than \$80 million each for satellite radio licenses.

The companies last week outbid two other satellite radio proponents for the digital audio radio service (DARS) spectrum. AMRC topped the bidding with \$89.9 million, while CD Radio bid \$83.4 million for its license.

"It's been a long haul," says CD Radio Chairman David Margolese, whose company has been seeking a satellite radio license since 1990. CD Radio hopes to offer a package of

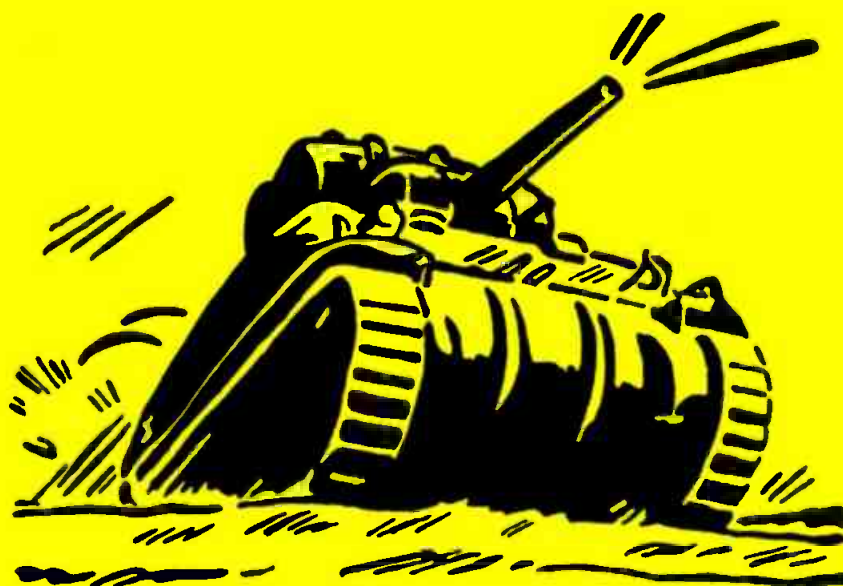
about 50 channels. Subscribers would receive the signals through silver dollar-size antennas installed in car roofs.

CD Radio and AMRC won the licenses after 25 rounds and more than a day of bidding. DARS proponent Primosphere dropped out after 12 rounds, and Digital Satellite Broadcast Corp. stayed in until round 21.

"I am delighted that we have at last cleared the way for CD-quality digital audio radio signals to be delivered from the sky," FCC Commissioner Rachelle Chong said of the auction's conclusion.

"Now we have to go forward," says AMRC President Lon Levin. AMRC has said it plans to deliver 35-45 chan-

Continues on page 37



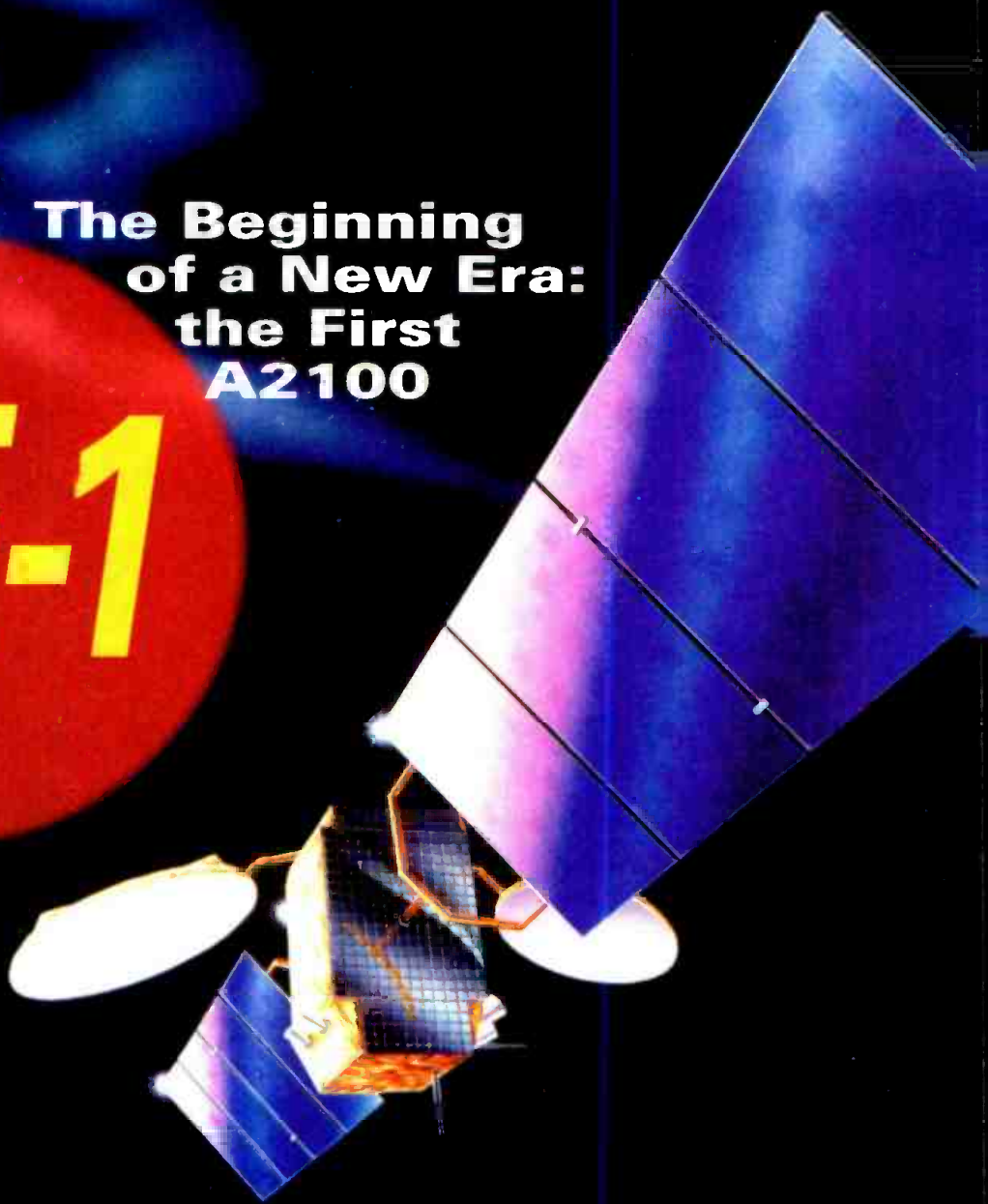
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Response to FCC Chairman Reed Hundt

A commentary from Eddie Fritts, president, National Association of Broadcasters

Having read with interest the recent commentary in BROADCASTING & CABLE from FCC Chairman Reed Hundt, I appreciate the opportunity to respond.

Chairman Hundt says that "no values in our society are more important than those advanced and protected by the First Amendment." But his vision of the First Amendment is the opposite of what it actually says. Chairman Hundt would have us believe the First Amendment was adopted by our founding fathers to allow government to compel or promote certain types of "desirable" speech. The First Amendment actually says that government "shall make no law...abridging the freedom of speech, or of the press."

"Good" speech, "bad" speech, more speech, less speech—it simply is not the government's decision.

But in the chairman's view, the government can promote First Amendment "values" by requiring broadcasters to air particular types of programs. To us, the First Amendment is unambiguous, and we take strong exception to Chairman Hundt's curiously expansive view of the document.

Supreme Court Justice Potter Stewart said it best: "If we must choose whether editorial decisions are to be made in the free judgment of individual broadcasters, or imposed by bureaucratic fiat, the choice must be freedom." Any other result, he said, would be a "frightening specter."

Ironically, Chairman Hundt argues that "the biggest threat to our First Amendment goals...comes from not having specificity or quantification of public interest duties." Whether the government selects the type of speech to be favored by rulemaking, as the chairman wants, or by the "raised eyebrows" approach he claims was used by earlier commissions, the problem is government mandating the type of speech we will hear. We believe programing choices should be made by broadcasters responding to the needs of their communities, and not by the personal agenda of a Washington bureaucrat.

Let's be clear: We have never argued for a reduction of our public interest obligations, nor do we now. I'm proud that thousands of local radio and television stations take a back seat to no other business in their commitment to localism and public service. They serve the needs of our children with educational programing; they broadcast radiothons, telethons and PSAs to raise funds for thousands of charitable causes; they provide thousands of hours of free coverage of political candidates; and they serve their local communities in ways they—and not the FCC—think is best.

Perhaps Chairman Hundt should listen to the people in Arkansas and the Ohio Valley who credited their local radio and TV stations with saving lives with accurate, round-the-clock reporting of horrific tornadoes and flash flooding. That's our definition of true public

service, and it happens every day.

The chairman trots out the tired old argument that because the public "owns the airwaves," the FCC may tell broadcasters what to air. He should know, however, that the FCC abandoned this fallacy 10 years ago. Channels are now as "scarce" as sand in the desert, particularly in a world with hundreds of cable or DBS channels competing with broadcasters in most U.S. homes.

Moreover, any person operating a computer terminal connected to the Internet is in fact a broadcaster or publisher. Newspapers use public rights-of-way for their news racks, but that does not give the government the right to dictate what they print. It shouldn't for broadcasters, either.

Some have suggested that broadcasters just give in. After all, it's only a little bit of time that Chairman Hundt wants for this issue or that pet program, they say. But once government begins setting programing priorities, broadcasters will be forced to conform to whatever "issue du jour" that's pending before the FCC.

Chairman Hundt started out with a short list—kidvid and free political time. Now he's

added alcohol ads, PSAs and TV ratings. Tomorrow, it may be programing for the elderly or the disabled, and free time for whatever cause that's become trendy. The point is that Jefferson and Madison did not envision government selecting topics for speech, no matter how well-intentioned.

Recently, the Supreme Court made this clear in a unanimous opinion: "While the law is free to promote all sorts of conduct in place of harmful behavior, it is not free to interfere with speech for no better reason [than] promoting an approved message or discouraging a disfavored one, however enlightened either purpose may strike the government." Unfortunately, that is exactly what Chairman Hundt is attempting to do.

Chairman Hundt suggests that NAB should "come up with a proposal to save our democracy." The last time I checked, the grand U.S. experiment in democracy was doing quite nicely, thank you. We have conquered communism, scaled back the nuclear arms race, and been a haven for hardworking immigrants from around the globe. This was accomplished without government mandating speech on broadcasters.

We believe the First Amendment has played a critical role in our country's rich history.

We don't disagree that serving children, informing the public about political campaigns and preventing alcohol abuse are worthy goals. That's why local stations provide these services day in and day out. To us, the issue is not public interest programing, but government-mandated speech. So to Chairman Hundt's vision of the First Amendment, I respectfully reply: Thanks, but no thanks. ■

"When government begins mandating topics for speech—however well-intentioned—government will have eroded one of our most precious liberties."

DARS

Continued from page 34

nels of varying audio quality. Levin says services could be available as soon as three years, and Margolese says CD Radio hopes to launch its first satellite during the second half of 1999.

Margolese predicts that his company will deliver the audio package to subscribers for about \$10 per month or less and that consumers wishing to tune in the satellite sounds initially will pay an extra \$150 for radios capable of receiving the "S-band" transmissions.

CD Radio expects to offer some non-music programming channels and might accept some advertising on those channels, Margolese adds.

"We believe this is a better way to listen to radio," he says of the company's plans. Margolese pegs the company's start-up costs at about \$500 million, which does not include the \$83 million for the license, 20% of which is due at the FCC later this month.

"We have the money," Margolese

says of the company's bid.

Once CD Radio and AMRC have their licenses, they will be free to sell them to other buyers. Although the FCC limited last week's bidding to the four DARS proponents with applications pending at the commission, it did not impose any restrictions on transferring the licenses outside of the normal FCC review process.

Daniel Phythyon, acting chief of the FCC's Wireless Telecommunications

Bureau, says the auction winners can seek to transfer the DARS licenses to any qualified licenseholders once they have the licenses in hand.

Margolese says CD Radio plans to stick with the DARS business. "We are not going to transfer this license."

AMRC's Levin is making no pledges. "We're not going to get into those kinds of discussions," he says of the prospect of selling or keeping the satellite radio license. ■

TV standards

The Advanced Television Systems Committee (ATSC) is creating a program to certify TV sets and other consumer gear capable of receiving all the picture formats included in the ATSC digital TV standard. The FCC last year stripped the video formats from the ATSC standard when it adopted the system as the next U.S. broadcasting standard. The ATSC says it plans to create a system for identifying consumer devices that will work with any of the formats envisioned in the original standard. "Consumers will need to know that what they buy will work no matter which ATSC format is used by programmers," says ATSC Chairman Robert Graves. Outgoing ATSC Executive Director Mark Richer says the group hopes the identifications will appear on the first line of TVs and computers capable of receiving the digital signals.

Richer, meanwhile, is leaving ATSC to become vice president and general manager of a new division of Comark. Called Comark Digital Services, the division will supply DTV gear to broadcasters.

—HF

The logo for Betacam SX is centered on a large yellow rectangular background. The word "BETACAM" is in a bold, black, sans-serif font. To its right, the letters "SX" are in a white, bold, sans-serif font, enclosed within a black rectangular box that has a slight 3D effect with a white border.

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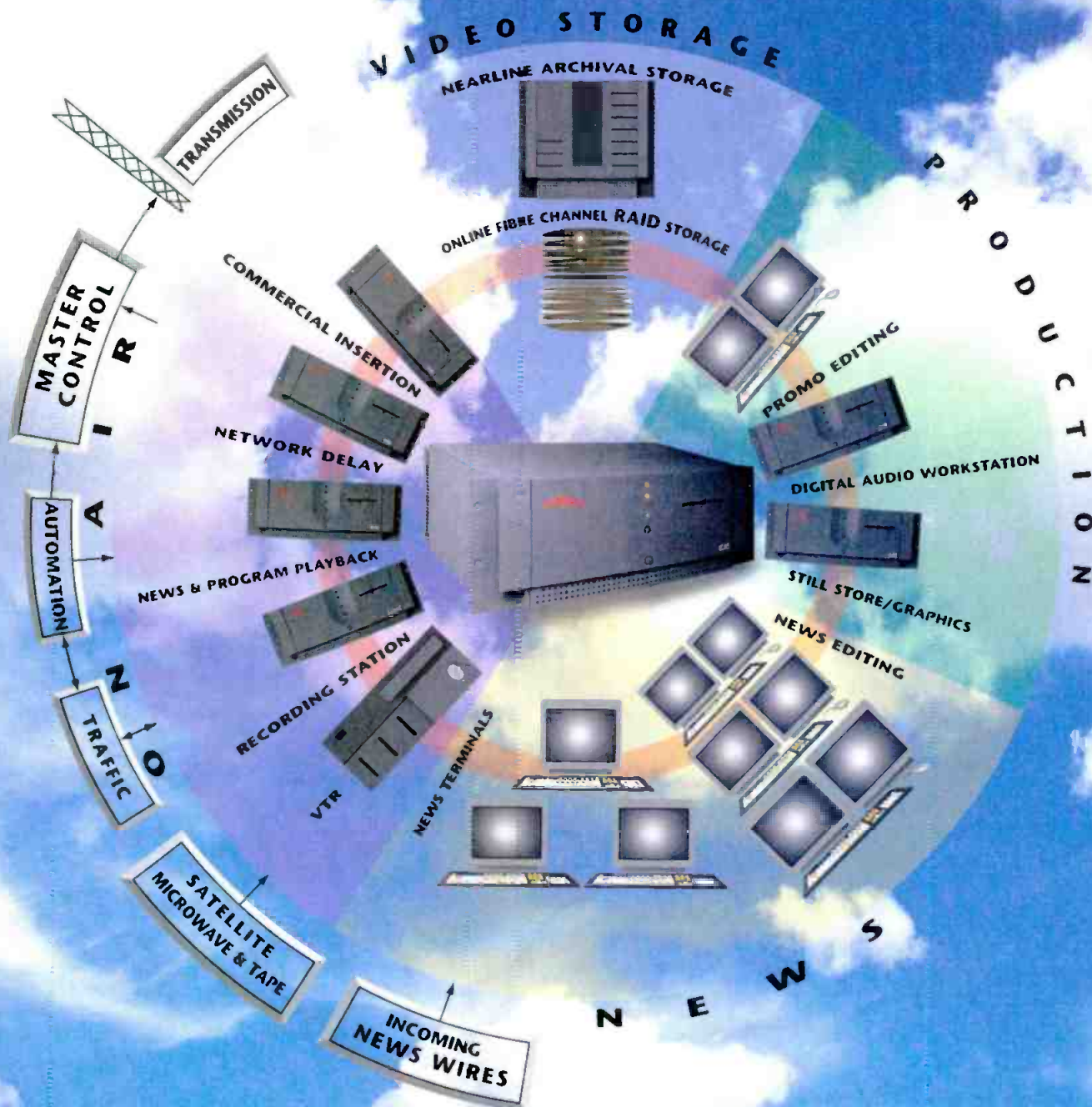
WARD HUEY

In The Business Of Doing The Right Thing

Ward Huey has seen a lot in his 37 years in the broadcasting business, and he's seen it all from the perspective of one company—Belo Broadcasting. He joined Belo as a cameraman in 1960 (he was filming the presidential motorcade in 1963 when John F. Kennedy was assassinated) and has run its broadcast division since 1981. Huey has overseen the growth of Belo Broadcasting from a sleepy regional group owner to a \$1 billion powerhouse. With the acquisition this year of the Providence Journal Co., Belo is the eighth-largest group in terms of revenue and 10th largest in audience reach. In the following interview with *BROADCASTING & CABLE*'s Steve McClellan, Huey shares his vision of the industry's future beginning on page 42.

Photos by Reid Horn / Black Star

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"The truth is, the kind of program content requirements the government might wish to mandate are, in fact, already mandates for local television—meaning that local service is what we're all about. It is the basis of our business. So preserving our opportunity to self-regulate is as important as any issue."

What is the single greatest political challenge facing broadcasters today?

The television station business doesn't require a government mandate to do its job right. Go back to the days of the NAB Code. My experience was that the [guidelines] were effective, they were self-regulatory and they prompted quality broadcast service; they were vastly more effective than specific content regulation. So I think one of our greatest concerns is that we have the opportunity to self-regulate and that the government recognize the motivation of a local broadcaster. The truth is, the kind of program content requirements the government might wish to mandate are, in fact, already mandates for local television—meaning that local service is what we're all about. It is the basis of our business. So preserving our opportunity to self-regulate is as important as any issue.

How optimistic are you of that outcome?

I'm optimistic that we can strike reasonable compromises. As an example, there are some general public interest requirements that are reasonable, that our company certainly would support. It's degree and extreme that concerns me. We were for three hours of children's programming because it seemed that it was a reasonable request, that it filled a need and wasn't so specific that it sent local operators off creating products that might not necessarily apply to their market. We would be for the 5% nonentertainment threshold. I don't think it imposes any undue burden on a good television station operator.

What about the V-chip?

We have no problem with the V-chip legislation. I don't think the V-chip is the ultimate solution, but it makes sense. I know that there is a concern over the fact that V-chips are not going to be in television sets for a few years. But we have no problem with them as a strategy to help viewers control television programming in their homes.

What about program ratings?

We are in favor of the industry-created ratings system. The debate there is "age" versus "content," and I'm not sure how that's going to come out. I hope that, when it's resolved, we will give the system a chance.

Is TV programming too violent?

Some of it is too violent for me, but I know that that is in the eye of the beholder. Our company is probably conservative on that issue. We have strong feelings that issues of violence and sex and language should be respected by the networks.

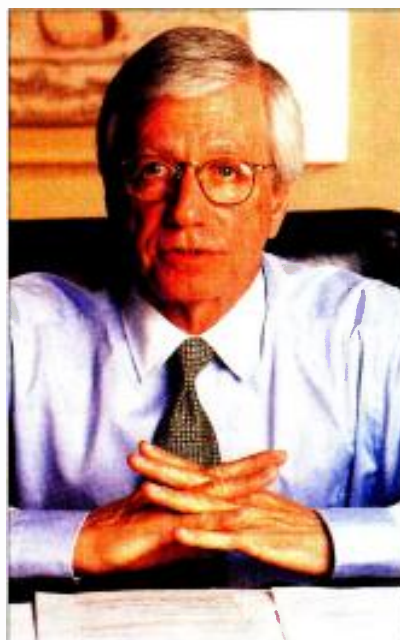
When you're operating a local television station and you have to explain every day to your neighbors why products are on the air that have language that is almost too embarrassing to relate, that's where the rubber meets the road. Clearly, like all of these other areas, this is a subject for compromise and negotiation. We've taken programs off the air that we thought were too violent, particularly for the time periods they were in. We've put them back on after a period of time as well. We struggle with it.

Which will present the greatest competition to local broadcasting, cable or DBS?

I don't know for sure. Neither cable nor DBS is going to compete in the local community service arena, so I see them as competing for viewers but not necessarily competing in the same service that we provide.

Will broadcasting be a part of both those media going forward?

Yes. There's a lot of discussion today about spot-beam technology, as far as satellite distribution is concerned. There's a great deal yet to be known about that. But, assuming that the rules of the road are reasonable and acceptable, I can envision spot beams offering an opportunity for local carriage, just as cable does today. And I think broadcasters, though concerned about what the rules and regulations related to satellite distribution might be, will welcome having more than one gatekeeper in a community.



Is digital going to be the salvation of over-the-air TV?

I think most local broadcasters see digital and high-definition television as technologies that we can't afford to miss. It's expensive, but it's a technology whose time is clearly coming.

As a business opportunity?

It's not a technology we invest in for incremental cash flow. It's a technology we invest in to maintain parity with competitive signals in the marketplace. We understand that true pass-through will probably average seven million to seven and a half million dollars per television station, when you take into consideration tower rebuilds or relocations, commercial insertion equipment and the like. But I think broadcasters will respond to that and participate in that.

What's so great about HDTV?

When you see the pictures, and you understand the quality of presentation it offers, it's so appealing that it's impossible for me to believe it isn't



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NEWS SOLUTIONS

"I don't know of any broadcaster who looks forward to spending seven million dollars on a technology. I can think of other ways to spend it that might enhance our community service. But, having said that, I don't think we can bemoan HDTV. I think we have to embrace it and learn how to use it."

going to be a part of our future. It's just the issue of how to get there intelligently while continuing to provide good quality analog service in the meantime.

And spare no expense getting there?

Truth be known, there is an issue of cost. The challenge gets bigger as the market gets smaller, which, of course, was one of our concerns about spectrum fees. When you introduce spectrum fees on top of HDTV conversion, you place an almost unbearable burden on station operators, particularly in smaller markets. And, to me, that jeopardizes local service. I can't imagine anyone wanting to put local service at risk, because it won't be replicated by satellite or cable or any other source I'm aware of.

Why shouldn't broadcasters pay for the privilege of using the public airwaves through spectrum fees or auctions?



Broadcasters already pay for the privilege. Broadcasters pay for it every time they invest in technology, every time they invest in facility. Broadcasters are going to pay for it with high-definition television. High-definition television is not going to make us a dime—it's going to cost us a lot of money. Color TV cost us a lot of money. Washington news bureaus, a quality news service, cost us a lot of money. I believe that broadcasters significantly pay for the privilege through investments that make their local service of value. Why should they pay twice?

Would you be prepared, as a major broadcaster, to help subsidize some of the smaller markets in the switch to digital and high definition?

No, no. We're still trying to figure out how to subsidize ourselves. In the smaller markets, they're probably going to be slower to convert, or they're going to have less elaborate conversions.

Will you boost ad rates to help offset some of the costs?

Passing costs through to the advertiser has never worked, and I doubt that it will in this case. This is accommodating a technology that is here.

If you had it to do over again, would you just as soon stay in analog?

I don't know of any broadcaster who looks forward to spending seven million dollars on a technology. I can think of other ways to spend it that might enhance our community service. But, having said that, I don't think we can bemoan HDTV. I think we have to embrace it and learn how to use it.

Is multiplexing viable, or are broadcasters better off simulcasting the analog signal?

We want the second 6 megahertz to broadcast to the local community the local service that we have in place now. We think that, until it's proven that it doesn't take the full 6 megahertz, our commitment is to use it for that purpose. It would seem to me that, as long as we're using the channel capacity that we're given for local broadcast service, there shouldn't be any fees considered. But when we step outside that arena, I can certainly understand that if we are entering the paging business and using a piece of the 6 megahertz, we would be subject to paying a fee.

Where does the Internet fit into all this?

I think it's too early to tell if it's a business. All the Belo television stations have Websites that offer basic information and reinforce our television stations' brand identity. I don't know whether the revenue base will be driven by advertiser dollars or subscription fees. We have a lot of hits, but I'm not yet aware of any important conversion to ad sales. But I certainly see the convergence of computer technology and television technology as we know it today. The question for us is: Where

do we fit? And I think the answer is: Local television service is our distinction and our exclusivity. It is that service that will keep our segment of the business alive.

The major networks are aggressively expanding into cable. Is that an issue for you?

I think that program exclusivity is the biggest single threat to the network/affiliate relationship I've seen in the last 25 years. Affiliate operators are extremely concerned about what has been not only by contractual agreement but by code of practice in this business—that our signals were exclusive to us. Anything that threatens that, as it is currently being threatened, is most serious to us. We have had many conversations with the networks about the subject. We have tried to negotiate some kind of compromise that would allow them to take product after a period of time and redistribute it through some other source. To date we haven't been successful—but I'm convinced that it's got to be resolved, because it strikes at the core of our relationship. And our relationship is a two-way street vital to both parties.

So you make a distinction between ABC's ownership of ESPN and ABC's wanting to be part of a soap opera channel fueled with programs

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"I think that program exclusivity is the biggest single threat to the network/affiliate relationship I've seen in the last 25 years. Affiliate operators are extremely concerned about what has been not only by contractual agreement but by code of practice in this business—that our signals were exclusive to us."

produced for the broadcast network.

Yes. If a network takes primary network product and redistributes it on another system, or through another distribution mechanism, it is threatening the strength of the local television station service. We lose our exclusivity. On the other hand, if a network owns a cable network that is originating its own product, I make no distinction between that and the fact that Belo now owns three cable networks that are creating their own product. It's a free market. It's the relationship that is jeopardized by taking product that has traditionally been exclusive between the television station and the network and programming it competitively against the very television station that's your partner. If you asked any owned-and-operated television station manager in the country, I suspect they would feel the same way. Whether they can say it is another matter.

How likely is it that ABC might be able to come up with a way for its affiliates to participate, happily, in the proposed soap channel.

It's likely that they can create a way for us to participate financially, and that would be interesting. But I don't think that's the core issue. The core issue is the threat to our exclusivity. I think there's a way to resolve the issue. If networks would agree not to distribute first-run network product for, say, six months after its initial airing on the network, we could get comfortable. But under the current circumstances, there is no comfort, there's just threat. What's being done now violates more than technical contracts. In my opinion, it violates the spirit of the relationship.

Are the networks pretty relentless on this issue?

It's creating long lunches.

Ultimately, is some degree of network program "repurposing" inevitable?

I think we're in a new world, and we're all adapting to it. I suspect that business relationships that heretofore have been unknown will evolve. I suspect that joint ventures between interests will expand. The Telecommunications Act of 1996 is certainly going to create some new relationships wherein cable can own phone companies and telcos can own cable. If that can be, then a lot has to be reconsidered, probably starting with the issue of duopoly.

FCC Chairman Reed Hundt recently took the industry to task on the public interest front, specifically PSAs. Is the criticism fair? Should there be public interest requirements?

I think it's on a company-by-company basis, and you'd have to judge each television station and each television group, on the merits of their performance. I don't favor mandates. I have not observed that mandates produce quality product. I don't think station operators have to be mandated to do what they're supposed to be doing and what, in fact, is good business in the first place.

Is Hundt way off the mark?

Well, I think it's up to the broadcast industry to persuade the chairman that mandates are not necessary to achieve the objectives he has in mind. I admire his objectives, and I think he is fundamentally correct in what he is asking for. But I think it can be achieved without being mandated.

How concerned should broadcasters be with the consolidation trend? Do long-term players in this business have to beef up their station portfolios?

Consolidation in television is an outcome of legislation and regulatory changes, and I don't think it will reverse. Scale is required to compete in the environment we're in today, with enlarged networks and other information and entertainment providers.

Do the little guys run the risk of getting crushed?

I'd hate to think so, and I don't know a good broadcaster today that's been crushed. People who don't have significant local programming run the risk of being, in essence, a one-channel cable system. If you take local news service as an

example, though, the ability to provide local and regional news and information and alternative information services in a market is greatly enhanced when you have a number of companies from which to draw.

How do you feel about duopolies and LMAs?

Well, originally our concern was for the preservation of a diversity of voices. I will tell you that today we have altered our opinion. The 1996 Telecom Act, which relaxed common market ownership rules for cable and telcos, created a new day as far as we're concerned. The Dallas-Fort Worth market is a good example of a major market where you could question duopoly restrictions. There are newspapers, there are magazines, there is an abundance of radio and television signals and a robust cable service throughout the marketplace, and there's satellite.

So at least in the major markets, the rules need revision?

I believe ownership restrictions in the top 50 mar-



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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).

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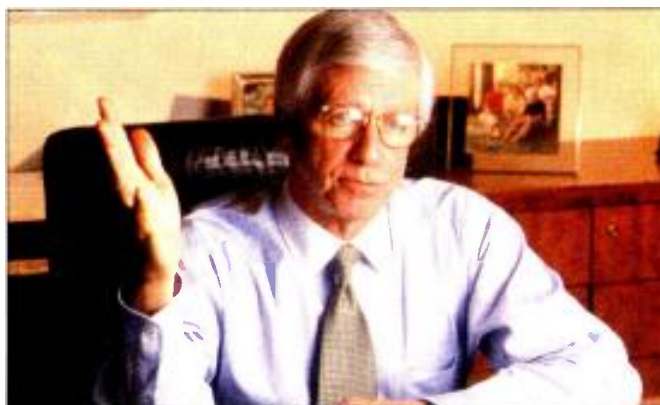
"I believe ownership restrictions in the top 50 markets, at least, are outdated. We should let the antitrust laws rule and the 35% ownership cap be the governor."

kets, at least, are outdated. We should let the antitrust laws rule and the 35% ownership cap be the governor. But I recognize that the environment in a large market is different from the environment in a smaller market. In a market with three stations, one owner having the opportunity to control two-thirds of those voices is very different from having the opportunity to control two out of 15. And it is very different when you consider the fact that the gatekeepers of today can own each other. I am for the elimination of newspaper/broadcast crossownership. If a telco can own a cable system, why can't a newspaper own a television station? Let's have a level playing field.

How much more station buying can we expect from Belo?

Our company believes in local television, as we do in newspaper publishing. We think both are very good businesses. They are our two primary businesses, and we would wish to expand in both.

You are in the regional cable business in several



markets. The perception is they're high-overhead, low-margin. Talk about your operations.

They're high-overhead, low-margin. They're start-up companies, but they afford a wonderful opportunity to provide an alternative news and information service. We like them, and we were excited to acquire the Northwest Cable News Network as part of the Providence Journal transaction.

But it's not our first endeavor. When Belo bought WWL-TV in June 1994, we inherited [all-news] Channel 15 with the television station. Mike Early, WWL-TV's great, legendary general manager, had been wise enough to see that time-shifting his local news service 24 hours a day would provide an alternative product that a lot of people might like. Today they like it so much that it competes toe to toe with CNN in terms of popularity in the New Orleans marketplace. That made us realize that, if we were in the newsgathering business—which is the heart and soul of this company—there were ways to extend it by looking at cable as something other than a competitor, looking at it, rather, as an alternative distributor of product.

What are Belo's ambitions in the national cable network business?

We think cable networking is also adjacent to the television station business. We are just learning about the new cable networks we acquired in the Providence Journal transaction. We think there are exciting opportunities. We see, in the case of the Television Food Network, a cable service that is now north of 24 million subscribers on its way to taking its place significantly in the cable network service world, and we like being a part of that. The Health Network is newer and less developed at this point. I think it's fair to say we're on a learning curve in terms of how they are best packaged and marketed and promoted. But we see them as exciting opportunities.

Last fall you gave free airtime to candidates. Did viewers find it valuable?

I hope so. I know the candidates did. I think the viewers did. But I'm glad you're asking about that.

Would you do it again?

We are going to do it again. It's part of our regular programming diet. I don't see the necessity of mandating free airtime for federal candidates or gubernatorial candidates or others. I think we provide more than adequate exposure between the lowest-unit-rate opportunities, the news coverage, the debates that are aired, and all the other special coverage. But I said to you earlier, I am worried about our industry coming off as naysayers on Capitol Hill. Just as we were responsive to the children's-programming notion, we thought a lot about this free-airtime issue and decided maybe we should take another step to demonstrate that our industry segment was sensitive to it.

How much time did you give away?

We did it in every market except New Orleans because they already had a similar product on the air. We had 74 candidates for national or gubernatorial office use 10 hours of free airtime to talk to the six communities where we put this on. What we heard from the candidates was that they were gratified by the noneditorialized, nonsoundbite environment that it created for them. And we offered it to the public television stations in every market, and they ran it as well.

What were the time periods?

Prime time or adjacent to prime time.

What do you think of President Clinton's mandating free time?

What they're trying to mandate us to do, we're dying to do. It's our lifeline. It's who we are. Part of the problem is, we don't do a good enough job of explaining ourselves or demonstrating our service, but I know it's there. ■

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Sawyer stays put

Remains with ABC at least for next two years

By Steve McClellan

ABC executives breathed a collective sigh of relief last week when *PrimeTime Live* anchor Diane Sawyer announced she would stay with ABC News for the duration of her contract, which expires in two years.

