

APR 21  
**Broadcasting**  
*The Newsweekly of Television and Radio*  
Vol. 128 No. 17 65th Year 1997 A Cahne's Publication

Vol. 128 No. 17 65th Year 1997 A Cahn's Publication

# Toronto's Prophet Of Local Television

## Hill Set For Action On Program Ratings

## Hundt Stumps For PSA Quota

## Tiger Hits Green For TV

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BILLINGS, MT 59105-2129

**TOP OF THE WEEK / 4**  
**BROADCASTING / 35**  
**CABLE / 49**  
**TECHNOLOGY / 63**



**FEB. 97 VS. FEB. 96  
TIME PERIOD GROWTH  
WOMEN 18-34 (Rtg/Share)**

**JENNY JONES +36%/+36%**

**SALLY JESSY RAPHAEL +19/+17**

**RICKI LAKE +18/+27**

**JERRY SPRINGER +18/+6**

**MONTEL WILLIAMS +4/+6**

**MAURY POVICH FLAT/+12**

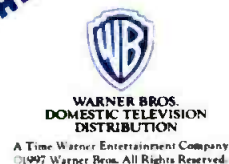
**OPRAH -12/-9**

**REGIS & KATHIE LEE -17/-14**

**GERALDO -36/-20**

SOURCE: NSI SNAP (WTD. RATING), ALL RETURNING TALK SHOWS

THE JENNY JONES SHOW  
**jenny jones**  
THE JENNY JONES SHOW  
THE JENNY JONES SHOW



**MORE  
PROOF THAT  
NO ONE IS  
KEEPING UP  
WITH THE  
JONESES.**

“The Jenny Jones Show” is the  
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of the February sweeps!



**IN THE  
FEBRUARY '97  
SWEEPS,  
"THE JENNY  
JONES SHOW"  
WAS #1 IN TIME  
PERIOD GAINS  
ALL ACROSS  
THE COUNTRY.**

# Fast Track

Must Reading from

**Broadcasting  
& Cable**

April 21, 1997

## TOP OF THE WEEK / 4

**A minute a night is what he asks** FCC Chairman Reed Hundt asks each TV network to provide a minute every night for prime time PSAs. The networks think they do plenty already. / **4**

**The McCain scrutiny** Senate Commerce Committee Chairman John McCain is increasing the pressure on the TV industry to alter its three-month old program ratings system. / **6**

**Hicks passes 300-station mark** With last week's acquisition of 53 radio stations, Thomas O. Hicks controls more than 300 and plans to take another portion of his broadcast empire public. / **7**

**MLB puts play on for 'Netcasts'** Major League Baseball has asked teams and radio stations to stop broadcasting games over the Internet, as it seeks a national Internet partner—possibly CBS SportsLine. / **12**

**TV still less than intoxicated by distilled liquor ads** The liquor industry has taken a beating in Washington since it lifted its decades-old ban on TV and radio advertising last year, but new advertising data show those ads so far equal only about 0.1% of beer and wine advertising on the airwaves in 1996. / **14**



**CBS's record rating for its telecast—and Tiger Woods's impressive 12-stroke win—of The Masters golf tournament have sparked optimism for televised golf. / 12**

## BROADCASTING / 35

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King World Productions is returning to its roots with plans to produce a contemporary version of *The Little Rascals* comedies, which laid the foundation for King World's syndication empire back in 1964. / **35**

### **Local news makes money**

A Radio-Television News Directors Association-Ball State University study found that 62% of local TV news operations make money, with Northeast stations and highly rated NBC stations doing especially well. / **35**



**Imagine Entertainment has recruited CAA's Tony Krantz as an equal partner and co-chairman of its new television division. / 36**

### **MIP-TV: BBC plans fall launch of U.S. cable channel**

The BBC plans to make its long-awaited debut as a channel operator in the U.S. in fall 1997 with the launch of a general entertainment channel, BBC Americas. / **41**



#### **COVER STORY**

### **Citytv develops an original local recipe**

News, pets, cars, local bands and furniture are all part of the wake-up call at Toronto's premier independent, fervently local TV station that calls itself

Citytv. / **26**

Cover photo by Mia Klein

## CABLE / 49

**DBS follows cable with rate hikes** DBS must confront rate hikes and the likelihood that its competitive advantage in that area may be waning. For the first time, cable can point to a competitor that's raising rates too. / **49**

**TCI reorganizes under Hindery** Tele-Communications Inc.'s reshaping at the hands of new president Leo Hindery hit warp speed last week with the reorganization of cable operations. / **50**

**Cable seeks advertising equity** Cable executives decry the gap between spending on broadcast advertising and cable. Cable's ratings may be lower, they say, but the demographics are better. / **56**

### **Telemedia**

#### **Websites: The next generation**

The relaunch of Fox News's Website next month is part of a wave of next-generation TV-based sites. Surfers saw three major cyberspace relaunched last week: The Weather Channel, Comedy Central and NBC's *Tonight Show* online. / **60**



**Netscape Communications Corp. is putting push technology at the heart of its forthcoming Communicator browser. / 61**

## TECHNOLOGY / 63

**NAB '97 offers myriad DTV possibilities** A wealth of DTV equipment choices were presented on the NAB show floor, leaving broadcasters with tough decisions to make on production and transmission formats. / **63**

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## Top of the Week



## GOT A MINUTE?



*Hundt wants 60 seconds of PSAs a night from each network*

By Chris McConnell  
WASHINGTON

**T**elevision networks should set aside 60 prime time seconds each night for public service announcements (PSAs), Reed Hundt says. And good advice from the network stars doesn't count.

The FCC chairman took aim at the state of PSAs last week during a closed-door speech to the Association of National Advertisers. Echoing earlier remarks, Hundt criticized declines in the time that networks devote to promoting good causes.

But this time he suggested that the networks adopt a proposal by Ad Council Chairman Alex Kroll to devote one prime time second a night for every million children in the U.S. That adds up to 60 seconds per night.

"Wouldn't that be a small price to pay for the use of the public spectrum—par-



*"Wouldn't that be a small price to pay for the use of the public spectrum?"*

—Reed Hundt

ticularly after the broadcasters have received the free use of an additional 6 mhz of spectrum for the conversion to DTV?" Hundt asked.

That price would be about \$183 million per network each year, assuming that an average 30-second network prime time spot sells for \$250,000.

Broadcasters say they already devote millions of dollars to PSAs. ABC, for instance, says it devoted \$20 million worth of time in all day-

parts to last month's "March Against Drugs" campaign.

National Association of Broadcasters President Eddie Fritts has told Hundt that the industry volunteers more than \$1 billion each year in "community outreach efforts and producing PSAs in the fight against substance abuse." Hundt last week asked the NAB for more information, repeating a request for the dollar value of all

PSA time contributed by broadcasters.

Research by the American Association of Advertising Agencies and the Association of National Advertisers shows that the networks devote less than half as much time to PSAs as Hundt wants. The report says the four networks last November averaged 6.2 PSA seconds per prime time hour; a total 18.6 prime time seconds on weekdays, and 24.8 prime time seconds on Sundays.

And those totals include spots that Hundt says don't really qualify as PSAs.

A positive message from a network star is "not a public service announcement," Hundt said during his speech to the advertisers.

Hundt cited the "Friends don't let friends drive drunk" and "A mind is a terrible thing to waste" campaigns as examples of announcements that have "had an enormous impact on public behavior and safety."

The networks run a series of spots featuring celebrities from their programs. NBC, for instance, features on-air talent in its "The More You Know" campaign, while ABC uses its talent in its "Children First" announcements. ABC says those spots constitute as much as a third of its overall PSA program.

ABC and the other broadcasters say the use of celebrities improves the effectiveness of PSAs.

"It is indeed mind-boggling that Chairman Hundt would discount public service announcements delivered by broadcast network stars," says NAB spokesman Dennis Wharton. "Who would be more effective delivering an antiviolence PSA than Bill Cosby?"

An ABC spokesperson says a recent installment of the Children First effort generated more than 95,000 calls to an information hotline.

Rosalyn Weinman, NBC's executive vice president of broadcast standards and content policy, says that one of NBC's spots on teacher recruitment generated 55,000 calls, whereas previous, non-star spots had produced far fewer responses.

## Scrap program ratings, Diller says

**WASHINGTON**—Barry Diller says the television industry's three-month-old TV ratings system doesn't work and should be scrapped.

But a content-based system like those advocated by the current system's critics, he said, is "loony" because it would be riddled with inconsistencies, and impossible to implement because of the volume of programming.

Speaking at a National Press Club luncheon in Washington, the head of the Silver King station group faulted the industry for agreeing to the current system. Instead, Diller suggested that the industry "limit the scope of our goals or broaden our range of solutions."

One solution he proposed was an "E-chip," or enabling chip. Under such a system, all shows that were acceptable for "family" viewing would be given a rating. All other programs could be blocked out.

Diller also called on broadcasters to give free airtime to federal candidates, thereby renewing their social contract with the public in a "very generous" way.



*Diller: Content-based system would be "loony."*

—HF

# "Rosie" Rocks...

"n" rolls a seven

## Nominations

Outstanding Talk Show

Outstanding Talk Show Host

Outstanding Directing In A Talk Show

Outstanding Technical Direction/  
Electronic Camera/Video Control

Outstanding Lighting Direction

Outstanding Makeup

Outstanding Hairstyling

Congratulations To All!



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# Commerce Committee to look at 'safe harbor'

*Bill would force broadcasters to adopt content-based TV ratings or move objectionable shows to late night*

By Heather Fleming  
WASHINGTON

**I**ncreasing the pressure on the TV industry to alter its three-month-old program ratings system, Senate Commerce Committee Chairman John McCain (R-Ariz.) is giving thumbs-up to committee consideration of the so-called safe-harbor bill.

The legislation, sponsored by senators Ernest Hollings (D-S.C.) and Byron Dorgan (D-N.D.), would give the TV industry a choice either of adopting a content-based ratings system that labels the level of sex, violence and "objectionable" language in a program, or of moving shows with that content to times when children are less likely to be watching TV.

Broadcasters are opposed to a safe-harbor concept on the grounds that it "ultimately dictates to us what we can and can't show," explained one broadcast industry lobbyist.

In the last Congress, McCain cast the

sole dissenting vote in the Commerce Committee against an earlier version of Hollings's safe-harbor bill, which would have simply restricted the hours of violent programming. Following committee passage, Hollings requested Senate floor time several times, but was told that anonymous holds had been placed on the legislation. Even if the bill passes the Senate this time around, Hill sources say it's unlikely that the Republican House leadership would schedule a floor vote.

"In a perfect world, broadcasters would come back...with a content-based ratings system that we could all live with," McCain said.

Regardless, McCain said Hollings—the ranking member of the Commerce



*Hollings's bill will get consideration.*

Committee—should be granted the "courtesy" of having his bill considered by the committee on May 1.

If the industry agrees to a content-based system in the meantime, "some pressures toward passage of the bill would be relieved," he said. Still, McCain speculated that perhaps there are ways the committee could "make [the safe-harbor bill] more palatable."

National Association of Broadcasters spokesman Dennis Wharton said it is "unfortunate that Chairman McCain has decided to move new legislation. We were under the impression that he preferred a voluntary industry-adopted TV program-rating system, which we were committed to improving."

Last month, McCain received assurances from NAB President Eddie Fritts and National Cable Television Association President Decker Anstrom that they would meet with children's and parental advocacy groups and medical groups to discuss suggestions for improving the ratings system. Meetings are set to begin the second week of May.

"Believe me, an ongoing discussion began prior to the [Senate Commerce Committee] hearing [last month on TV ratings] and accelerated after the hearing," one broadcast industry source said. "This is a huge ship in a harbor and it takes some time to move. It can't happen overnight."

## McCain wants to lock-in channel give-back in 2006

Senate Commerce Committee Chairman John McCain (R-Ariz.) told reporters last week that he is considering legislation which would codify the FCC's digital TV rules and would require that broadcasters give back their analog channels by 2006.

McCain and other budget-conscious lawmakers are counting on an auction of the analog channels to raise money to balance the federal budget.

In awarding second channels for digital broadcasting to TV stations earlier this month, the FCC set 2006 as the target for the return of the stations' existing analog channels. But they allowed that the give-back date could be delayed if a case were made for doing it.

McCain's legislation would dovetail with President Clinton's budget proposal, which also would write into law a requirement that broadcasters complete their transition to digital by 2006.

Responding to questions from Senator Pete Domenici (R-N.M.), FCC Chairman Reed Hundt said a statuto-



*Commerce's McCain hopes to write DTV law.*

ry give-back date might not be a bad idea. It "would strengthen significantly the commission efforts to insure a timely buildout" of DTV stations.

NAB President Eddie Fritts sent a letter to Domenici and other congressional leaders warning that "setting that 2006 date in stone is not prudent, given the hundreds of stations and the vagaries of tower construction, zoning approvals, FAA clearance and many other issues."

In addition, Fritts said, "It is unclear that penetration of new digital TV sets will be high enough to allow the government to take this action in 2006."

Under Clinton's proposal, if the analog spectrum auction did not meet the administration's projection (\$14.8 billion), broadcasters would be forced to make up the difference through spectrum fees. The Congressional Budget Office predicts that the auction would raise only \$5.4 billion.

In his letter, Fritts said spectrum fees imposed on broadcasters to cover an auction shortfall "will simply delay our rollout of new technology and reduce our ability to provide the local news, weather bulletins, sports and public affairs programming that makes up our public interest obligation."

—HF

# Mega-week for Thomas Hicks

Radio station portfolio hits 320 after last week's \$348 million purchases

By Elizabeth A. Rathbun  
WASHINGTON

**W**ith last week's acquisition of 53 radio stations, Thomas O. Hicks controls more than 300 and plans to take another portion of his broadcast empire public.

Hicks's Capstar Broadcasting Partners Inc. is shelling out some \$348 million for the new stations, boosting Hicks's portfolio to 320 stations, more than any other broadcaster. Including the week's biggest deal—\$215 million for Patterson Broadcasting Inc.'s 36 radio stations—Hicks would control radio revenue of \$920.8 million, second only to CBS Radio's \$1.02 billion, according to BIA Research Inc.

"We are very proud that less than one year after we formed Capstar, [it] is now the largest radio group in the country based on station count, bar none," Hicks said last Wednesday in a

news release.

Although backed by private investment firm Hicks, Muse, Tate & Furst Inc., Capstar last Wednesday said it plans to make an initial public offering of about \$90 million worth of stock. The proceeds will be used to help repay the \$173 million purchase of Benchmark Communications in January.

Here are the other radio deals Capstar made last week:

- Paid \$70 million to Knight Quality Stations for eight stations in Massachusetts, New Hampshire and Vermont.

- Paid \$60 million to SFX Broadcasting Inc. for eight Mississippi stations. In a separate deal, Capstar will trade WESC-AM-FM and WENQ(FM) Greenville/Spartanburg, S.C.—which it is buying—for



Thomas O. Hicks controls more radio stations than anyone else.

SFX's WGNE-FM Titusville/Daytona Beach, Fla., KKR(FM) Wichita, Kan., and KRZZ-FM Derby/Wichita.

- Paid \$3.1 million to WRIS Inc. for WJLM(FM) Salem/Roanoke/Lynchburg, Va.

All the deals are subject to approval by the FCC and, except for WJLM, the Justice Department.

As first reported in BROADCASTING & CABLE,

Patterson last November hired an investment banker to explore a possible merger and other options (for a complete list of Patterson's stations, see "Changing Hands," page 44). Patterson President James W. Wesley Jr. will become chairman of Capstar. Hicks's brother, R. Steven Hicks, is president of Capstar. ■

## TV networks, O&Os circle wagons over Sky

By Cynthia Littleton and  
Price Colman

HOLLYWOOD, DENVER

**T**he affiliate boards of the Big Three networks have indicated they want to see "regulatory parity" between satellite TV providers and cable operators before endorsing Sky's proposal for DBS retransmission of local TV stations.

Meanwhile, there's talk in cable circles about broadcast networks and their owned station groups shutting out Sky, the DBS partnership of News Corp. and EchoStar Communications, in exchange for advantageous carriage deals with cable MSOs.

The Network Affiliated Station Alliance (NASA) is preparing to file comments with the U.S. Copyright Office later this month regarding Sky's efforts to modify copyright laws to allow for DBS retransmission of local stations on a market-by-market basis.

NASA is a coalition of the ABC, CBS and NBC affiliate boards that represents affiliate interests on certain legislative issues.

"There is considerable concern about whether there should be regulatory parity between [satellite and cable operators]," says Wade Hargrove, counsel for the ABC affiliates association. "We are analyzing the issues to determine whether rules applied to cable to insure a competitive marketplace for broadcasters should be applied to any other multichannel video provider."

The copyright office has set an April 28 filing deadline for public comment on its ongoing hearings on the issue (B&C, April 14).

Another source familiar with NASA members' discussions says the chief concerns include Sky's compliance with must-carry and crossownership rules. The most difficult issue facing the NASA coalition, however, is "how

to reconcile the haves and have-nots," said the source, referring to the markets below the top 50 that are unlikely to be carried by Sky because of capacity limitations. "It's virtually impossible for us to endorse a proposal that will never benefit two-thirds of our membership."

Broadcasters also are concerned about competitive fallout if News Corp. is allowed to do what cable companies by law cannot—own a subscription TV service and a broadcast outlet in the same market. Some fear that could open the door to a merger between a broadcast network and a cable MSO.

ABC and NBC, meanwhile, are said to be already talking with cable giants about deals that could frustrate Sky's local retrans plan. "It's no secret there are people having conversations about that throughout the industry," says a high-ranking cable programming executive, who cautioned that the talk may simply be posturing for future negotiations with Sky.

The Senate Commerce Committee will hold hearings this summer on the Satellite Home Viewer Act, including Sky's plans, with the goal of introducing legislation. ■

# The National Association of Broadcasters


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# ABC takes 'Shining' to sweeps

NBC looks good in 3-D; ABC could be knocking on CBS's door with box of chocolates

By Lynette Rice  
HOLLYWOOD

**N**BC will make a strong play for its 10th consecutive sweeps win with originals like *The Odyssey* and a 3-D episode of *Third Rock from the Sun*, but ABC is assailing perennial second-place finisher CBS with the help of the coming-out story line on *Ellen* and a TV take on a Stephen King classic.

"Since February sweeps was sort of dull, I would expect May sweeps to be *Shining*, pun intended," says media buyer Paul Schulman. "ABC will likely finish second in both adults 18 to 49 and households, the result of *The Shining* and 'Forrest Gump' and *Ellen*'s coming-out party."

The three-part Stephen King's *The Shining*, starring Rebecca De Mornay

and Steven Weber on April 27, 28 and May 1—coupled with the much-bally-hooded *Ellen* episode April 30—will face virtually no competition from NBC, CBS and Fox. And ABC is likely to maintain its momentum with the network premiere of "Forrest Gump" on May 4.

"Obviously we want to be able to rely on our regular schedule, but we're in a rebuilding period right now," says Jeff Bader, ABC's vice president, scheduling. Whether ABC's performance in May can keep CBS and Fox at bay for the season in households and adults 18-49, respectively, is another matter.

Through Week 30, NBC continued to dominate both in

households (10.5/18) and in adults 18-49 (6.7), while CBS held its second-place finish in households (9.6/16) but was fourth in adults 18-49 (4.3). ABC remained third in households (9.3/16) and barely outranked Fox (7.8/13 HH) in 18-49 (5.5 versus 5.4).

"The saddest part is, even if ABC beat CBS for the year in households, it doesn't mean much," says Schulman. "They will not have beaten them with regular series. It's a camouflaged win."

NBC is expected to generate as many viewers for its regular series as it

will for May specials. The massive publicity campaign for the 3-D finale of *Third Rock* on May 18 has already begun, while the May 20 birthing episode of *Mad About You*—with

'Stephen King's *The Shining*' will air over three nights on ABC

guest star Bruce Willis—could put a damper on the finale of *Roseanne* if ABC schedules it that night.