That contract, under which Sawyer is paid \$6 million-\$7 million a year, provided a window at the end of 1996 allowing her to jump ship if she chose to. The window was recently extended, but last week Sawyer let it close.

According to sources close to Sawyer, the only other network she had discussions with was CBS. The talks apparently focused on a return to hard-news reporting for *CBS Evening News* and other programs. It was not certain that Sawyer would have anchored or hosted her own show at CBS, sources said.

But what is certain is that those talks never turned into negotiations. "CBS

didn't lose her," a source said. "There were no negotiations. She decided to stay where she was and let the window close. Her inclination all along was to stay at ABC. In talks with the CBS people, they and Diane got to know each other for the future."

At no point during the CBS talks, was the possibility raised of Sawyer's co-anchoring with or replacing Dan Rather, sources said. And the fact that Bryant Gumbel joined CBS had nothing to do with her choosing to stay put, they said.

Although Sawyer received offers from several outfits, she engaged in no other talks, sources said. In a prepared statement, she said: "ABC has been my home for eight wonderful years, and we have so much work still to be done together. As always, it's exciting to be working with Roone Arledge."

Commenting on Sawyer last week, Arledge said: "She is who she is; she



Diane Sawyer is sticking with ABC.

does what she does. She's spectacular." And ABC has addressed to some extent her wish to do hard news. "She would like to be on the nightly news," said Arledge. "She's not interested in being an anchor or co-anchor, but she would like to do some serious reporting. I think there will be opportunities for her on other programs" aside from *PrimeTime Live* and *Turning Point*. ■

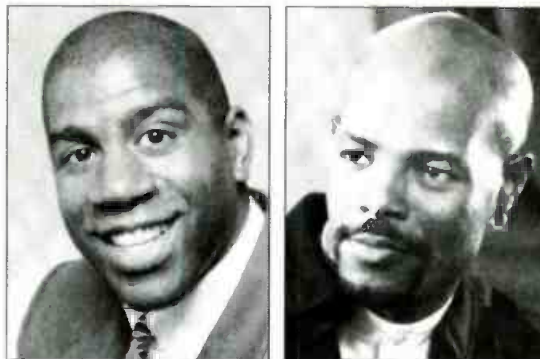
First-run talk on fast track

Industry observers say market is ripe for new late-night franchise

By Cynthia Littleton

To veteran observers of the syndication sales scene, it seemed like old times again last week as rival broadcast groups vied for a new late-night strip distributed by yet another vertically integrated competitor, Disney/ABC.

As Washington lawmakers prepare to probe for anti-competitive activities in the programming production and distribution arena, stations from the Fox, UPN-Chris Craft/United and WB/Tribune Broadcasting groups were understood to be interested in Buena Vista Television's new late-night talk/variety show with Keenen Ivory Wayans.



High hopes for talk newcomers Magic Johnson and Keenen Ivory Wayans.

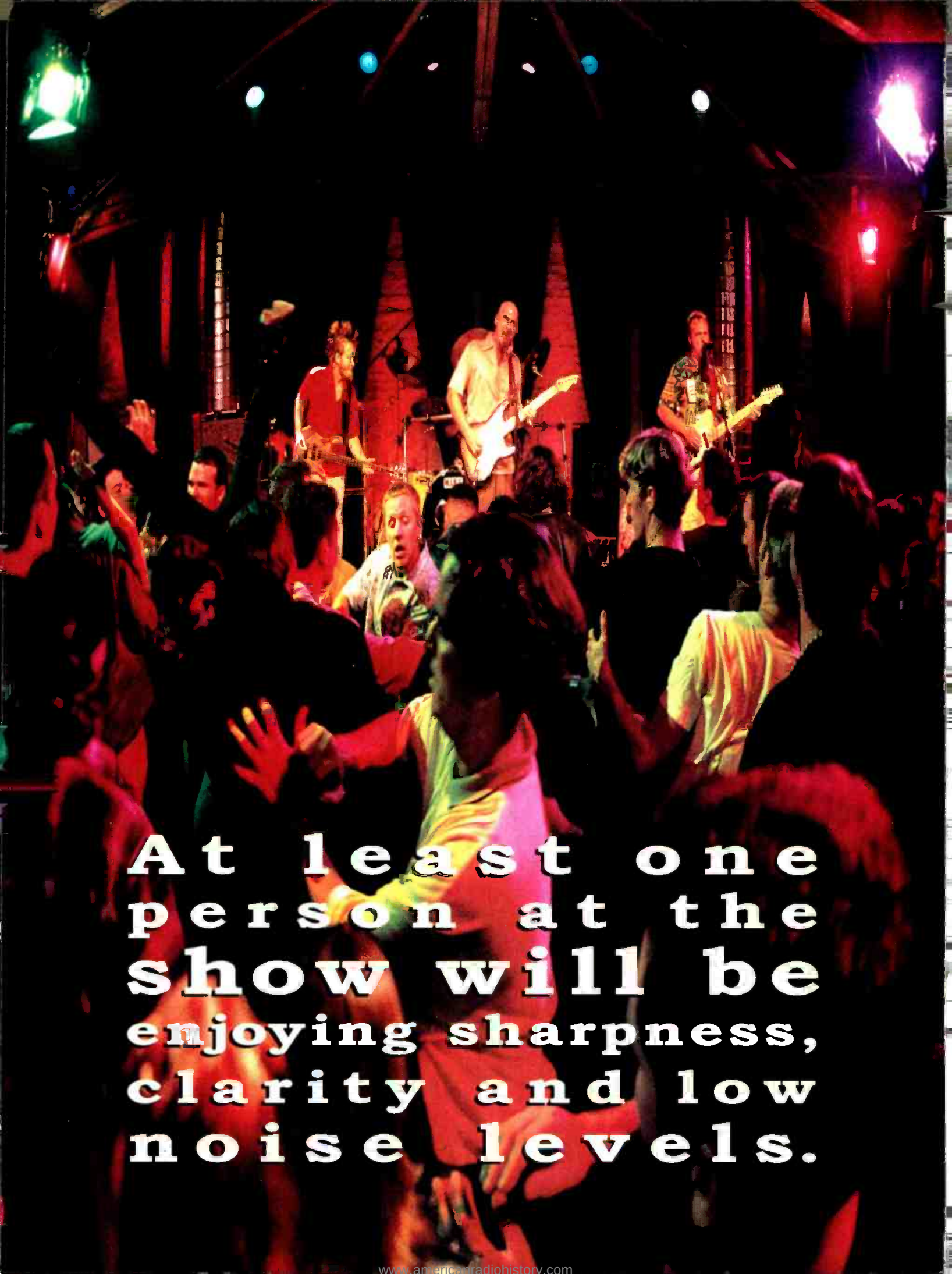
And for all the time and money broadcasters have recently devoted to in-house production, Buena Vista is taking the road less traveled by, gambling on a first-run project that wasn't

specifically designed for the parent company's stations.

"It's almost refreshing to see how much genuine interest there is in a project based on its [creative] merits instead of its corporate lineage," said one station rep who asked to remain anonymous.

Without ruling anything out entirely, sources within the ABC O&O group say they doubt the Wayans project would be a good fit with the network's current late-night lineup of *Nightline* and *Politically Incorrect*. Buena Vista and Wayans are aiming the show at the young, urban audience more typically drawn to Fox, UPN and WB affiliates.

Deregulation and the end of the fin-



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Dateline ABC

ABC News Chairman Roone Arledge told reporters last week that the network is considering putting its prime time magazines, including *20/20*, *Prime Time Live*



Arledge

and *Turning Point*, under one umbrella organization and title, like NBC's *Dateline*. "We're trying to eliminate some of the problems we've been having, with

four people from ABC News attacking Marcia Clark or some other coveted interview subject," Arledge told reporters. "We're trying to get that squared away." Arledge also told reporters to look for more changes on *Good Morning America*. The show shifted to control of the news division more than a year ago because "it was failing and everyone could see that." Arledge said that an NBC-style state-of-the-art street-level studio, which almost makes the outside world a part of *The Today Show*, might help *GMA*. "It makes [the show] feel more like an event," he said. —SM

syn era last year made it possible for Disney and other media giants to compete for network advertising dollars and syndicated programing fees from broadcast competitors at the same time. Deregulation and the easing of station ownership rules also made it possible for Buena Vista to introduce a high-profile new strip in late March for August debut, thanks to the increased concentration of program buyers.

Lawmakers, however, say there may be some unintended and undesirable consequences of that deregulation that may need to be addressed with new legislation. Representative Billy Tauzin (R-La.), chairman of the House Telecommunications Subcommittee, has said he intends to hold hearings this year on the impact of deregulation and the quick consolidation sparked by the changes in TV's competitive landscape.

At the station level, the buzz surrounding the Wayans project and another new late-night entry with NBA star Magic Johnson indicates a strategy shift among traditional independents. Late night, Fox, UPN and WB affiliates appear to be shifting away from off-network sitcoms, talk show reruns and gritty reality shows toward original first-run entertainment programs.

Although *Arsenio Hall* was the exception for a time, first-run late-night strips have always been a long shot. Many broadcasters became gun-shy and focused on counterprogramming *The Late Show with David Letterman*, *The Tonight Show* and *Nightline* after a

slew of first-run failures in the 1990s, notably high-profile strips hosted by Whoopi Goldberg, Dennis Miller, Jon Stewart and Stephanie Miller.

Nonetheless, many in the industry are suddenly saying that the market is ripe for a new late-night franchise. Urban youth and minorities are the primary targets because they tend to be regular late-night viewers, yet their viewership of broadcast stations is off 20% to 30% in the daypart over the past five years, indicating they frequently opt for cable channels.

Late last year, Columbia TriStar Television Distribution was the first syndicator to come forward with a late-night contender for the coming season. *Vibe* is an entertainment talk hour from veteran producers Quincy Jones and David Salzman that is likely to wind up as competitor or companion to the Wayans series.

Fox stations are reserving an hour in late night for the in-house Twentieth Television project with Johnson. Yet sources within the group say the stations have a "natural" interest in the Wayans show, which boasts a known comedy commodity who's already associated with the network.

Some have speculated that Fox may be hoping to schedule the Johnson and Wayans shows back-to-back in a bid to siphon audience share from Letterman's and Leno's. Sources say the Chris Craft/United group is also considering doubling up on talk/variety hours as well, teaming Wayans with its existing commitment to *Vibe*. ■

Diller takes TV to woodshed

Slams industry for 'clinging to status quo' and reducing public interest obligation to 'a joke'

By Steve McClellan

Barry Diller took the broadcasting industry to task last week for resisting change and shirking its public interest obligations.

"The very future and certainly the vitality of free television are threatened as never before," Diller said in an address to attendees of the Variety-Schroder Wertheim "Big Picture" media conference in New York.

Regulatory "mine fields" and competitive forces are not the only threats, he said.

Broadcasters themselves are con-

tributing to their own problems "by what they are doing—or, more accurately, not doing—in response. How can we not acknowledge the danger in the face of over 15 years of almost continual decline in broadcasting share of viewers?"

Yet, he said, "the industry continues to cling to the status quo, propagating more versions of the same ideas and models that have reigned throughout the decline." In the programing arena Diller cited recent attempts by most of the networks to clone *Friends* and *The X-Files*.

Diller said the industry is "so focused on the task of preserving every condition of their existing system and privi-

Diller program plans

Barry Diller says he'll announce "in the next couple of weeks," plans to launch his new program service, which he hopes will catch on and become an established program brand. The service will be launched on HSN's Miami TV outlet next February or March and expand from there.

Diller, speaking to reporters after his speech at last week's "Big Picture" media conference in New York, said he hoped the service would attract 5%-10% of the available audience within the first 18 months. The service will program 18 hours a day, including three or four hours of news, said Diller. Estimated start-up costs: \$135 million–\$175 million. —SM

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leges that they don't acknowledge any lapse in responsibility or any real understanding that they have been given their spectrum in return for programing in the broad public interest." He called it a "strategy of inaction and reaction and defensiveness," which is doing a "marvelous job of keeping meaningful change at bay and keeping [NAB president] Eddie Fritts gainfully employed."

But that strategy has also "virtually destroyed the credibility of the broadcast industry as the gatekeeper of a public trust," said Diller. "By any account, the public interest obligation, except in its most token form, has been reduced to a joke." Broadcasters are pushing for relaxation of ownership rules "but are quick to abandon original local programing for network affiliations, syndication or infomercials to minimize investment."

"These kinds of cynical responses have done much to generate the doubts in Washington as to broadcasters' sincerity or ability to live up to the public trust that is at the core of our system," he said.

But Diller said he did agree with the industry on at least two points: broadcasters need continued free use of the spectrum, and the industry needs re-

laxed ownership rules. "Broadcasters must be given the rope to build a bridge or hang themselves," he said. "To fulfill the enormous potential of broadcasting multiple free channels of digital television, or to justify the expense of high definition, we must create new voices, new systems and a new way of doing business."

Diller reiterated his call, first made

two months ago, for broadcasters to air free "all political messages" as part of a comprehensive, "ironclad" campaign reform initiative. He said political ads represent 1.3% of the \$30 billion television advertising pie. By comparison, cigarette ads made up 20% of TV ad revenue when they were banned 30 years ago, "and it was a momentary blip on the radar."



Lucci

Run for Daytime Emmy roses

Will they love Lucci this time around? Susan Lucci earned her 17th nomination for Outstanding Lead Actress for the 24th Annual Daytime Emmy Awards, set for May 21 on ABC. She has yet to take home the statue.

CBS earned 60 nominations—more than any other broadcast network, cable network or syndicator. Included were 20 nods for *The Young and the Restless* and nine for *Beakman's World*.

PBS earned 50 nominations, including 13 for *Sesame Street*. Syndicated shows rustled up 45 nominations, with nine going to *The Oprah Winfrey Show*. And ABC generated 41 nods, including 18 for *General Hospital* and nine for *All My Children*.

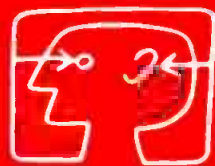
NBC followed with 25 nominations, including 10 for *Days of Our Lives*, and Fox had eight.

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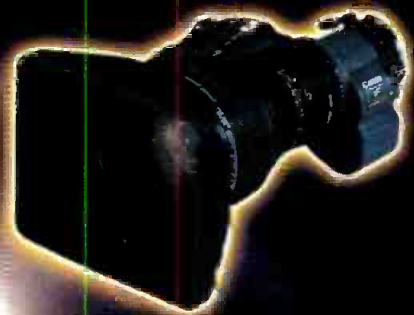


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Crook and Chase move up

Talker gets new digs, adds seven metered markets

By Cynthia Littleton

Crook & Chase is on the move this month in more ways than one.

Three months after relocating from Nashville to Hollywood, the Crook & Chase crew is moving out of a rented studio at CBS Television City this week to a converted movie soundstage at Universal Studios Hollywood.

More important, Universal Domestic Television's daytime talk/variety strip has picked up seven more metered markets since the close of the February sweeps, which brought cancellation notices to struggling third- and fourth-year talkers Gordon Elliott and Rolonda.

Most important of all, Crook & Chase's audience share is moving in the right direction in bellwether markets like St. Louis, Minneapolis and San Francisco. Armed with respectable ratings against *Live with Regis & Kathie Lee* and other formidable competitors,

Universal's sales force is in the midst of a major push to clear the show in the top 100 markets.

"There is a tremendous amount of effort going into this show from the studio, and that lets us produce a better show," says executive producer Jim Owens.

Hosts Lorianne Crook and Charlie Chase have been proving themselves the hard way—market by market—for the past 16 months. Talk show syndicator Multimedia Entertainment, since acquired by Universal, struck a distribution deal with Jim Owens & Associates and launched slow rollout of the show in January 1996.

Universal was ready to end that relationship when it bought out Multimedia late last year, but the studio's research



The addition of new markets has boosted clearances for 'Crook & Chase' to the 50% mark.

staff saw signs of promise in some of Crook & Chase's ratings. To date, the show has been cleared in 92 markets covering about 50% of the country.

With many broadcasters leery of



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new talkers after a raft of recent failures, experience is one of *Crook & Chase*'s biggest selling points. The hosts are longtime veterans of live TV, and it shows.

Chase and Crook, who is married to Owens, use no cue cards or Tele prompts during tapings, in which retakes are rare. Crook got her start in broadcasting as the local host of *PM Magazine* for KAUZ-TV Wichita Falls, Tex., which just picked up *Crook & Chase*. Chase has been working in radio and TV since he was 13.

"I've never seen anything like it," says Burt Dubrow, veteran producer of *Sally Jessy Raphael* and *Jerry Springer*, who joined Universal last year.

"There's nobody running around the set getting crazy on this show. They just go out there and do their thing.... The whole premise of this show is fun."

Recurring comedy bits will become a bigger part of the daily talk/variety hour over the next few weeks. They're also building a stable of in-house experts on fashion, finances, cooking and other lifestyle topics.

Crook and Chase, who have worked

as a team in syndication and on cable's Nashville Network since 1983, get into shtick as often as they can. A semi-regular game show spoof segment harks back to the Art Fern and Tea-Time Movie Lady characters from the Johnny Carson era of *The Tonight Show*.

Comic relief is the main objective, but Owens says they're also encouraged by the success of *The Roxie*

O'Donnell Show in stretching the morning show format beyond its traditional boundaries.

"When people are switching the dials, all the talk shows look and feel the same," Owens says. "We need our show to look different. *Rosie* has brought a lot of variety back to daytime. We're trying to capitalize on what she's been able to do." ■

Big picture looks cloudy

Conference panel has more questions than answers

By Joe Schlosser

The "Big Picture" is very unclear, at least from the vantage of top broadcast cable and advertising executives assembled for an entertainment industry conference in New York last week.

A five-person panel at the *Variety*-Schroder Wertheim "Big Picture" conference tackled everything from must carry to DBS, TV ratings to digital TV.

Taking on those topics were NBC

President Bob Wright, CBS President Peter Lund, USA Networks Chairman Kay Koplovitz, General Motors general manager of marketing and advertising Phil Guarascio and Time Warner Cable Chairman Joseph Collins. Schroder Wertheim's Herbert Schlosser was the moderator. The only DBS representative scheduled to appear, DIRECTV President Eddy Hartenstein, was unable to attend.

With the FCC allocating digital channels, a key issue facing broadcasters is how long that transition to digital

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is going to take. Consumers and broadcasters face costs in the billions of dollars to convert to digital signals and receivers.

"It's still an open issue," Lund said. "We've said all along that we think it is a marketplace analysis. We'll have to see what the marketplace wants. Once the consumer sees sports in high-definition TV, he's going to have no interest in not seeing it in high definition. But the economics of having more channels at this moment are not very exciting."

NBC's Wright said the digital world may not be just a broadcast one. He thinks personal computers may have a leg up on traditional broadcasters.

"It is going to be interesting to see what role the PC industry plays in this," Wright said. "They can move into this a lot faster than we can because the customer base of PC users can receive the digital signal on the computers they already have."

Without Hartenstein there to defend the DBS industry, the panel took shots at Rupert Murdoch's and EchoStar's proposed plan to carry local broadcast signals via DBS services.

"What is the difference between a high-end DBS system and a cable system with 750 megahertz in its boxes?" Collins asked. "Not only nothing, the technology is somewhat obscure."

Collins said EchoStar is the answer to a question that does not exist. He said that ultimately DBS systems will have less room for digital service than the current analog systems.

"It is an issue we are all wondering about. How they are going to do this?" Lund asked of EchoStar's plan to incorporate local broadcast signals.

With all the question marks facing the industry now, the issue of sports programming rights appeared to be the

most pressing subject. Broadcast rights for the National Football League expire at the end of the year.

Murdoch paid \$1.58 billion to wrestle the NFL away from CBS four years ago, and that has set the stage for this year's bidding war. Wright, whose NBC shares the weekend broadcast rights to the NFL, said Murdoch might not be so willing to pay such a high premium this time around.

"I don't think it is a given that they are going to step up and lose another \$400 million or \$500 million," Wright said. "They have it and probably don't

want to lose it. From a pure economic standpoint, however, what it does for the business is not clear to me."

Wright said Fox got into the NFL at a time when it was trying to reach the more traditional 18-49 demographic. Fox is now going back to targeting the younger, male-dominated demographic it started with, he said. With that kind of programming plan, Fox does not really need the NFL, said Wright.

Fox officials say they are planning to "be as competitive" as all the other broadcast networks and termed Wright's comment "hilarious."

Errata

The story on a new BMI TV music license agreement with local broadcasters in the March 31 issue contained an error. The retroactive period covered by the new contract had been covered with an interim pact under which broadcasters had paid close to \$130 million in fees. Broadcasters will face a roughly 20% increase in payments to BMI over the next two years. Also, Internet and HDTV are covered under a separate agreement.



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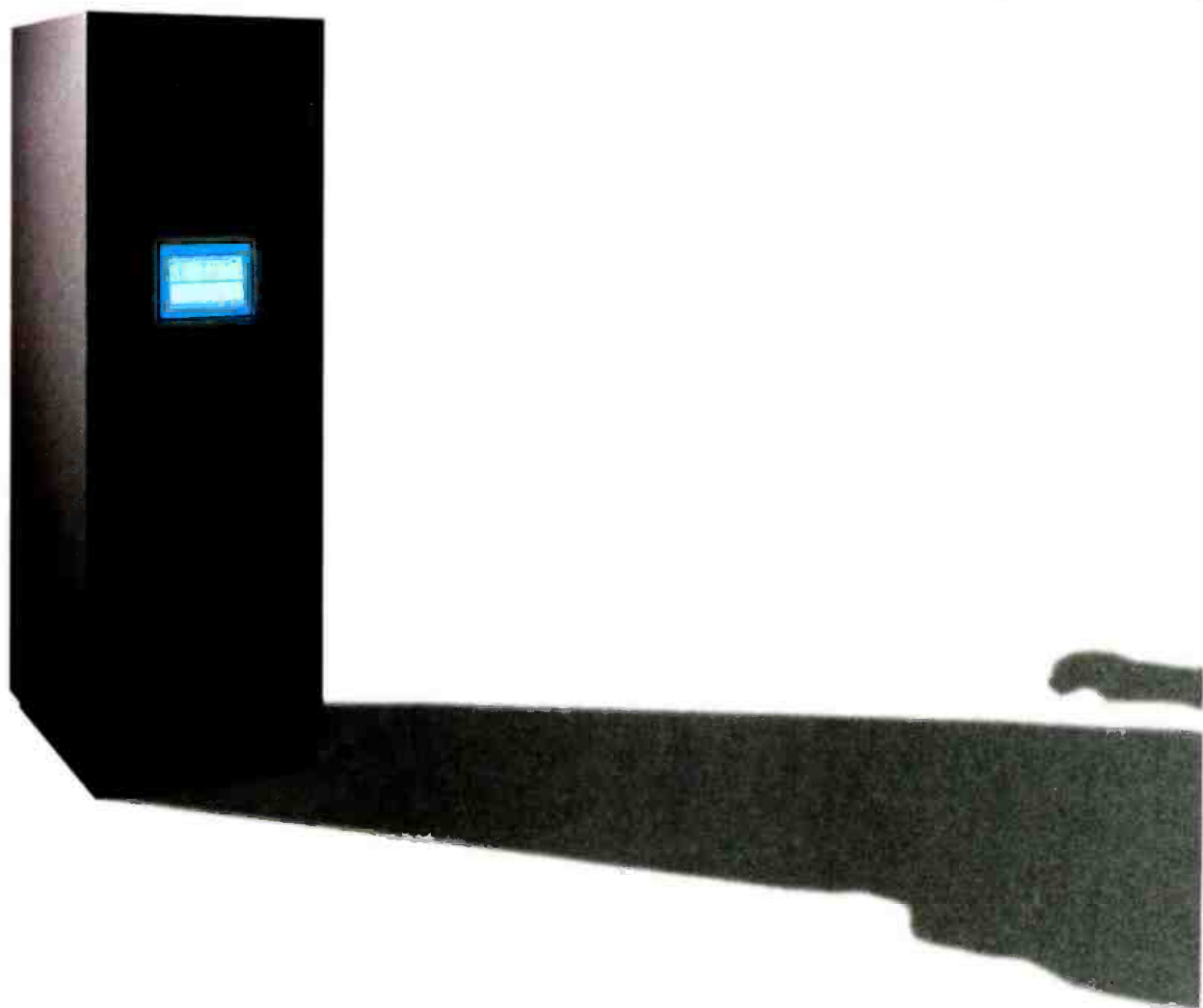
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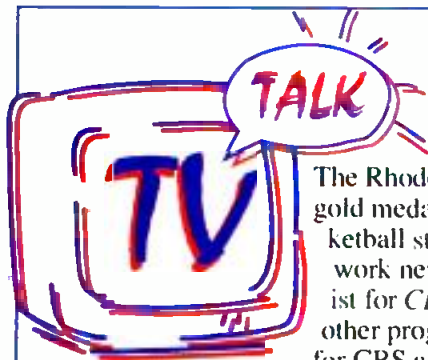
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Bradley joins CBS

Former senator Bill Bradley is returning to his roots—CBS News.

The Rhodes scholar, Olympic gold medalist and former pro basketball star is joining the network news division as an essayist for *CBS Evening News* and other programs. Bradley worked for CBS as a radio reporter back

in the 1960s. "I am pleased to be returning to CBS, my first employer," said Bradley. "I am excited about the chance to comment on America today—our changing circumstances, what brings out the best in us, what stories give our lives meaning." Bradley, a three-term U.S. Senator from New Jersey, was first elected in 1978. Since leaving that post in January, he has taken on a number of new activities, including chair of the National Civic League, Distinguished Leadership Scholar at the University of Maryland and the Payne Distinguished Professor at the Institute of International Studies at Stanford University.

Star-studded finale

As expected (B&C, April 1), NBC announced that Bruce Willis will highlight a star-studded cast in the hour-long finale of NBC's *Mud About You* at 8-9 p.m. May 20. Willis, as himself, plays an injured action-film star who stirs up a media frenzy at the hospital—preventing Paul

Reiser's character from witnessing the birth of the couple's firstborn. Other guest stars include Estelle Getty, Hank Azaria, Eric Stoltz, and Carol Burnett and Carroll O'Connor, who reprise roles as Jamie's parents.

ABC shuffles Saturday

It's goodbye to *Bone Chillers* and *Gargoyles*; *The Goliath Chronicles* on the ABC kids lineup and hello to *Nightmare Ned* and *DuckTales*. The network will roll out *Nightmare*, which follows the dream adventures of a young boy, at 11-11:30 a.m. Saturday, April 19. *DuckTales* follows at 11:30 a.m. The last broadcast of *Bone Chillers* and *Gargoyles* is April 12.

Dennehy deal

Patricia Clifford has signed an exclusive overall deal with Viacom Productions to develop and produce TV movies and miniseries. As part of the deal, Brian Dennehy will develop and executive-produce projects on a non-exclusive, first-look basis through Clifden Productions, a joint venture he formed with Clifford.

NBC wins with adults

Despite ABC's Oscar broadcast March 24, NBC won the week in adults 18-49 with a 5.9 Nielsen rating/17 share. ABC finished in the key demo with a 5.6/16, even though the 69th Annual Academy Awards was the top program for the week in the 18-49 demo and was the most-watched program of the season. Fox came in third in the key demo with a 4.5/13, and CBS was fourth with a 4.2/12.—LR, SM



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Our Mr. Cohen

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If you need further contact with us before then, try our Web site at <http://www.ice.kpmg.com>, or call 1-415-813-8194 and ask for our National Managing Partner, Steve Riggins.

Of course, he will officially deny all knowledge of the call.



INFORMATION, COMMUNICATIONS & ENTERTAINMENT

Good advice whispered here.SM

'B. Smith' a go

Hearst Entertainment's *B. Smith with Style* is a definite go this fall. The life-style weekly, hosted by author/restaurant Barbara Smith, has been cleared in more than 75% of the country and nine of the top 10 markets. Showing the high hopes Hearst has for the show, Procter & Gamble Co. has signed on as *B. Smith*'s sole national sponsor, buying all of Hearst's national barter time for the 1997-98 season. The half-hour show has been sold on a straight barter basis of 3 1/2 minutes national, 3 1/2 minutes local. New stations on board since January's NATPE convention include WAGA-TV Atlanta, KIRO-TV Seattle, KSTP-TV Minneapolis, WEWS (TV) Cleveland and WFOR-TV Miami.

TV.COM.yeartwo

GGP's *TV.COM* is logging in for a second season in syndication. Launched as a slow rollout last fall, the half-hour weekly magazine devoted to high-tech news and Internet reviews has been sold to stations covering nearly 80% of the country and 18 of the top 20 markets. Among the stations signing on

NSS POCKETPIECE

Top ranked syndicated shows for the week ending March 23, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	11.8/210/96
2. Jeopardy!	9.7/216/98
3. Home Improvement	9.3/221/97
4. Oprah Winfrey Show	8.0/233/99
5. Seinfeld	7.7/220/95
6. Simpsons	7.0/205/96
7. Hercules, Journeys of	6.1/225/98
8. Entertainment Tonight	5.7/183/95
9. Xena: Warrior Princess	5.6/224/97
10. Buena Vista III	5.1/190/95
10. Rosie O'Donnell Show	5.1/224/99
12. Star Trek: Deep Space Nine	4.8/231/97
13. Home Improvement-wknd	4.6/194/93
13. Mad About You	4.6/212/95
15. Inside Edition	4.5/153/89
15. Wheel of Fortune-wknd	4.5/141/65

since NATPE are WCAU-TV Philadelphia and WPGH-TV Pittsburgh. The series is produced on a year-round basis by the online/TV production company CNET: The Computer Network.

Ellman to Gayle King

Eyemark Entertainment has tapped Emmy-winning news veteran Linda Ellman as executive producer of its upcoming daytime strip, *The Gayle King*

Show. Ellman, most recently executive producer of Emmy-winning series *Save Our Streets*, spent 13 years as a producer with NBC News before moving on to senior production posts with *Entertainment Tonight* and *Hard Copy*. *Gayle King*, described as an issue-driven blend of talk and magazine formats, has been cleared for a fall start on 175 stations and 94 of the top 100 markets. The half-hour strip will be produced out of Hartford, Conn., where King is a longtime news anchor for Post-Newsweek's WFSB(TV).