CBS has an ace in the hole with the miniseries *Mario Puzo's The Last Don*, starring Danny Aiello, but reunion flicks for *The Dukes of Hazzard* and *Knots Landing* could be risky, says media buyer Bill Croasdale.

Still, Croasdale says, "I think CBS has had a solid season to date. Even though they may slip behind ABC in the sweeps, I don't think that will be any bad mark against them."

Stunt casting in the regular series is sure to boost CBS, with Colin Powell and Bill Cosby appearing on *Touched by an Angel* April 27 and May 11, respectively, while former TV doctors Chad Everett, Jack Klugman and Wayne Rogers will appear in the April 24 episode of *Diagnosis Murder*. Bette Midler will appear on *The Nanny* April 30.

Fox will once again roll out a hodgepodge of specials that rely on video-cameras in unlikely places, including *Busted on the Job!* on May 18 and *Video Justice: Crime Caught on Tape* May 12. Topping the theatrical lineup will be "The Mask" on April 29.



## NETWORK SWEEPINGS

### ABC

April 24 "The Specialist"  
April 26 *U2: A Year in Pop*  
April 27, 28;  
May 1 Stephen King's *The Shining*  
April 30 *Ellen* (hour-long episode)  
May 4 "Forrest Gump"  
May 5 *Tidal Wave: No Escape*  
May 8 "Lethal Weapon 3"  
May 11 "Angels in the Outfield"  
May 11, 12 *20,000 Leagues Under the Sea*  
May 15 *Columbo: A Trace of Murder*  
May 16 *All-Star T.G.I.F. Magic*  
May 18 "Disclosure"  
May 19 *David Blaine: Street Magic*  
May 19 *Detention: Siege at Johnson High*  
May 21 *The 24th Annual Daytime Emmy Awards*  
May 21 *Barbara Walters Presents: 6 to Watch*

### CBS

April 25 *Dukes of Hazzard: Reunion!*  
April 29 *Too Close to Home*  
April 30 *The Absolute Truth*  
May 2 *Candid Camera—Across America, Ordinary—Extraordinary*  
May 6 *Sisters and Other Strangers*  
May 7-9 *Knots Landing: Back to the Cul-de-Sac*  
May 9 *All-Star Moms*  
May 11,  
13, 14 *Mario Puzo's The Last Don*  
May 16 *Kids Say the Darndest Things*  
May 16 *Miss Universe Pageant*

May 18, 20 *True Women*  
May 21 "Under Siege"

### Fox

April 27 *World's Scariest Police Chases*  
April 29 "The Mask"  
May 4 *World's Greatest Animal Outtakes: Unleashed 2*  
May 6 *Mrs. Doubtfire*  
May 11 *The World's Funniest Kids Outtakes! 2*  
May 12 *Video Justice: Crime Caught on Tape!*  
May 13 *Quicksilver Highway*  
May 15 *World's Scariest Police Shootouts!*  
May 18 *Busted on the Job!*

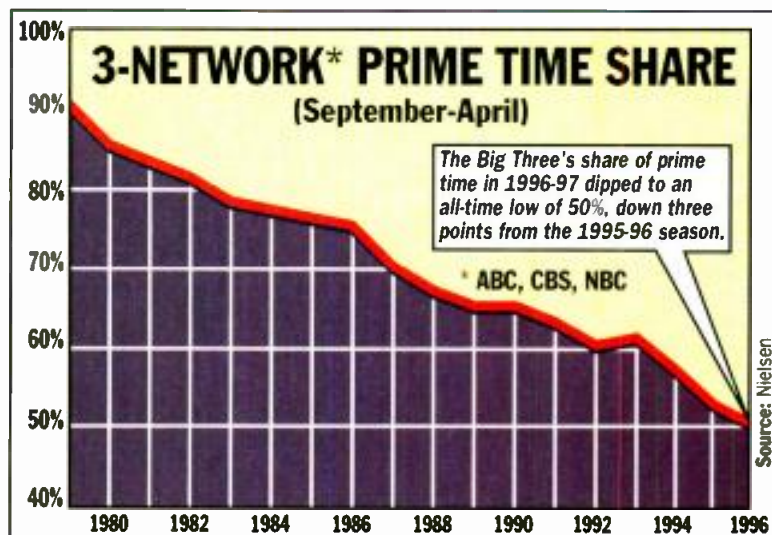
### NBC

April 26 *World's Wildest Magic*  
May 3 "Interview with the Vampire"  
May 4, 5 *Robin Cook's "Invasion"*  
May 11 "Timecop"  
May 12 *All-New—All-Star Censored Show Me the Bloopers*  
May 12 *Survival on the Mountain*  
May 17 *All-Star TV Censored Mega-Bloopers*  
May 18 *Third Rock from the Sun in 3-D*  
May 18, 19 *The Odyssey*  
May 19 *National Geographic's Volcano*  
May 24 "Star Trek VI: The Undiscovered Country"  
May 25 "Mr. Saturday Night"  
May 26 *Abducted: A Father's Love*  
May 31 "Body Snatchers"

## HUTs continue to fall

Is the Internet taking people away from their TV sets? It's an assumption some TV executives are leaping to this season because of a drop in homes using television (HUT), with a more alarming drop in TV use by viewers in the key demographics. Nielsen Media Research has issued a report (based on a sample of homes that subscribe to America Online) that shows TV viewing in those homes is lower than in homes of nonsubscribers. But the report does not say that the lower viewing level is directly the result of Internet usage. Nielsen plans to study personal computer and Internet use within peoplometer homes, and will start reporting that data in September.

This season, overall HUT level in prime time dropped to 60.1% from 60.8% a year ago. Viewing among 18-34-year-olds is down 5%, and viewing among 18-49-year-olds is down 3%. For the season, NBC will win again. And, barring a miracle, CBS will overtake ABC for second place. (For 30-week season averages, see page 42.)



—SM

# TBS to go basic, Braves or no

*Levin says network will have sufficient programming; Parsons suggests bidding war is on for movies*

By Steve McClellan  
NEW YORK

**T**ime Warner officials said last week that WTBS(TV) Atlanta will switch from superstation to basic cable network on Jan. 1, 1998, with or without the Atlanta Braves.

TW Chairman Gerald Levin, in a briefing with reporters after the company released its first-quarter earnings, said the company has an abundance of programming to replace Braves telecasts if Time Warner can't get ESPN and Fox-owned News Corp. to agree to let WTBS air the Braves as a basic network.

Under the current Major League Baseball rights agreements, ESPN and Fox/Liberty Sports own basic cable rights. WTBS has been paying into the league's superstation compensation pool for the right to air the Braves games.

"If someone is foolish [enough] not to go along with the baseball deal, which is incremental revenue for everyone, we have the programming" to replace the Braves schedule, Levin said. The January 1998 conversion date will give cable operators enough time to budget for the network as a basic cable service, he said. Levin stressed, however, that company executives are strongly optimistic that an agreement will be reached with ESPN

and Fox/Liberty.

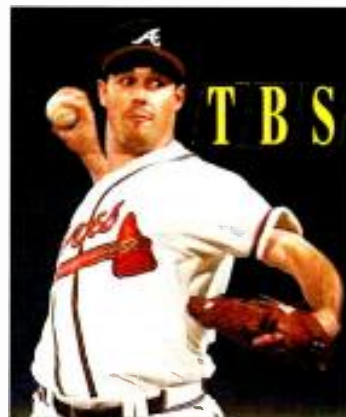
Separately, Levin also confirmed that WTBS and TNT will, as an ongoing policy, pay what it takes to acquire the broadcast network window for theatrical movie rights. The networks have announced the purchase of the rights to 55 films, including a mix of Warner-owned titles and films from outside the Time Warner companies.

The company has acquired other titles, but declined to say how many. "It's a structural change in the business," said Time Warner President Richard Parsons, that "probably will" drive up the prices for theatrical movies on television.

Time Warner reported record first-quarter earnings of \$1.144 billion, up 27%, on revenue of \$5.636 billion, up 24%, before interest, taxes, depreciation and amortization (EBITDA).

The cable networks within the TBS division generated EBITDA of \$135 million, up 13%, on revenue of \$594 million. Home Box Office reported EBITDA of \$96 million on a 15% revenue gain, to \$483 million.

Combined cable system earnings (for both TW's corporate holdings and



the systems within the Time Warner Entertainment joint venture with US West) totaled \$567 million, up 18%, on an 8% revenue gain, to \$1.26 billion.

The WB Network reported a loss of \$20 million for the quarter, compared with a

loss of \$24 million a year ago. Time Warner said Tribune's recent decision to increase its ownership stake in the network helped to curb its own losses in the venture.

"Time Warner is on a very focused, disciplined program to deliver accelerated returns, and the proof is in the pudding," said Levin. At the same time, the company is determined to control costs and reduce debt. The company's debt-to-cash flow ratio will drop from 4.1:1 at the end of 1996 to 3.75:1 by the end of 1997, added company chief financial officer Richard Bressler.

Company executives said there was "no news" to report concerning ongoing talks with US West Media toward untangling their interests in the Time Warner Entertainment joint venture, which includes most of Time Warner's cable system holdings, Warner Bros., HBO and the WB Network.

# Tiger, TV go for the green

*Woods's record performance at the Masters sets ratings record too*

By Lynette Rice  
**HOLLYWOOD**

**F**orget the Nike catchphrase "I am Tiger Woods." The next slogan could be "I am Tiger Woods's network."

The record 14.1 Nielsen rating/31 share generated from CBS's telecast of the Masters golf tournament April 13—when Woods donned the traditional green jacket after an impressive 12-stroke victory—has sparked optimism for televised golf.

"I think the [PGA] Tour is probably in a stronger position from a consumer advertising and sponsorship position than it has ever been," says Donna Orender, senior vice president of television production and new media, the PGA Tour.

She continued: "Overall, in terms of general ratings, we're certainly maintaining our audience [even] when there's an overall decline in the audience for the



CBS Sports announcer Jim Nance and Masters champion Tiger Woods

***"The PGA Tour has a lot of leverage. All three networks would like to maintain or increase [coverage]."***

**CBS Sports President John McManus**

broadcast networks. While a 14.1/31 doesn't come by that often, I do think it bodes well for us. We're broadening our base."

"The PGA Tour has a lot of leverage right now," says Sean McManus, president, CBS Sports. "The golf advertising marketplace is so strong. There are three networks bidding for packages. All three networks would like to maintain or increase the golf they cover. [As] with any business, this is a business of supply and demand. There is more demand than there is supply. With Tiger in the equation, the Tour certainly has more leverage."

More than 50 million viewers watched all or part of the Masters on Saturday and Sunday. The final round of the tournament—up 53 percent from last year's 9.2/21—was the highest-rated golf broadcast on any network since January 1976, when the Phoenix Open on CBS earned a 16.5/31—and that

## MLB puts play on for 'Netcasts

**NEW YORK**—Major League Baseball is seeking a national Internet partner to carry Webcasts of games and has asked teams and radio stations to stop the practice locally—for now.

CBS SportsLine is in "serious" discussions with MLB executives about carrying audio of games online, according to Ross Levinsohn, SportsLine vice president of programming and enterprises. An ESPN spokesperson declined comment on any negotiations about audio carriage of MLB games on its ESPN SportZone, which currently carries audio of NBA games.

Michael Bernstein, MLB vice president of business development and new ventures, says MLB is seeking to establish a relationship with a Webcaster that will be "much broader than distributing broadcasts" via the World Wide Web, possibly meaning a marketing deal with minimal cash involved. Bernstein declined to say who is involved in the discussions.

Last year, clubs that were allowing online audio of their games were asked to stop. Some didn't and were asked again this season. The Baltimore Orioles are



ignoring MLB, continuing to offer games on the Internet over WBAL(AM) Baltimore's site. "We're taking our marching orders from the Orioles, not Major League Baseball," a station source says. Orioles renegade owner Peter Angelos instructed the station to ignore MLB's request last season, according to the source.

Meanwhile, MLB is formulating a policy that will permit teams and their local radio stations to carry audio Webcasts. Language will be added to existing contracts as soon as MLB owners arrive at a policy, according to Bernstein, who says additional rights fees from stations won't be sought. "The agreements need to be modified because Internet broadcasts exceed the geographical boundaries [of coverage]," he says.

Bernstein says MLB's objective simply is to set a policy and then let clubs proceed to Webcast games, which also will be carried on the MLB Websites.

MLB executives hope to soon hammer out a deal with a third-party Webcaster for this season as new club policies are put in place.

—RT

was with a Super Bowl lead-in.

The ratings only improved at the end of Woods's final round, when CBS garnered an impressive 20.2/39—ratings normally reserved for NBC's *ER* or *Seinfeld*—from 7 p.m. to 7:25 p.m. The network hasn't enjoyed such ratings in that half-hour time slot in more than 23 years.

On cable, Woods led USA Network to its highest ratings in 16 years of covering the first two rounds. USA averaged a 3 rating (2,133,000 homes), up 36% over last year.

With 16 regular PGA Tour events, CBS has the largest golf package through 1998, but expects aggressive competition from ABC, NBC and Fox. (The Masters deal between CBS and Augusta National Golf Club is separate and dates back more than 40 years.)

"There is an obligation to our current partners to pursue their options," says Orender. "But with bringing new properties to the table, there is probably a place for a network like Fox. We're looking at different ways to package our sports for television."

Networks are especially optimistic about golf's popularity this year; men's golf, for example, is on television for 43 consecutive weeks and can be found either on the Big Three or on such basic cable networks as USA, ESPN or The Golf Channel.

Even the LPGA is enjoying its best year ever for TV coverage, with 31 of its 43 tournaments scheduled to air on broadcast or basic cable this year.

"Tiger doesn't play on our tour, but until I'm proven otherwise, I see the glass as always half full," says Ty Votaw, special assistant to the LPGA commissioner. "I subscribe to the theory that a rising tide lifts all ships."

"Golf has been on the upswing for the last five to six years. What Tiger has been able to do is a significant element of this," McManus says. "He's been able to get people who have never been interested in golf to watch golf. We think probably 40 or 45 percent of the people who watched the Masters on Sunday almost never watched golf tournaments on TV. [Woods] is broadening the appeal of golf outside golf and outside the sports audience."

"What remains to be seen is how much that can continue. Will that attract enough viewers to golf week after week?" McManus asked. "It's not outside the realm of possibility." ■

## Closed Circuit

### DENVER

#### Strange bedfellows

Whatever else the Sky venture produces, it has brought together groups that historically have had more in conflict than in common. Officials with the National Association of Telecommunications Officers and Advisers (NATOA), the National League of Cities and the National Cable Television Association have met a number of times in recent weeks in an effort to figure out how Sky changes things. Parity—the "level playing field" issue—has been a chief topic of conversation. "The NCTA is going to forward its position to us, then we'll sit down and talk with them more," says Byron West, NATOA president, adding that one of her top agenda items is to strengthen the relationship between cities and the cable industry. West also said the Telecommunications Act of 1996 doesn't address the issue of a DBS provider offering local broadcast programming and that NATOA may well hold talks with broadcasters to get their perspective.

### HOLLYWOOD

#### Back to school

Less than four months into his new role on the *Today* show, Matt Lauer of NBC is going back to school—literally. Lauer not only has been tapped to give the June 14 undergraduate commencement address at his alma mater, Ohio University, but he's also making up four units that prevented him from earning a telecommunications degree back in 1979. Lauer left OU early to take a job producing the news in West Virginia because the class he needed wasn't available until spring. He's now in independent study.

### NEW YORK

#### 'NY Times' mulls 'Net fees

The *New York Times* is getting closer to levying subscription fees on its online readers. The *Times* presently boasts 1.3 million readers who have registered for its online

edition site. It is already charging 3,200 subscribers who log on abroad \$35 per month, according to Martin Niesenholtz, president of The New York Times Electronic Media. Niesenholtz says the *Times* is getting close to formulating fees, but he adds, "this thing changes every 13 minutes."

#### PC push

Nielsen Media Research is creating a new household sample to measure personal computer and Internet usage in PC homes. Some 700 homes have already been empaneled, and Nielsen hopes to have 10,000 homes in the sample by early next year. Instead of meters, homes in the sample have special software installed in PCs to collect the data. The so-called Home Technology Panel is a separate effort from the one Nielsen is now undertaking to measure PC and Internet usage in its national sample of peoplemeter homes.

#### More running for mom

Radio talk show host Debbie Nigro, host of *Working Mom on the Run*, is planning to expand her three-hour syndicated Saturday show to a weekday offering starting in July. Nigro's Sweet Talk Productions distributes and produces the show at ABC Radio studios in New York. Nigro is also talking about her show's syndication potential with Chum Radio Network of Canada.

### WASHINGTON

#### Objections to Minow

The prospect of placing former FCC chairman Newton Minow at the head of the President's public interest committee was drawing broadcast objections last week. Sources have said Minow is among those the Clinton administration is considering to lead the group that will offer recommendations on broadcast public interest obligations in the digital age. One industry source said that naming Minow to head the group would "doom the commission" and predicted Minow would draw opposition from Capitol Hill.

# Hard-liquor ads: A mere drop in the keg

*Not much impact from liquor companies' lifting of self-imposed ban*

By Heather Fleming  
WASHINGTON

**T**he liquor industry has taken a beating in Washington since it lifted its decades-old ban on TV and radio advertising last year, but new advertising data show those ads so far equal only about .1% of total beer and wine advertising on the airwaves in 1996.

The alcoholic beverage industry spent \$664,745,000 on TV advertising in 1996,

national spot radio ads. An additional \$343,000 in spot TV ads and \$1.1 million in cable ads for alcohol could not be traced to particular advertisers.

Following Seagram's decision last summer to begin advertising its products over the airwaves, the Distilled Spirits Council of the United States (DISCUS) lifted its decades-old ban on TV ads. President Clinton, FCC Chairman Reed Hundt and a handful of lawmakers have blasted the decision as

public issues. "As long as [broadcasters] are threatened by the FCC, I don't see how you can expect someone who has to go through the license renewal process to challenge him."

Beyond "threats" from the FCC, broadcasters fear a debate over alcoholic beverage advertising that encompasses beer and wine could lead to the loss of a half-billion dollars in beer advertising. Those ads are heavily concentrated in sports programming, where they account for as much as 25% of overall advertising.

"If alcohol beverage advertising goes off the air, it would have a very significant impact on the broadcast world as we know it," says Daniel Jaffe, Association of National Advertisers executive vice president, government relations. "If [the ads] were banned or significantly reduced, it would have a very substantial impact on what we see on TV today. It would not at all be unlikely that sports would go off the air entirely or go to paid systems."

But the distilled spirits industry is focusing on the issue of fairness.

"Clearly our critics who kept saying the airwaves would be awash with spirits ads have never looked at our advertising budget," said DISCUS's Board. Citing advertising data from 1995, which shows that the beer industry spent \$746 million to advertise its products on TV and in print, the distilled spirits industry spent \$227 million and the wine industry spent \$59 million, Board says that "even if a healthy portion moved into broadcast, there is not going to be a zillion ads...on TV."

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) is calling for the beer, wine and spirits industries to come together on an advertising code of conduct on their own, before pressure mounts to regulate the advertising practices of the industry. "I'm not surprised beer and wine are not anxious to change the status quo—they're the incumbents on TV," said Tauzin. "But another reality is that their advertising is working. Over the years they've gained a larger share of alcoholic beverage sales."

Tauzin predicted that the only way beer and wine will come to the bargaining table is if "they feel some jeopardy in not doing it."