Western 'Hedges' its bets

Western International Syndication has teamed with TV/radio programmer Creative Promotion to develop TV series based on some of the company's radio programs. The new partners' first joint TV venture will be a gardening show, *Over the Hedge*, based on the Creative Promotion radio program *West Coast Garden Line*. Western International will focus on a region-by-region rollout strategy for the various Creative Promotion programs. *Over the Hedge* is already carried by several stations in California, Texas and Florida.—CL

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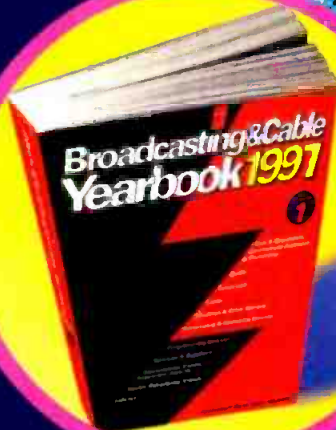
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KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS: ONE RATINGS POINT=970,000 TV HOMES
YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE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

Week 28	abc	CBS	NBC	Fox	U/P/N	WB
	24.0/38	6.2/10	6.5/10	6.1/9	2.9/5	
MONDAY	8:00 5. Barbara Walters Special 14.5/24	38. Cosby 8.2/13	78. Jeff Foxworthy 5.6/9	62. Cops 6.5/10	97. In the House 3.1/5	
	8:30	53. Ev Loves Raymd 7.3/11	82. Jeff Foxworthy 5.3/8	59. Cops 6.7/10	93. Mal & Eddie 3.3/5	
	9:00	73. Cybill 5.8/9		73. Cops 5.8/9	103. Sparks 2.7/4	
	9:30 1. 69th Annual Academy Awards 27.4/46	84. Ink 5.2/8	56. NBC Monday Night Movie—Hard Target 7.0/11	84. Cops 5.2/8	104. Goode Bhvr 2.4/4	
	10:00	84. Chicago Hope 5.2/9				
TUESDAY	9.6/16	7.4/12	9.9/17	6.7/11	2.5/4	1.9/3
	8:00 35. Roseanne 8.4/14	57. Promised Land 6.9/11	26. Mad About You 9.3/16	59. Fox Tuesday Night Movie—Housesitter 6.7/11	94. Moesha 3.2/6	112. 7th Heaven 1.7/3
	8:30 35. Ellen 8.4/14		33. Just Shoot Me 8.6/14		101. Soc Studies 2.8/5	
	9:00 11. Home Imprvmt 12.4/20	47. CBS Tuesday Movie—A Husband, a Wife and a Lover 7.6/13	23. Frasier 9.8/16		106. The Burning Zone 2.1/3	107. Buffy the Vampire Slayer 2.0/3
	9:30 19. Spin City 10.3/17		29. Caroline in/City 8.8/14			
WEDNESDAY	10:00 27. The Practice 8.9/16		15. Dateline NBC 11.5/20			
	9.0/16	7.0/12	8.0/14	7.0/12	3.3/5	3.2/5
	8:00 45. Grace Undr Fire 7.7/14	29. The Nanny 8.8/15	73. NewsRadio 5.8/10	67. Best Moments/Beverly Hills, 90210 6.3/11	91. The Sentinel 3.6/6	101. Sister, Sist 2.8/5
	8:30 33. Coach 8.6/15	47. Temporarily Yrs 7.6/13	62. The Single Guy 6.5/11			94. Sister, Sist 3.2/5
	9:00 16. Drew Carey 10.8/18	55. Feds 7.1/12	58. Wings 6.8/11	43. Party of Five 7.8/13	97. Star Trek: Voyager 3.1/5	94. Jamie Foxx 3.2/5
THURSDAY	9:30 39. Arsenio 8.1/13	72. EZ Streets 5.9/11	39. Just Shoot Me 8.1/13			92. Wayans Bro 3.4/6
	10:00 24. PrimeTime Live 9.5/17		18. Dateline NBC 10.4/19			
	6.7/12	7.0/12	14.4/25	5.5/9		
	8:00 62. World Figure Skating Championship 6.5/11	70. The World of Peter Rabbit 6.0/10	3. Friends 16.0/28	89. Martin 4.9/9		
	8:30		4. Suddenly Susan 14.8/25	81. Living Single 5.4/9		
FRIDAY	9:00 77. Vital Signs 5.7/10	80. Moloney 5.5/9	2. Seinfeld 18.3/30	73. New York Undercover 5.8/10		
	9:30 43. Turning Point 7.8/14	25. 48 Hours 9.4/17	6. Naked Truth 13.9/24			
	9.6/18	7.4/14	7.9/15	5.7/11		
	8:00 39. Family Matters 8.1/16	49. JAG 7.5/14	49. Unsolved Mysteries 7.5/14	88. Sliders 5.1/10		
	8:30 45. Boy Meets World 7.7/14					
SATURDAY	9:00 31. Sabrina/Witch 8.7/16	62. Orleans 6.5/12	16. Dateline NBC 10.8/20	67. Millennium 6.3/12		
	9:30 37. Step by Step 8.3/15	39. Nash Bridges 8.1/16	82. Crisis Center 5.3/10			
	10:00 11. 20/20 12.4/24					
	3.4/6	11.2/21	8.9/16	6.4/12		
	8:00 99. About Us: The Dignity of Children 3.0/6	10. NCAA Basketball Championships—Minnesota vs. Kentucky 12.5/23	27. Cotton Inc. Ultimate Skating 8.9/16	70. Cops 6.0/11		
SUNDAY	8:30			62. Cops 6.5/12		
	9:00 90. Gala for the President at Ford's Theatre 4.0/8	84. Ev Loves Raymd 5.2/10		61. America's Most Wanted: AFB 6.6/12		
	10:00					
	6.3/11	13.0/22	11.2/19	7.7/13		2.0/3
	7:00 100. ABC News Town Meeting 2.9/6	13. 60 Minutes 11.9/24	69. Dateline NBC 6.1/12	78. RSVP: Funniest Party Disasters 5.6/11		112. Brotherly Lv 1.7/4
SUNDAY	7:30			49. The Simpsons 7.5/13		111. Nick Freno 1.9/4
	8:00 49. ABC Sunday Night Movie—The Ten Commandments, Part 1 7.5/12	7. Touched by an Angel 13.7/23	9. NBC Sunday Night Movie—A Few Good Men 12.8/21	53. King of the Hill 7.3/12		107. Parnt 'Hood 2.0/3
	8:30			20. The X-Files 10.2/16		107. Steve Harvey 2.0/3
	9:00	8. CBS Sunday Movie—A Walton's Easter 13.3/21				105. Unhap Ev Af 2.3/4
	9:30					107. Life w/Roger 2.0/3
WEEK AVG	9.6/17	8.7/15	9.6/17	6.5/11	2.9/5	2.3/4
	9.4/16	9.6/16	10.6/18	7.9/13	3.2/5	2.6/4

FOX 26 #1 IN HOUSTON

KRIV STILL DOMINATES PRIME IN MAJOR ADULT DEMOS

For the 6th consecutive major sweep period FOX 26 was the most viewed station, Adults 18-49 in Common Prime. But, that's just the beginning...

COMMON PRIME

(M-SA 7-9 PM & SU 6-9 PM)

#1 A 18-34
 #1 A 18-49
 #1(t) A 25-54
 #1(t) W 18-34
 #1 W 18-49
 #1 M 18-34
 #1 M 18-49
 #1 M 25-54

PRIME

(M-SA 7-10 PM & SU 6-10 PM)

#1 A 18-34
 #1(t) A 18-49
 #1(t) W 18-34
 #1 M 18-34
 #1 M 18-49
 #1(t) M 25-54

{Source: Nielsen Station Index, February '97. Ratings rounded}
 Note: 't' denotes tie

M-F 5-7 PM

#1 A 18-34	#1 M 18-34
#1 A 18-49	#1 M 18-49
#1 A 25-54 (t)	#1 M 25-54

KRIV FOX 26

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KHBS(TV) Fort Smith (and satellite **KHOG-TV** Fayetteville/Fort Smith), Ark.; **KITV(TV)** Honolulu (and satellites **KHVO(TV)** Hilo and **KMAU(TV)** Wailuku), Hawaii; **WAPT(TV)** Jackson, Miss.; **WLWT(TV)** Cincinnati; **KOCO-TV** Oklahoma City, and **WNAC-TV*** Providence, R.I.

***Operated by Clear Channel Communications Inc.**

Value: \$525 million ("Changing Hands," March 31)

Buyer: Hearst Corp., New York (Frank A. Bennack Jr., president); owns wwwb-TV (formerly wtmv-TV) Lakeland/Tampa/St. Petersburg, Fla.; wbal-TV-AM and wyyy-FM (formerly wtyy-FM) Baltimore; wcvb-TV Boston; kmbs-TV (LMA with kcwb-TV) Kansas City, Mo.; wdtv-TV Dayton, Ohio; wtat-TV Pittsburgh, and wism-TV-AM Milwaukee; is buying wpbf-TV Tequesta/Palm Beach, Fla. (see item below); is selling wtat(AM)-wvty-FM Pittsburgh and wism(AM)-wlto-FM Milwaukee (see item below). Hearst is partner with Capital Cities/ABC Inc. in ESPN, Lifetime Television and A&E cable channels, and with Continental Cablevision in

New England Cable News.

Seller: Argyle Television Inc., San Antonio, Tex. (Bob Marbut, chairman; E. Blake Byrne, president); no other broadcast interests

Facilities: KHBS: ch. 40, 3,160 kw visual, 316 kw aural, ant. 2,000 ft.; KHOG-TV: ch. 29, 1,410 kw visual, 150 kw aural, ant. 890 ft.; KITV: ch. 4, 100 kw visual, 29 kw aural, ant. 50 ft.; KHVO: ch. 13, 100 kw visual, 20 kw aural, ant. -823 ft.; KMAU: ch. 12, 27.5 kw visual, 4.36 kw aural, ant. 5,910 ft.; WAPT: ch. 16, 1,047 kw visual, 276 kw aural, ant. 1,170 ft.; WLWT: ch. 5, 100 kw visual, 10 kw aural, ant. 1,000 ft.; KOCO-TV: ch. 5, 100 kw visual, 14.5 kw aural, ant. 1,519 ft.; WNAC-TV: ch. 64, 3,720 kw visual, 372 kw aural, ant. 1,033 ft.

Affiliations: KHBS, KHOG-TV, KITV, KHVO, KMAU, WAPT: ABC; WLWT: NBC; KOCO-TV: ABC; WNAC-TV: Fox

WPBF(TV) Tequesta/Palm Beach, Fla.

Price: \$85 million (B&C, March 31)

Buyer: Hearst Corp., New York (Frank A. Bennack Jr., president); see preceding item

Seller: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns kwbf(TV)

Changing Hands

The week's tabulation of station sales

Proposed station trades

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

THIS WEEK:

TVs **\$610,000,000** **2**
Combos **\$160,771,697** **8**
FMs **\$82,562,303** **9**
AMs **\$336,813** **2**
Total **\$853,670,813** **21**

SO FAR IN 1997:

TVs **\$1,824,633,000** **28**
Combos **\$3,660,381,395** **88**
FMs **\$737,285,983** **102**
AMs **\$50,849,914** **68**
Total **\$6,273,150,292** **286**

SAME PERIOD IN 1996:

TVs **\$462,225,510** **26**
Combos **\$1,549,779,734** **92**
FMs **\$628,713,150** **94**
AMs **\$37,326,129** **59**
Total **\$2,678,044,523** **271**

Source: BROADCASTING & CABLE

Flagstaff/Phoenix; KLXV-TV San Jose/San Francisco and kzki(TV) San Bernardino/Los Angeles, all Calif.; KUBD(TV) Denver; WFTL(AM) Fort Lauderdale/Miami, WINZ(AM)-WLVE-FM and WZTA(FM) Miami Beach/Miami, WZNZ(AM), WNZS(AM) and WRDQ-FM Jacksonville, WFLA(FM) Callahan/Jacksonville and WFSJ-FM St. Augustine/Jacksonville, WSJT(FM) Lakeland, WNZE(AM) Largo, WMGF(FM) Mt. Dora, WWNZ(AM) Orlando, WJRR(FM) Cocoa Beach/Orlando, WGNE(AM)-WFSY(FM) and WEBZ(FM) Mexico Beach/Panama City, WWZN(AM) Pine Hills, WHPT(FM) Sarasota and WHNZ(AM) Pinellas Park/Tampa, all Fla.; WTLK-TV Rome/Atlanta, Ga.; WGOT(TV) Merri-mack, N.H./Boston; WCEE(TV) Mount Vernon, Ill./St. Louis; WOOD(TV) Amsterdam/Albany, N.Y. and WHAI-TV Bridgeport, Conn./New York; WAKC-TV Akron/Cleveland and WTJC(TV) Springfield/Dayton, Ohio; WTGI-TV Wilmington, Del./Philadelphia; WPTN(AM)-WGSQ(FM) and WHUB-AM-FM Cookeville, Tenn.; KTFH-TV Conroe/Houston, Tex., and Infomall Television Network; 49% of KAJW-TV Tolle-son/Phoenix (being built; Paxson has option to buy remaining 51%) and WACC(AM) Hialeah/Miami. It is buying WNAL-TV Gadsden/Birmingham, Ala.; KVUT(TV) Little Rock, Ark.; KCMY(TV) Sacramento, Calif.; WPVJ-FM Ponte Vedra Beach/Jacksonville,

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The following is a partial listing of transactions completed by CEA's Broadcasting Division:

\$68,000,000
SENIOR DEBT FINANCING
has been arranged for U.S. Broadcast Group, L.L.C.


ACQUIRED
U.S. Broadcast Group, L.L.C. has acquired \$97,000,000 of television broadcast properties


\$24,600,000
SUBORDINATED DEBT FINANCING
has been arranged for U.S. Broadcast Group, L.L.C.


\$15,000,000
PREFERRED AND COMMON EQUITY CAPITAL
has been arranged for U.S. Broadcast Group, L.L.C.


\$15,000,000
EQUITY CAPITAL
has been arranged for Excl' Holdings, Inc.


\$12,800,000
SENIOR DEBT FINANCING
has been arranged for Grant Broadcasting System II, Inc. and Grant Media, Inc.


\$63,000,000
SOLD
Superior Communications Group, Inc. WDKY-TV and KOJB-TV to Sinclair Broadcast Group, Inc.


\$14,540,000
POST-RECAPITALIZATION EQUITY
Purchase of Chesapeake Outdoor Enterprises, Inc. Option has been arranged for Outdoor East, L.P.


\$30,000,000
SENIOR DEBT FINANCING
has been arranged for Outdoor East, L.P.


\$16,000,000
SENIOR DEBT FINANCING WITH ATTACHED WARRANTS
has been arranged for Grant Television, Inc.


\$30,000,000
RADIO ACQUISITIONS
Represented buyer and arranged debt and equity financing *62nd Street Broadcasting


\$60,500,000
SOLD
Outdoor East, L.P. to Lamar Advertising Company, Inc.


*Closing subject to FCC approval

**CEA invites you to attend the
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WFKZ(FM) Plantation Key/Key Largo, WKRY(FM) Key West, WAVK(FM) Marathon, WIOD(AM) Miami, WSRF(AM)-WSHE-FM Fort Lauderdale/Miami, WDIZ(FM) Orlando, WTKS(FM) Cocoa Beach/Orlando, WTKX-FM and WOWW-FM Pensacola/Panama City, WPAP-FM and WPBH(FM) Port St. Joe/Panama City, WKES-FM St. Petersburg, WNLS(AM)-WTNT(FM) Tallahassee, WSNi(FM) Thomasville, Ga./Tallahassee and WTPS(FM) and WXSr(FM) Quincy/Tallahassee, all Fla.; KXLI-TV St. Cloud/Minneapolis/St. Paul; KYFC(TV) Kansas City, Mo.; WAAP(TV) Burlington/Winston-Salem, N.C.; KGLB-TV Okmulgee/Tulsa, Okla., and KNMZ-TV Oklahoma City; WSWB-TV Scranton/Wilkes Barre, Pa.; 50% of WJSN-TV San Juan, P.R.; WOST-TV Block Island/Providence, R.I. (joint venture); remaining 51% of KINZ(TV) Arlington/Fort Worth, Tex.; KBCB(TV) Bellingham/Seattle, and WHKE(TV) Kenosha/Milwaukee, Wis. is selling WTWS(TV) New London/Hartford, Conn.; WFCT-TV Bradenton/Tampa/St. Petersburg and WTVX(TV) Fort Pierce/West Palm Beach, Fla., and KMNZ-TV Oklahoma City; has TBAs with WCTD(TV) Miami and WTVX-TV West Palm Beach, Fla.;

WNGM-TV Athens/Atlanta; WRMY(TV) Rocky Mount, N.C.; WOAC-TV Canton, Ohio; KOOG-TV Ogden/Salt Lake City, and WHKE(TV) Kenosha/Milwaukee, Wis. ■ Paxson's son, Devon W., owns WMTD-TV Port St. Joe, Fla.; is buying WRMY(TV) Rocky Mount/Raleigh/Durham, N.C., and WSHE(TV) Martinsburg, W.Va./Washington
Facilities: Ch. 25, 5,000 kw visual, 500 kw aural, ant. 1,529 ft.
Affiliation: ABC
Broker: Alex. Brown & Sons Inc. (seller)

COMBOS

WBRJ(FM)* Mount Sterling and WTAD(AM)-WQCY(FM) and WMOS(FM) Quincy, Ill.; WEST(AM)-WLEV(FM) Easton/Allentown, WVAM(AM)-WPRR(FM) Altoona, WQXA-AM-FM York/Harrisburg, WRKZ(FM) Elizabethtown/Hershey/Harrisburg, WGLU(FM) Johnstown, WQKK(FM) Edensburg/Johnstown, WRSC(AM)-WQWK(FM) State College, WBLF(AM) Bellefonte/State College, WIKN(FM) Port Matilda/State College, all Pa.; the following Wilkes-Barre, Pa.-area stations: WAZL(AM)-WZMT(FM)*, WARM(AM)-WMGS(FM)* (includes LMAs* for WBHT(FM) and WKQV(FM) and JSA for WKQV(AM),

and WLKW(AM)-WWLI(FM) and WPRO-AM-FM Providence, R.I.

***Seller is in process of buying**

Price: \$117 million

Buyer: Citadel Broadcasting Co., Bigfork, Mont. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II L.P., 37.2% owner); owns KDJK(FM) Merced and KBUL(AM)-KATM-FM, KHOP-FM and KHKK-FM Modesto, Calif.; KKOH(AM)-KBUL-FM and KNEV-FM Reno; KKMG-FM and KKFM-FM Colorado Springs; KKBR(FM) and KDWG(AM)-KCTR(FM) Billings and KMHK(FM) Hardin/Billings, Mont.; KKOZ-AM-FM, KHTL(AM)-KMGA-FM, KRST(FM), KHFM(FM) and KTBL-FM Albuquerque; KCNR(AM) KUBL-FM Salt Lake City, and KGA(AM)-KDRK-FM and KJRB(AM)-KAEP-FM Spokane, Wash.; is buying KKLI(FM) Widefield/Colorado Springs; KZSR(FM) Reno; KCMX-AM-FM Ashland, KEHK(FM) (formerly KLRF) Brownsville/Eugene, KUGN-AM-FM Eugene, KBOY-FM and KTMT-AM-FM Medford and KAKT(FM) Phoenix/Medford, all Ore.; KFNZ(AM)-KBEE(FM), KBER-FM Ogden/Salt Lake City and KENZ(FM) Orem/Salt Lake City, Utah, and KFLD(AM)-KORD-FM Richland and KXRX(FM) Walla Walla, Wash.; has JSAs with KSPZ-FM, KVUU-FM, KVOR(AM) and KTWK(AM) Colorado Springs, and KEYF-AM-FM, KKZX(FM) and KUDY(AM) Spokane; is selling KRZY-AM-FM Albuquerque

Seller: Tele-Media Communications Corp., Pleasant Gap, Pa. (Robert E. Tudek, president; Tele-Media Investment Corp., owner [Robert E. Tudek, president/42.5% owner]); is buying KVVQ(AM) Hesperia/Victorville-kvvq-FM Victorville and cable system in Victorville, Calif.

Facilities: WBRJ: 106.7 mhz, 25 kw; WTAD: 930 khz, 5 kw day, 1 kw night; WQCY: 99.5 mhz, 27 kw, ant. 750 ft.; WMOS: 103.9 mhz, 3 kw, ant. 289 ft.; WEST: 1400 khz, 1 kw; WLEV: 96.1 mhz, 50 kw, ant. 500 ft.; WVAM: 1430 khz, 5 kw day, 1 kw night; WPRR: 100.1 mhz, 3 kw, ant. 981 ft.; WQXA(AM): 1250 khz, 1 kw day; WQXA-FM: 105.7 mhz, 25 kw, ant. 705 ft.; WRKZ: 106.7 mhz, 14 kw, ant. 499 ft.; WGLU: 92.1 mhz, 300 w, ant. 1,043 ft.; WQKK: 99.1 mhz, 50 kw, ant. 500 ft.; WRSC: 1390 khz, 2 kw day, 1 kw night; WQWK: 97.1 mhz, 3 kw, ant. 403 ft.; WBLF: 970 khz, 1 kw day, 61 w night; WIKN: 107.9 mhz, 350 w, ant. 469 ft.; WAZL: 1490 khz, 1 kw; WZMT: 97.9 mhz, 19.5 kw, ant. 722 ft.; WARM: 590 khz, 5 kw; WMGS: 92.9 mhz, 5.3 kw, ant. 1,384 ft.; WBHT: 97.1 mhz, 250 w, ant. 1,102 ft.;

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WKQV(FM): 95.7 mhz, 300 w, ant. 1.010 ft.; WKQV(AM): not available; WLKW: 790 khz, 5 kw; WWLI: 105.1 mhz, 50 kw, ant. 500 ft.; WPRO(AM): 630 khz, 5 kw; WPRO-FM: 92.3 mhz, 39 kw, ant. 550 ft.

Formats: WBRJ, WTAD: talk, AC; WQCY: CHR; WMOS: rock; WEST: MOR; WLEV: AC; WVAM: news/talk; WPRR: CHR; WQXA(AM): oldies; WQXA-FM: AC; WRKZ: contemporary country; WGLU: CHR; WQKK: oldies; WRSC: AC; WQWK: rock; WBLF: country; WIKN: CHR; WAZL: news, info; WZMT: classic rock; WARM: news/talk; WMGS: AC; WBHT: CHR; WKQV(FM): sports; WKQV(AM): not available; WLKW: classical; WWLI: AC; WPRO(AM): AC; WPRO-FM: CHR

WTAE(AM)-WVTY(FM) Pittsburgh and WISN(AM)-WLTQ(FM) Milwaukee

Price: \$35 million (B&C, March 31)
Buyer: SFX Broadcasting Inc., New York (Robert F.X. Sillerman, executive chairman/53.2% owner); is buying WDVE(FM), WDX-FM and WJJJ(FM) Pittsburgh; is swapping WDSY-FM Pittsburgh for WRFX(FM) Kannapolis/Charlotte, N.C. (for other holdings, see "Changing Hands," March 3)
Seller: Hearst Corp.; owns WTAE-TV Pittsburgh; is buying Argyle Television Inc. and WPMF-TV Tequesta/Palm Beach, Fla. (see items above)

Facilities: WTAE: 1250 khz, 5 kw; WVTY: 96.1 mhz, 50 kw, ant. 500 ft.; WISN: 1130 khz, 50 kw day, 10 kw night; WLTQ: 97.3 mhz, 15.5 kw, ant. 980 ft.

Formats: WTAE: news/talk; WVTY: AC; WISN: talk; WLTQ: AC

KID-AM-FM Idaho Falls and KWIK(AM)-KPKY(FM) Pocatello, Idaho

Price: \$3.6 million (\$1,612,800 for KID-AM-FM; \$1,987,200 for KWIK-KPKY)
Buyer: Lartique Multimedia Systems Inc., San Diego (John T. Lynch, president/owner); is buying the following Salinas/Monterey, Calif.-area

Shop at Home takes Paxson to court

Shop at Home Inc. is suing Paxson Communications Corp., alleging that Paxson sabotaged its plans to acquire a stake in KLD(TV) Dallas.

The lawsuit, filed last month in U.S. District Court in Tennessee, alleges that Paxson and others "engaged in a conspiracy to cause harm to Shop at Home."

Shop at Home in November 1995 announced plans to buy the station for \$4.75 million. At the same time, Paxson was making plans to acquire half-interest in Shop at Home. That deal fell through in January 1996.

As part of its overall ownership negotiations with Paxson, SAH assigned its right to buy KLD(TV) to Paxson but reserved the right to acquire 49% of the stock in the station. Meanwhile, Paxson assumed the obligation to build an antenna that SAH said was needed to bring its home shopping programming into more Dallas homes, the suit says.

The antenna has not been installed, and "Paxson has furthermore ignored Shop at Home's right to acquire 49%" of the station, the suit alleges. Indeed, "unknown to Shop at Home," Paxson and a competitor for KLD(TV)'s license, Douglas Johnson, agreed that Johnson would acquire the station in exchange for an unspecified amount of cash paid to Paxson, the suit says. Johnson also agreed not to contest any application that Paxson might file with the FCC for 10 years, the suit says.

SAH President Kent E. Lillie declined comment on the suit, saying only, "That's going to go to litigation." Paxson officials could not be reached for comment.—**EAR**

stations: KHTX(AM)-KDON-FM, KTOM-AM-FM, KRQC-FM Marina/Monterey and KOCN(FM); the following Boise, Idaho-area stations: KGEM(AM)-KJOT(FM), KOXR(FM), KCID-FM, KCIX(FM) and KXLT-FM; KLIX-AM-FM and KEZJ-FM Twin Falls, Idaho; KOOL(FM) Boulder City/Las Vegas, Nev., and KTMN(FM) Los Alamos/Albuquerque and KNYN(FM) Santa Fe/Albuquerque, N.M.

Seller: James W. and Su Fox, Pocatello; no other broadcast interests

Facilities: KID(AM): 590 khz, 5 kw day, 1 kw night; KID-FM: 96.1 mhz, 100 kw, ant. 1,500 ft.; KWIK: 1240 khz, 1 kw; KPKY: 94.9 mhz, 100 kw, ant. 1,004 ft.

Formats: KID(AM): news/talk; KID-FM: lite AC; KWIK: C&W; KPKY: oldies

Broker: Media Services Group Inc. (seller)

KRIB(AM)-KLSS-FM Mason City, Iowa

Price: \$3.596 million
Buyer: Three Eagles Communications Inc., Lincoln, Neb. (Rolland C. Johnson, chairman/18% owner); is buying KIAQ(FM) Clarion/Fort Dodge and KTLB(FM) Twin Lakes, Iowa (for other holdings, see "Changing Hands," March 17)

Seller: Music Man Broadcasting Inc., Mason City (Paul C. Hedberg, president/70% owner). Hedberg owns 51% of KUOO(FM) Spirit Lake; 50% of KAYL-AM-FM Storm Lake; 10% of KSOU-AM-FM Sioux Center; 49% of KDUT(FM) Rock Valley; 5% of KLGA-AM-FM Algona; has interest in KUOO(FM) Milford, all Iowa

Facilities: AM: 1490 khz, 1 kw; FM: 106.1 mhz, 100 kw, ant. 315 ft.

Formats: AM: oldies; FM: AC

WTCO(AM)-WCKQ(FM)

Campbellsville, Ky.

Price: \$720,000

Buyer: Commonwealth Broadcasting Corp., Glasgow, Ky. (Steven W. Newberry, president/34.1% joint owner); owns 42% of WHHT(FM) Cave City, WCDs(AM)-WOVO(FM) Glasgow and WXPc(FM) Horse Cave, Ky.

Seller: Heartland Communications Inc., Campbellsville (George E. Owen Jr., president/owner). Owen owns WSJW(FM) Louisville, Ky.

Facilities: AM: 1450 khz, 1 kw; FM:



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A close-up portrait of a woman with dark, shoulder-length hair and bangs, looking directly at the camera with a slight smile. She is wearing a gold earring and a dark top. The background is a soft, out-of-focus grey.

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104.1 mhz, 17 kw, ant. 374 ft.

Formats: AM: Southern gospel; FM: AC

KKOY-AM-FM Chanute, Kan.

Value: \$464,447 (in lieu of foreclosure)

Buyer: Southeast Kansas Broadcasting Co. Inc., Wichita, Kan. (W.R. Murfin, director/46.6% owner); no other broadcast interests

Seller: Neosho County Broadcasting Inc., Chanute (Steven E. Humphries, principal); no other broadcast interests. Note: Humphries bought station from buyer for \$500,000 ("Changing Hands," April 15, 1996)

Facilities: AM: 1460 khz, 1 kw day, 57 w night; FM: 105.5 mhz, 3 kw, ant. 170 ft.

Formats: AM: news/talk; FM: oldies

WGMF(AM) Watkins Glen-WNGZ-FM Montour Falls, N.Y.

Price: \$250,000

Buyer: Sabre Communications Inc., Williamsport, Pa. (Paul H. Rothfuss, president; Axiom Venture Partners LP, 56.2% owner); for holdings, see

"Changing Hands," Feb. 17

Seller: Northeastern Broadcasting Inc. (Edward Valenta, Edward Guy Nichols, principals); no other broadcast interests

Facilities: AM: 1490 khz, 400 w; FM: 104.9 mhz, 1.15 kw, ant. 480 ft.

Formats: Both classic rock

Broker: Kozacko Media Services

KIJN-AM-FM Farwell, Tex.

Price: \$141,250 cash

Buyer: Metropolitan Radio Group Inc., Flower Mound, Tex. (Gary L. Acker, president/owner); is buying KTNZ(AM) Amarillo, Tex. (for other holdings, see "Changing Hands," March 10)

Seller: Best Broadcasting Co. Inc., Farwell (Gil W. Patschke, principal); no other broadcast interests

Facilities: AM: 1060 khz, 5 kw day; FM: 92.3 mhz, 100 kw, ant. 433 ft.

Formats: AM: religion; FM: AC

RADIO: FM

KFRG(FM) San Bernardino/Riverside and KXFG-FM Sun City, Calif.

Price: \$60 million

Buyer: American Radio Systems Corp., Boston (Steven B. Dodge, chairman); owns/is buying/acquiring KKDJ(FM), KMJ(AM)-KSKS(FM), KNAX-FM, KRBT-FM, KQOO-AM-FM Fresno, KEZR(FM), KKSJ(AM)-KBAY(FM), KSJO(FM) and KUFJ(FM) San Jose/San Francisco, KLUE(FM) Soledad/San Jose/San Francisco and KRAK-FM, KHTK(AM)-KNCI(FM), KXOA(AM), KQPT(FM), KCTC(AM)-KYM(AM), KSSJ-FM and KMJ(AM)-KSFJ(FM) Sacramento, all Calif.; is selling KXOA-FM Sacramento (for other holdings, see "Changing Hands," March 10)

Seller: Amato Group Ltd., Fort Lauderdale, Fla. (Joseph C. Amato, general partner); owns KOOJ(FM) and KXEZ(FM) (formerly KWXH) Riverside; also is selling KJCE(AM) Rollingwood/Austin-KKMJ-FM Austin and KAMX(FM) Luling/Austin, Tex., to buyer (for other holdings, see "Changing Hands," March 3)

Facilities: KFRG: 95.1 mhz, 50 kw, ant. 489 ft.; KXFG-FM: not available

Formats: KFRG: country; KXFG-FM: not available

KJUL(FM) Las Vegas

Price: \$15.5 million for stock

Buyer: Centennial Broadcasting, Winston-Salem, N.C. (Allen Shaw, president); is buying KQOL(FM) Boulder City/Las Vegas, Nev.

Seller: Syndicated Communications Venture Partners II LP, Silver Spring, Md. (Herbert P. Wilkins Sr., presi-

dent); owns KMJK(FM) Buckeye, Ariz.; KISF(FM) Lexington/Kansas City, Mo., and WWBR(FM) (formerly WDR) Mt. Clemens/Detroit. Note: Wilkins bought KJUL for assumption of debt ("Changing Hands," Nov. 25, 1996).

Facilities: 104.3 mhz, 100 kw, ant. 1,181 ft.

Format: Nostalgia

Brokers: Star Media Group (buyer); Satterfield & Perry (seller)

WJOI(FM) Germantown/Memphis, Tenn.

Price: \$4.5 million

Buyer: Flinn Broadcasting Corp., Memphis (George S. Flinn Jr., president/owner). Flinn owns WFBI(TV) and WHBQ(AM) Memphis and WNWZ(AM) Germantown; KMZN(FM) Marion and KDRE(FM) North Little Rock, Ark.; WCCL(TV) New Orleans; 25% of CP for KDEN(TV) Longmont, Colo.; has applied to build TVs in Nogales and Phoenix, Ariz., and Memphis; Kailua and Waimanalo, Hawaii; Jackson, Miss.; Norman, Okla., and Ogden, Utah; has 50% interest in applications to build TVs in Gosnell, Ark.; Destin, Fla.; Newton and Des Moines, Iowa; Minden, La.; Arcade, N.Y.; Greenville, N.C.; Provo, Utah, and Spokane, Wash.; has interest in applications to build TVs in Hot Springs, Ark.; Coolidge and Phoenix, Ariz.; Senatobia, Miss.; Santa Fe, N.M., and Tulsa, Okla.; has CP to build FMs in Maumelle, Ark., and Sun Valley, Nev.; has applied to build FMs in Cambria, Tehachapi and Temecula, Calif.; Grenada, Oxford and Tunica, all Miss.; Forest Acres, S.C.; Middleton, Tenn., and Virginia Beach, Va. ■ Flinn is president of Broadcasting for the Challenged Inc., which has applied to build TVs in Selma, Ala.; Nogales, Ariz.; Memphis, and Ogden, Utah.

Seller: Omni Broadcasting Co., Memphis (Sam C. Phillips, partner). Phillips has interest in application to build FM in Middleton, Tenn.

Facilities: 107.5 mhz, 3 kw, ant. 328 ft.

Format: Variety

WPJB(FM) Narragansett Pier/Providence, R.I.

Price: \$1.05 million

Buyer: Back Bay Broadcasters Inc., Pawtucket, R.I. (Peter H. Ottmar, chairman/25.3% owner); owns WPNW(AM) Pawtucket/Providence and WWKX-FM Woonsocket, R.I.; is selling WBNW(AM) Boston

Seller: Full Power Radio of Narragansett Inc., Wakefield, R.I. (John J.

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Fuller, principal); owns WJFJ(AM) Hope Valley, R.I. Fuller owns WBMW(FM) Ledyard, Conn.

Facilities: 102.7 mhz, 5 kw, ant. 148 ft.

Format: AC

Broker: Media Services Group Inc.

KQHT(FM) Crookston, Minn./Grand Forks, N.D.

Price: \$500,000

Buyer: KJ Radio Inc., Grand Forks, N.D. (Jeff Hoberg, president/66.6% owner); owns KJKJ(FM) Grand Forks

Seller: Community Airwaves Corp., Minneapolis (Christopher T. Dahl, CEO/55% owner); for holdings, see "Changing Hands," Jan. 20

Facilities: 96.1 mhz, 100 kw, ant. 413 ft.

Format: CHR

Remaining 84% of WSEA(FM) Pawleys Island/Atlantic Beach, S.C.

Price: \$481,750 for stock

Buyer: Blue Dolphin Communications Inc., Florence, S.C. (Edward F. Seeger, president/33.3% owner); owns 16% of WSEA; also owns WMXF(FM) Old Fort, N.C.; has applied to build FM in Jackson, N.H. Seeger owns 33.3% of WYNA(FM) Tabor City, N.C.; WMXT(FM) Pamplico, S.C., and company that has TBAs with WWFN(FM) Lake City and WBZF(FM) Marion, S.C.

Seller: Audrey Morris, Pawleys Island, S.C.; no other broadcast interests

Facilities: 100.3 mhz, 3 kw, ant. 328 ft.

Format: Dark

WLGX(FM) Carolina Beach, N.C.

Price: \$425,000

Buyer: Baker Broadcasting NC Inc., Awendaw, S.C. (Frank L. Baker, president/34.7% owner); no other broadcast interests

Seller: Kenneth R. Noble II, Richmond, Va.; is buying KFRA(AM)-KFMV(FM) Franklin, La.

Facilities: 106.7 mhz, 1.8 kw, ant. 253 ft.

Format: Dark

WHGG(FM) Roanoke Rapids, N.C.

Price: \$100,000 cash

Buyer: Union Mission of Roanoke Rapids Inc., Roanoke Rapids (Samuel M. Owen, president); no

other broadcast interests

Seller: Appalachian Educational Communication Corp., Bristol, Tenn. (Kenneth C. Hill, president); owns WHCB(FM) Bristol, WPWT(AM) Colonial Heights, WJFC(AM) Jefferson City and WKCV(AM) Kingsport, all Tenn.; has CP to build FM in Murrels Inlet, S.C.; has applied to build FM in Beaufort, N.C.

Facilities: 90.1 mhz, 1 kw, ant. 175 ft.

Format: Education

CP for FM in Bagley, Minn.

Price: \$5,553

Buyer: Pine to Prairie Broadcasting

Errata

The holdings of Bain Capital Inc. were incorrectly reported in "Changing Hands," March 17. Bain does not own WFXL-TV Albany, Ga. WFXL-TV is 66.5% owned by BCI Growth IV LP, which is not related to Bain Capital, and 33.5% owned by Clarion Broadcasting Corp. (Daniel S. Dayton, president).

Amplification

Satterfield & Perry Inc. also was a broker for the \$12.5 million sale of KQOL(FM) Boulder City/Las Vegas, Nev., from American General Media to Centennial Broadcasting ("Changing Hands," March 31).

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Inc., Fosston, Minn. (Larry E. Roed, president/8% owner)
Seller: Omega Broadcasting Co., Fosston (Jeffrey Bigham, principal); no other broadcast interests
Facilities: 96.7 mhz

RADIO: AM

KEYQ(AM) Fresno, Calif.

Price: \$200,000

Buyer: Association for Community Education Inc., Camarillo, Calif. (Philip C. Guthrie, president/16.6% owner); owns KMRO(FM) Camarillo
Seller: Jonna M. Hooker, Fresno; no

other broadcast interests

Facilities: 980 khz, 500 w day, 48 w night

Format: Nostalgia/talk

KWAS(AM) Joplin, Mo.

Price: \$136,813

Buyer: Don and Gail Stubblefield, Joplin; own KKLL(AM) Webb City, Mo.

Seller: Acorn Broadcasting Co., Joplin (Rick Guest, president); owns KOCD-FM Columbus, Kan.

Facilities: 1230 khz, 1 kw

Format: MOR

—Elizabeth A. Rathbun

Emmis up in 4th Q

Emmis Broadcasting Corp. reported a 27% increase in cash flow, from \$6.9 million to \$8.8 million, in the group's fourth quarter, ending Feb. 28. For fiscal 1996, Emmis had \$50.5 million in cash flow, up from \$45.9 million the previous year. Emmis also posted an 11-cent net income per share in the latest quarter, compared with a 1-cent loss per share in fourth quarter '96.

Building an overnight success

Syndicators wake up to opportunities in early morning hours

Radio

By Donna Petrozzello

Overnight radio. Many people never hear it; others live for it. Now some major radio syndicators are investing in it.

Earlier this year, Jacor Communications purchased the rights to syndicate *The Truckin' Bozo*, an overnight program geared to cross-country truckers that runs from 1 to 6 a.m. ET. In addition to its flagship WLW(AM) Cincinnati, *Truckin' Bozo* also airs on WDAF(AM) Kansas City, Mo., and KTWO(AM) Casper, Wyo.

Early hours entertainers such as Art Bell (r) and Dale Sommers ('The Truckin' Bozo') and his son, Steve, are attracting the attention of radio syndicators.



Jacor also purchased syndication rights to *Love Phones*, a late-night advice show on love, sex and relationships hosted by Dr. Judy Kuriensky and Chris Jagger that has some two dozen affiliates.

There also is Bill Mack, the self-proclaimed "Midnight Cowboy" for overnight truckers. Based at WBAP(AM) Dallas-Ft. Worth, Mack recently landed KBOI(AM) Boise, Idaho, and WJR(AM) Detroit in his syndication rollout.

Predawn talker Art Bell speaks to an alternative audience—overnight listeners who lie awake pondering the paranormal at 3 a.m. His weeknight *Coast to Coast AM* and Sunday night *Dreamland* shows combined claim 347 affiliates in eight of the top 10 markets. A decade ago Bell launched *Coast* at KDWN(AM) Las Vegas with just 26 West Coast affiliates. Since 1993, when his show was purchased and syndicated by Chancellor Broadcasting, Bell's audience has skyrocketed.

Coast features a variety of topics but leans toward talk about suspected U.S. government cover-ups, UFO sightings, and even time machines. *Dreamland* is

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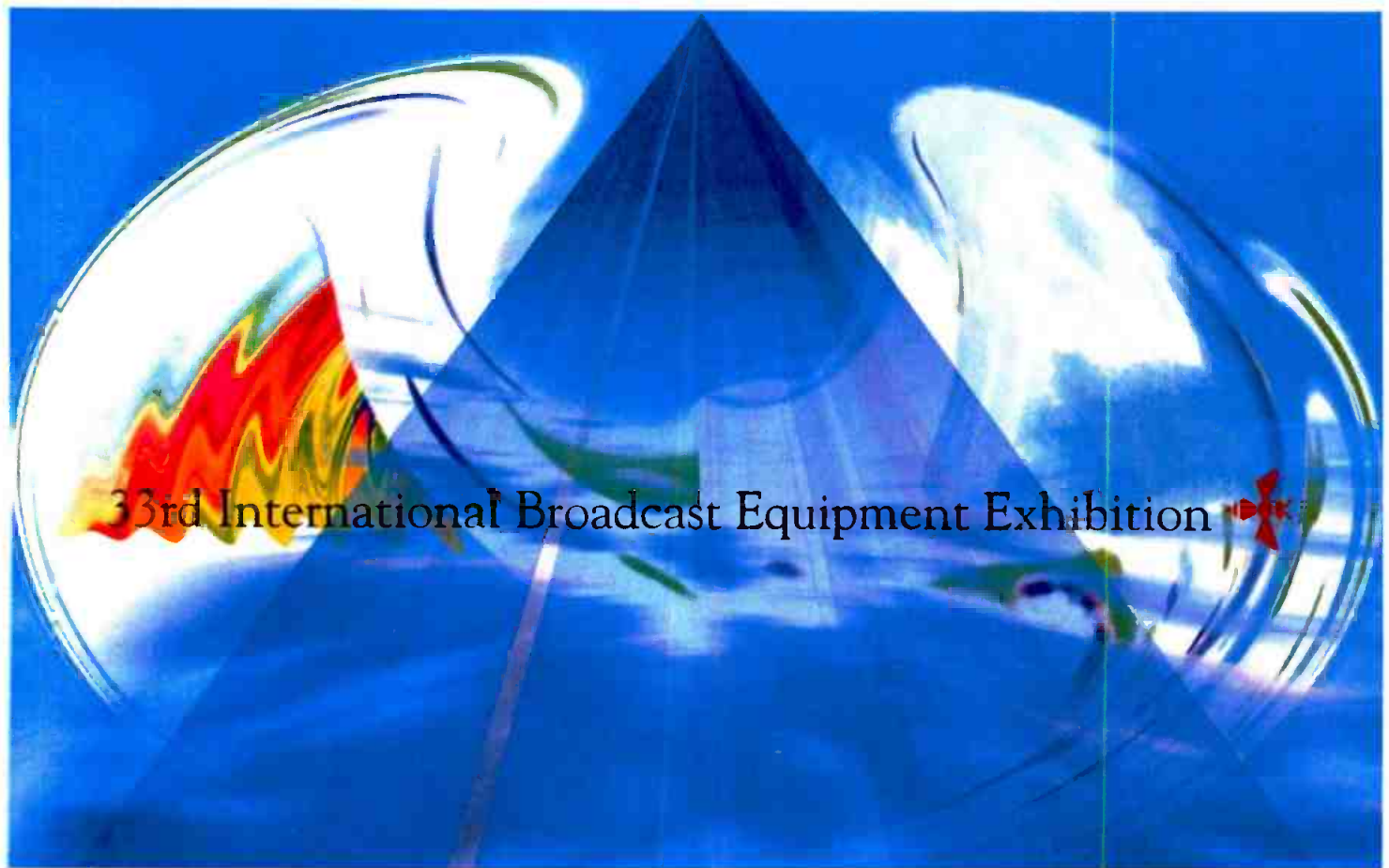
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Westwood to manage CBS Radio

With the potential to restructure the network radio advertising business, Westwood One announced an agreement to represent and manage the assets of CBS Radio Networks last week.

CBS Radio will continue to produce and control the programming it provides to Westwood, including CBS Radio News. CBS's 1,200 affiliates are expected to continue with the network, say Westwood officials.

Westwood will manage sales, marketing and promotion, affiliate relations, research and administration for CBS programs. Those programs include CBS News, various sports coverage, Charles Osgood's show and David Letterman's Top 10 List for radio. Yet, revenue from those CBS programs will be added to Westwood's cash flow, says Westwood.

Mel Karmazin, chairman of CBS Radio and president of Westwood One Inc., says CBS programming "will now be presented as a major element in this expanded, strengthened programming portfolio of Westwood One." Westwood One Radio Networks offers network news from Mutual, NBC and CNN; 24-hour formats; talk and music programming from Westwood One Entertainment,

and sports.

Karmazin also says the deal should "provide greater efficiency and ease of buying radio on a national level" for advertisers. While some media buyers support Karmazin's view, others say the deal could lead to higher prices for network spots.

"We're very concerned about the amount of control that is falling under the CBS umbrella," says media buyer Bonita LeFlore, executive vice president at Zenith Media Services. "It hasn't affected us immediately, but our major source of concern is about higher prices."

Media buyer Leslie Sturm, vice president of broadcasting at The Media Edge, expects the consolidation to offer a "one-stop shopping" approach to network buying.

"I think this will provide a broader range of programming options and opportunities that I can get with a call to one salesperson from Westwood One," Sturm says. "These mergers of programming will give a broader reach and more added value to the product."

Sturm argues that if the expanded Westwood network can "offer more impressions" for advertisers, "it is worth" the cost.

—DP

devoted exclusively to the paranormal, or in Bell's words, "ghosts, goblins and things that go bump in the night."

Here's a sample of dialogue on *Coast*:

Caller: "I ordered a time machine, and two days ago my phone rang and I said hello, and my own voice said hello back. And I thought it was a reverberation. But 10 minutes later it called back, and my own voice said, 'Don't use the machine. I can't talk now.' Then it hung up."

Bell: "That is really cool. Obviously, the fact that you bought the machine would tend to indicate that you're probably going to get it and you probably used it and you're warning yourself to not use it. I wonder [where] you were when you sent yourself that message."

Caller: "When the phone call came,

I heard cars in the background like it was coming from a pay phone. If this is really true, why didn't I come to my own house?"

Bell: "You know what the worst part of it is? Even though you have warned yourself not to do it, you're going to do it. Obviously, you're going to do it because you called yourself. That proves you're going to do it. You and I both know that if the machine arrives and you unwrap it, there's no way in hell you're not going to try it. You're headed out somewhere, sir."

Caller: "Can I not meet myself, that's the question."

Bell: "I don't have those answers, sorry. I wish you a good journey."

"I do mainstream interviews as well on *Coast*," Bell says, "but the program

has drifted, in terms of percentage of content, definitely toward the paranormal. And I'm glad of it. I think it accounts for its success."

Working from a studio at his home in Pahrump, Nev.—65 desert miles from Las Vegas—Bell proudly notes that he doesn't screen calls. "There's a six-second delay between myself and the end of my career," says Bell, who also works without a producer. "I don't want to know what's coming next. I just take my private parts in my hand and go."

About the only topic he avoids is the "formulaic" discourse of politics that he says dominates many talk radio shows.

"In your life, at home, you probably spend not a lot of hours talking about politics. So then, what is talk radio reflecting?" Bell asks. "It's not reflecting reality. I do whatever seems fun. I reach out for the strange, the weird, the bizarre, the different."

The unconventional seems to suit Bell and his audience. "At night, people have more time to think of the esoteric, mind-expanding stuff that I [think about]."

The ratings seem to support his formula. According to Arbitron's spring 1996 book, *Coast* ranked first in overnights with adults 12-plus in the majority of its markets. At WJR(AM) Detroit, Bell earned a 9.7 share; at KOMO(AM) Seattle, he got a 13.2; at KABC(AM) Los Angeles, a 7.3.

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publishing his second book, "The Quickening," with Paper Chase Press later this year. Bell says the book discusses the "speeding up of political, social [and] economic events and violent weather."

Many of the stations that have picked up Bell's show in the past two

years replaced reruns of daytime programming. After Larry King ended his late-night radio show, "late-night talk radio went back into the land of the unimportant," Bell says, but that attitude is changing.

Commercial inventory on both of his shows is sold out. Meanwhile,

program directors are beginning to realize that strong ratings at the end of overnight shows help boost the audience for morning drive.

Bell says, "The radio industry is just beginning to wake up to the fact that all-night programming is important." ■

Toni Grant back on the air

By Lynette Rice

Dr. Toni Grant—the pioneering media psychologist whose resignation in 1990 was as newsworthy as her 15-year career—has returned to radio to dispense more "recommendations" and "hope for living."

Radio Shows Ltd., of Dallas, is syndicating the clinical psychologist who once generated an average 122,000 listeners per quarter-hour on KABC(AM) Los Angeles, her flagship station, while on ABC's Talk Radio and, later, on the Mutual Broadcasting System.

Grant spent the first week of the show, which bowed March 24, broadcasting from KABC before moving to the syndicator's Texas studios—the show's home base. So far, she can be heard on at least 14 stations, including KXAM(AM) Phoenix, WTAN(AM) Clearwater, Fla./Tampa; KHHO(AM) Seattle,



Toni Grant returns, this time from Dallas.

and KWAH(AM) Honolulu. Her barter-only show airs from 3 to 6 p.m. ET—competing in some markets with the omnipresent Dr. Laura Schlessinger from SBI Broadcasting International.

"My only concern with coming back after seven years was, can I still do it?

Will I be able to remember all of the books, will I remember all the research?" says Grant. "After the initial anxiety passed, and I received this very warm welcome, it felt like I picked it up midsentence."

Grant, like the rest of the ABC Talk Radio lineup in the early '80s, represented the first wave of modern talk radio with her no-nonsense approach to love and relationships. Her recommendations often hit home with lonely single women—"Amazons," as she called them—who postponed marriage and childbearing to pursue careers and ultimately served as the subject of her best-selling book, "Being a Woman."

Grant made news again in 1990 by deciding to practice what she preached all those years—"to pursue love in my life." She quit the show and moved to Dallas with her husband, industrialist John Bell.

"I got what I needed from this hiatus," she says. "I enjoyed my children, home and husband, my city and friends. I feel like I've become a calmer person."

By the end of her first week back in Los Angeles, women stuck in no-win relationships were already tapping the soft-spoken Grant for guidance (her husband was at her side for the five broadcasts). She's continued with the familiar call-in format.

"I try to give, not advice, but information," Grant says. "I'm not saying I never give advice because I do make recommendations to people. I prefer to call them recommendations. I think I also give them hope for living. People listen because I'm a realist. There's no agenda that I'm promoting. It's a realistic show."

"It would be easy to structure a show around sex or other provocative topics, but we never do that. I like to say we talk to ordinary people about ordinary things. It is just life happening." ■

RIDING GAIN

Westwood One deal reshuffles players

Westwood One realigned several key executives following its agreement to manage and represent programming by CBS Radio Networks (see page 80).

Mike D'Ambrose, president of Westwood One's Shadow Broadcast Services, becomes senior vice president of Westwood One Inc. D'Ambrose will oversee operations at Westwood One Inc., along with Mel Karnazin, president of Westwood One Inc. and chairman of CBS Radio, and Farid Suleman, chief financial officer of Westwood One Inc.

Greg Batusic, president of Westwood One Entertainment, will be responsible for sales of the consolidated networks. Bob Kipperman, vice president and general manager of

CBS Radio Networks, becomes president of CBS Radio Networks, and also will work with Westwood One.

Premiere's cash flow rises

Premiere Radio Networks reported a 27% increase in broadcast cash flow, from \$1.17 million to \$1.5 million, for the fourth quarter ending Dec. 31, 1996, compared with the year-ago period. For 1996, Premiere had a 45% increase in broadcast cash flow, from \$5 million to \$7.3 million, compared with fiscal 1995. Premiere reported a net loss per share of 8 cents for fourth quarter '96, compared with 7 cents in 1995.

Premiere says its fourth-quarter returns include a charge of nearly \$2 million to write-off debt issuance costs, and pre-tax charges of \$417,000. —DP

Barton, Mowry out at TCI

Robert Bennett moves from financial officer to become Liberty chief

By Price Colman

The executive wheel of fortune continued spinning at Tele-Communications Inc. last week, landing on the resignations of Liberty Media Corp. President/CEO Peter Barton and TCI Communications' Barbara Mowry.

While Mowry's departure came as no surprise, Barton's was unexpected.

Barton, a 15-year veteran of TCI, spent the past seven as Liberty's top executive. A consummate deal-maker, he built Liberty into one of the top cable programming powers, with interests in everything from QVC, Home Shopping Network and a string of highly successful regional sports networks to Turner Broadcasting (subsequently Time Warner), the Discovery Networks and Encore Media Corp. He had long been considered a top candidate to step into the president's position at TCI and to become number-two man to chairman John Malone, his mentor since Barton joined TCI. But after Malone named Leo J. Hindery Jr. to that post Feb. 7, it was clear Barton's star had dimmed.

"It's a surprise but not a surprise," said Chuck Kersch of Neidiger Tucker Bruner, a Denver financial services firm, of Barton's departure. "Peter has fulfilled his destiny at Liberty."

Robert "Dob" Bennett, a 10-year TCI veteran who has been with Barton as Liberty's chief financial officer since the company was founded in 1990, will assume Barton's titles and duties.

Cable analysts saw little, if any, negative impact on Liberty as a result of the changes.

"[Bennett] is very highly respected,"



Peter Barton and Barbara Mowry are the latest departures from TCI in its continuing reorganization under Leo Hindery Jr.

said Mark Riely of Media Group Research. "I think Peter Barton is a very talented guy, and unfortunately, they lose his services. But Liberty is a holding company structure, and with the talents of [John] Malone and Dob Bennett there, I'm not concerned."

Barton and TCI officials emphasized that it was an amicable parting.

"Over the last couple of months, I had been talking to John [Malone] about it, waiting for the timing to be right," Barton said. "The moment was the realization that TCI was in great hands with Leo Hindery and Marvin Jones, and if I left Liberty, it would be in great hands with Dob.... It was important to me to do this with style and honor and class, and it looked like this was the time to do it. If not now, when?"

Barton intends to start his own venture, encompassing programming for broadcast and cable television and software for personal computers.

"I'm really superstitious about talking about things before I develop them," he said. "But I have certain skills, expertise and relationships in the areas of broadcast, cable and produc-

tion, so it will be in those areas."

Barton had apparently been exploring other options before he decided to strike out on his own in cable and broadcast-related programming. He was one of the finalists bidding for Arapahoe Basin ski resort in Colorado, but decided that the area's size and financial challenges in the light of Colorado ski resort consolidation eliminated that option. Barton was a freestyle skier in college

before he earned an MBA from Harvard Business School and subsequently joined TCI in the early 1980s.

In contrast to Barton's surprise exit, Mowry's departure was more a matter of when than if. As one of former TCIC president Brendan Clouston's hand-picked executive team, she was vulnerable even before Hindery told media at the NCTA show in New Orleans that he considered the national customer service centers she had spearheaded a bad idea.

Hindery offered a gracious characterization of Mowry's contribution to TCIC. "Barbara is a highly regarded senior executive whose leadership and insight will be missed," he said in a prepared statement.

Mowry, who joined TCI in June 1995 after heading her own consulting firm for several years, was essentially caught in a squeeze play. Her original mandate was to oversee establishment and staffing of four national customer satisfaction centers. Two of those centers—in Denver and Boise, Idaho—were built and in operation, and a third center in Tucson was under construction, when TCI hit the financial wall

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*1995 Gardening in America II, U.S. Dept. of Commerce, Barnards Retail Marketing Report, Hobby Industry Assoc. and EIA

**Nielsen Cable Network Coverage Area Universe Estimates, July 1996-March 1997

last fall. Construction on the Tucson center was halted, and plans for the fourth center were dropped.

In the just over two months Hindery has been at TCI, he has moved swiftly to put his own team in place. Clouston was moved into the open CFO slot at parent

TCI. Barry Marshall resigned and Marvin Jones was elevated to chief operating officer of TCIC. Now Mowry is departing. Hindery is close to a decision on how he'll reorganize cable operations and who will head 10 to 12 regional or super-regional clusters.

Of Clouston's original executive team, Barney Schotters, Camille Jayne and Sadie Decker remain, and sources familiar with TCI suggested that all may be vulnerable as Hindery continues to adjust the management structure at TCIC. ■

Bell Atlantic files complaint against Cablevision

Says it is being denied access to sports programming

By Joe Schlosser

Bell Atlantic has become the second cable entity to file a complaint with the FCC against Cablevision Systems Corp. in the past month.

In the first instance the complaint was against Cablevision the operator. This time it is against Cablevision the programmer. In both complaints the issue is the same: access to programming.

Bell Atlantic officials say they are seeking compensatory and punitive damages from Cablevision and its subsidiary Rainbow Programming Holdings because Bell Atlantic's 3,000-subscriber cable system in Dover Township, N.J., has been unable to acquire the rights to programming on Cablevision-owned SportsChannel New York and SportsChannel Philadelphia.

Bell Atlantic officials say their New Jersey cable system is losing current and potential subscribers because of the lack of sports programming.

Three weeks ago, Classic Sports Network filed a complaint with the FCC alleging that Cablevision would not carry its programming without receiving an equity stake in the independently owned network.

"It looks like a pattern on their part," says Larry Plumb, a spokesman for Bell Atlantic. "I don't know how they [Cablevision] are playing ball with people, but it doesn't seem like it's working."

Plumb says Bell Atlantic has been trying to enter into negotiations with Rainbow for the past four months, but Rainbow officials have been dodging conversations.

"It's been a pattern of failure to return calls, meeting cancellations and so on," Plumb says. "The law is clear. They have a legal obligation to follow

through on this. They have to offer us the programming, or at least negotiate in good faith."

Officials at Cablevision say Bell Atlantic's assertions are baseless and without merit.

Cablevision officials also say that Bell Atlantic owes them \$345,000 for failing to refund a fee paid by Rainbow to reserve channel capacity in Dover Township. Sources at Cablevision say that if the money is refunded, Bell Atlantic is likely to get the sports programming licenses it desires.

Plumb says Bell Atlantic does not owe Cablevision anything, adding that it is a totally unrelated issue. He says

that two years ago Cablevision had reserved nearly half of the Dover Township's channel capacity with a \$345,000 nonrefundable deposit.

"The money they put down was non-refundable," he says. "The deposit was that expensive because they had reserved so much space on our system. They made no move to put any programming over it."

Plumb says Bell Atlantic notified Cablevision last fall that it was going to start billing the nation's sixth-largest operator for the unused channels. As a result, he says, Cablevision demanded its money back and an exit from the Dover Township service. ■

NBC consolidates its Rainbow stake

Network exchanges pieces of various networks for single share of company

By Joe Schlosser

NBC rearranged its stake in Cablevision Systems Corp. subsidiary Rainbow Programming Holdings last week. The move could well preface a public offering by Rainbow.

In a deal where "no money exchanged hands," NBC converted its equity in certain Rainbow networks to a 25% stake in Rainbow Programming overall.

With the conversion, NBC gets a quarter interest in Madison Square Garden properties and all other Rainbow

ventures. Since 1989 NBC has owned a variety of interests in Rainbow networks, including 25% of American Movie Classics, 50% of Bravo and The Independent Film Channel and 25%-50% of several SportsChannel regional networks. NBC officials estimate its stake in Rainbow at nearly \$400 million.

"We have a very close relationship with Cablevision. We've had a number of undertakings with them over the years," says NBC Cable President Tom Rogers. "This was intended to strengthen the relationship and bring us into the key property of

RAINBOW

Madison Square Garden and also to take advantage of what we have and they have to offer in the New York market. There are a lot of possibilities that could even extend to national services.

Rainbow Programming President Josh Sapan says NBC's move makes the relationship cleaner and simpler. He also says it may lead cash-strapped Cablevision, which has nearly \$4 billion in debt and a weak cash flow, into bringing on new equity partners for Rainbow.

"From an organizational point of view, it clears the decks for any further actions we might consider," Sapan says. "That includes another strategic partner who could come in at the Rainbow level."

NBC President Bob Wright says he would support bringing in additional investors. Cablevision agreed last month to pay ITT Corp. \$500 million to boost its stake in Madison Square Garden to 88.5%. Cablevision has the right to buy the remaining percentage for another \$150 million over the next two years. In 1995 Cablevision and ITT purchased MSG from Viacom.

NBC may acquire a larger stake in Madison Square Garden in the future, Rogers says, if "Rainbow seeks additional cash infusions." Rogers says NBC almost became Cablevision's other partner in the MSG properties two years ago.

"It looked like a very big price tag for the performance of the Garden," he says. "We passed on it at the time, but its performance in the last two years has improved dramatically."

Consolidating NBC's stake in Rainbow could help the programmer's potential only if it were to be offered publicly, Rogers says, adding that NBC is in favor of taking Rainbow public if and when Cablevision does.

"There is no specific timetable for doing that," Rogers says. "The Dolans [Cablevision's owners] have talked for a while about Rainbow and the public entity. We certainly are supportive of that. We think when you put all of these things under one roof it becomes very attractive."

Sapan would not comment on turning Rainbow into a publicly held company, but says NBC's new partnership will add much-needed programming for Rainbow's two recently announced networks.

"Romance Classics and American Sports Classic both need inventory and programming material," Sapan says. "NBC has a large library that we hope to tap into in many areas."

50

PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of March 24-30, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time	(ET)	HHs. (000)	Rating Cable	U.S.	Cable Share
1. Rugrats	NICK	Mon	7:30p	2,996	4.3	3.1	6.8
2. Rugrats	NICK	Wed	7:30p	2,921	4.2	3.0	7.3
3. NCAA/Women's Final OOU vs. Tenn.	ESPN	Sun	8:30p	2,879	4.0	3.0	6.4
3. Rugrats	NICK	Tue	7:30p	2,758	4.0	2.8	6.7
5. Doug	NICK	Wed	7:00p	2,686	3.8	2.8	7.2
6. Movie: "Field of Dreams"	USA	Sun	5:48p	2,600	3.7	2.7	7.5
6. Hey Arnold	NICK	Wed	8:00p	2,597	3.7	2.7	6.1
8. Rugrats	NICK	Sat	8:30a	2,509	3.6	2.6	12.6
9. Rugrats	NICK	Fri	9:00a	2,454	3.5	2.5	12.5
9. Kenan & Kel	NICK	Sat	8:00p	2,453	3.5	2.5	6.4
9. Hey Arnold	NICK	Mon	8:00p	2,438	3.5	2.5	5.3
9. Rugrats	NICK	Thu	7:30p	2,413	3.5	2.5	6.3
13. Tiny Toon Adventures	NICK	Sat	9:00a	2,380	3.4	2.6	11.4
13. Movie: "Beverly Hills Cop II"	USA	Sun	3:51p	2,374	3.4	2.4	9.1
13. Doug	NICK	Mon	7:00p	2,366	3.4	2.4	5.7
16. Rugrats	NICK	Fri	7:30p	2,268	3.2	2.3	6.3
16. Rugrats	NICK	Sat	7:30p	2,244	3.2	2.3	6.1
16. Tiny Toon Adventures	NICK	Sat	9:30a	2,219	3.2	2.3	10.4
16. All That	NICK	Sat	8:30p	2,210	3.2	2.3	5.5
20. World Champ. Wrestling	TNT	Mon	9:00p	2,193	3.1	2.3	4.5
20. Doug	NICK	Tue	7:00p	2,155	3.1	2.2	5.5
20. Busy World of R. Scarry	NICK	Fri	9:30a	2,150	3.1	2.2	10.9
23. Secret World of Alex Mack	NICK	Tue	8:00p	2,123	3.0	2.2	4.9
23. Blues Clues	NICK	Fri	12:30p	2,085	3.0	2.1	9.1
25. World Champ. Wrestling	TNT	Mon	7:55p	2,052	2.9	2.1	4.6
25. Rupert	NICK	Fri	10:00a	2,039	2.9	2.1	10.2
25. J. Henson's Muppet Babies	NICK	Sat	10:00a	2,037	2.9	2.1	9.6
25. Doug	NICK	Thu	7:00p	2,025	2.9	2.1	5.7
25. Doug	NICK	Fri	7:00p	2,002	2.9	2.1	5.8
30. Rugrats	NICK	Sun	10:00a	1,976	2.8	2.0	9.4
31. Tiny Toon Adventures	NICK	Mon	6:30p	1,894	2.7	2.0	5.0
31. Tiny Toon Adventures	NICK	Wed	6:30p	1,893	2.7	2.0	5.4
31. Clarissa Explains It All	NICK	Wed	6:00p	1,874	2.7	1.9	5.8
31. Rocko's Modern Life	NICK	Wed	5:30p	1,872	2.7	1.9	6.2
31. Are You Afraid of the Dark?	NICK	Wed	5:00p	1,872	2.7	1.9	6.9
31. Rocko's Modern Life	NICK	Tue	5:30p	1,861	2.7	1.9	5.9
31. Doug	NICK	Sat	8:00a	1,858	2.7	1.9	10.3
38. NCAA Women's Basketball Post Game	ESPN	Sun	10:52p	1,872	2.6	1.9	4.4
38. J. Henson's Muppet Babies	NICK	Fri	10:30a	1,847	2.6	1.9	9.4
38. NCAA /Slam Dunk & 3 Point	ESPN	Thu	9:34p	1,844	2.6	1.9	4.5
38. My Brother and Me	NICK	Sun	7:30p	1,829	2.6	1.9	4.7
38. Tiny Toon Adventures	NICK	Tue	6:30p	1,829	2.6	1.9	5.0
38. Tiny Toon Adventures	NICK	Sun	8:30a	1,822	2.6	1.9	10.0
38. Looney Tunes	NICK	Sun	9:00a	1,815	2.6	1.9	8.7
38. Blues Big Monday	NICK	Mon	10:00a	1,788	2.6	1.8	10.9
46. Doug	NICK	Sat	7:00p	1,775	2.5	1.8	5.0
46. Secret World of Alex Mack	NICK	Thu	8:00p	1,767	2.5	1.8	4.3
46. Are You Afraid of the Dark?	NICK	Tue	5:00p	1,766	2.5	1.8	6.0
46. Hey Arnold	NICK	Sun	11:00a	1,764	2.5	1.8	8.3
46. Movie: "Star Trek IV: The Voyage Home"	USA	Wed	7:00p	1,757	2.5	1.8	4.1

Sources: Nielsen Media Research, Turner Research



213

206

+3%



SOURCE: Nielsen
NH Fastrak, 1st Qtr, '97,
M-F/9-10 pm.

Qualifications furnished upon request.

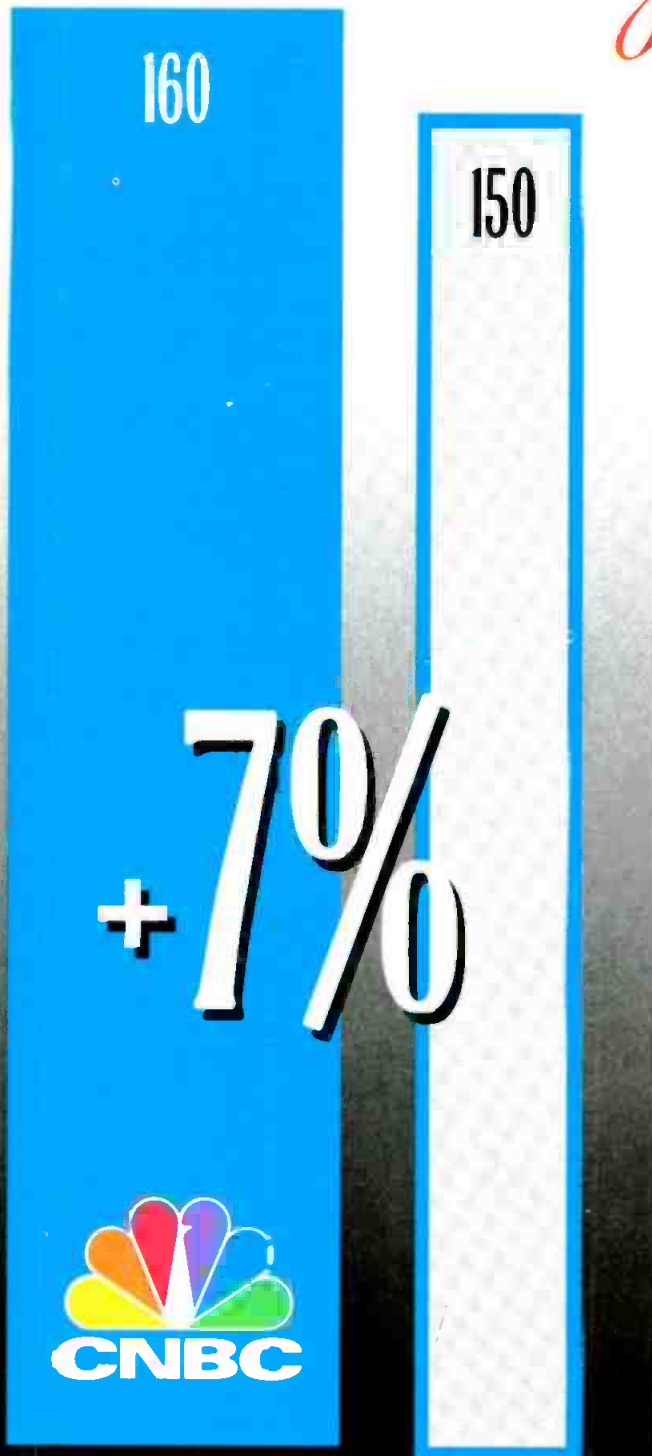
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Levin says Sky's no limit

Tells conference crowd that he doesn't see new DBS competition as threat to cable growth

By Steve McClellan

Time Warner Chairman Gerald Levin belittled the characterization of News Corp.'s proposed Sky DBS service a threat to cable's growth prospects.