## Top 10 beer and wine advertisers on TV and radio

**Anheuser-Busch—\$258.8 million**—(network TV: \$179.8 million; spot TV: \$52.5 million; syndicated TV: \$172,200; cable TV: \$25.5 million; national spot radio: \$649,800)

**Philip Morris (Miller)—\$209.4 million**—(network TV: \$125.5 million; spot TV: \$52.7 million; syndicated TV: \$5.2 million; cable TV: \$23.4 million; network radio: \$203,000; national spot radio: \$2.4 million)

**Adolph Coors—\$114.3 million**—(network TV: \$58.4 million; spot TV: \$24.4 million; syndicated TV: \$595,200; cable TV: \$18.3 million; national spot radio: \$2.53 million)

**Brown-Forman Corp. (Fetzer, Bolla, Korbel)—\$23.5 million**—(network TV: \$9 million; spot TV: \$3.4 million; syndicated TV: \$291,800; cable TV: \$7.5 million; network radio: \$2.9 million; national spot radio: \$383,000)

**Heineken—\$16.7 million**—(network TV: \$2.4 million; spot TV: \$4.95 million; cable TV: \$1.62 million; national spot radio: \$7.72 million)

**Ernest & Julio Gallo Winery—\$15.5 million**—(network TV: \$10.9 million; spot TV: \$246,300; cable TV: \$1.15 million; network radio: \$1.17 million; national spot radio: \$2.07 million)

**Stroh—\$7 million**—(network TV: \$3.44 million; spot TV: \$893,000; cable TV: \$1.4 million; national spot radio: \$1.3 million)

**Beck Brauerei—\$7.8 million**—(network TV: \$2.85 million; spot TV: \$2.2 million; syndicated TV: \$162,000; cable TV: \$1.9 million; national spot radio: \$640,900)

**Sebastiani—\$4.8 million**—(spot TV: \$3.1 million; national spot radio: \$1.7 million)

**Boston Beer—\$4.6 million**—(network TV: \$1.7 million; spot TV: \$838,000; network radio: \$980,000; national spot radio: \$1.1 million)

Source: Competitive Media Reporting and Publishers Information Bureau

while distilled spirits advertising—mostly from Joseph E. Seagram Co.—accounted for \$678,700, a BROADCASTING & CABLE analysis of Competitive Media Reporting (CMR) advertising data shows. CMR uses satellite technology to track the occurrence and expenditure data of advertisers on the airwaves.

TV ad spending by the top beer advertisers—Anheuser-Busch, Miller Brewery and Adolph Coors Co.—totaled \$576,801,400. Network TV, spot, syndicated and cable ads are represented in that total. In comparison, Seagram spent \$677,600 on TV ads last year—\$652,400 on spot TV and \$25,200 on cable. Seagram also spent \$600,000 on

"irresponsible," and the liquor industry has suffered the consequences. Clinton and Hundt are targeting liquor instead of beer and wine because, they say, it is important that there is no "backsliding."

As a consequence, the four major broadcast networks and their affiliates, major station group owners and most cable operators have rejected the ads.

In January of this year, with Seagram and other distilled spirits companies looking for advertising outlets, only \$11,900 was spent on TV ads, and just \$27,600 on radio.

"Reed Hundt has scared the broadcasters and has threatened them," says Elizabeth Board, DISCUS director of

*One Access  
Comedy  
Franchise  
Leads  
to Another...*

# The #1 Acc

Rank	Show	Adults 18-34	Adults 18-49	Adults 25-54
<b>#1</b>	<b><i>Seinfeld</i></b>	<b>7.7</b>	<b>7.3</b>	<b>7.1</b>
<b>#2</b>	<b><i>Home Improvement</i></b>	<b>6.1</b>	<b>6.3</b>	<b>6.3</b>
<b>#3</b>	<b><i>The Simpsons</i></b>	<b>5.4</b>	<b>4.2</b>	<b>3.6</b>
<b>#4</b>	<b><i>Mad About You</i></b>	<b>4.1</b>	<b>3.8</b>	<b>3.7</b>
<b>#5</b>	<b><i>Jeopardy!</i></b>	<b>4.0</b>	<b>5.1</b>	<b>6.0</b>
<b>#6</b>	<b><i>Wheel Of Fortune</i></b>	<b>3.8</b>	<b>4.9</b>	<b>5.9</b>
<b>#7</b>	<b><i>Ent. Tonight</i></b>	<b>3.0</b>	<b>3.7</b>	<b>4.3</b>

# ess Show!



CASTLE ROCK  
ENTERTAINMENT  
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COLUMBIA TRISTAR



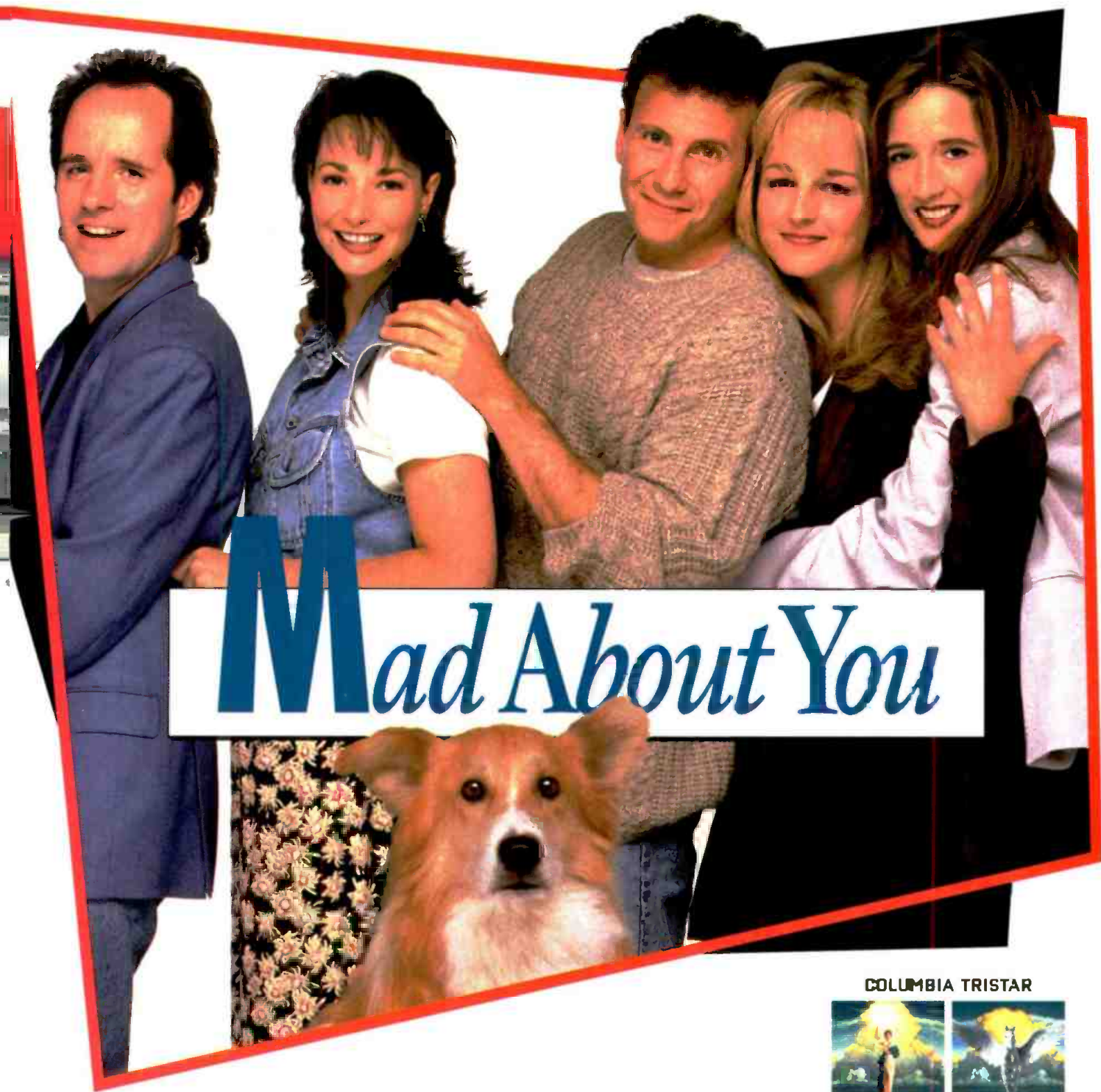
TELEVISION DISTRIBUTION  
TELEVISION ADVERTISER SALES  
a SONY PICTURES ENTERTAINMENT company

The Leader In Young Adult Programming.

# *The #1 Ne*

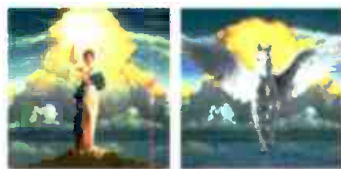
Rank	Show	HH RTG.
<b>#1</b>	<b><i>Mad About You</i></b>	<b><i>5.2</i></b>
<b>#2</b>	<b><i>Martin</i></b>	<b><i>3.8</i></b>
<b>#3</b>	<b><i>Real TV</i></b>	<b><i>3.5</i></b>
<b>#4</b>	<b><i>Access Hollywood</i></b>	<b><i>3.1</i></b>
<b>#5</b>	<b><i>Hangin' With Mr. Cooper</i></b>	<b><i>2.1</i></b>