"The idea of a 'death star' suddenly obliterating cable's growth prospects for me is not so much farfetched as laughably naive," Levin told attendees at the *Variety*-Schroder Wertheim "Big Picture" conference in New York last week.

Before the venture gets off the ground, the government will scrutinize several issues concerning Sky, including the fact that (with the EchoStar merger) half of all DBS spectrum will fall under single ownership, Levin said. Issues of foreign ownership, crossownership and copyright law also have to be addressed, he said.

Even if Murdoch overcomes those regulatory hurdles, Levin submitted that the cable-DBS battle will be for a relatively small, upscale audience segment "able to pay a high upfront cost and a high per-set monthly charge."

High-speed modems may give cable a leg up on the competition, Levin suggested. "When it comes to offering high-speed access to the Internet, which is proving to be a potentially lucrative business for cable, DBS isn't in the same league," he said.

Levin also confirmed his company's revised cable strategy and its intention to divest itself of some (as yet unspecified) cable system assets. While the company's link to cable remains "strategically advantageous," he said, "we decided we don't require the level of ownership we currently have in order to maintain that strategic link. So we have announced our intent to reduce our economic exposure to cable while at the same time garnering its strategic benefits."

Levin touched on three "interlock-



Time Warner's Levin says DBS won't kill cable.

ing fundamentals" of the "strategic players" in the entertainment business: creative infrastructure, program libraries and branded content and distribution outlets. The current structure of the industry demonstrates that the union of those fundamentals "is probably the archetype that in part or in whole has driven the mergers and acquisitions of the last few years."

As to the future,

Levin said, the only certainty is change. "But however curved the road ahead may be in the communications industry, the capacity to negotiate its twists and turns will not be a question of luck. It's going to depend on fundamental strengths, putting them in place, managing them wisely and, most important, adjusting them when change dictates the need to adjust." ■

TCI numbers turn around

By Price Colman

Cable giant Tele-Communications Inc. reported that 1996 revenue jumped 23.3%, to \$8.02 billion, while cash flow rose 14.5%, to \$2.28 billion. The company also reported a turnaround on the bottom line, showing \$278 million in earnings versus a \$171 million loss in 1995.

The biggest contributor to parent TCI's revenue was TCI Group, which includes TCI Communications and core cable operations. TCI's 82% stake in TCI International, United Video (programming supplier to the C-band satellite industry), TCI.net and TCI Telephony Services.

TCI Group accounted for \$6.8 bil-



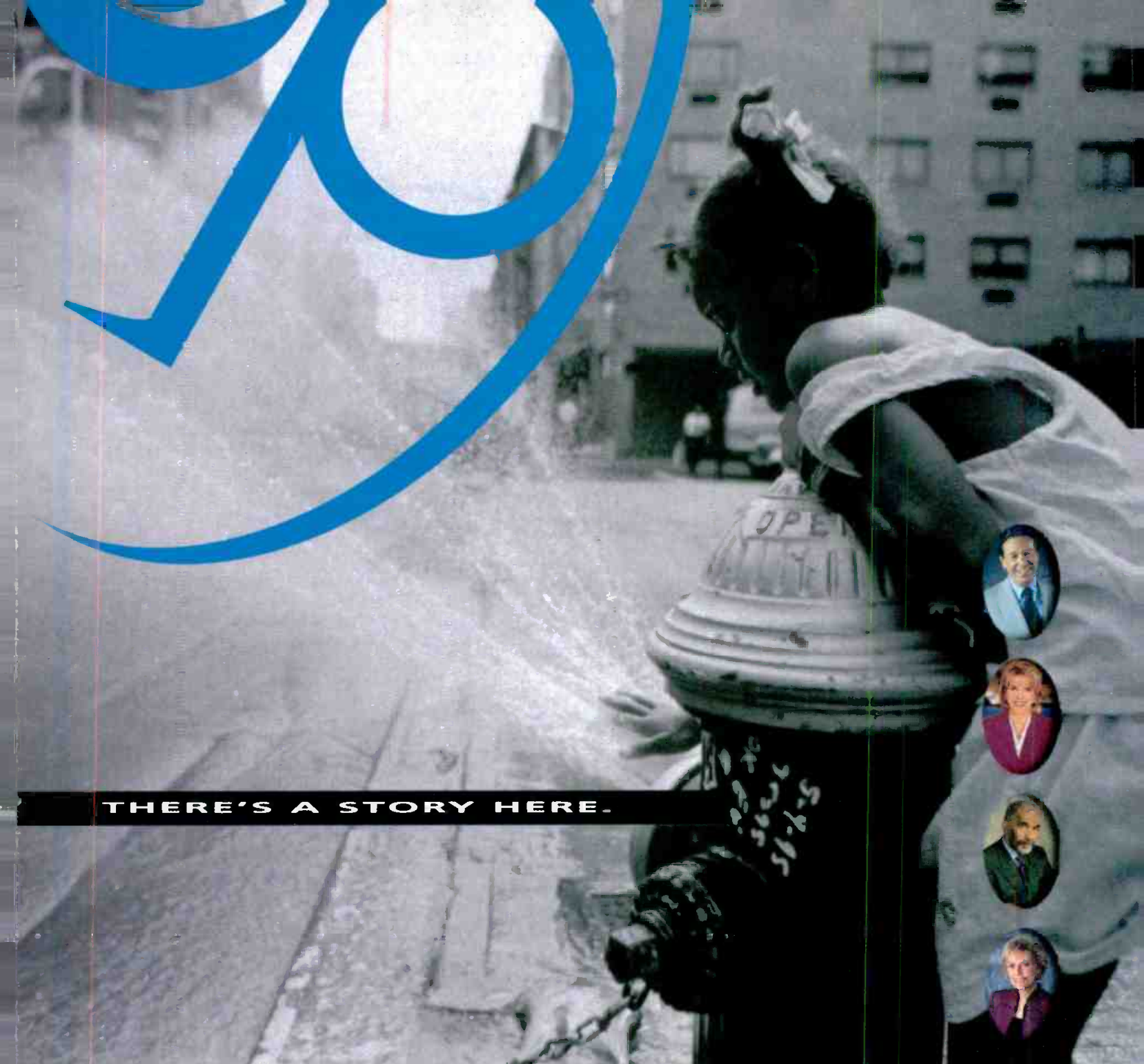
lion of TCI's overall revenue, with nearly \$6 billion coming from TCIC. Although TCIC accounted for \$2.23 billion of the overall cash flow, it was simultaneously the biggest drag on the bottom line, with a \$778 million net loss and roughly \$14.8 billion of TCI's nearly \$15 billion in debt.

On the flip side, TCI subsidiary Liberty Media Corp. was a strong contributor to the parent, with nearly \$1.4 billion in revenue and a whopping \$1.06

billion in earnings.

The big boost in earnings, compared with a \$56 million loss in 1995, was almost entirely the result of a change in how Liberty accounted for its Turner Broadcasting holdings. Historically, Liberty had recorded the value of much of its 23% stake in Turner based on what it paid for shares. But in the wake of the 1996 merger of Turner and Time Warner, Liberty had to record what was transformed into a 9% stake in Time Warner based on the fair market value of Time Warner stock.

Liberty's contributions helped counter TCIC's lackluster performance, particularly in the third and fourth quarters, helping drive positive earnings for parent TCI Inc. ■



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H E A D L I N E S



CBS Eye on People debuted last week with a visit from President Clinton.

Eye opener

CBS Eye on People launched as scheduled last week with a presidential send-off. President Bill Clinton taped a segment with Eye on People's Thalia Assuras and Richard Schlesinger. The interview was seen on *Off Tenth*, the new network's only live show.

Jumbo coverage

Talk about giving kids of all ages a powerful incentive to play hooky on opening day. Fox Sports West mounted jumbo TV screens and bleachers at five locations around Southern California to simulcast the Los Angeles Dodgers' April 1 opening-day game against the Philadelphia Phillies. Dodger fans and local cable operators still are smarting from Fox Sports' decision to run Dodger games on FSW2 rather than the more widely distributed Fox Sports West channel. "With the game being sold out and some people not receiving [FSW2] as of yet, we wanted to give everyone the opportunity" to see the home opener, says Kitty Cohen, general manager of FSW2.

Pass repositioning

Jones Intercable is repositioning its regional sports network, Pass Sports, as an expanded basic channel instead of an optional premium service beginning April 14. The new affiliate agreement will affect subs in Three Rivers, Dowagiac and Watervliet, all

Michigan. Pass shows Detroit Red Wings, Detroit Pistons, Detroit Tigers, Detroit Vipers, Detroit Neon, Detroit Rockers and University of Michigan and Michigan State University football, basketball and hockey games. More than 1.9 million households receive Pass throughout Michigan and northwest Ohio on more than 250 cable systems.

TNT originals

TNT will produce 10 original films to air in 1998. The productions will feature a variety of Hollywood stars, including Rob Morrow, Michelle Pfeiffer and Dennis Quaid. Quaid will make his directing debut and star in *Everything That Rises*. Pfeiffer will executive-produce *The Sara Atherton Project* and Morrow will star in *The Day Lincoln Was Shot*. Other titles include *Two for Texas*, *Dead Ahead*, *Stand-Up Tragedy*, *Glory and Honor*, *Purgatory West of the Pecos*, *25th Amendment* and *Brides of Prairie Gold*. The network also is producing two original films based on science-fiction series *Babylon 5*.

HBO2 first

HBO2 is launching its first original series: *Reverb*, a weekly spotlight on music's emerging artists. The show was scheduled to debut Sunday (April 6) and is slated for 13 episodes. *Reverb* will feature virtually unknown bands in club performances. The Eels, Pavement and Poe

are set for the premiere episode.

'Daria' is coming back

In *Beavis & Butt-head* parlance, Daria is cool. MTV has ordered a second season of the new animated spin-off of *Beavis & Butt-head*. *Daria's* viewership has grown each week since the show premiered March 3 in the 10:30 p.m. Monday slot, according to MTV officials. The series focuses on the high-school misadventures of *B&B's* precocious, 16-year-old friend. Following a 26-week run this year, season two of *Daria* will begin early next year.

African-American Odyssey

Veteran television journalist Jim Scott is hosting a weekly series, *The Scott Report*, on Odyssey. The show which began April 3, will offer news and information on the African-American community.

Cosby on A&E

The Cosby Mysteries began airing April 2 on A&E's Mystery Theater. The former CBS series starring Bill Cosby, runs weekly on Wednesday, Thursday and Friday.

Sci-Fi additions

The Sci-Fi Channel has acquired off-network rights to two former NBC miniseries, *Asteroid* and *The Beast*. Both are scheduled to air in 2000.

EchoStar losses

EchoStar's fourth-quarter losses grew to \$44.7 million from \$7.1 million last year. Revenue was up 33%, to \$54 million from \$40.6 million. EchoStar's total revenue for the year totaled \$211.4 million, up 29% from \$163.9 million, last year. EchoStar finished the year with 350,000 subs.

Bird watching

TCI Satellite Entertainment's (TSAT) high-power Loral satellite is moving from an orbital test slot at 109.8 degrees west longitude to its permanent slot at 118.8 degrees. While at the 109.8 slot, Loral and TSAT engineers deployed the necessary transmission hardware and solar panels for the 11-transponder bird and conducted preliminary tests. An



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H E A D L I N E S

early March launch of the satellite was delayed three times for technical or weather reasons. TSAT expects to have completed a full round of tests on the satellite by the end of April. The company expects to begin offering a high-power DBS service with 100-120 channels and CablePlus complementary DBS service by fall.

Rising price of digital

UK DBS service BSkyB's digital set-top box investment will cost as much as 40% more than originally thought, according to *The Financial Times* of London. BSkyB, which is 40% owned by Rupert Murdoch's News Corp., has been working with DBS partner British Telecom to fund the venture, but nothing is set yet. The total amount for set-top boxes could come to more than £700 million (\$1.15 billion). The estimated cost of the project has steadily risen since the project was first announced. It started at £250 million, then was upped to £500 million.

Just another day at the shark tank

For some people, work is more exciting than weekends. The Learning Channel explores the world's most dangerous jobs in the 13-part series *Danger Zone*. The show travels from Afghanistan to the Caribbean to seek out shark-feeders, bomb squad members, ski patrols, SWAT teams and others. The series which airs Tuesdays at 8:30 p.m. ET, is co-produced by All American Television under its new pact with Weller/Grossman Productions.

Trial coverage

TCI Technology Ventures' National Digital Television Center is providing live-shot transmission services of the Oklahoma City bombing trial in Denver to CNN and the Tribune Broadcasting News Group. The National Digital Television Center is anticipating additional business from smaller, independent television stations as the trial gears

up. The trial of accused bomber Timothy McVeigh began March 31 with jury selection, which is likely to last two weeks or more. The trial is expected to last six to nine months.

Saintly Saturday

Turner Classic Movies was planning a marathon of "The Saint" movies for Saturday, April 5, to coincide with Paramount Pictures' new theatrical release. Five vintage movies set for TCM's "Saintly Saturday" were selected for relevance to the mysterious sleuth's latest theatrical adventure. On the big screen, Val Kilmer is the latest actor to take on the role tackled in the 1930s and '40s by Louis Hayward, George Sanders and Hugh Sinclair. Britain's 1962-69 *The Saint* TV series served as Roger Moore's warm-up for his big-screen duties as Agent 007 in the 1970s. British author Leslie Charteris first introduced *The Saint* (and his Clark Kent-esque alter-ego Simon Templar) in 1928.

Carlton buys Rank Film Distribution

UK broadcast group Carlton Communications has paid £65 million (\$106 million) for Rank Film Distributors, Britain's largest film distributor and rightsholder. RFD's library of 740 feature films includes such classics as "The 49th Parallel," "Oliver Twist" and "Great Expectations." Such product will be used to feed two new planned channels: Carlton Films and Carlton Entertainment. Both services are being planned as part of Carlton's bid to offer a UK digital terrestrial package of channels with BSkyB and fellow ITV broadcaster Granada TV.

Turner splits feed in Asia

Turner's Pan-Asian satellite channel TNT/Cartoon Network, which currently transmits one feed to the entire region, has split its service into three separate feeds to serve Southeast Asia, Australia and New Zealand and India. The last will be delivered from PanAmSat's PAS-4 satellite. The three separate transmissions allow TNT/Cartoon Network to offer local advertising packages with a view to eventually offering custom-tailored programming in each area.



Argentine cable consolidation

In the continued buying spree in Latin America's largest cable market, Argentine cable MSO Multicanal has acquired another four cable systems for \$46 million. Controlled by media group Clarin, Multicanal has recently acquired 89% stakes in both TVD and CableVision cable systems and 100% of Cablepar and Orange TV Productions. Multicanal bought stakes in eight cable groups for \$45.9 million, including an 85% stake in Chao TV Cable, in February.

Optus buys out partners

Australian long-distance telco Optus Communications has agreed to buy out its partners in pay-TV arm Optus Vision. Optus Vision shareholders—US West's Continental Cablevision (46.5%), Kerry Packer's Publishing & Broadcasting Ltd. (5%) and commercial broadcaster Seven Network (2%)—will be issued notes convertible to shares in Optus Communications at or after its IPO, planned for August or September. Optus is in talks with rival telco Telstra about sharing cable infrastructure.

—Nicole McCormick & Lloyd Shepherd

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chicken soup.
”**



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Internet

Medium becomes the message

Journalists use 'Net as source for Heaven's Gate story

By Richard Tedesco

The devotees of Heaven's Gate—who made their living designing Web-sites—promoted the Internet even as news of their deaths spread across the World Wide Web with the speed of a comet.

Word of the group's Web-site went out to news organizations not long after the bodies from the mass suicide were discovered in San Diego late last month. The Heaven's Gate site became a prime source for news pros and junkies who could access a firsthand manifesto on the UFO adherents' creed.

"These guys used the Web as a way to leave their suicide note. They meant for the media to find that site," says Scott Ehrlick, director of online services for Fox News. "Without this Web-site, we wouldn't know what these people were up to. It was a speed-reading course. Whoever could read through this could write the next story."

The voluminous content on the Heaven's Gate site quickly became inaccessible, shut down by authorities, but not before it was milked for copy—much of it also reproduced online. The hunger for information about the cult manifested itself in millions of hits on cult-related sites and led to Internet traffic jams in several locations.

The whole affair points to an entirely new vein of con-

tent to be mined, and a thorny set of ethical questions to address.

A site such as Heaven's Gate is a primary source not only for information but also for propaganda. How much of that material should be disseminated or linked for 'Net surfers? "It's a very hard call. The whole cult story raises issues," says Merrill Brown, editor-in-chief of MSNBC Online. "You have to take advantage of the capabilities of the medium with a sense of responsibility for what you show [users]." Brown says MSNBC drew on several cult-related sites in addition to the Heaven's Gate site in reporting the story online.

CNN Interactive also used the Heaven's Gate site as a gateway to the story. But it assumed a more passive role by pointing to sites, without necessarily using them as a news source in its online accounts, according to Scott Woelfel, CNN Interactive editor-in-chief. "It's been sort of a focus for us since we started," he says, "not so much that we would take something, but that we would point users to a site on a given story."

"If newspapers and TV could do the same, they would," Woelfel observes. "That's what's great about the Web: it's so good for intuitive interpretation." CNN would draw the line, he says, at pointing its online users to a site that advocated genocide.



But Woelfel credits visitors to CNN's site with the judgment to discern propaganda from fact.

Reliability of information is another problem. "When gathering information from electronic news sources, you know who it's coming from," says Fox News's Ehrlick. "On the Internet, you don't know who is speaking and you don't know the source of the information."

That lack of parameters has its place in the chats and bulletin board sessions MSNBC has sought to promote on its site. MSNBC has even actively solicited contributed content from its users for an extensive area it constructed

to examine the Oklahoma City bombing trial. It also polls visitors and invites them to rate stories for other users' benefit.

"It's part of a general sense that we want to be kind of pro-community. Our commitment to chats and bulletin boards is a way of engaging people in a very different way in the news process," says MSNBC's Brown.

Intention and design notwithstanding, real events can cause unexpected and sudden turns in a fledgling medium—especially with a story as bizarre as self-proclaimed pilgrims seeking to reunite with alien brethren who are trailing a comet.

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Web Networks

Disney buys into Starwave

ABCNews.com nears debut

By Richard Tedesco

The Walt Disney Co. is making its expected investment in Starwave Corp. just as Starwave is completing work on a new ABC News Website set to go online in late April.

Its reported investment of \$250 million–\$300 million in Starwave buys a stake in one of the premier Web designers. Disney's move is a logical one, considering Starwave's connection to ESPN and ABC News.

ABC News hopes to create a site that will become the news-on-demand site of choice, says Jeff Gralnick, ABC News vice president and executive producer of special events, who is also now in charge of ABCNews.com. He emphasizes that ABC News is taking a long view of the business in launching this venture. "This is the ground floor. The long-term strategy is to be on that [online] wave as it builds," says Gralnick.

The immediate plan is to create local partnerships with ABC affiliates and owned stations in the top 50 markets.

Disney Blasts off via MSN

Disney Online has launched Disney's Daily Blast family amusement Internet service with an exclusive 10-month engagement on Microsoft Network.

Of the 17 features in Daily Blast, 14 will be refreshed daily, in the hope that the site will become part of kids' online routines. Aimed at children ages three to 12, it includes games, stories, interactive activities and versions of ESPN and ABC news content for young PC users.

The service will be available on MSN at no extra charge and can also be accessed for \$4.95 monthly or \$39.95 annually. From Microsoft's point of view, the distribution deal is a way to draw the expected second wave of surfers.

"Today, it's an early adopter demographic. The next wave of people are women and families," says Pete Higgins, group vice president of Microsoft's interactive media group.

The deal also fits Microsoft's strategy to draw two-thirds of MSN's content from third-party developers, up from the one-third provided by outside providers now, according to Higgins. A continuing relationship link with Daily Blast is likely, as are future deals that would enable MSN to bear the Disney brand. "You can't rule anything out," Higgins says.



Accessing Daily Blast requires a Pentium processor running Windows 95, 16 MB of RAM and a 14.4 or 28.8 kbps modem.—RT

When PC users log on to the site, they will plug in their ZIP codes and be brought to a page providing links to local news, weather and traffic information. National and international news also will be accessible in that same context.

Hourly ABC News radio summaries will be accessible, according to Gralnick, who says no commitment has yet been made to a particular streaming technology. Other

interactive elements will be worked into the site as it is prepared for launch. A controlled beta test is set to start this week.

As with other network news sites, ABC's site will provide in-depth information about stories appearing on its shows. "We want the broadcast culture to understand that the online culture can work with it," says Gralnick.

Ultimately, ABC News is interested in developing ways

to marry on-air and online content using the vertical blanking interval in an InterCast-like manner. Premium layers will eventually be added to the site for subscription fees, similar to the way content is segregated on the SportsZone site, Gralnick says.

ABCNews.com will be accessible directly, or through America Online or Netscape Navigator. Gralnick declined to comment on development costs. **TMC**

Vivo's vivid streaming

Vivo Software has vaulted past the first version of its VivoActive technology with a player that hits the magic number of 30 frames per second.

That's the frame rate needed for the human eye to perceive fluid motion in video. Vivo's ActivePlayer 2.0 effectively doubles the frame rate its first product displayed.

Peter Zaballos, Vivo vice president of marketing, claims Vivo is also "solving the content creation process" with its \$695 ActiveProducer, which readily enables users to create online video content. The producer can convert a QuickTime file to streaming in real time, according to Zaballos.



Vivo further claims that 2,000 sites now carry its streamed video—which can be viewed by some 3 million PC users who have downloaded Vivo's player. Websites using the technology include PBS's *Nova* site, the *Tonight Show* site, New Line Cinema's site and HBO's site. HBO features it in three areas, including one for Garry Shandling's *The Larry Sanders Show*. First TV, an online producer of short-form sitcoms, will be among those that use the latest iteration of the technology.

A co-marketing deal with Media 100 will help drive the ActiveProducer. The new player, available on Vivo's site (www.vivo.com) drops into Microsoft's Internet Explorer or Netscape Navigator.—RT

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Interactive

Broadband for shallow pockets

CNI targets smaller MSOs for 'Net service overline: Internet by cable

By Paige Alliniah

Vienna, Va.-based Community Networks Inc. (CNI) hopes to pick up where MSOs leave off, offering broadband Internet services to smaller independent systems that lack the deep corporate pockets to create their own Internet services.

CNI is targeting "independent, midsize systems" that want to offer Internet access. In March the company announced five new customers representing 668,500 subscribers: Cable TV Arlington in Virginia; Cablevision of Loudoun County, Va.; Media General Cable of Fairfax, Va.; Bresnan Communications of Marquette, Mich., and Susquehanna Cable of York, Pa.

CNI goes after cable systems that are not already served by such big MSOs as TCI, Cox and Comcast's @Home venture, Time Warner's Road Runner or Continental's Highway1. CNI wants entry into those systems as well, but so far

it's had better luck with systems served by such smaller MSOs as Jones Intercable and Media General Cable. It helps if the operator has a relationship with CNI's parent company, systems integrator BTG.

"We were trying to decide what to do with our extra channels," says Max Kipfer, vice president of Cablevision of Loudoun County. "We are taking a different approach and offering high-speed Internet access."

Cablevision of Loudoun will test CNI's one- and two-way cable Internet access over the next few months. Part of the system, which serves 31,000 subscribers, is ready to offer two-way service; Cablevision hopes to attract 10%, or 3,000, of those subscribers to the online service.

Media General, a two-way system in Fairfax, is starting trials and will add 60 beta testers through May. The system will test the service for six months and then decide whether to make it a perma-

nent offering.

CNI says its flexibility distinguishes it from MSO-sponsored efforts. It offers localized content for subscribers, says Adrienne Cox, CNI director of marketing and sales. A system may choose to have CNI set up a local network with local content. CNI uses Netscape's server and browser software, to which CNI adds the local operator's brand.

CNI also does not require that a cable operator upgrade to a two-way system. Subscribers will be able to send and receive information on a one-way system by adding a phone modem.

Although some cable companies have considered slowing their pace on Internet deployment, analysts maintain that the only cable companies that will stay in business are the ones that vigorously deploy such advanced technologies as broadband Internet access and telephony.

But cable/Internet ventures will have to overcome some of the image problems associated with cable service generally. A survey by New York-based market researcher Media & Entertainment Strategies Inc. found that subscribers liked the speed of Internet access over cable, but felt that operators charged too much and didn't necessarily offer reliable service. TMW

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Road Runner reaches Maine

Continuing its aggressive rollout of high-speed Internet access service, Time Warner Cable debuted Road Runner in Portland, Me., last week.

This fourth market launch of the Road Runner service is the first Time Warner system to use Toshiba cable modems, running data at 8 mbps downstream and 2 mbps upstream. The Toshiba boxes were used to turn on service to more than 500 homes and businesses in a test phase with 1,500 users preceding the launch.

Residential service costs roughly the same as service in other TW systems: \$39.95 per month, discounted \$4 per month to cable subscribers who have basic service and one tier. Business service is \$79.95 per month.

TW Cable of Maine expects virtually all residential and business users from the test phase to retain the service. The service will be available to 77,000 homes and businesses on the Portland system.

Time Warner Cable now has 5,000 customers paying for Internet service in the other markets where Road runner has been launched.—RT

Technology

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CBS makes \$24 million DVCPRO buy

Is converting its O&Os to Panasonic's digital news format

By Glen Dickson

In a major shift to digital newsgathering, CBS has committed to Panasonic's DVCPRO component digital news format for its owned-and-operated stations. In a deal valued at more than \$24 million, the 13 CBS Television stations will receive a full complement of DVCPRO gear to replace their analog Betacam field equipment.

More than 1,400 DVCPRO units, including camcorders, laptop editors, studio editing VTRs, desktop VTRs and DV-format mini-camcorders will go to WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, KYW-TV Philadelphia, KPIX-TV San Francisco, WFOR-TV Miami, WCCO-TV Minneapolis, KDKA-TV Pittsburgh, WBZ-TV Boston, WJZ-TV Baltimore, KNCN-TV Denver, KUTV-TV Salt Lake City and WFRV-TV Green Bay, Wis. Panasonic will begin shipping to KYW-TV and WFRV-TV this month.

While WWJ-TV Detroit doesn't have an active news operation yet, the station will be buying a few DVCPRO pieces too, says Robert Ross, vice president of engineering and operations, CBS Television Stations. He says that CBS has been looking for a new acquisition format for its O&Os



CBS O&Os will be capturing footage with DVCPRO camcorders.

CBS has bought 10 Panasonic NewsBYTE high-speed nonlinear editing tower systems for use at its O&Os.

for the past few years, as the Betacam gear it bought in 1988 was getting old.

"We kept looking each year at what was available," he says. "With the ongoing replacement and maintenance costs with our existing gear getting higher, it became evident early this year that we were close to crossing the curve where we'd be forced to do something, instead of having the lux-

ury of waiting."

CBS looked at Betacam SX, Sony's digital replacement for Betacam, as well as DVCPRO. "It's a nice format and it works well, but they [Sony] don't yet have all the pieces necessary to convert a news operation.... It takes more than a camcorder and an editing machine to convert a station. You need things like low-cost viewers and edit decks."

Ross admits that DVCPRO's price point was also an advantage.

As part of the \$24 million deal, CBS is also purchasing 10 units of Panasonic's new high-speed nonlinear editing tower system, now branded NewsBYTE (B&C, Feb.

10). CBS will be testing the NewsBYTE system, which features a built-in DVCPRO deck that can transfer to disk at four

times play speed, at its Baltimore and Philadelphia stations. If the tests go well, CBS plans to buy "quite a few more," says Ross.

"We have just about one of everyone's nonlinear editor at our stations," he says. "What's interesting with this is we can go from the camera straight through to switching to NTSC for play-to-air all in DVCPRO's native compressed format. There's no hit in quality—the picture quality at output is the same as we started with at the camera."

Ross says the 4X disk transfer also is exciting: "With the systems we have now, everybody's sitting around drumming their thumbs while we load the tape in real time."

Although Panasonic hasn't developed its own DVCPRO video server for networked digital news production, Ross notes that both SGI and Tektronix are making interface cards for their servers, and several other manufacturers are interested in sup-

Benedek taps DVCPRO

Benedek Broadcasting, Rockford, Ill., which owns 22 television stations in small to midsize markets, has purchased more than \$2 million worth of DVCPRO gear to upgrade news operations at 10 of its network-affiliated stations.

The 192-unit order includes 40 DVCPRO camcorders, 37 AJ-D650 studio editing VTRs, 37 AJ-D640 recorder/players, 78 AJ-D230 desktop VTRs and assorted accessories. The AJ-D700s will be used for newsgathering, the AJ-D650s/-640s will be placed in tape-to-tape edit suites, and the AJ-230s will be used to record satellite feeds and for playback in master control. Deliveries begin in early May.

Benedek bought several DVCPRO camcorders, DVCPRO editing VTRs and Postbox nonlinear workstations as part of its preliminary evaluation and used them in the field at its Duluth, Minn.; Odessa, Tex., and Columbia, Mo., stations to shoot commercials and promos.

Keith Bland, Benedek senior vice president of planning and technical operations, says he was impressed with DVCPRO's ease of operation and high picture quality.

—GD

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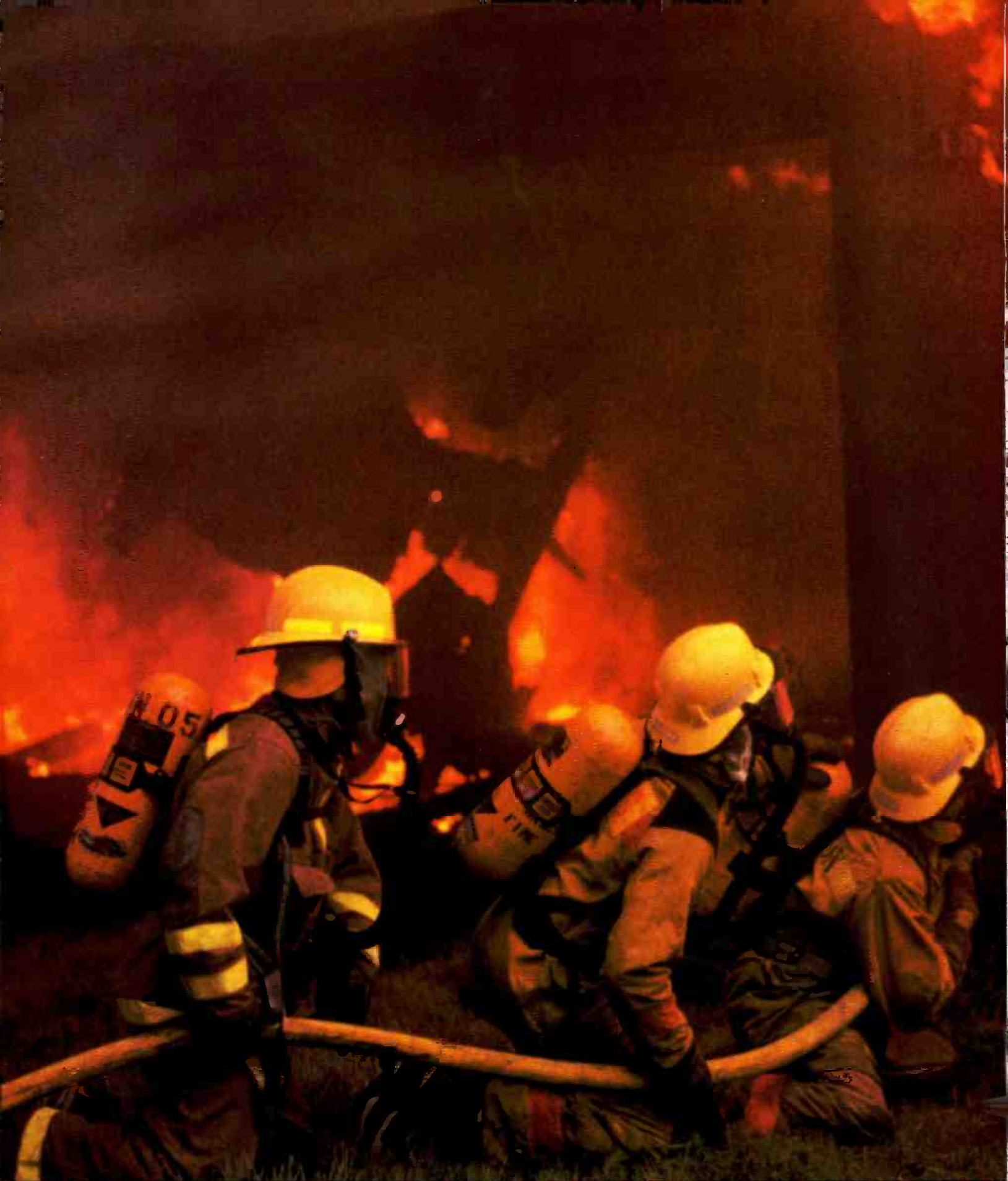
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The new DVCPRO deal isn't CBS's first experience with the digital news format: KYW-TV has been successfully testing some DVCPRO gear since last May. The station

recently took some DVCPRO laptop editors to Florida to cover Phillies spring training. "They carried the camcorder and laptop onto the airplane down there," says Ross. "They went to a press conference, shot it, then edited a piece on the laptop in

the hotel lobby. Then they closed up the laptop, went to the SNG truck in the parking lot, plugged the camera into the truck, and fed the tape back to the station. We've only just scratched the surface of what you can do with this laptop." ■

ABC News gets set, virtually

'Discovery News,' joint venture with Discovery Channel using total virtual set

By Joe Schlosser

When ABC News officials came to Roger Goodman late last year and asked him to design a set for a new science and technology show, he wasted little time.

Goodman, the executive director of special projects at ABC and a 22-time Emmy Award winner, quickly proposed the idea of a virtual reality set. ABC News has used the virtual reality technology on various news and election specials, but never for an entire show or as a complete set. ABC officials liked what they heard and told Goodman to get a presentation ready.

"I did my drawings, I did my models and they loved it," Goodman says. The set, now a reality, will be used for *Discovery News*, a weekly news program that is a joint venture of ABC News and cable's Discovery Channel. The program, which is produced by ABC News and incorporates many of ABC's top correspondents, will air Friday nights on Discovery.



Goodman says that *Discovery News* will be the first show on ABC—and the first news show in the U.S.—to use a virtual reality set. It already is being used in Europe in various ways, mainly for sports programming.

"This product has been around for a

couple of years now, and people here have been attempting to deal with it," Goodman says. "I got involved with it two years ago and have been pursuing it ever since. What it does is make it easier for the producers to explain the news."

Discovery News is using Orad Hi-

TNT's virtual set goes live for NBA play-offs

"We were looking for a unique and innovative way to recap the day's NBA play-off action and showcase upcoming matchups," says Turner Sports coordinating director Larry Kamm. "The virtual-set technology gives us tremendous versatility, keeping our approach fresh and cutting edge."

Turner is using Accom's ELSET Virtual Set software running on a Silicon Graphics Onyx InfiniteReality supercomputer to generate the real-time 3-D graphic environments within its blue-screen set. *Inside the NBA* debuted the ELSET technology during the 1996-97 NBA regular season for taped segments called *NBA Insight*, which ran on Tuesdays following TNT's NBA telecast. The segments, which previewed



TNT's "Inside the NBA" virtual studio will go live with host Vince Cellini for the upcoming NBA play-offs.

matchups, presented host Ernie Johnson at center court of a virtual Turner Arena.

Turner has also used the ELSET environment for Cartoon Network's *Cartoon Gang* and Turner Environmental Unit's *People Count with Jane Fonda*.

Inside the NBA's play-off coverage will feature a live application of the ELSET set, with host Vince Cellini standing on a floating anchor set that moves around and through a sphere of match-

up graphics and highlights. "From his vantage point, Cellini, who is actually placed within an empty blue stage, can interact with the animation around him," says Bill Chapman, vice president of Turner production effects and advanced imaging.

—GD

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Tec Systems' Cyberset virtual studio and is collaborating with production house SMA Video of New York. The show will use four basic graphically generated sets designed specifically for it. Silicon Graphics supercomputers with 10 gigabytes of memory will generate the set models. An unlimited combination of maps, motion clips and graphics can be called upon at any time.

"There are a lot of possibilities here," Goodman says. "We can display things differently, the anchor can get up and walk through various pictures and there are lots of other unique functions. And the scary thing is, we haven't even scratched the surface yet."

The set, 10 feet square, comprises three blue walls, similar to those used for chroma key productions. Unlike a normal chroma key setup, the virtual reality set will allow for movable cameras. Goodman says that camera mobility will enhance the visual quality of the set by providing varying vantage points and more realistic camera angles.

Discovery News will be produced at SMA's New York production house, using only SMA and Orad equipment. SMA and ABC have signed a 29-episode arrangement. Terms of the deal were not released, but production rates for such a studio generally run \$15,000-\$25,000 per day. For a virtual reality set, Goodman says, two Silicon Graphics

computers costing about \$500,000 apiece are necessary. "This is just a quicker, faster and cheaper way to do things. Eventually I see the day when you will be able to go someplace and buy a disk that has 15 or 20 different sets on it."

But the technology is not without its imperfections. Goodman says the system has a long way to go and that he and Orad officials are using the *Discovery News* project as a learning process. He says the Cyberset can accept only certain colors and has problems with perspectives: "I don't want the room to look like a cartoon. I want it to look real. We are getting closer and closer to that point." ■

Artel acquires Utah Scientific

Merged company is launching joint fiber-optic product

By Glen Dickson

Fiber-optic supplier Artel Video Systems has acquired router manufacturer Utah Scientific, which has been looking for a partner since being divested by Dynatech Corp. in February 1996. While financial terms of the deal weren't disclosed by privately held Artel, Utah Scientific had approximately \$25 million in revenue in fiscal year 1996.

"It took a while, but we finally did it," says Craig Soderquist, president of

Utah Scientific.

Utah Scientific, with its 80 employees, will remain in Salt Lake City and will operate as a division of the Marlborough, Mass.-based Artel.

Soderquist says that Artel will be a good fit for Utah, which has been trying to expand into the telco market with its digital switching products. He says that 20% of Utah's business is with telephone companies, the rest with broad-

casters and post-production facilities.

"Artel's the exact opposite of that, so in the short term it makes a lot of sense," Soderquist says. "They'll get us into the RBOC market, and we'll bring them into broadcast and post."

George Meyer, Artel vice president of marketing, agrees: "We've lost focus on the broadcast market, which is how we got started," he says. "We need to rekindle those broadcast contacts, while Utah will have the added clout of having us as a telecommunications contact...they've got one of the more credible and affordable routers for the telco industry."

Meyer emphasizes that Utah will con-



KING-TV taps HP server

NBC affiliate KING-TV Seattle is now playing back spots and promos off a Hewlett-Packard MediaStream broadcast video server. The A.H. Belo station spent about \$400,000 on the MPEG-2 system, which has 30 hours of storage at an encoding rate of 10 megabits per second.

"That seems adequate for a lot of material," says Brian Lay, KING-TV director of operations and technical support. "We can bump up to 15 [mbps] if need be."

As part of the order, KING-TV will also be receiving HP's new MediaStream MPEG-2 disk recorder. Currently the station is using the HP video server to cache spots from a Betacart tape system. When KING-TV gets the HP disk recorder in June, it will dub spots directly into the server and use the disk recorder as a cache.

"The big one has two channels in and four out, while the little guy is a one [input] by two [outputs]," says Lay. "They both have a Fibre Channel network interface, so we don't



KING-TV's HP MediaStream servers have 30 hours of storage.

tie up any ins and outs when we tie the two together." KING-TV talked to just about "every server vendor," he says, and tested systems from BTS, Tektronix and HP at the station. "We really got sold on MPEG-2," says Lay. "It became clear in our minds that MPEG is a much better solution in terms of storage efficiency—you get so much for your money in terms of storage. We'll be primarily using the server to play back spots, but with that amount of storage, we'll probably get into some long-form storage and playback for day-of-air stuff, like *Oprah*."

Lay was also impressed with the HP's ability to play back standard MPEG-2 files encoded on another manufacturer's system, something HP showed him at the factory and will also be demonstrating at NAB.

The HP disk-based gear will also handle commercial playback for the LMA operation KONG-TV, a UHF that KING-TV is launching for licensee Zeus Corp. this spring. —GD

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time to make its traditional broadcast routing and distribution products.

Artel is incorporating Utah's digital switching matrices into its Vista270 integrated digital network product, which it is launching at the NAB convention this week. Vista270 is a combined switching and transport platform that will allow video to be sent over fiber-optic networks.

"Basically, it's a way for a telco to provide video dialtone service," says Utah's Soderquist. "They'll have a digital switch in their central office, and they'll use fiber to do the last mile to post houses, broadcasters or anyone else who needs to get video from point A to point B. The customer won't pay for video transmission on a line basis, but will buy on a usage basis, like a normal telephone call. That's the ultimate objective." ■

Compaq demos its digital TV

By Richard Tedesco

Compaq Computer executives offered a glimpse of their vision for digital TV at a New York City conference last week.

The demonstration, and a companion presentation by Robert Stearns, Compaq senior vice president of technology and corporate development, previewed a presentation planned by Stearns and executives from Microsoft Corp. and Intel Corp. for the NAB convention in Las Vegas this week.

The Compaq system consisted of two elements, the first a crystal-clear, digitized picture signal using 525-line progressive scan on a large screen.

That was intended as an answer to those who argue that nothing short of 1,080 lines can provide optimum definition. Compaq's plan is initially to use a 720-line progressive scan configuration.

The second element is a PC/TV demonstration that presented a scalable TV signal and a PC screen displaying a Website as independent elements on a 31-inch screen. The key enabling technology—a piece of hardware acting as the interface to the TV screen—was hidden from view. A tuner connected to the screen was picking up signals from Manhattan Cable TV markedly inferior to the digital signal displayed near it.

Compaq officials say they are almost ready to ship the technology for retail sale for approximately \$5,000, including the display screen. It represents the middle step in what Compaq sees as a three-step progression toward a consumer device that would be simpler and more flexible to use than a PC/TV.

"We want to make sure that there are no roadblocks to enabling the broadest, most compelling content, wherever it is displayed—on TVs, PCs or PC/TVs," Stearns told his audience at the *Variety-Schroder Wertheim* "Big Picture" conference. "We believe the current thinking of certain television and consumer electronics companies is a serious obstacle to the notion of convergence."

Compaq's take on digital TV is "not just a higher-resolution picture with great sound," he said, "but one that also includes computer-style graphics, fonts and the near infinite amount of Web-based content, much of it interactive, all available without requiring sophisticated computer skills."

One working example Stearns has offered in interviews is much like the vision presented by the NBC/Intel Intercast initiative: that of a viewer watching the Olympics and being able to access background information about an athlete competing in a particular event.

Compaq and Intel recently announced deals with Thomson Consumer Electronic, Hitachi, Mitsubishi Electric Corp., NEC Technologies, Philips Electronics and Toshiba Corp. to develop digital TV components. ■

SuperVision gives fans new view

QuesTec Imaging's SuperVision graphic ballistic tracking product is changing the way fans of several regional sports networks watch Major League Baseball.

SuperVision provides avid baseball viewers with a unique graphic replay of any pitch. The technology creates an on-screen view of the pitch's



speed and trajectory through—or around—a translucent strike zone hovering above home plate. In an instant, the viewer can see the white streak of the ball's movement for an entire pitching sequence. The pitch can be seen from above (like the view from the SkyDome's overhead camera), from home plate or from the pitcher's mound.

The graphics are generated via computer calculations of a pitch's speed and trajectory plus the prevailing wind speed.

This season Madison Square Garden Network is the latest regional sports network to use SuperVision, joining SportsChannel Pacific, SportsChannel Ohio and Pass Sports. Pass Sports has used earlier versions of SuperVision for three seasons of its Detroit Tigers coverage.

The product offers fans another window on the game while giving color commentators an additional tool. "Our goal is to expand our productions, trying to give our viewers another perspective," says Steve Liverani, senior vice president and general manager of SportsChannel Ohio.

SC Ohio will use SuperVision for 55 Cleveland Indians home games and 35 Cincinnati Reds home games this season. It will also be used for the Indians away games against the Oakland A's that are covered by SC Pacific. Contractually, the regional nets must use the technology eight times each game.

Some sport nets have asked QuesTec to develop a graphics product that will chart a ball's trajectory after it's been hit. —RT

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Drawing up a digital blueprint

SMPTE and EBU to unveil report on setting digital television production standards

By Harry A. Jessell

The television industry has taken the first step toward insuring compatibility of digital production equipment with different formats.

Tomorrow (April 8), at the NAB convention in Las Vegas, a joint committee of the Society of Motion Picture and Television Engineers and the European Broadcasting Union is expected to release a blueprint for establishing standards for TV production interoperability in the digital age.

"The report spells out what needs to be done and how it needs to be done," says Bill Miller, a senior ABC engineer who doubles as SMPTE vice

president of engineering.

"It will set the direction for production and post-production technology as we move into the digital operation for the next decade," adds Merrill Weiss, a TV engineering consultant and director of TV engineering at SMPTE. "It allows a common infrastructure for a wide variety of ways of compressing and storing content."

The resulting standards will describe interfaces that will permit a program recorded in one digital compression format to be transmitted and stored on equipment using another, says Miller.

Just as important, he says, the interfaces will preserve the "metadata"



"It will set the direction for production and post-production technology as we move into the digital operation for the next decade."

Merrill Weiss, TV engineering consultant/director, TV engineering, SMPTE

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HP to demo MPEG-2 editing

Hewlett-Packard says it now can perform cuts-only editing on MPEG-2 compressed video and will demonstrate the new capability at the NAB convention in Las Vegas this week.

The company says the cuts-editing feature will be available in June as part of a software release for the HP MediaStream broadcast server and HP MediaStream disk recorder. MPEG-2 cuts-editing would allow HP customers to save time and money by eliminating the need to trim material from spots and segments before loading them into a server or disk recorder. The new feature also supports arbitrary frame play, variable-rate jog and shuttle and frame-accurate mark-in/out functions, says HP.

As part of its NAB demonstration, HP will show multivendor file transfers. The company will input a standard MPEG-2 file created by non-HP encoders onto a MediaStream server, trim unneeded space from the spot and immediately play the segment to air. —GD

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Moderators:

Bob Zitter, HBO
Stuart Elliott, New York Times
David Lieberman, USA Today (*invited*)

Panelists:

Dave Spomer, Thomson Consumer Electronics
Alex Balkanski, Divicom (*invited*)
Andy Wohl, Hughes Network Systems (*invited*)
Gary Arlen, Arlen Communications (*invited*)
Hal Goldman, Thomson Consumer Electronics
Ed Huguez, DIRECTV
Peter Neupert, Microsoft
Carl Vogel, EchoStar Communications (*invited*)
Gary Howard, TCI Satellite Entertainment Inc.
Eddy Hartenstein, DIRECTV
Preston Padden, ASkyB
Jim Gray, PRIMESTAR Partners
Stan E. Hubbard, USSB
Charlie Ergen, EchoStar
Murray Klippenstein, AlphaStar

SATCA Satellite Broadcasting and
Communications Association

Technology

now commonly attached to digitally recorded programs—identifications, edit decision lists, cues and dates.

The approach will allow a proliferation of production formats. "We don't want to restrict the manufacturers' creativity," Miller says. "We just want everybody to play together nicely."

"It's not a one-size-fits-all solution, but it is possible to design solutions in which the receiver can deal transparently with the variety of inputs it must handle."

The two digital ENG systems now fighting for acceptance among TV news directors use different compression schemes. The Sony SX system is based on MPEG-2, while JVC's and Panasonic's DVCPRO gear uses DV.

It's analogous to the fax experience, Miller says. The fax was a "pain" until international standards were adopted, he says; after that, fax machines quickly became "omnipresent and



"The report spells out what needs to be done and how it needs to be done."

Bill Miller, senior ABC engineer/SMPTE vice president of engineering

effects of production work.

According to Weiss, the work of SMPTE and EBU is timely, coming just as the digital production formats are moving into TV stations and production houses. "We are ahead of the curve."

The committee's report is available on the Internet: www.smpte.org/engr/tlths_out.pdf

NDS plans launch of data broadcast via bird

News Digital System unveiled plans last week for a data broadcasting service using satellite broadcasting technology.

That's the vision of Dr. Abe Peled, NDS's CEO, who says such a system would be simple to implement using the existing satellite infrastructure. Plug-in PC cards would provide the same chips that enable analogous functions in set-top boxes. "It's simply riding on the same infrastructure, like pay television," Peled says.

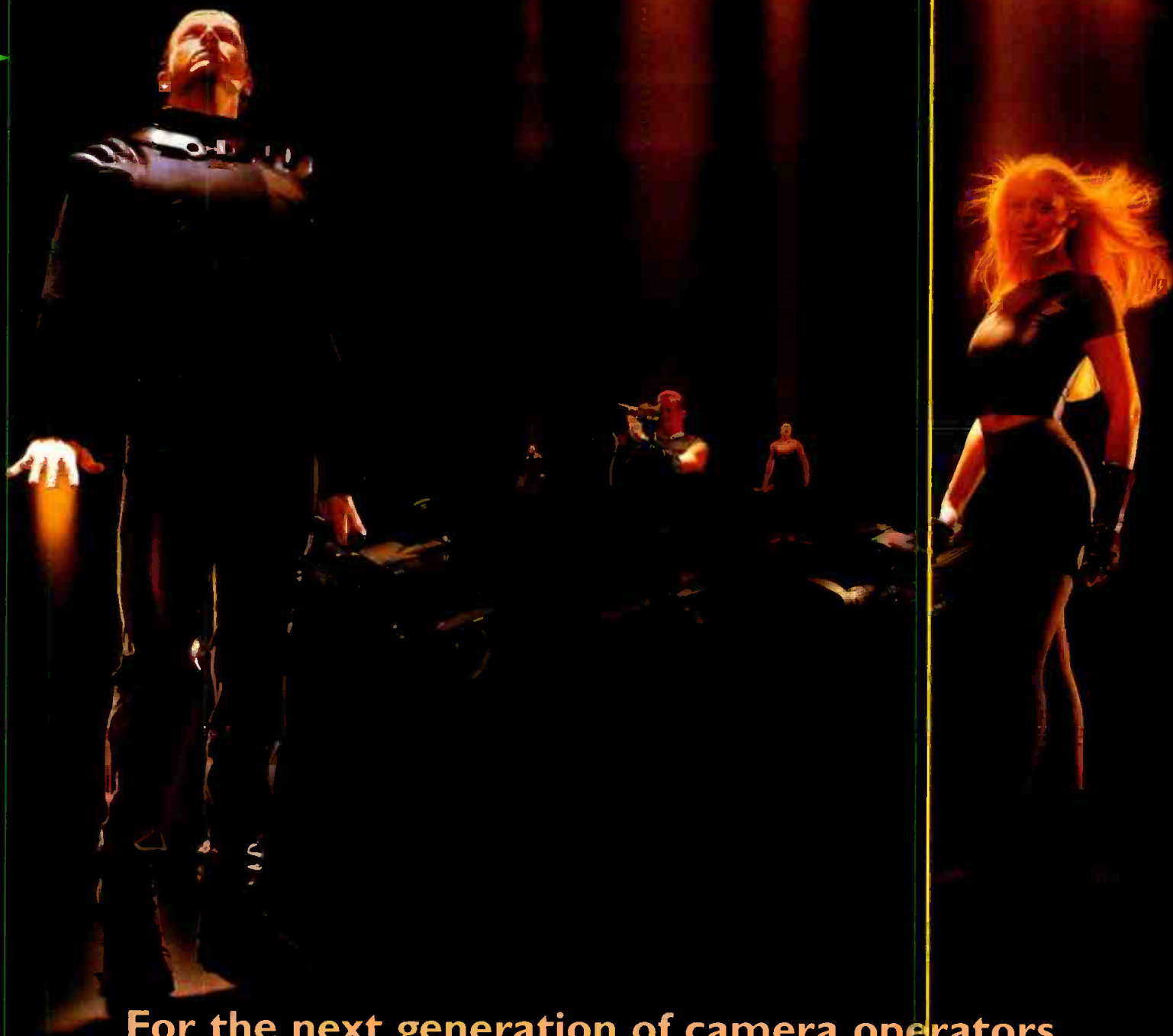
The NDS concept is to create a data broadcasting service that could download data compatible with the DVB standard (including multimedia material) to PCs at a rate of 30 mbps. PC users would select content from a catalogue. Some content would be accessible for a subscription fee.

In off-peak hours when the user's PC would not typically be in use, content would be downloaded for later access. Content could include entire electronic editions of newspapers and other publications.

Peled says NDS is in discussions with broadcasters and content providers about participating in a test via the BSkyB service later this year.

—RT

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PHILIPS

NAB Convention Highlights

LVCC-Las Vegas Convention Center, LVH-Las Vegas Hilton

SUNDAY, APRIL 6

- 9:00-9:30 a.m.** Broadcast Engineering Conference opening keynote by Rick Ducey, senior vice president, research & information group, National Association of Broadcasters, Washington **LVCC: N113**
- 10:00-12:00 noon** NAB MultiMedia World Keynote Address by Craig Mundie, Microsoft senior vice president, consumer platforms division. **105 Sands**
- 4:00-5:30 p.m.** Radio Opening Reception **LVCC: N238/N240/N242**
- 8:30 a.m.-6:00 p.m.** TVB Broadcast Sales Exhibit Hall **LVH: Pavilions 4-8**

MONDAY, APRIL 7

- 9:00-10:30 a.m.** NAB'97 All-Industry Opening and Keynote Address by Michael Jordan, Westinghouse chairman/CEO "A Renaissance for Radio and TV Broadcasting" State of the Industry Address: Edward Fritts, NAB president/CEO; Presentation of the NAB Distinguished Service Award to: Barbara Walters, anchor and news correspondent, ABC News, New York, N.Y. **LVH: Barron Room**
- 10:30-12:00 noon** MSTV Membership Meeting Joins members, directors, and the executive staff of MSTV as they discuss technological issues and how to maximize broadcaster opportunities in the new digital era. **LVH: Pavilion 10**
- 12:30-2:30 p.m.** NAB TV/TVB Joint Luncheon & NAB TV Hall of Fame Presentation. Keynote speaker: Jack Valenti, president/CEO, Motion Picture Association of America. Ticket required. Hosted by: James G. Babb, NAB Television Board Chairman, LIN Television, Charlotte, N.C.; Andy Fisher, TVB Board Chairman, Cox Communications, Atlanta **LVCC: Barron Room**
- 2:00-3:15 p.m.** Station Consolidation and the Department of Justice—A Dialogue. Speaker: Joel Klein, acting assistant attorney general, antitrust division, United States Department of Justice.
- 4:00-6:00 p.m.** NAB TV/TVB Welcoming Reception **LVH: Pavilions 4-8**
- 5:00-7:00 p.m.** NAB MultiMedia World Reception **Sands, Restaurant, Hall A**
- 5:30-7:30 p.m.** International Reception **LVH: Ballroom C**

TUESDAY, APRIL 8

- 7:30-8:45 a.m.** FCC Chairman's Breakfast. Presenter: The Honorable Reed E. Hundt. **LVCC: N245/N246/N247**
- 8:00-5:30 p.m.** TVB Annual Marketing Conference Survival Beyond 2000: Controlling our own Destiny. Welcome and opening remarks: Ave Butensky, president, TVB
- 9:00-10:30 a.m.** NAB Multimedia World Keynote Address Keynote speaker: Ellen Hancock, Apple Computer Inc. **Sands 105**
- 9:15-10:15 a.m.** The State of Radio Sales Presenter: Gary Fries, RAB **LVCC: N235/N237**
- 12:00-1:40 p.m.** The NAB Radio Luncheon **LVH: Barron Room**
- 12:15-1:45 p.m.** Communications & Connectivity '97 Luncheon Ticket Required. Speaker: Avram C. Miller, Intel Corp. **LVCC: N246**
- 4:00-5:00 p.m.** Regulatory Dialogue. Opening Remarks: The Honorable James H. Quello **LVCC: N247/N249**
- 6:00-9:00 p.m.** Communications & Connectivity '97 Reception Invitation only.
- 6:00-8:00 p.m.** Post Production Reception **LVH: Ballroom C**

WEDNESDAY, APRIL 9

- 8:00 a.m.-12:30 p.m.** The Switch to DTV—Making it Work **LVCC: N245/N247**
- 12:15-1:45 p.m.** Technology Luncheon Ticket Required. Dealing with the Future of Television. Featured speaker: Joel Brinkley, *New York Times* columnist and author of "Defining Vision, The Battle for the Future of Television." Presentation of the Engineering Achievement Awards: Radio recipient George Jacobs, George Jacobs & Associates: Television recipient: Michael Sherlock, NBC **LVH: Barron Room**
- 1:00-3:00 p.m.** The Ways and Means of Children's Television Opening remarks: The Honorable Rachelle Chong, FCC

THURSDAY, APRIL 10

- 9:00-12 noon** The Marriage of PC and Broadcast: A Look at the Future Moderator: Andy Butler, Public Broadcasting Service **LVCC: N111**
- 10:30-12 noon** Digital TV: Emerging RF Technologies Moderator: Joseph Fedele, Fedele & Associates, N. Miami **LVCC: N113**

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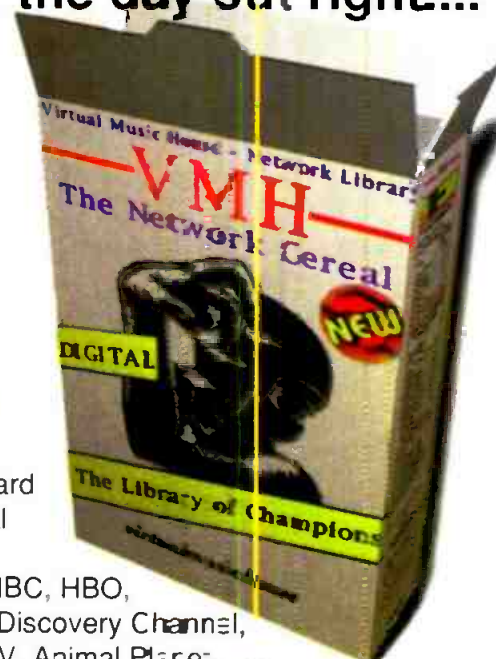
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7/14/97	7/7/97

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RADIO

HELP WANTED MANAGEMENT

Sales Manager/GM combo opportunity in Northern Michigan. Traverse City. Charlevoix. Gaylord. Must lead by example in the street. Group operator with over 20 years of successful track record in northwest Michigan. Reply to Reply to Box 01104 EOE.

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 Bill Carter 915-655-6006.

Station/Sales Manager. Outstanding opportunity for experienced small-market radio broadcaster. Excellent facilities, staff and reputation. Stable ownership. EOE. Send full details to D.A. Thurston, Berkshire Broadcasting Co., P.O. Box 707, North Adams, MA 01247.

HELP WANTED SALES

Progressive small market radio station seeking experienced salesperson-sales manager. Must have a proven track record, be energetic and community minded. Excellent opportunity for the right person. Send resume to General Manager, KAGH, Crossett, Arkansas 71635 or call 501-364-2182. Confidentiality assured. EOE.

HELP WANTED TECHNICAL

Satellite Operations. National Public Radio seeks Systems Technical Center (STC) Technician to operate STC Transmission and Traffic Facility. Responsible for NPR's transportable up-link and other remote transmission equipment. STC operates 24 hrs/day, 7 days/wk, shift work and some travel required. 2 years college or equivalent experience required. Broadcast engineering experience. Knowledge of computer I/O terminals. Knowledge of standard audio testing practices, operations and procedures. Knowledge of automated audio switching and RF transmission systems. Valid driver's license and excellent driving record. Send cover letter stating salary requirements and resume to: Fax 202-414-3047. National Public Radio, Human Resources Dept. #721, 635 Massachusetts Avenue, NW, Washington, DC 20001. NPR is an Equal Opportunity Employer.

HELP WANTED ANNOUNCER

Announcer interested in working in small market. Congenial working conditions, must have news writing experience. Send resume and tape to WTTF, 185 South Washington Street, Tiffin, OH 44883. EOE.

HELP WANTED SPORTS

Wanted: Radio sports call-in salesperson/co-host: hungry, honest, dedicated, sports-knowledgeable with some personality for Baton Rouge, LA show. Strictly (generous) commission. Please send t+r to: JFSP, Box 14554, Baton Rouge, LA 70898.

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Experience in general television production and network operations. Strong decision-making, organizational, and writing abilities are essential, as is computer proficiency. Effective interpersonal skills are required, especially when interacting with senior management and program producers. BA/BS required, advanced degree preferred.

For consideration, please forward your resume to:

Employee Relations Department-Room 1682E
Att: SZ, 30 Rockefeller Plaza, New York, NY 10112
Fax: 212-664-5761

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Fax (561) 659-4035 or E-Mail to: Dean@Paxson.Com



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Working in the News and Sports studios, you will manage personnel and technology, supervise live studio production, and coordinate pre-production activities. To qualify, you must have a BSEE or the equivalent with in-depth experience in technical operations, engineering, or maintenance. Strong supervisory skills are essential. (Freelance positions also available).

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As you provide sourcing/buying leadership, you will ensure that the competitive process is applied to the procurement of goods and services, contribute to developing proposals, and negotiate with suppliers. To qualify, you must have a bachelor's degree (technical or business preferred) with experience in sourcing, purchasing, and contract management, focusing on broadcast technology, satellite systems, consultant services, and capital equipment.

All positions demand strong communication, interpersonal, problem-solving, and computer skills. A flexible schedule is required. For consideration, please send your resume indicating position of interest to:

**Employee Relations Dept-PC, Room 1601
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We regret that we will only be able to respond to those applicants in whom we have an interest. An Equal Opportunity Employer M/F.

Marketing Director. WATE-TV6 is looking for a creative, "big picture" thinker to lead a very talented team of producers. Candidate should have excellent production and organizational skills, possess great people skills, be highly energetic, be able to motivate staff and be a good team player with other station management. Candidate will be responsible for the planning and execution of all on-air and outside media campaigns, and should have at least three years experience in television, advertising and promotion. Previous management experience is preferable, as is experience in AVID editing. No phone calls, please. Send tapes and resumes to: WATE-TV6, Attn: Personnel, 1306 N. Broadway, Knoxville, TN 37917. EOE.

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., Hogan & Hartson, Columbia Square, 555 Thirteenth Street NW, Washington, DC 20004-1109. An Equal Opportunity Employer.

UHF-VHF TV STATION MANAGER

Excellent opportunity for the qualified candidate. Must have 10-15 years of relevant experience as an Operations and Maintenance Engineer, 5 years of which are required to be in a managerial position. Must be willing to work overseas for 11 months a year. Benefits and salary are very competitive. Candidate must be able to start work in March 1997. Send resumes and salary history confidentially to:

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KDLH NewsChannel 3, a Benedek Broadcasting Station, is seeking a National/Regional Sales Manager in Duluth, Minnesota. This exceptional opportunity offers a chance to sell a CBS/Fox affiliate in a 3-station market. Sports and Specials sales talent a must as successful candidate will be selling two NFL home teams, Vikings and Packers, NHL MLE, University of Minnesota - Duluth Hockey, Minnesota Boy's State High School Hockey Tournament and numerous other local and network special programs. Inventory control skills, ability to oversell ratings and progressive attitude a must. National/Regional/Local Sales Management or 3-5 years national rep. experience required. Please send resume and cover letter outlining your sales philosophy to: Teresa George, Administrative Assistant, KDLH, 425 West Superior Street, Duluth, MN 55802. KDLH is an Equal Employment Opportunity Employer.

General Manager. Established group seeks aggressive GM for ABC affiliate in top 50 market. Collegial work environment for experienced manager with proven growth record. Excellent interpersonal skills a must. Equal Opportunity Employer. Reply to Box 01107.

General Manager Posting: Group Operator is seeking an experienced General Manager. Must have proven record in successful station management, and experience in sales (both national and local). Experience with a winning news operation vital. Big three network relationship a strong plus. Excellent people skills, a strong work ethic, team building and strong leadership qualities are a must. Please respond to Box 01108.

Send resume/tape to: Box-----, 245 West 17th St., NY, NY 10011

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KFTY-TV is looking for a dynamic LSM to lead our sales team in the beautiful wine country of Northern California.

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ACCOUNT EXECUTIVE

WLS-TV, the ABC owned station in Chicago, has an excellent opportunity available for a self-motivated, high achiever with outstanding communication/presentation skills, and persuasive negotiation abilities.

Applicants must have a Bachelor's degree in Advertising, Marketing, Sales or related discipline, three to five years' major market/agency sales experience, and in-depth TV sales knowledge. Our ideal candidate will demonstrate ability and commitment to a TV sales career, including comprehensive sales/research credentials. PC skills are essential.

Please send your resume to: **Nancy Sergey, Sales Manager, WLS-TV, 190 N. State Street, Chicago, IL, 60601.** No phone calls, please. Equal opportunity employer.

M/F/D/V.



Continuity Coordinator. Miami/Ft. Lauderdale. TV station seeks exp. traffic person. Responsibilities include continuity, order input and reporting on BIAS System. Potential to become dept. assistant. Salary commensurate with experience. Send resume and cover letter to WDZL. Attn: Traffic Manager, 2055 Lee Street, Hollywood, FL 33020. EOE.

General Sales Manager. Responsible for the management of the WBNE Sales Department, which includes directing the activities of the Local Account Executives, the National Sales Manager, Sales Assistants, Traffic functions and interface with Petry Television and The WB. We seek a motivated leader and manager with creative selling solutions for a very competitive television market. The individual must have strong technical selling and research skills; in addition, must be strong communicator and trainer. Knowledge of TV Scan and BIAS a plus. If you are qualified to fill this position and are interested, please fax 203-782-5995 or mail to Gail Brekke, Vice President and Station Manager, 8 Elm Street, New Haven, CT 06510. LIN Television is an Equal Opportunity Employer. M/F/D/V.