# *u Show!*



## **M**ad About You

COLUMBIA TRISTAR



**TELEVISION DISTRIBUTION**  
**TELEVISION ADVERTISER SALES**  
a SONY PICTURES ENTERTAINMENT company

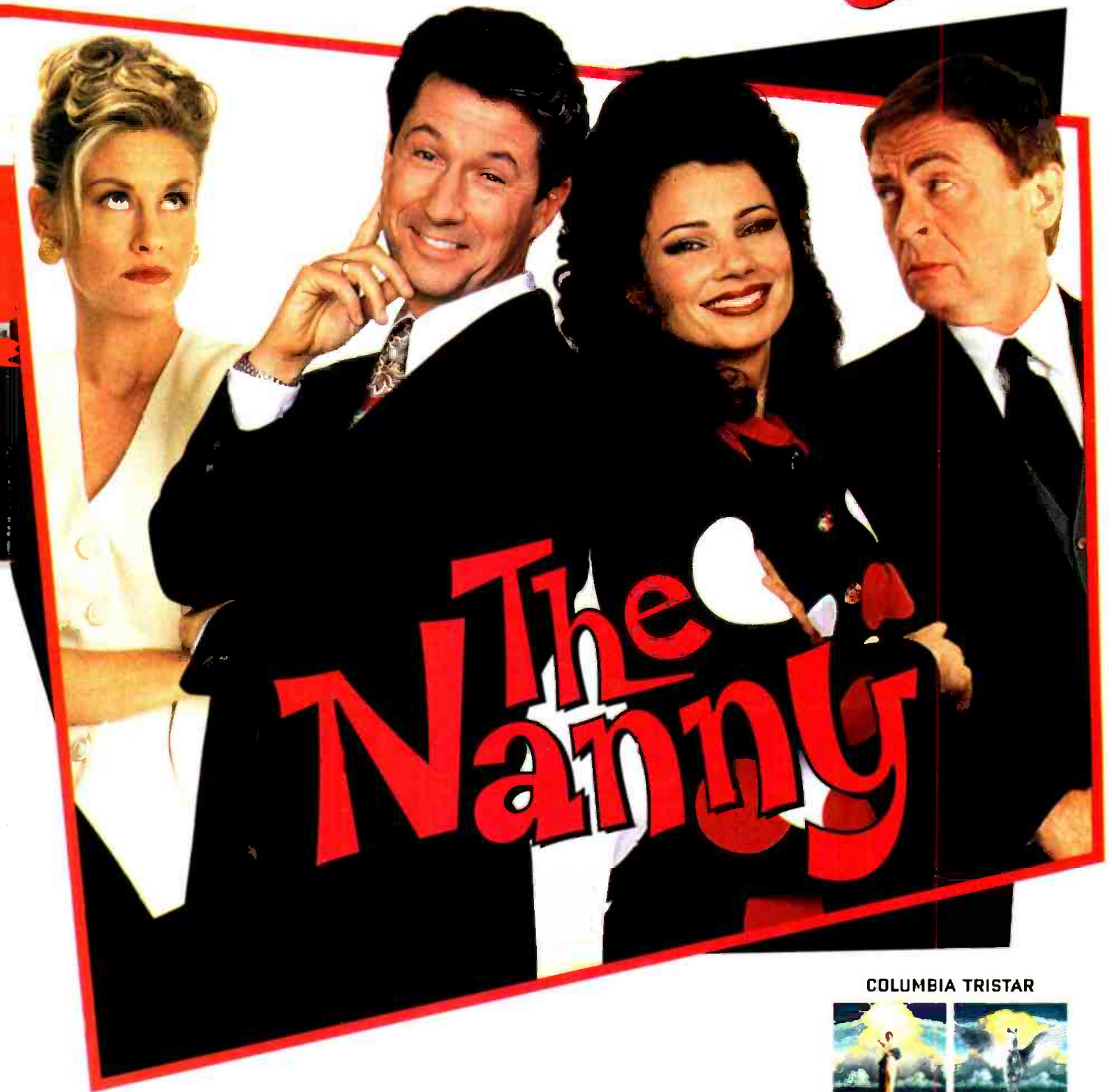
The Leader In Young Adult Programming.

# *The #1 CBS*

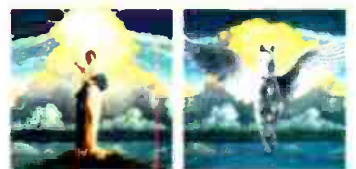
- **#1** CBS comedy among adults 18-49!
- **#1** CBS Wednesday night program!
- **#1** Wednesday 8pm.  
First time period win for CBS in 25 years!

*The Next  
Access Comedy  
Franchise!*

# Comedy!



COLUMBIA TRISTAR



TELEVISION DISTRIBUTION  
TELEVISION ADVERTISER SALES  
a SONY PICTURES ENTERTAINMENT company

The Leader In Young Adult Programming.

# Sky's modest proposal

*Its draft law includes retransmission, excludes must carry*

By Heather Fleming

WASHINGTON

**S**ky executives are circulating draft legislation on Capitol Hill that would allow satellite carriers to retransmit local broadcast signals within a designated marketing area without requiring them to carry every local broadcaster.

The draft bill specifies that a satellite carrier may retransmit "without liability for copyright infringement and without the obligation to pay any royalty, the signal of any television broadcast station within such station's local commercial television market." The "corresponding obligations" imposed on satellite carriers would be "no greater or lesser" than those imposed on cable concerning sports exclusivity, network nonduplication, and syndicated exclusivity.

But the draft does not impose corresponding must-carry obligations on satellite carriers. Under the 1992 Cable Act, upheld in March by the Supreme Court, cable operators are required to set aside one-third of their channel capacity for local broadcast stations. News Corp. Chairman Rupert Murdoch assured the Senate Commerce Committee in a recent hearing that Sky would carry the four major broadcast networks as well as WB, UPN, one major PBS station and major independents in most markets, totaling more than one-third of Sky's capacity.

Hill and industry sources say the Sky document should be regarded as a mere starting point, and should not be taken too seriously.

Still, speculation continues about how and when Sky's efforts to push through its legislation will take shape. One scenario suggests legislation in the form of an amendment tacked on to the

Senate version of a House-approved copyright technical corrections bill.

But industry sources say the copyright bill has long been bogged down with unrelated controversial items, making it unlikely that Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) would agree to an amendment for Sky.

A Senate Judiciary Committee spokesperson said that no action is likely on Sky's proposal until the U.S. Copyright Office submits its report on the satellite and cable compulsory licenses to Congress this summer. The final report is not due until Aug. 1, but a draft is expected by mid-June.

On another front, Sky executive Preston Padden presented his case last week to a U.S. Copyright Office Copyright Arbitration Royalty Panel (CARP) as to why Sky should pay a zero royalty rate for the right to retransmit local signals, based on the zero rate paid by cable systems.

Padden said Sky hopes to convince local broadcasters that "free retransmission now is an investment in correcting the monopoly system we have today." ■

## TV debate moving beyond ratings

*Senators pushing for a code of conduct*

By Heather Fleming

WASHINGTON

**L**awmakers and other critics of TV violence have called for a "refocusing" of the debate, from ratings to the content itself.

The three-month-old TV ratings system has taken a beating on Capitol Hill and in the press for being "vague" and "inconsistent," but the debate last week at a Senate Oversight of Government Management Subcommittee hearing went beyond ratings.

"The bottom line that I hear...is the public is crying out for more than good labels on bad programs," said Senator Joseph Lieberman (D-Conn.).

"What we're after here is better programming," echoed Senator Sam Brownback (R-Kan.), who with Lieberman introduced legislation that would give broadcasters an antitrust exemption to develop a code of conduct for TV programming.

University of California-Santa Barbara researcher Dale Kunkel pointed out that former senator Paul Simon

(D-Ill.)—the father of legislation granting broadcasters a limited three-year anti-trust exemption (1990-93) to address TV content—said it is "far more important to reduce the level of harmful violence on television than it is to argue about V-chip ratings, because many families will simply never use the V-chip technology." Kunkel continued: "Indeed, it is precisely those children from families with less attentive parents that are at greatest risk from being harmed by TV violence, because their parents may not be present to moderate TV's influence."

Senator Mike DeWine (R-Ohio) testified that the most troublesome feature of television today is not the level of sex or violence on TV but that "TV holds up certain things as the norm in society." The "reality" or "norm" that TV portrays is "a different America than I accept, I see...and I know," he said.

Although Brownback, Lieberman and DeWine want the industry to take voluntary steps to clean up TV, others

say it had its chance under the Simon bill and did nothing.

Helen Liebowitz of the National PTA said her organization "has vivid recollections of how the industry failed to take advantage of the last antitrust exemption they received as a result of the Children's Violence Act of 1990." Broadcasters had three years under the Simon bill "to meet and agree on a national code, but they never did," Liebowitz warned.

The need for an antitrust exemption is unclear, according to a 1993 Justice Department letter. Before Simon's "Television Program Improvement Act" expired, Simon requested Justice Department comment on the antitrust implications of the TV industry's efforts to address violence on TV. Former assistant attorney general Sheila Anthony responded in a November 1993 letter that "activities covered by the exemption were not likely to be anticompetitive...the legislation was intended more to address antitrust uncertainty voiced by the industry than a belief that such activi-

ties in fact would violate antitrust law."

Jeffrey Cole, director of the UCLA Center for Communication Policy, said he is "not overly optimistic that a code would do what you think it would." He

also raised questions about enforcement, penalties, and interpretation of the code.

In addition to the Brownback-Lieberman code-of-conduct legislation, senators Ernest Hollings (D-S.C.) and

Byron Dorgan (D-N.D.) are sponsoring legislation that would force broadcasters to either accept a content-based TV ratings system or limit violent programming to hours when kids are less likely to be watching TV. ■

### **Advice is free**

The White House last week launched an effort to assemble an advisory panel on broadcast public interest obligations in the digital age. The Clinton administration asked for nominees for the group, to be called the "Advisory Committee on Public Interest Obligations of Digital Television Broadcasters." The administration in February said it planned to convene the committee to recommend digital public interest obligations.

The ACPIODTB will have up to 15 members "who represent diverse views from the commercial and non-commercial broadcasting industry, computer industries, producers, academic institutions, public interest organizations and the advertising community," the White House said in the invitation for nominees. Sources have said that former FCC chairman Newton Minow is among those the administration is considering to head the committee. The group is expected to issue its recommendations by mid-1998.

Companies or groups interested in offering a nominee can do so by filling out a Commerce Department form or by sending an e-mail to [pwashington@ntia.doc.gov](mailto:pwashington@ntia.doc.gov). The administration is accepting nominations until April 29.

### **...but perhaps unnecessary**

While the Clinton administration was preparing its request for public interest advisory committee nominations last week, Representative Billy Tauzin (R-La.) was asking whether the government should impose "public broadcasting-type mandates" on commercial broadcasters. "I question whether that makes sense," the House Telecommunications Subcommittee chairman said during a speech to an America's Public Television Stations conference. Tauzin said Congress will be holding hearings of its own on the public interest issue. He also criticized the FCC's ongoing implementation of the 1996 Telecommunications Act, saying the commission "still wants to tell the world how to communicate."

### **Radio sound without government static?**

Internet-delivered audio programming may sound the same as radio, but regulating it the same way could produce strange results. That's one of the comments offered in a recent FCC report on the Internet. The paper, "Digital Tornado: The Internet and Telecommunications Policy," offers an overview of legal, economic and public policy issues arising from the Internet. Written by the FCC Counsel for New Technology,

Kevin Werbach, the report includes a review of broadcasting and cable-related Internet issues. It cites the proliferation of "Internet radio" services and notes that the FCC has never considered whether any of its existing radio rules will need to apply to such services or any future Internet video services.