General Sales Manager. WABC-TV is looking for an experienced sales executive to lead our sales team. Successful applicant will have at least 5 years broadcast sales experience including management. Please send resumes to: Thomas P. Kane, President and General Manager, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls please. We are an Equal Opportunity Employer.

KWCH-TV, of Spartan Communications, Inc., Wichita, Kansas has an opening for the position of Local Sales Manager. Successful candidate must have a minimum of seven (7) years local sales experience with the ability to work with and lead an experienced local sales team, demonstrate proficiency with knowledge of the Nielsen rating book and negotiating large television advertising schedules. Experience with Marshall Marketing qualitative research and the Columbine traffic system are definite advantages. An undergraduate degree with computer literacy skills are of the utmost importance. Experienced women and minorities are encouraged to apply. KWCH-TV is a drug free workplace. Any offer of employment is contingent upon applicant passing a substance abuse test. Successful applicant must also have a valid driver's license and a clean driving record. Interested persons should send a cover letter and resume to: General Sales Manager, KWCH-TV, PO Box 12, Wichita, KS 67201. Applications will be accepted through April 18, 1997. KWCH-TV is an EOE.

Regional/Account Executive: Immediate opening in Florida's largest TV market for a highly experienced television sales representative. Candidates must have 5+ years television experience. Seeking aggressive, well-rounded rep with both agency and direct experience. Computer skills are a necessity. Send resume and references to Karen Eisenbrei at WTOG-TV, 365 105th Terrace N.E., St. Petersburg, FL 33716. All responses will be kept confidential. Paramount is an Equal Opportunity Employer.

Local Sales Manager. KRRT, a Sinclair Communications, Inc., UPN affiliate in San Antonio, Texas, has an opening for a detail-oriented, aggressive, highly motivated manager to maximize revenue and direct a team of professionals to new heights. Must possess teaching, leadership, and motivational skills. Minimum 2 years LSM experience required. If you have a winning attitude, send resume to Carol Wright, Station Manager, KRRT-TV, 4335 N.W. Loop 410, San Antonio, Texas 78229. KRRT is an Equal Opportunity Employer.

National Sales Manager. Central Texas WB affiliate is looking for a National Sales Manager with 3-5 years broadcast sales experience. Individual should have independent or cable experience and a proficiency in negotiating, servicing accounts, inventory management and revenue forecasting/reporting. Send resume to Box 01109 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.

Local Sales Manager. Immediate opening for someone who is highly motivated, a self-starter and extremely organized. Minimum of 5 years of experience at a large market television station or rep firm; thorough knowledge of the NSI rating service; familiarity with research tools such as Scarborough, Market Manager, etc.; thorough understanding of the Detroit marketplace; strong negotiating skills; track record of successful negotiating with advertising agencies and clients; dynamic leadership skills; ability to lead our local sales efforts. Qualified applicants please send resumes to: WKBD UPN-50, P.O. Box 50, Southfield, MI 48037-0050. Attn: Personnel. LSM97. WKBD UPN-50 is an Equal Opportunity Employer. M/F.

National Sales Manager. KABB-TV, a Sinclair Communications, Inc. FOX affiliate, in San Antonio, Texas, has an immediate opening for an aggressive, highly motivated National Sales Manager. Candidate should have at least 2 years prior National Sales Management experience. If you're highly motivated, detail-oriented, creative, and have the ability to motivate and lead a national sales team in an LMA arrangement then submit resume to Carol Wright, Station Manager, KABB FOX 29, 4335 N.W. Loop 410, San Antonio, Texas 78229. An Equal Opportunity Employer.

HELP WANTED MARKETING

Marketing Director for WBMG-TV (a Media General station) to lead the station's marketing and promotion efforts. Will work closely with the General Manager and Corporate Vice President of Marketing to develop, execute and implement the strategic marketing plan for Birmingham's CBS affiliate. Responsibilities will include overseeing and motivating our marketing department, the ability to recognize good creative, think "outside the box," and digest and interpret news research. Must have previous TV marketing, producing and writing experience, as well as a drive to be successful. If your qualifications match our criteria, send your resume to Eric Land, VP/General Manager, WBMG-TV, P.O. Box 59496, Birmingham, AL 35209. EOE. M/F. Pre-employment drug test required.

HELP WANTED TECHNICAL

Television Maintenance Engineer. WOIO TV has an opening for a TV maintenance engineer. Candidate must have solid background in electronics, experience with video tape machines and have excellent computer skills. Previous broadcast experience strongly desired. Send resume to: Director of Engineering, 1717 East 12th Street, Cleveland, OH 44114. No phone calls please. Equal Opportunity Employer.

ENGINEER

PBS is looking for a Transmission Systems Engineer with a Bachelors degree in Electrical Engineering and 5-7 years experience with an emphasis in digital satellite and microwave systems. Experience in digital video and/or compression, fiber optics, and digital advanced/high definition TV preferred. Must have working knowledge of digital satellite links, link analysis, system trade-off studies, digital modulation theory, and satellite/microwave engineering. Management and computer skills also required. Experience in technical writing and making presentations is desirable. PBS offers a salary commensurate with experience and an excellent benefits package. Please send resume with salary requirement to:



Attn: Lanie Odum
1320 Braddock Place, Alexandria, VA 22314

SKY LATIN AMERICA - DTH

The leader in the Direct to Home television market is looking for the following qualified professionals who would like to join our team in Miami, Florida.

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Manage operation of safety & efficiency; personnel supervision; development of infrastructure. Ensure that technical standards are maintained. develop/implement operational & capital budgets. Min. 10 yrs. experience at sr. level in Broadcast Cable or Satellite operation. College degree

CHIEF ENGINEER

Maintenance of broadcast, IT and building services; liaison with supply companies and local planning/regulatory agencies. B.S. in electronic or electrical eng.; min. 5 yrs. exp. at sr. level. Knowledge of power and RF systems.

MAINTENANCE ENGINEER

Maintenance of transmission system, RF, UPS, power and IT sys. Degree in electronic engineering or allied technology.

We offer a competitive salary and benefits package. Please mail or fax resume to: Human Resources, P.O. Box 416214, Miami Beach, FL 33141, Fax (305) 285-7714, EOE

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.

Tektronix

A picture perfect opportunity!

The mission for Tektronix' Video and Networking Division is to bring the highest quality video broadcast/transmission to our customers, which means that we're pioneering the way in areas such as digital television and video. In fact, we were recently awarded an Emmy Award for leading the television industry into the 10-bit world! That's Emmy #7 for Tektronix! If you're a creative, talented professional looking to join the top team in digital video and television, look no further.

• **Systems** — To leverage the key applications and technologies, we will be expanding the capability and capacity of our systems management group. There will be dedicated Systems Managers and Application professionals in the Eastern, Central and Western areas. **We will have positions available in Northern California, Southern California, Chicago, Atlanta, Boston, New York and New Jersey.**

• **Channels** — We will build a strong foundation to support, manage and grow our reseller partner base. With our commitment to becoming the most productive and successful business-focused selling machine in the industry, our channel strategy will insure we deliver programs and products required to solve business needs. **We will position dedicated Partner Managers and Application professionals in our Western, Central and Eastern areas.**

• **Video Content Production** — To continue our growth in our Video Content Production sales organizations, **we will add Account Managers and Application Engineers in our Western, Central and Eastern areas.**

• **Video Data Services** — To better support our expanding line of Telecommunication products and Networking services, **we will add Account Managers and Application Engineers in our Western, Central and Eastern areas.**

All of the above positions require a Technical degree, specific industry experience in the related fields, and strong presentation and speaking skills.

Stop by our Tektronix Message Center at the NAB Convention and direct your card to the attention of Janet Marino referencing your interest.

If you have the desire to become part of our winning team, call Janet Marino collect at: (908) 508-0991 to arrange to meet with Tektronix managers at the NAB Convention. Or, mail your resume to: Tektronix, Inc., 430 Mountain Ave., Mountain Heights Center, Murray Hill, NJ 07974; Fax to (908) 635-0879; E-mail to janet.a.marino@tek.com For more information, visit us on the WWW at <http://www.tek.com> Principals only, please. All employment offers are contingent upon successful completion of our pre-employment drug test. Tektronix is an equal opportunity/affirmative action employer.

Tektronix

It's all happening here! **www.tek.com**

Director of Operations. NBC6 (WCNC-TV), a subsidiary of A.H. Belo Corporation and a growing station located in sunny Charlotte, NC, is currently recruiting for a Director of Operations to manage the station's studio operations, technical maintenance, building facilities, and information systems. We are looking for a hands on, highly motivated, proven leader with a minimum of 10 years news intensive experience in a large market broadcast environment. Microwave, transmitter, building and information systems planning and management knowledge is essential. Broadcast operations and capital budget experience is also necessary. This position will also provide a technical and operational liaison with the NBC News Channel. A 4 year degree in Engineering, Business or Communications is preferred. A minimum of a two year technical school with a preference for an ASEE or BSEE is required. Qualified applicants need to send your resume and salary history to: (No phone calls, please) NBC6, Human Resources Department, RE: 97-9, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

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.

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.

Senior Broadcast Engineer: Search extended. The Wright University Television Center has an immediate opening for a Senior Broadcast Engineer. The individual will install, operate and maintain all video and audio equipment associated with the engineering service areas of the department. Additional duties include analyzing systems failures, diagnosing problems and isolating them to the component level, training staff and students in engineering operations. Requires an Associate Degree in Electronics or at least two years experience as an electronics technician, and 4 years of experience in broadcast engineering, maintenance and operations. Must have good human relations skills and a willingness to work occasional odd hours. Desired qualifications include SBE certification and an FCC license. Send letter of interest, resume, and the names, addresses and phone numbers of 3 professional references by May 15, 1997, to: Director, 104 TV Center, Wright State University, Dayton, Ohio 45435 EO/AA Employer.

Maintenance Technician-WFSB, a Post-Newsweek station, is seeking candidates for maintenance tech to maintain/set up and repair broadcast equipment used for studio and remote broadcasts. Knowledge of transmitter operations a plus. Must have excellent troubleshooting skills and be an excellent communicator. Send resume to Michael Hayes, Eng. Mgr., 3 Constitution Plaza, Hartford, CT 06103-1821. EOE.

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.

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.

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 Video, 1620 Eye Street, NW, Suite 100, Washington, DC 20006.

Project Engineer to assume development responsibilities for custom video technology and all aspects of hardware developments from design through manufacture. BSEE with 5 years experience in development of video equipment. Knowledge of NTSC video & familiarity with TV broadcast technology. Excellent organization, communications, & documentation skills. More information on company and S-M-A-R-T™ project at www.sriresearch.com. Send resume to: SRI, Engineering, 111 Prospect St., Westfield, NJ 07090 or fax 908-233-1192.

HELP WANTED NEWS

GENERAL ASSIGNMENT REPORTER

ABC7 Eyewitness News is seeking a dynamic General Assignment Reporter to join our top rated news team. Qualified candidates must have excellent writing and live presentation skills. A minimum of five years' television broadcast news experience in a medium to large market is preferred.

If you are interested in applying your reporting skills in a challenging and exciting news market, send your resume and a non-returnable videotape to: **Cheryl Fair, News Director, Dept. BC/GAR/407, ABC7, 4151 Prospect Avenue, Los Angeles, CA 90027.** EOE. No phone calls please.



Weather Anchor/News Reporter. NBC2 in beautiful, historic Charleston, SC is still looking for someone to anchor weathercasts and report general assignments. Some experience anchoring weather and reporting preferred. Resume, references and non-returnable VHS tape to Weather Search, WCBD-TV, 210 W. Coleman Boulevard, Mt. Pleasant, SC 29464. Drug test mandatory. EOE. M/F. No telephone calls.

EXECUTIVE PRODUCER

The newly acquired Gannett owned NBC affiliate in Buffalo, New York, WGRZ-TV, is looking for an experienced Executive News Producer to be a part of the management team charged with making our station the premier news and information medium in Western New York. This is the number 2 position in our news operation and we are interested in a person who has strong management and interpersonal skills and who possess unique writing capabilities. Please communicate directly below if you are interested in building a winner! EOE Station.

Ms. Stacy Roeder, News Director
WGRZ-TV 259 Delaware Avenue
Buffalo, NY 14202 716-849-2202
Fax: 716-849-7600

WTOG-TV a UPN O&O in Tampa/St. Petersburg is looking for Reporters in the news department with a minimum of three to five years of live reporting experience. Must be an aggressive self starter with strong on-camera skills, writing talents and the ability to cover fast breaking stories. Must be able to make public appearances when requested by management. Physical requirements include, but are not limited to: operating editing equipment, video tape machines and newsroom computer. Resumes only to: Steve Schwaid, UPN44, WTOG-TV, P.O. Box 20144, St. Petersburg, FL 33742. We are an Equal Opportunity Employer.

Reporter. Top 50 ABC affiliate seeks reporter with minimum 5 years broadcast experience. Strong story telling skills using copy and video required. College degree preferred. If you meet the high standards required to work for this top notch market leader, send cover letter, resume and tape ASAP to: Cindy Vaughan, HR #909, WHAS-TV, 520 West Chestnut Street, Louisville, KY 40202. EOE. M/F/D/V.

Photographer: WREX-TV, the number 1 station in Rockford, Illinois is looking for a photographer who can live up to our standards. We need someone who can tell a good story through sound and pictures. Photographers are also responsible for setting up live shots. Candidates should have previous experience and be familiar with beta. We are an Equal Opportunity Employer. Please send resumes by April 15th to Marie Williams, WREX-TV, P.O. Box 530, Rockford, IL 61105. EOE.

Producer: NBC Channel 2 News in Buffalo is looking for an experienced, aggressive news producer. Must be an excellent writer and story teller with good people skills, able to produce a fast paced newscast with style. Must be self motivated and enterprising. Minimum 3 years news producing experience required. Send non-returnable tapes and resumes to Stacy Roeder, News Director, WGRZ-TV, 259 Delaware Avenue, Buffalo, New York 14202. No phone calls. WGRZ-TV is an Equal Opportunity Employer.

NewsChannel 5 is #1 in Nashville and growing! Want to join our team? **News Anchor:** A quick-thinking, energetic person to complement our female anchor. Looking for a driven, experienced anchor, who is a strong writer and teamplayer. **Newscast Producer:** Can you produce a compelling newscast? We need an experienced newscast producer, who is aggressive, creative, and extremely competitive. **Videotape Editor:** An experienced editor who thrives on pressure. Able to edit on various formats, including digital. **Reporter:** A storyteller satisfied only with the top story. An experienced, creative reporter who can enterprise stories and handle the breaking live shot. **Photographer:** An experienced photojournalist with an excellent work ethic and strong editing skills. Are you a teamplayer with an eye (and ear) for a good news story? Send resume and non-returnable tapes to Asst. News Director, NewsChannel 5, 474 James Robertson Parkway, Nashville, TN 37219.

News Anchor/Reporter. NBC 6, the A.H. Belo affiliate in Charlotte, NC, is searching for a news anchor/reporter for our growing news operation. Our ideal candidate is a talented anchor who loves field reporting too much to give it up. Five years experience in an on-air role at a commercial television station is required. Send your tape, resume and salary history to (no phone calls please): NBC 6, Human Resources Department, RE-97-12, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

Switcher/Director: WICS-TV, the NBC affiliate in Springfield, IL is accepting applications for a full time news production position with weekend Switcher/Director duties. Candidate will work with news producers to ensure tight fast-paced newscasts. Grass Valley switcher experience helpful. Send resume to Director of Technical Operations, WICS-TV, 2680 East Cook Street, Springfield, IL 62703. EOE. Women and minorities are encouraged to apply. WICS is an Equal Opportunity Employer and a division of Guy Gannett Communications.

Weather Anchor. Successful candidate will have excellent on-air skills with several years experience as a weather anchor for commercial TV station. Position involves anchoring weather for AM and Noon newscasts. Background in news reporting preferred. Send resume and non-returnable VT (no calls/faxes) to Brian C. Smith, Assistant News Director, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

News Photographer. Hot station looking for a hot shot photographer. If you like to tell stories with pictures and want to work with the best in the business, send a resume and non-returnable tape to: Bob Smith, KCRG-TV 9, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. No phone calls. EOE.

Photojournalist. We need a great storyteller who is motivated, competitive, and who seeks the highest standards to join our NPAA award winning team. Minimum one year of experience. College degree preferred. Respond with resume and tape to Personnel Administrator-73, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

Photographer. WKRC-TV News has an immediate opening for a full time and part time photographer. Candidates should have a minimum of two years shooting and editing experience and the ability to perform well under deadline. No phone calls. EOE. Send resumes, tapes and/or application: WKRC-TV, Attn: Business Office - FT/PT, 1906 Highland Avenue, Cincinnati, Ohio 45219. An Equal Opportunity Employer.

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.

Producer. A 24-hour news channel seeks top-notch, experienced line producer. Minimum of 2 years experience as a news line producer required. Solid writer able to handle fast pace; long hours; tight deadlines; irregular shifts, weekends and holidays a must. Resume, writing sample, and tape (not returned) to: NEWSCHANNEL 8, Director, Human Resources, 7660 D Boston Boulevard, Springfield, VA 22153. No phone calls. EOE.

KULR 8 Television, the NBC affiliate in Billings, MT is seeking a News/Public Affairs Director. The candidate ideally will have a degree in Journalism from an accredited institute of higher learning, at least five years of work experience in the field, possess good written and verbal skills, have an affinity for people and the ability to work with others, have the will to win, administrative experience as a News Director/Assistant News Director/Assignment Manager or Executive Producer, and have a sincere desire to live and work in a great, small market television station. KULR 8 observes EEO and all related programs. Send correspondence only to: General Manager, KULR 8 Television, P.O. Box 80810, Billings, MT 59108.

Director. Responsible for directing and technical directing live news and taped programming. Character generator skills with good typing and spelling proficiency. Must be able to handle fast-paced work environment and have the ability to meet deadlines in an efficient manner. Must have good organizational skills. Assist, at times, with post-productions or other areas. Oversees production crew. Minimum two years experience as live director/technical director of news programming. College degree in Mass Communications preferred. Send resume and non-returnable tape to Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. No phone calls. EOE.

Reporter/Anchor. WJHL-TV, the best news operation in Tennessee (TAPBA-'96) is looking for an experienced reporter who can assume the anchor desk if needed. Must have excellent communication skills and be ready to hit the streets by May 1st. Send resume and latest air-check to: Bob Lewis, News Director, WJHL-TV, PO Box 1130, Johnson City, TN 37605. Mandatory drug screen is required. No phone calls please. EOE.

Sports Reporter. We need a creative sports reporter/photographer with a superior ability to tell a story and appeal to the non-jock viewer. A real "out of the box" thinker. We want neat stuff not just scores and highlights. Some anchoring possible. Respond with resume and tape to Personnel Administrator-71, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

Photographer. Immediate opening for creative and aggressive television photographer. 1-3 years previous experience in television news preferred. Strong shooting, editing and story-telling skills a must. Join the #1 team! Send your resume, tape and writing samples to: Mark McGee, News Director, WTVR-TV, P.O. Box 1848, Columbus, GA 31902-1848. An Equal Opportunity Employer.

Newscast Director: Candidate will coordinate all production tasks associated with newscast and physically direct daily newscasts. Broadcast journalism or related degree and three years television directing experience is required. Send resumes and non-returnable tapes to: Christina Medina, Human Resources Coordinator, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an Equal Opportunity Employer.

News Director. KDLT-TV, the NBC affiliate in Sioux Falls, SD, seeks news professional to lead news staff to a new level. Prefer candidates with journalism degree and 2-5 years new management experience. Will consider News Producers looking for their New Directors stripe. Send resume to: Gary R. Eolton, General Manager, KDLT-TV, 3600 S. Westport Avenue, Sioux Falls, SD 57106. EOE/MF

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 going 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.

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.

Meteorologist/Reporter: Number one station in aggressive market is looking for a full time weekend meteorologist/reporter. No beginners. Must be a meteorologist with reporting experience. Must have prior television experience, good writing skills and be a team player. Send non-returnable tape to Sondra Nestor, Human Resources Administrator, WTOV 9, Altamont Heights, Box 9999, Steubenville, OH 43952. No phone calls please! EOE.

Producer/Director: Oklahoma State University seeks experienced videographer/editor. Position works primarily on award winning weekly gardening program, with limited responsibilities shooting news and educational videotapes. Ideal candidate will have 3+ years experience nonlinear familiarity, and a bachelors degree. Send resume, tape, transcript and three references by April 21 to: Producer Director Search, Agricultural Education, Communications, & 4-H Youth Development, 448 Agricultural Hall, Oklahoma State University, Stillwater, OK 74078. AA/EOE.

FOX Producer. Looking for an "out of the box" producer who can really craft a 10PM FOX newscast to hit its target. We need a creative leader who can guide talented people and edit a great news product into a newscast that viewers will make it a point to watch. Respond with resume, tape, and news philosophy to Personnel Administrator-72, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

Experienced Reporter Needed. Must have at least one year of full-time reporting experience at commercial TV station. Demo tapes must include recent live shots. Send tape and resume to Steve Hunsicker, WTVG, 410 West 6th Street, Chattanooga, TN 37402. No phone calls. Equal Opportunity Employer.

Executive Producer. KWWL, news leader in Eastern Iowa seeks product champion. Must be floor leader focused on story development and newscast quality. Will direct assignment desk, producers, and reporters. Excellent writing and communication skills required. Knowledge of computerized newsroom necessary. Must have clean driving record and pass libel test. Resume and VHS tape to: Business Manager, KWWL, 500 East Fourth Street, Waterloo, Iowa 50703. EOE.

Chief Meteorologist. Join one of the best news departments on the Gulf Coast with three meteorologists on staff and our own Doppler Radar. Send resume, tape and a letter explaining how you would manage our StormCenter to Veronica Bilbo, EEO Officer, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Assistant News Director. KFVS-TV seeks manager to assist News Director in developing effective newsgathering strategies for 40-county four-state region; develop and implement daily news coverage plan supervising entire news staff, especially producer and assignment functions. Prefer degree in Journalism or related field and 5 years experience in competitive television environment; ability to work under pressure and meet deadlines; excellent verbal, writing and organizational skills, ability to pass drug and libel tests and good driving record. Send resume to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702. Equal Opportunity Employer.

Assignment Editor. KWWL, news leader in Eastern Iowa seeks experienced journalist with proven track record to run the desk. Successful candidate must have excellent news judgement, handle multiple tasks easily, seek stories aggressively. Knowledge of computerized newsroom necessary. Must have clean driving record and pass libel test. Resume and VHS tape to: Business Manager, KWWL, 500 East Fourth Street, Waterloo, Iowa 50703. EOE.

Assignment Editor. Are you an assignment editor looking for a challenging change? Do you like finding news rather than following it? Are you self-motivated with fresh ideas and a desire to win? If you put people first, then NBC Channel 2 News in Buffalo wants to hear from you. We're looking for an assignment editor with a minimum of 2-3 years television experience. If you fit the profile, please send a resume and references to Stacy Roeder, News Director, WGRZ-TV, 259 Delaware Avenue, Buffalo, New York 14202. No phone calls. WGRZ-TV is an Equal Opportunity Employer.

KMOV-TV has an immediate opening for a News Producer. Superb writing skills, creativity, great story-teller and solid news judgement. Must know how to put production values to good use. Good people skills required. Minimum of two years producing experience. Send tape, resume and what makes a good newscast to: Steven D. Hammel, News Director, KMOV-TV, One Memorial Drive, St. Louis, MO 63102. No phone calls please. KMOV-TV is 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.

Anchor. Top rated morning show has opening for energetic and upbeat morning anchor. Experience candidate should be excellent writer with good news judgement. Applicant will develop theme shows, introduce unique elements into program and be comfortable with ad lib. Send tape and resume to Box 01110 EOE.

A.H. Belo owned WVEC-TV has an opening for an 11:00pm newscast producer. If you're the best in your market, we want to see your work. We have four crews on the street at night and a commitment to producing the market's most compelling late news. Please submit resume and *non-returnable* tape to Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, Virginia 23510. EOE.

HELP WANTED PROMOTION

WANTED

**Writer/Producer with
a News or Promotion Resume**

KING 5 TV Promotion is looking for a Writer/Producer who lives For News. Daily focus concentrates on a heavy dosage of News teases and topical messages.

No image promos on this job!!!

Must be a seasoned warrior who relishes the daily demands of News. Deadlines, re-writes and last minute changes are taken in stride. Send 2 copies of your resume and a non-returnable BETA or 3/4 tape to:



King 5 TV
Attn: HR Dept.,
#97R16
333 Dexter Ave. N.
Seattle, WA 98109

Promotion Producer. UPN 33 South Florida, a Paramount Station, is looking for another promo guru to add to our team. You'll work on the best equipment, with the best staff in one of the hottest markets in the country. If you can write copy that sizzles and have the editing skills to back it up, send a letter, tape (VHS or Betacam) and resume to: Dept. #202, WBFS, UPN 33, 16550 NW 52nd Avenue, Miami, FL 33014. No phone calls, please. EOE.

TV STATION PROMOTION & MARKETING MANAGER

Gannett Owned NBC affiliate in Buffalo, NY seeks an experienced executive to drive the image strategy of this redirected station. Strong management and promotion skills necessary and must be a good team builder. We're not looking for a mere promotion spot generator. EOE.

Send resume and other pertinent data to:
Mr. Lawrence P. Herbst, President
WGRZ-TV
259 Delaware Ave.
Buffalo, NY 14202
No Phone Calls Please

Promotion Manager for WFXG-TV. Communications or marketing degree and experience desired. Must be creative with excellent communication skills. Duties include developing and implementing all media advertising and on-air audience promotion. Video production skills, graphics art talent, and web site authoring skills are a big plus! Send resume to Promotion Manager, 3933 Washington Road, August, GA 30907 or apply in person at same address. EOE.

Promotion Director: WHOA, the ABC affiliate in Montgomery, AL is looking for an experienced promotion director. Applicants should have knowledge of media placement, including newspaper, radio, and billboard. Experience in the production of on-air announcements is essential. The position also involves working on sales and news promotion as well as community projects. Knowledge and analysis of rating books is also a key area. WHOA is under new ownership and is acquiring the resources to become the best in the market. Interested applicants should send a resume and demo tape, if available, to Mike Brooks, Vice President and General Manager, WHOA ABC 32, 3251 Harrison Road, Montgomery, AL 36109. EEO. M/F. Pre-employment drug testing required.

Breakthrough Promotion Wizard Needed. A.H. Belo owned WVEC-TV seeks a creative, aggressive, self-starting promotion pro who can write and produce compelling spots that breakthrough the clutter. Looking for highly-motivated producer with a proven track record of creativity under pressure, who knows how to translate research into promotion that will move viewers. If you have an eye for visuals, an ear for great copy and audio and a desire to take it to the next level, send your resume and reel today. Two to three years producing promotion, with an emphasis on news, preferably at a network affiliate required along with familiarity with off and on-line editing, contemporary production techniques and marketing principles. Please submit resume along with *non-returnable* VHS tape to Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, Virginia 23510. No phone calls, please. 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.

Research Director. FOX/UPN Sinclair Communications, Inc., LMA partner in San Antonio, Texas, has an immediate opening for a seasoned TV Research Director. Experience with Nielsen/TV Scan/Scarborough/Market Manager/Microsoft Office as well as graphics presentation a must. Prior television or ad agency experience required. Send resume and cover letter to: Carol Wright, Station Manager, KABB FOX 29/KRRT UPN 35, 4335 NW Loop 410, San Antonio, Texas 78229. Equal Opportunity Employer.

PROGRAMMING SERVICES



National Weather Network

Your own on-air meteorologist via satellite. Custom and localized TV weathercast inserts for FOX, UPN, WB, Indy stations and cable stations. Three satellite feeds daily. Your own on-air meteorologist and great graphics. Sell these inserts and make money. Low cash and barter and very simple to receive and use. Call Edward St. Pe at NWN 601-352-6673 and start today.

RESUME TAPES

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

FINANCE & ACCOUNTING

CONTROLLER(CHICAGO)

RESPONSIBILITIES INCLUDE: G/L, A/R, CREDIT, BUDGETS, FINANCIAL CONTROLS, PAYROLL, ETC. WILL WORK CLOSELY WITH GM IN THE FINANCIAL AND OPERATIONAL MANAGEMENT OF THE STATION. THE IDEAL CANDIDATE WILL HAVE EXPERIENCE WITH IIR, UPGRADING FINANCIAL COMPUTER SYSTEMS, IMPLEMENTING POLICIES AND PROCEDURES, BENEFITS, NEGOTIATING SERVICES. QUALIFICATIONS: MINIMUM 3 YEARS CONTROLLER IN MEDIA AND PUBLIC/PRIVATE BACKGROUND. (CPA PREFERRED). EOE. REPLY TO BOX 01092.

HELP WANTED PRODUCTION

The University of Science and Arts of Oklahoma is currently accepting applications for a television production specialist. At least three years experience in television production and editing is required. A bachelors' degree in a related field is preferred. Responsibilities include: television production for the University's cable channel, preparation of instructional tapes, supervision of student workers, coordination of facilities and services, and other university related duties. To apply: submit letter of application, completed University application form, three letters of recommendation, official transcripts, and detailed resume by April 30, 1997 to University of Science and Arts of Oklahoma. Attn: Personnel Office; USAO Box 82345, Chickasha, OK 73018-0001. AA/EOE.

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 98109. EOE.

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

INTERNET EDITOR

ABC7 Creative Services currently has an opportunity for an Internet Editor. The candidate will be internet savvy with the ability to maintain ABC7's on-line efforts.

Hands-on responsibility for the assessing and formatting of broadcast content on-line with emphasis on news, sports, and weather content required. You must be a self-starter with strong writing/editing skills and computer proficiency.

If you would like to utilize your knowledge of the internet, please mail your resume to: **Diane Medina, Dept. BC/IE/407, ABC7, 4151 Prospect Avenue, Los Angeles, CA 90027.** EOE. No phone calls please.



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 (Infinite), 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.

Production/Operations Manager. Growing company needs experienced manager to supervise production and master control at Texas FOX station. Qualified applicant will be able to demonstrate hands-on experience and knowledge of technical environment; lead and motivate an experienced staff; and deal effectively with agency and direct clients. Big market production facilities in a small market environment. Send resume complete with salary requirements to Box 01103 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.

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.

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.

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.

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Applicants will be accepted through April 18, 1997, or until the positions are filled.

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All successful applicants must pass a drug/alcohol test, physical examination, criminal records and drivers license check. Please forward resume to:

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All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337 7073 and ask for Antoinette Fasulo.

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) 206-3327. 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: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.5¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word. Screened Background \$2.40. Expanded Type: \$2.95 Bold. Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COO, 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: \$173 per inch. Situations Wanted: \$87 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: \$25 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.

For the Record

<http://www.broadcastingcable.com>

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italics*.