The paper also sounds a cautionary note on any rule the FCC might apply to Internet audio and video. "Existing regulations for broadcasters and cable operators were never designed with Internet services in mind, and could produce strange results if applied blindly to companies that enable streaming audio or video transmissions over the Internet," the report says.

It also takes a skeptical view of regulating the content of Internet-delivered programming. "The legal rationales for FCC regulation in other media—such as scarcity of transmission capacity and invasiveness—do not necessarily apply to the Internet," the report says. The paper, which does not represent any official FCC position, is aimed at prompting discussion.

### **PanAmSat takeover by Hughes approved**

The FCC this month OK'd Hughes Electronics' \$3 billion acquisition of international satellite carrier PanAmSat. Approving the deal, the FCC rejected calls by Comsat to impose new common carrier rules on the combined Hughes/PanAmSat company.

### **FCC fines**

Two more TV stations this month received FCC fines for violating limits on commercials during children's programming. The FCC sent \$10,000 notices of apparent liability to WBFS-TV Miami and WJXT(TV) Jacksonville, Fla. The FCC also has fined a group of Illinois radio stations \$8,000 for equal employment opportunity violations. The FCC issued the notice of apparent liability against Central States Network LP as part of a decision to renew the licenses of WTAX(AM)-WDBR(FM) Springfield and WVAX(AM)-WYXY(FM) Lincoln.

The FCC also issued an \$11,000 notice of apparent liability against KRDO-TV Colorado Springs for violations of the FCC's EEO policies. The commission issued the notice as part of a decision to renew the broadcaster's license. In another action, the FCC fined WCWA(AM)-WIOT-FM Toledo, Ohio, \$8,000 for EEO violations.



**Edited by Chris McConnell**



# Leeza

*Outstanding Talk Show*

*Outstanding Talk Show Host*

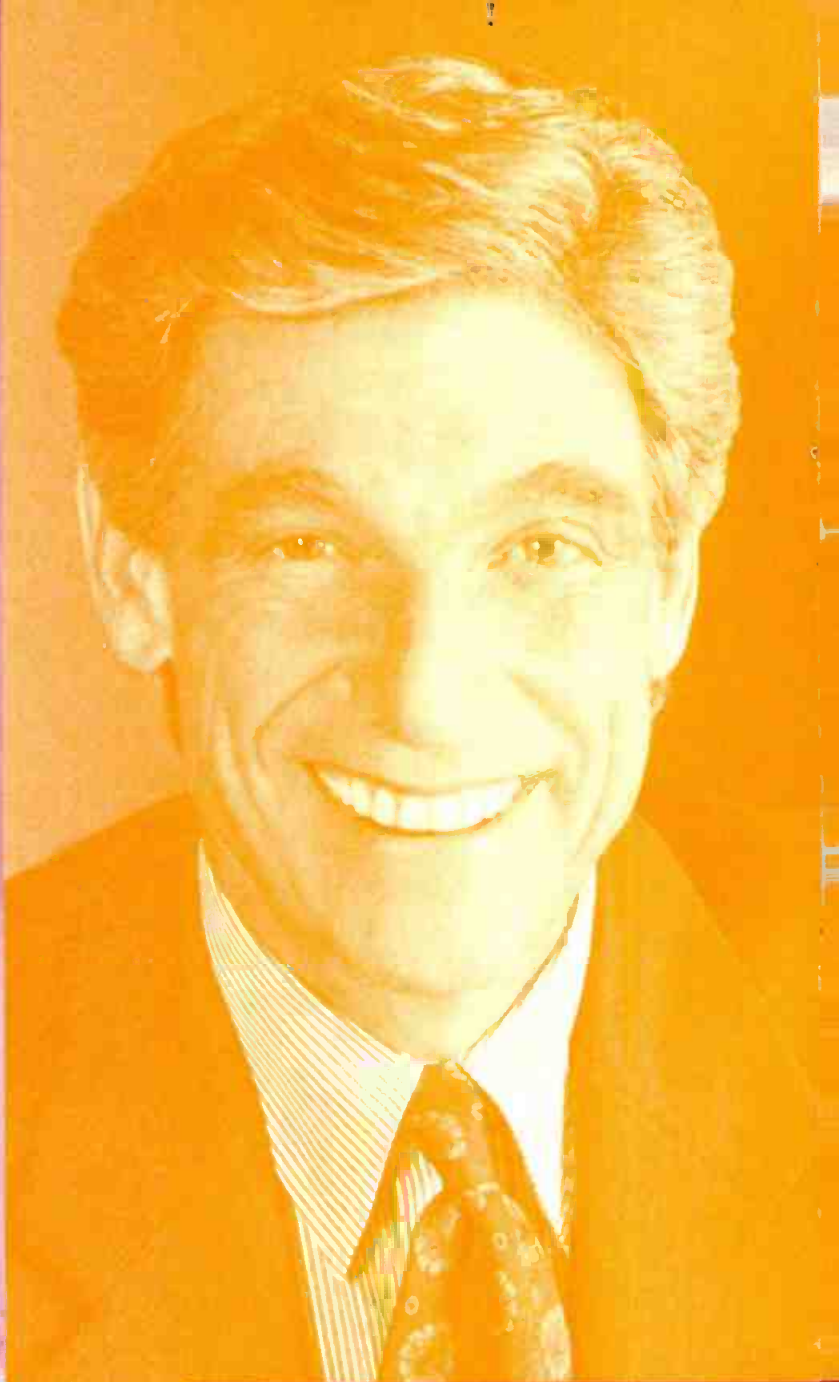
*Outstanding Directing in a Talk Show*

*Outstanding Makeup*

*Outstanding Hairstyling*

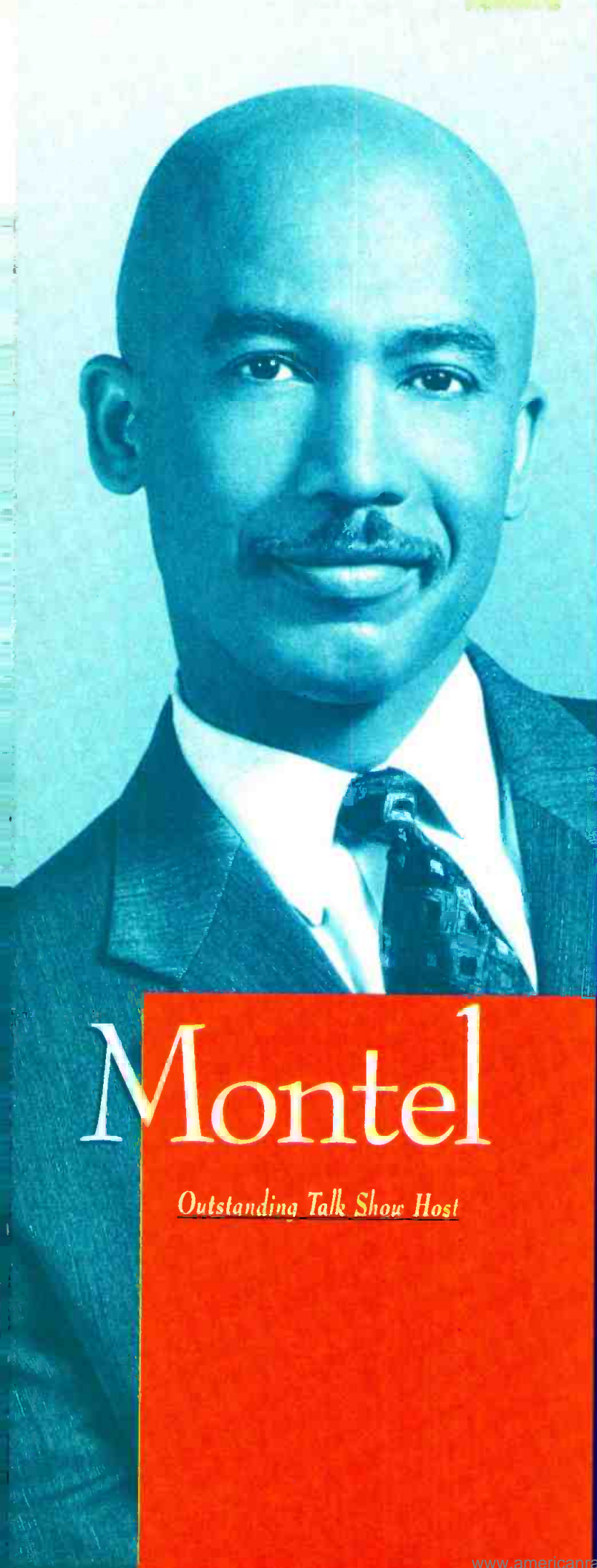
*Outstanding Multiple Camera Editing*

*Outstanding Special Class Writing*



# Maury

*Outstanding Lighting Direction*



Montel

*Outstanding Talk Show Host*

Congratulations  
to Our  
Daytime  
Emmy  
Nominees.



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# The TV Gospel

## According to Moses Znaimer

*His Citytv in Toronto has developed an original recipe for local programming*

By Donna Petrozzello

It's 7 a.m., and dozens of dogs wag around the airy taping room of CITY-TV Toronto's weekday morning show *Breakfast Television*.

BT host Ann Rohmer fawns over the pooches before she breezes outside to host a segment on car care from the station's parking lot; a perky weather reporter delivers time and temperature updates from the building's front stoop. On some days, local bands perform the show's outcue.

Once the dogs are cleared out, crews set up for *CityLine*, an interactive mid-morning show that discusses everything from home decorating to child rearing. The audience chimes in with feedback and answers to questions via polling devices rigged to their seats.

Pets, cars, local bands and furniture. It's all part

of the wake-up call at Toronto's premier independent, fervently local TV station that calls itself Citytv and will celebrate 25 years on air this September. As the self-styled televised tour guide to Toronto's entertainment, news, lifestyle, arts and people, Citytv goes about its business in a decidedly original manner.