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

OWNERSHIP CHANGES

Dismissed

Lake Dallas, Tex. (BALCT-951025KQ)—KLDT-TV 55 Inc. for KLDT(TV): assignment of license to Ch. 55 of Dallas Inc. *March 18*

Accepted for filing

Carolina, P.R. (BAL-970318EB)—Liberty Temple Full Gospel Inc. for WCFJ(AM): involuntary assignment of license to Liberty Temple Full Gospel Inc., debtor-in-possession. *March 26*

North Salt Lake City, Utah (BTC-970314EA)—General Broadcasting Inc. for KFAM(AM): involuntary transfer of control from David R. Williams to Mary Lou Woo, trustee. *March 25*

Granted

Buffalo, N.Y. (BAL-970205GK)—Rich Communications Corp. for wwws(AM): voluntary assignment of license to Sinclair Broadcast Group Inc. *March 20*

Marietta and McConnelsville, Ohio (BTC-970311GZ, BTCH-970311HA)—Quiet Radio Inc. for WMOA(AM)-WJAW(FM): involuntary transfer of control from John A. Warff Jr. to estate of John A. Warff Jr. (Carol S. Warff, executor). *March 21*

Canyon, Tex. (BTC-970106EA, BTCH-970106EB)—Madison Radio Group Inc. for KZRK-AM-FM: involuntary transfer of control from Madison Group Associates Inc. to Stanley L. Vick. *March 26*

NEW STATIONS

Returned

Anamosa, Iowa (BPED-961011MB)—University of Northern Iowa for noncommercial FM at 89.9 mhz. *March 27*

Tellico Plains, Tenn. (BPED-961024MB)—Lee College for noncommercial FM at 91.1 mhz. *March 20*

Granted

Marion, Ohio (BPED-940920MD)—Ohio State University for noncommercial FM at 91.1 mhz, 2 kw, ant. 96 m. *March 4*

Lake Dallas, Tex. (BPCT-930701KE)—Douglas Johnson for TV at ch. 55. ERP 1,039 kw visual, ant. 104 m., .09 km W of Cambridgeshire and Fox Hollow rds., Carrollton, Tex. *March 18*

Filed

Wilcox, Ariz. (BPH-970313MJ)—William S. Konopnicki (1491 Thatcher Blvd., Safford, Ariz. 85546) for FM at 92.5 mhz, 1.4 kw, ant. 406.3 m., NE quarter, Section 24, Township 13 S, Range 25 E, 5.76 km S of Railroad Pass, Ariz. Konopnicki owns KTHQ(FM) Eager and KHIL(AM)-KWCX(FM) Willcox, Ariz., and KCYN(FM) Moab, Utah; has applied to build FMs in Duncan and Pinetop, Ariz. *March 13*

Coalinga, Calif. (BPED-970313MC)—American Educational Broadcasting Inc. (Carl J. Auel, president/33.3% owner, 1601 Belvedere Rd., 204 E, West Palm Beach, Fla. 33406) for noncommercial FM at 88.3 mhz, 1.45 kw, ant. 710 m., San Benito Mtn., 3.8 mi. SSE of Idria, Calif. Auel owns wwlo(AM) Gainesville, Fla.; 50.1% of KKMC(AM) Gonzales, Calif.; 50% (jointly) of KYIX(FM) South Oroville and KXXX(AM) Paradise, Calif.; 50% of WCHP(AM) Champlain, N.Y.; 33.3% of WLWJ(AM) Royal Palm Beach, Fla., and KKVV(AM) Las Vegas; owns 50.1% of CP for WORL(AM) Christmas, Fla.; has applied to build FM in Belen, N.M. (see item, below). *March 13*

Bettendorf, Iowa (BPED-970321MC)—

Augustana College (J. Thomas Tredway, president, 639 38th St., Rock Island, Ill. 61201) for FM at 91.1 mhz, 9.7 kw, ant. 152 m., 3.8 km E of Port Byron. *March 21*

Fairfield, Iowa (BPED-970321MB)—University of Northern Iowa (Robert Koob, president, 324 Communication Arts Center, Cedar Falls, Iowa 50614) for FM at 88.1 mhz, .25 kw, ant. 99 m., Hwy 1, 5 mi. N of Fairfield. University owns KUNI(FM) and KHKE(FM) Cedar Falls and KRNI(AM)-KUNY(FM) Mason City, Iowa; has applied to build FMs in Anamosa, Bettendorf, Dubuque, Fairfield and Ottumwa (see item below), all Iowa. *March 21*

Ottumwa, Iowa (BPED-970321MA)—University of Northern Iowa for FM at 88.3 mhz, .38 kw, ant. 122 m., 4.3 mi. SSE of Ottumwa. University has applied to build FM in Fairfield, Iowa (see item above). *March 21*

St. Joseph, Mo. (BPED-970313MM)—Calvary Chapel of St. Joseph, Mo., Inc. (James V. Morgan, president, 1215 Jules St., St. Joseph, Mo. 64501) for noncommercial FM at 91.9 mhz, 5.55 kw, ant. 155 m., near intersection of 129 and 1229. *March 13*

Savannah, Mo. (BPH-9703)—Community Broadcasting Inc. for FM at 91.9 mhz, 1.2 kw, ant. 128.9 m., 1 km W of intersection of I-29 and US 71. Community Broadcasting has applied to build FM in Piedmont, Okla. (see item, below). *March 13*

Belen, N.M. (BPED-970313MC)—American Educational Broadcasting Inc. for noncommercial FM at 90.9 mhz, 100 kw, ant. 579 m., Socorro Peak, 6 km WNW of Socorro, N.M. American has applied to build FM in Coalinga, Calif. (see item, above). *March 13*

Crescent, Okla. (BPED-970313ML)—Pensacola Christian College Inc. (Bill Rice III, chairman, 250 Brent Lane, Pensacola, Fla. 32503) for noncommercial FM at 88.5 mhz, 60 kw, ant. 94 m., 10 km NW of Crescent. College owns WPCS(FM) Pensacola. *March 13*

Magnum, Okla. (number unreadable)—Altus Educational Broadcasting Foundation (Michael D. Masterson, CEO, PO Box 837, Altus, Okla. 73522) for FM at 97.7 mhz, 1.5 kw, ant. 41.6 m., 1109 Jefferson. Altus owns KKVO(FM) Altus. *Not available*

Piedmont, Okla. (BPED-970313MD)—Community Broadcasting Inc. (Richard P. Bott, president, 3405 Shady Bend Dr., Independence, Mo. 64052) for FM at 88.5 mhz, 38 kw, ant. 168 m., 4.3 km N of I-40 near Calumet, Okla. Community Broadcasting owns KSIV-FM St. Louis, and KLCV(FM) Lincoln, Neb.; has applied to build FMs in Savannah and Sunrise Beach, Mo. Bott is joint owner of Bott Broadcasting Co., which owns KCIV(FM) Mount Bullion, Calif.; WFCV(AM) Fort Wayne, Ind.; KCVW(FM) Kingman and KCCV(AM) Overland Park-KCCV-FM Olathe, Kan.; KSIV(AM) Clayton, KLTE(FM) Kirksville, KLEX(AM) Lexington and KAYX(FM) Richmond, all Mo.; KFGE(FM) (formerly KUHG) Milford, Nev.; KNTL(FM) Bethany, KOCV(AM) Oklahoma City and KABH(FM) Shawnee, all Okla., and WCRV(AM) Collierville, Tenn. *March 13*

—compiled by Elizabeth A. Rathbun

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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Datebook

THIS WEEK

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—The Caucus for Producers, Writers & Directors general membership meeting. Regent Beverly Wilshire Hotel, Los Angeles. Contact: David Levy, (818) 843-7572.

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

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—"Digital Actors: Not Just Hype!" panel discussion presented by **New York Women in Film & Television.** The Lighthouse, New York City. Contact: (212) 679-0870.

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 22—Gracie Allen Awards dinner and gala, presented by **American Women in Radio and Television.** Waldorf Astoria Hotel, New York City. Contact: Mary McBride, (703) 506-3290.

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—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 Phoenician, 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 8-9—"The Power of Partnership," forum for executives in the telephony, telecommunications, Internet and utilities industries presented by **Federal TransTel Inc.** Crowne Plaza Ravinia Hotel, Atlanta. Contact: (888) 959-5959.

May 8-11—ANIFX, National Association of Television Program Executives animation and special effects conference and exposition. Los Angeles Convention Center, Los Angeles. Contact: (310) 453-4440.

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 26-28—Brasil Link '97, Brazilian pay-TV conference and exposition. Rio Centro, Rio de Janeiro. Contact: (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

June 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—New Jersey Broadcasters Association 50th anniversary gala, dinner, dance and show. Trump Plaza, Atlantic City. Contact: Millicent McMillian, (888) 652-2366.

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 9-10—Joint convention and Mid-Atlantic States Expo of the **New Jersey Broadcasters Association** and the **Broadcasters Association of Maryland, Delaware and the District of Columbia.** Trump Plaza, Atlantic City. Contact: Phil Roberts, (888) 657-2346.

June 10-12—Fourth annual Global DBS Summit, presented by **Link Events/Globex** and **DBS Digest.** Hyatt Regency Tech Center, Denver. Contact: (303) 714-4616.

June 11—Radio Mercury Awards, presented by the **Radio Creative Fund.** Waldorf-Astoria, New York City. Contact: (212) 681-7207.

June 11-12—Fourth annual Iberica Link, Spanish and Portuguese pay-TV conference presented by **Link Events/Globex** and **ipetel S.L.** Meliá Castilla Hotel, Madrid. Contact: 34 1 567 5077.

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 13-15—ShowBiz Expo West '97, conference and trade show for the entertainment production industry presented by **Variety** and **Reed Exhibition Companies.** Los Angeles Convention Center, Los Angeles. Contact: (800) 840-5688.

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 18-21—Native American Journalists Association 13th annual conference. Minneapolis Regal Hotel, Minneapolis. Contact: (612) 874-8833.

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 20-22—"Civic Journalism: Doing It Daily," workshop sponsored by the **Radio and Television News Directors Foundation** and the **Pew Center for Civic Journalism.** Tiburon Lodge & Conference Center, San Francisco. Contact: Melissa Monk, (202) 331-3200.

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)

The diplomat engineer

In the early days of World War II—when George Jacobs was 17 and working the lonely graveyard shift at an Asbury Park, N.J., radio station—he took a call from the Coast Guard. “We were on top of a hill,” he recalls. “They asked me to look for three fires offshore. They told me German subs had sunk three ships and that if they invaded they’d probably go for the radio station first. They asked me, ‘Are you armed?’ I’m a kid from Brooklyn; I’ve never even seen a gun. I decided that this station was not for me.”

Quite a bit changed after that incident, especially Jacobs’s reluctance to deal with international issues regarding radio. Jacobs, who went on to a 50-year-plus career as a radio engineer, will be honored tomorrow (April 8) at the National Association of Broadcasters convention in Las Vegas with the NAB’s Radio Engineering Achievement Award.

His aversion to violence also was challenged when he served in the military. “I flew during the war, at the end of it. I saw terrible havoc. When I joined VOA I said to myself, ‘This is an excellent place to be to fight a war with words.’”

Among the memories Jacobs treasures was working with legendary broadcaster Edward R. Murrow, who was director of VOA’s parent, the U.S. Information Agency. “That was an education greater than my two college degrees. He shared knowledge with you. If knowledge was contagious, you caught it from him.”

In announcing Jacobs as the recipient of its radio engineering achievement award, NAB said: “Jacobs was instrumental in the successful development and launch of the worldwide technical broadcasting system for Voice of America and in the modernization of the Radio Free Europe and Radio Liberty technical facilities. He is a recognized world leader in the use of shortwave broadcasting, having represented the U.S. at numerous international telecommunications conferences. Jacobs has been instrumental in establishing several FCC-licensed shortwave broadcast stations, and in converting ex-Soviet jamming stations into commercial broadcasting facilities.”

“That story still hasn’t been told,” Jacobs says. “If words are given any credit for winning the Cold War, they had to come by shortwave. They didn’t come from the leaders.”

“During the Cold War, shortwave radio went to war. I’m a strong believer in freedom of information. The right to know...the right to listen is a fundamental freedom. It was the



“When I joined VOA I said to myself, ‘This is an excellent place to be to fight a war with words.’”

George Jacobs

President, George Jacobs & Associates, Silver Spring, Md.; b. July 16, 1924, New York City; BS, electrical engineering, Pratt Institute, New York, 1949; MS, electrical engineering, University of Maryland, 1960; engineer: WKNY(AM) Kingston, N.Y., 1941; WPAT(AM) Paterson, N.J., 1942-43; U.S. Army Air Corps., 1943-46; engineer, WPIX(TV) New York, 1949; senior executive, Voice of America, Washington, 1949-76; director of engineering, Board for International Broadcasting, Washington, 1976-80; current position since 1980; m. Beatrice Gregerman, 1947; children: Michelle Gordon, Joy Kirschbaum.

shortwave broadcasts of the BBC, VOA, Radio Free Europe, Radio Liberty, Radio Vatican, Kol Israel and others that kept the spark of freedom alive,” he says. “Shortwave radio was the only link that remained open to the West throughout most of the Cold War period. It pierced the electronic curtain of communist jamming.”

“Anyone can do engineering,” Jacobs comments. “There are a lot of people who are a lot better at it than I am. But helping to mold something that helped to win the Cold War...that’s been my biggest single achievement.”

Jacobs’s father was a civil engineer who worked in electrical engineering. “He introduced me to Morse code. When I learned the alphabet, I learned it by Morse code.”

When his father built his first superheterodyne radio receiver, Jacobs says “he clamped oversize earphones on my head and said: ‘Listen to that broadcast; it’s coming all the way from Toronto.’ That probably was when the radio bug first bit me.”

Jacobs continued working for the government even after retiring, earning the nickname “the diplomat engineer.” During most of the 1980s he was a consultant on broadcasting issues to U.S. international delegations. Among his projects was one for President Reagan—developing Radio Marti.

Today, Jacobs’s clientele includes religious organizations looking to spread their word internationally: Christian Science Monitor Radio and Adventist World Radio. “They’ve found a real home on shortwave bands.... It’s the cheapest of electronic media—good for modern-day missionary work, and without the risks. Shortwave allows them to reach a vast number of people. They don’t carry commercials; they rely on donations.”

As a private engineer five years ago, he helped to convert a former jamming transmitter into a 75 kw transmitter that became part of the first independent radio station in Moscow. Named Open Radio—in contrast to the transmitter’s Cold War history—the new station was modeled after all-news WTOP(AM) Washington.

His company recently signed an agreement to lease time on a former jamming station in the republic of Georgia, now a radio broadcast center for shortwave broad-

casts that reach Europe, the Near and Middle East and Northern Africa. About this agreement, and about discussions in another former Soviet republic (where shortwave and medium-wave transmitters could be available for leasing), he says: “How’s that for turning swords into plowshares?” —DT

BROADCAST TV

John Iannuzzi, account executive, CBS Television Sales, New York, joins KYW-TV Philadelphia as national sales manager.

Suellen Riggan, regional account executive, KSDK(TV) St. Louis, named national sales manager.

Appointments at WATL(TV) Atlanta: **Patt Corcoran**, account executive, named local sales manager; **Don Hess**, program director, named corporate program director, Qwest Broadcasting (owner). Hess adds WNOI-TV New Orleans to his responsibilities.



Tobin

Karen Lamas Tobin, VP, marketing, KHS-AM-FM Los Angeles/Burbank, Calif., joins KNBC(TV) there as director, marketing communications.

Mike Taibbi, correspondent, 48 Hours, CBS

News, New York, joins WWOR-TV Secaucus, N.J., as investigative reporter.

Appointments at WJBK-TV Detroit: **Bernadette Prudente**, director, business affairs, WCAU(TV) Philadelphia, joins as VP, finance; **Jeff Murri**, regional sales manager, WXYZ-TV Detroit, joins as general sales manager; **Huel Perkins** joins as news anchor.

Appointments at CBS Television Network, New York: **Ron Scalera**, senior VP, on-air promotion, Fox Broadcasting Co., joins as senior VP/creative director, advertising and promotion; **Kathie Culleton**, VP, media planning and administration, named VP, marketing operations; **Brad Crum** named VP, affiliate advertising and promotion, network projects. **Dorian Hannaway**, program executive, *Late Late Show with Tom Snyder*, CBS Entertainment, Los Angeles, adds director, late-night programming, to her responsibilities.

Cathy Gugerty, director, promotion and marketing, WESH(TV) Daytona Beach, Fla., joins Media General Broadcast Group, Tampa, Fla., as director, creative services.

Appointments at WAFT(TV) Jackson, Miss.: **Katina Rankin**, reporter, named

weekend news anchor; **Vincent King** and **Tony Ducker** join as photographers/reporters; **Ros Runner** named weekend weathercaster; **Cedric Blair** named fill-in weathercaster.

Pete Fall, executive producer, WTXF(TV) Philadelphia, joins WPHL-TV there in same capacity.

Appointments at WVEC-TV Hampton-Norfolk, Va.: **Richard Keilty**, VP/GM, named president/GM; **Mario Hewitt**, director, sales/marketing, named VP.

Steve Ramsey, news director, KFMB-AM-FM-TV, San Diego, joins WGN-TV Chicago in same capacity.

Robert Campbell, managing editor, KVAL-TV Eugene, Ore., joins NewsSource Network there as news director.

Appointments at WNBC(TV) New York: **David Hyman**, promotion manager, named director, creative services; **Steve Pair**, director, technical operations, named director, engineering operations.

PROGRAMMING

Appointments at National Media Corp., Philadelphia: **Jean Gariepy**, president/CEO, Tele Metropole Inc., Quebec, joins as executive VP, global new business development; **Robert Berman** named senior director, new business affairs and new business development.

Universal forms production group




Meena **Warren**

Universal Studios Florida, Orlando, announces changes to its television and film operation. Newly formed Universal Studios Florida Production Group combines studio operations and production. **Paul Meena**, VP, Universal Studios Florida Production, named VP/GM of the new unit; **Pamela Tuscany Warren**, director, television development, named senior director, marketing and business development.

Quantum Television (new division of National Media).



Coles

Linda Coles, producer, *Square Off* and *Philadelphia Saturday Tribune*, KYW-TV Philadelphia, joins New Jersey Network, Trenton, N.J., as executive producer, *Another View*.

Charles Lillis, president/CEO, US

West Media Group, Denver, elected to board of directors, Ascent Entertainment Group Inc., there.

Appointments at Alliance Communications Corp., Los Angeles: **Ted Gold**, director, development, drama and long-form, New World Entertainment, joins as VP, creative affairs; **Eve Brandstein**, head, First Lady Productions, joins as in-house talent and casting consultant, Alliance Television.



Miele

Ronald Miele, VP, legal and business affairs, Warner Bros. International Television Distribution, Burbank, Calif., named senior VP.

Appointments at Cabin Fever Entertainment Inc., Greenwich,

Conn.: **John Brescia**, consultant, named programming and distribution administrator; **Marylou Bono**, director, marketing, SAR Entertainment, joins as manager, marketing sell-through.

Ted Bookstaver, director, international sales, Alfred Haber Inc., joins King World International, New York, as director, sales.

Susan Solomon, president/CEO, Sony Worldwide Networks, joins Lancit Media Entertainment Ltd., New York, as CEO/chairman of the board.

RADIO

Peter Bynoe, partner, Rudnick & Wolfe law firm, Chicago, and **Maggie Wilderotter**, president/CEO, Wink Communications Inc., named to board of directors, Jacor Communications Inc., Covington, Ky.

Pablo Garcia, assistant chief engineer, KUSC(FM) Los Angeles, joins CBS Radio's KWEB(AM) there as engineering supervisor.

Michael Nasser, station manager, KODA(FM) Houston, joins KQUE(FM) there in same capacity.

Wayne Leland, regional station manager, Commodore Media stations, Norwalk/Danbury, Conn., joins WFHN(FM) Fairhaven and WBSM(AM) New Bedford, both Massachusetts, as GM.



Thomson

Pete Thomson, VP/general sales manager, KUTY(FM) Fort Worth, joins KWRD(FM) Irving, Tex., as GM.

David Haymore, CEO, Cadena Radio Centro, joins EXCL Communications,

KVAR(FM) Riverside, Calif., as GM.

Kirk Kinder, technical operations specialist, Texas State Networks' KRLD(AM) Dallas, named manager, satellite services.

Appointments at American Urban Radio Networks, New York: **Leon Cleveland**, VP, sales, Eastern region, named senior VP; **Thomas White**, director, sales, Eastern region, named VP.

CABLE

Scott Perlmutter, district manager, sales and marketing, Encore Media Corp., joins MuchMusic USA's new Los Angeles office as sales and marketing director, Western region.

Peter Cohen, consultant ACTV Inc., joins The Box, Miami Beach, Fla., as VP, programming.



Ferrari

Alex Ferrari, controller/VP, financial planning, MTV Network, New York, named senior VP/CFO.

Richard Steinberg, corporate director, Blockbuster Entertainment Group, joins

SportsChannel Florida, Fort Lauderdale, as director, research and marketing.

Tracy Smith, Midwest region sales man-

ager, and **Meredith Zellweger**, Western region sales manager, Turner Kids Television, Chicago and Los Angeles, respectively, named VPs, sales.

Harry Neuhaus, VP/regional manager, Latin America, Turner International, joins MTV Networks Latin America, Miami, as VP, advertising sales.



Cosby

Appointments at Fox News Channel, New York: **Rita Cosby**, general assignment

reporter, named senior correspondent, Washington; **Robert Massi**, lawyer/host, *Layman's Guide to the Law* and

Inside the Law, joins as legal consumer analyst.

Dina Weinberg, director, program publicity, FX Networks, joins Disney Channel, Burbank, Calif., as director, media relations.

Rosemary O'Brien, director, press relations/director, original movies and special project publicity, Lifetime Television, joins TNN: The Nashville Network, CBS Cable, New York, as director, public relations.

Appointments at Spice Networks, New York: **James Cofer**, VP, national accounts, named senior VP; **Steve Noffi**, VP, affiliate sales and marketing, named senior VP.

Laurie Friedman, public relations consultant, Group W Satellite Communications, joins CBS Eye on People, New York, as director, public relations.

DEATHS

Nancy Woodhull, 52, senior VP, communications, and trustee of the Freedom Forum, Arlington, Va., died of lung cancer April 1 in Rochester, N.Y. Woodhull's career began at *The News Tribune*, Woodbridge, N.J. From there she joined the *Detroit Free Press* as a reporter. After working for two Gannett Co. newspapers, she helped to launch *USA Today* as managing editor. Woodhull also served as president, Gannett News Service and Gannett New Media, before joining Time Warner's magazine division. She is survived by her husband, William, and a daughter.

Robert M. Light, president emeritus, Southern California Broadcasters Asso-

ciation (SCBA), died of pneumonia March 21 at St. Josephs Hospital, Burbank, Calif. During the 1940s, while in the military, Light was the commanding officer of the Armed Forces Radio Operation in the European Theater of Operations. After his discharge in 1946 he joined RKO General and managed West Coast advertising and promotion for the Don Lee Radio Network, KHJ-AM-TV and KFRC(AM) San Francisco. He joined SCBA in 1959. Light is survived by his wife, Julie, and three children.

Carroll James Jr., 60, disk jockey, died of cancer March 24 at Holy Cross Hospital, Silver Spring, Md. In 1963, while working at WWDC-FM Washington, James was the first DJ in the U.S. to air the Beatles' hit song "I Want to Hold Your Hand." When the group arrived in the U.S. early the next year, James interviewed them live on WWDC-FM and hosted their first American concert. During high school, he began working on air at WJEJ(AM) Hagerstown, Md. Later he worked for WMAL(AM) Washington, WBAL(AM) Baltimore and WTAR(AM) Norfolk, Va. James is survived by his wife, Elizabeth; two daughters; a sister, and his parents.

David Gilbert Suekoff, 48, news director/anchor, WPDE-TV Florence, S.C., died of a heart attack March 28 there. Before he worked at WPDE-TV, Suekoff reported and anchored for WXYZ-TV Detroit, WNBC-TV New York and stations in Atlanta, Minneapolis, Oklahoma City and Sarasota, Fla., among others. Suekoff is survived by his wife, Tracey; three daughters; a sister, and his parents. Donations may be made to the Dave Gilbert Family Fund, c/o BBNT Bank, 407 Second Loop Road, Florence, S.C. 29505.

Frederick J. Schulmann, 69, television production consultant, died April 1 in New York. Schulmann began his career at ABC Television in 1949. In 1960 he was named director, production services. Five years later he became VP, TV facilities and services, broadcast operations and engineering, East Coast. Schulmann retired from ABC in 1995 as VP/director, tape productions. After retirement he worked for D'Arcy Masius Benton and Bowles' Riverview Productions as VP/GM. He is survived by his wife, Miriam, and nine children.

—Compiled by Denise Smith
e-mail: c.smith@b&c.cahners.com

FCC Chairman Reed Hundt said last Friday that the FCC soon will consider a Notice of Inquiry on liquor ads.

Hundt's comments came even as FCC commissioners James Quello and Rachelle Chong say they are opposed to the commission's getting involved.

Senators John Ashcroft (R-Mo.), Mike DeWine (R-Ohio) and Dan Coats (R-Ind.) **sent a letter** last Friday to leaders of the TV ratings implementation group **urging the TV industry to adopt a content-based ratings system** to "preclude the government from having to step in and prescribe the guidelines." The letter to Motion Picture Association of America President Jack Valenti, NCTA President Decker Anstrom and NAB President Eddie Fritts warned that if the TV industry "fails to acknowledge what parents want, the government could be compelled to step in and determine ratings standards. As members of Congress, we hope and believe such an outcome



Gold Medal for Wright

NBC President Bob Wright was honored by the International Radio and Television Society Foundation with the group's 1997 Gold Medal Award. The award was presented to him at a black-tie dinner in New York by IRTS Foundation President Peggy Conlon (l), publisher of BROADCASTING & CABLE. The

award, established in 1960, is given annually for "significant career-long contributions to the integrity, health and success of the electronic media business."

can be avoided."

After months of speculation, **Howard Stringer resigned from Tele-TV** last week, reportedly with a multimillion-dollar settlement. Sources confirmed a report in last Friday's *Wall Street Journal* that Stringer was negotiating with Sony Corp. to take a top corporate post in New York. According to the *Journal*, issues under discussion

were Stringer's authority over Sony's U.S. activities and his relationship with Sony's West Coast studio executives. The last president of Sony Corp. of America, Michael Schulhof, was forced out by Sony President Nobuyuki Idei two years ago, and the post has remained unfilled. While Stringer's resignation was confirmed by the Tele-TV partners Friday, neither-

Stringer nor Sony commented on their reported talks. With Stringer's departure, Tele-TV Media will continue to be run by its COO, David Grant, and Tele-TV Systems will be led by its president, Ed Grebow. Tele-TV also is eliminating 100 positions.

NABET-CWA union members were geared up last week for a nationwide effort to inform "America's working families" of Disney's "union-busting campaign." Union members were mobilizing to hand out leaflets last weekend at Disney-controlled stores and theaters around the country. The NABET-CWA negotiating committee broke off talks with Disney-owned ABC last Monday (March 31), calling the network's offer "insulting." An ABC source said the network was simply looking for the same hiring flexibility that the unions have already granted NBC. ABC also wants to contribute \$8 million less to the union's pension during the new contract period, a concession already granted to NBC. As of Friday, the union had not called for a strike.

CBS's **Murphy Brown**, on hiatus since Feb. 24, **will return** to a new 8:30 p.m. Monday timeslot beginning April 28. It will replace *Everybody Loves Raymond*, which will have completed its full-season run. *Raymond* is set to return this summer. In other CBS news, *Dave's World*, on hiatus since March 7, will return to the Wednesday lineup at 8:30 p.m. The comedy will replace *Temporarily Yours*, which will have completed its six-episode run.

Scientific-Atlanta and

Paxson sells TV options for \$73.5 million

Home shopping newcomer Global Broadcasting Systems Inc. has agreed to pay infomercial veteran Paxson Communications Corp. \$73.5 million for options to buy WNGM-TV Athens, Ga./Atlanta and WOAC(TV) Canton, Ohio/Cleveland. That's nearly 320% more than the \$17.6 million Paxson spent in the past 1 1/2 years improving the UHF stations and their signals, according to Paxson spokesman Seth Grossman.

Paxson was looking to "monetize" the stations because it already owns TVs in the same markets, Grossman says: WTLK-TV Rome, Ga./Atlanta and WAKC-TV Akron, Ohio/Cleveland. The actual owner of WNGM-TV and WOAC(TV) is Whitehead Media Inc. Besides the options to buy, Paxson has time brokerage agreements with the stations.

The \$73.5 million deal marks the beginning of a buying spree for Global, apparently bolstered by the Supreme Court's recent decision upholding must carry. "You'll be seeing many more announcements [of station buys] very shortly," Global President Barbara Laurence said last Thursday. A company prospectus filed March 12 with the Securities and Exchange Commission says Global plans to buy 17 more UHF's in 12 of the top 25 markets.

Global started buying TVs in August 1996. It owns KCNS(TV) San Francisco, WNDS (TV) Derry, N.H./Boston and WRAY-TV Wilson/Raleigh, N.C. Seeded with \$100 million from Chairman Rachamim Anatian, who also is 92.5% owner of the company, Global hopes to raise about \$500 million by going public shortly. Anatian also owns 8.9% of USA Detergents Inc., which makes discount laundry detergents.

—EAR

StarSight Telecast settled a dispute over S-A's use of StarSight technology in its 8600X advanced analog cable set-top unit. The two companies also inked a licensing agreement giving S-A exclusive use of StarSight's interactive electronic program guide for that set-top and its Explorer 2000 digital set-top terminal.

Comcast Cable has introduced Comcast@Home, its version of the national @Home high-speed cable Internet access service, to subscribers of its central New Jersey systems. Starting in Middlesex County, where it recently completed an upgrade, Comcast will expand the service to seven nearby counties over the next several months. The service will be sold for \$39.95 per month to cable subscribers and \$59.95 to non-cable subscribers, with a \$175 installation fee.

Jeff Lawenda has resigned as president of Westwood One Radio Networks, one day before Westwood's announcement that it would take over sales, marketing and affiliate relations for CBS Radio Networks programming (see page 80). Lawenda plans to form an independent motion picture production and distribution company.

Top executives at New City Communications were added to Cox Radio's management team following Cox's acquisition of New City last year. New City's Richard Ferguson was named VP/COO and a Cox board director; Marc Morgan and

James Morley were named senior group VPs to manage stations in different regions, and Robert Green and Richard Reis were named Cox group VPs.

Burns Media Strategies and Douglas Broadcasting Inc. plan to launch The Psychic Radio Network, a six-hour, daily feed of live, call-in shows hosted by psychics, in select top-10 markets starting April 8. Callers can request predictions from psychics, numerologists and clairvoyants on topics from relationships to missing people. The network is expected to launch on Douglas-owned stations before being released for national syndication in May.

ABC-TV's **Frank Gifford will receive a Lifetime Achievement Award** from National Academy of Television Arts & Sciences. The announcement was made in conjunction with nominations for the 18th annual Sports Emmy Awards. NBC's coverage of the Centennial Olympic Games led the nominations with 17. The awards will be presented on April 23 in New York.

Luxembourg-based satellite operator **SES confirms that it has postponed the Astra 2A satellite's launch to Dec. 1**. The delay could hit UK satellite broadcaster BSkyB's planned digital DTH service, originally scheduled to launch this fall. Astra 2A was due to launch in August, with operational services beginning in the fall. Now the bird will launch in October from a Russian Proton rocket but won't be

operational until Dec. 1. Astra says the delay is because new technology, that locks satellites more firmly into their orbital slots is still being tested.

Liberty Media reported 1996 earnings of \$1.339 billion after parent TCI Communications (TCIC) declared 1996 earnings of \$8 billion. Liberty Media's revenue is down from 1995 results of \$1.441 billion. Cash flow increased sharply, jumping to \$164 million from \$15 million last year. Annual net earnings increased to \$1 billion from a \$56 million loss last year, largely because of \$1.537 billion pretax gain from the merger of Time Warner and Turner Broadcasting Systems in fourth quarter 1996. Much of Liberty Media's earnings come from "affiliates that are not consolidated," meaning that the results are not necessarily indicative of results of all Liberty's holdings, according to the company. The company divides its accounting into several segments:

movies, entertainment and information; electronic retailing; satellite and broadcasting; sports, and corporate. Liberty's assets are valued at more than \$3 billion, and the company is said to be negotiating with joint-venture partner News Corp. over its 50% of Fox Sports Net. Estimated worth of Liberty's Fox Sports Net share: \$1 billion.

Errata: The March 31 chart listing local radio and TV outlets for baseball misreported the number of Texas Rangers games to be broadcast in Dallas-Fort Worth this season. KXTX-TV and KXAS-TV, both controlled by LIN Television, will combine to air 90 games not 50 as reported. That means the total number of games broadcast by all stations will be 1,597, 194 fewer than last year. Also, the headline on the accompanying story correctly reported total TV and radio rights payments for the year (\$315 million), but the story misreported the number as \$250 million.

SIGNS



Drawn for BROADCASTING & CABLE by Jack Schmidt

"But it said Michael Jordan was the keynote speaker."

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Incorporating The Fifth Estate TELEVISION Broadcasting

End of the beginning

In historical terms, it's over. The digital revolution that broadcasters see in front of them has already, in many respects, been accomplished. We won't retell that story now; it has been the stuff of our editorial pages for at least two decades.

The Hundt FCC put its own—and, in our view, praise-worthy—stamp on the final digital result. Primarily, that was in opening the process to marketplace decisions, as opposed to a lockstep industrial policy. That resulted in the freedom to multiplex, the elimination of requirements for high-definition TV and the opening of the door to participation by the computer industry, among other things, including an end to the simulcasting requirement. If in the end the system ends up all-HDTV and simulcast, so much the better.

The intervention on behalf of the nation's PCs may have been the genius stroke, no matter how bitter it seemed to broadcasters at the time. The computer world could be digital's first home; projections indicate up to 50 million digital-ready PCs by the time there are a million conventional digital sets. In our view, the Internet will be television's next hurrah.

FCC Chairman Reed Hundt was the bad cop throughout. He kept everyone's feet to the fire and, in the long run, made his vision ours. His colleague Susan Ness was the good cop, to whom everyone rushed to negotiate when they found Hundt intolerable. To them and the entire FCC staff much honor is due.

This editorial would not be complete without mention of Richard E. Wiley, the former FCC chairman, whose ability to accommodate opposing views—and whose iron pants—brought about the Grand Alliance in the first place. His was an odyssey of more than eight years, and a textbook case of overcoming the odds.

It's a brave new world for everyone involved. The public,

we are confident, will profit most of all. Whatever value it has received from analog television will be at least squared by digital, and the level of enjoyment will soar to new levels. Joe Flaherty, CBS's and broadcasting's secret digital weapon, is fond of saying that today's digital picture is the worst we'll ever see. He's right. There's only up from here.

Must carry, must regulate

Broadcasters' must-carry victory was a surprise verdict, coming after a long fight that many thought the industry had lost. And perhaps as a point of law it should have.

The majority may have affirmed, but the swing vote, Justice Breyer, concurring only in part, was closer to the minority with his opinion that "compulsory carriage... extracts a serious First Amendment price." He concluded, however, that the benefit of insuring access to over-the-air channels was an important enough interest to justify that price. By our count that makes a majority with serious First Amendment concerns, an opinion with which we concur. There is also a serious downside to this decision, however, and not just for a cable industry that feels itself constitutionally ill-used.

We don't think it was an accident that the day after the case was decided, the White House asked the FCC to look into alcohol advertising on TV, just one of a laundry list of content calls being contemplated or made in Washington. Had we any doubts, Clinton lieutenant Reed Hundt erased them with his comments the same day: "It should be clear to everyone that the marketplace will not, without government intervention, provide everyone with programming that is in the public interest [emphasis ours]."

There it is. Having been extended the sheltering wing of government, broadcasters can already feel the talons.

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