Moses Znaimer, Citytv co-founder, president and executive producer, would not have it any other way. From his perch overlooking Citytv, Znaimer watches his vision of television "as a living movie" unfold.

"The true nature of television is flow, not show," he contends. "It's about process, not conclusion." Citytv aspires to the constant unraveling of a plot that isn't told in 30-minute blocks.

The story line is the lifestyle and events of Toronto. The city's residents and Citytv's reporters and show hosts make up the cast.



## 'A very different kind of television'

Starting with Citytv's launch in September 1972, Znaimer says he and co-founders strove to "escape the studio system," in which "programs are invented in little boxes called offices and executed in big expensive boxes called studios."

That approach leads to a "sameness in television," says Znaimer, "and it was clear that nobody needed us to do more of the same thing. We have written the script for a very different kind of television operation."

Citytv first emerged as an alternative to Canada's mainstream TV with its local newscasts, called *CityPulse*. Rather than sitting behind a desk, *CityPulse* anchors glide around the set amid working reporters. Sports reports are delivered from a corner of the newsroom decorated with lockers. Traffic reports are given in front of a bank of monitors relaying images from fixed, remote-site cameras that watch Toronto 24 hours a day.

Rather than send a three-person crew out to cover news, *CityPulse* typically sends out "videographers," one person with portable video equipment that allows the reporter to host and tape simultaneously. Its reporters are by design not veteran news chasers, but experts in their fields. For example, Robert Hunter, one of the founders of Greenpeace, is Citytv's environmental reporter.

The focus of everything is "Toronto first," says Stephen Hurlbut, the station's news director. Stories fall in descending order of importance from "what's happening in my home, on my street, in my city, in Canada and then in the rest of the world."

In Znaimer's words, "The best TV tells me what happened to me, today."

## From the ground up

After four years of working to develop Citytv with a disparate and diffuse band of partners and being on shaky financial ground, Znaimer approached Canadian broadcasting behemoth Chum Ltd., proposing a purchase (see box, page 30).

After Chum purchased Citytv in 1978, Znaimer rolled his minority interest into the publicly traded Chum and set out to expand his vision. In 1984, ChumTV rolled out MuchMusic, Canada's first national music video network. Chum also exports programming to the U.S., particularly *FT: Fashion Television*, a staple of VH1.

In 1986, Chum introduced MusiquePlus, the French-language equivalent of MuchMusic, and in 1995 debuted Bravo!, a "new-style arts" specialty channel focused on the fine and performing arts. Znaimer is president and executive producer of Bravo!, MuchMusic, and MusiquePlus.

More recently, Znaimer launched MuchaMusica, a Spanish-language version in Argentina, as a joint venture of ChumCity International and Canal Joven. He also led a bid to privatize Alberta's public educational TV service, Access, of which he is chairman.

Znaimer also took over creative management of CKVR-TV Barrie, Ont., a former Canadian Broadcasting Corp. affiliate. CKVR-TV is being transformed into a news, entertainment and sports-oriented independent station serving Toronto and central Ontario as "The New VR."

## The building that shoots itself

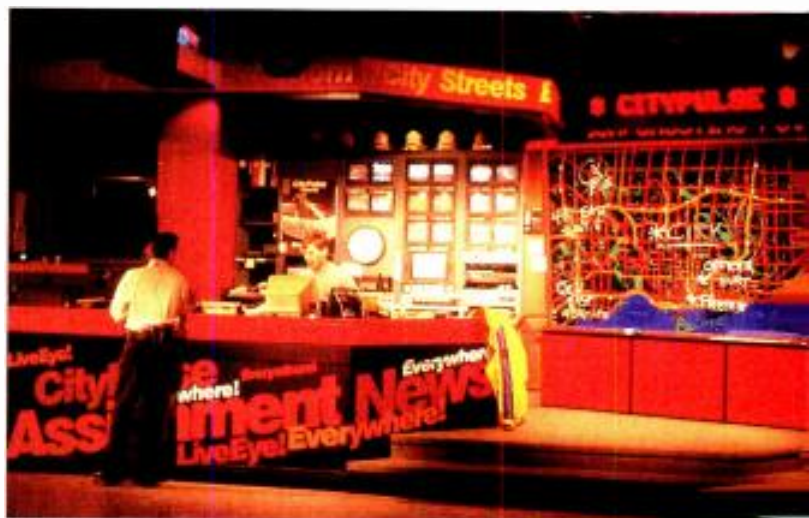
Citytv, MuchMusic and Bravo! are housed in the ChumCity Building, a landmark owned by Citytv's corporate entity, Chum Ltd., and located in Toronto's trendy Queen Street West quarter.

At ChumCity, sets are located on street level, with their walls consisting of floor-to-ceiling plate glass windows that swing open to allow pedestrians access.

Hosts of Citytv's *Electric Circus* dance show routinely step onto the street to interview onlookers and welcome dancers. MuchMusic tapes interviews with musicians in view of passers-by and hosts live performances with the windows open.

Meanwhile, almost every foot of the ChumCity Building is accessible to cameras. Thirty-five "hydrants," or exposed connections to audio, video and lighting systems, are installed throughout the building, allowing crews to shoot from any exterior or interior site, including Znaimer's office.

Citytv tries to make every corner of Toronto and its environs accessible too. The station has 100 remote-controlled cameras—the "Eyes of Toronto"—at key locations, including City Hall and police headquarters.



The cornerstone of ChumCity is dedicated to Speakers' Corner, a video booth open 24 hours every day, in which passers-by pay \$1 to record whatever they like on two minutes of videotape. The segments air twice weekly on half-hour *Speakers' Corner* weekend shows on Citytv.

Citytv's local news efforts are centered on the 'CityPulse' newsroom.

"I favor a certain kind of immediacy—in fact, an intense kind of immediacy," says Znaimer. "The objective of media is to get closer and closer to the real thing."

Stephen Tapp, vice president and general manager of ChumCity International, the international marketing and distribution arm, says of Znaimer's methods: "You either get what we do and think it's important, or you don't."

It seems that enough people in Toronto get it. Ratings for many of Citytv's local programs bear out Znaimer's mantras.

According to A.C. Nielsen ratings for Jan. 20 through March 30, *Breakfast Television* ranked first with adults 25-54 with a 1.4 rating and second with adults 18-plus with a 1.0 rating. Rankings for Citytv were based against nine competitors. *CityLine* tied for third place in the 10 a.m. weekday timeslot, earning a 0.7 with adults 25-54 and a 0.6 with viewers 18 and older.

Citytv's 6 p.m. weeknight *CityPulse* news ranked fourth, earning a 2.6 with adults 25-54 and a 2.3 with viewers 18-plus. Citytv's 11 p.m. newscast *CityPulse Tonight*, ranked fourth with a 1.9 among adults 25-54 and a 1.7 with adults 18-plus.

Citytv devotes a good part of its program day to movies and syndicated strips and sitcoms from the U.S., including *Star Trek*:

Cover Story

# These Stations Have Guaranteed Their Future!

## Market

New York  
Los Angeles  
Chicago  
Philadelphia  
San Francisco  
Boston  
Washington, DC  
Dallas/Ft. Worth  
Detroit  
Atlanta  
Houston  
Seattle  
Cleveland  
Minneapolis  
Tampa  
Miami  
Phoenix  
Denver  
Pittsburgh  
Sacramento  
St. Louis  
Orlando  
Baltimore  
Portland, OR  
Indianapolis

## Station

WABC  
KABC  
WLS  
WPVI  
KGO  
WHDH  
WJLA  
WFAA  
WDIV  
WXIA  
KHOU  
KOMO  
WEWS  
WCCO  
WTSP  
WPLG  
KTVK  
KMGH  
WPXI  
KXTV  
KSDK  
WFTV  
WMAR  
KATU  
WISH

## Market

San Diego  
Hartford/New Haven  
Raleigh/Durham  
Cincinnati  
Milwaukee  
Kansas City  
Columbus, OH  
Grand Rapids  
Buffalo  
Norfolk  
New Orleans  
Harrisburg  
Greensboro/W. Salem  
Providence  
Albuquerque  
Wilkes Barre/Scranton  
Birmingham  
Dayton  
Jacksonville  
Fresno  
Little Rock  
Tulsa  
Mobile  
Flint  
Austin

## Station

KNSD  
WTNH  
WTVD  
WCPO  
WTMJ  
KCTV  
WBNS  
WWMT  
WKBW  
WVEC  
WWL  
WHP  
WFMY  
WPRI  
KRQE  
WBRE  
WBRC  
WHIO  
WTLV  
KFSN  
KATV  
KTUL  
WALA  
WNEM  
KXAN

## Market

Las Vegas  
Wichita  
Toledo  
Roanoke/Lynchburg  
Honolulu  
Green Bay  
Spokane  
Springfield, MO  
Portland, ME  
Springfield/Decatur  
Ft. Myers  
Chattanooga  
Columbia, SC  
Johnstown/Altoona  
Evansville  
Tyler/Longview  
Augusta  
Santa Barbara  
Macon  
Bakersfield  
Lubbock  
Salisbury  
Eureka  
Alexandria, MN

## Station

KVBC  
KSNW  
WTOL  
WSET  
KHON  
WFRV  
KHQ  
KYTV  
WMTW  
WAND  
WBBH  
WTVC  
WOLO  
WATM  
WFIE  
KLTU  
WRDW  
KSBY  
WMAZ  
KERO  
KLBK  
WMDT  
KIEM  
KCCO



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THROUGH 2002!**

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**KINGWORLD**

PRODUCED BY

BOHANNAN THEATRE



**CAMELOT**

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*The Next Generation*, *Seinfeld* and *The Maury Povich Show*. It airs movies weekdays at 1-3 p.m., 9-11 p.m. and overnight starting at about 11:30 p.m. on weekdays and weekends.

Jay Switzer, Chum Ltd. and Citytv vice president of programming, says the station handpicks series it deems most valuable and holds the rights to movies distributed by Time Warner and Columbia TriStar.

"We don't mind if half of the audience doesn't love us, as long as one-third loves us passionately," Switzer says.

### An alternative for advertisers

Although born as the "little UHF station that could," says Znaimer, Citytv has matured into a station appealing to advertisers from Wal-Mart to local jewelers without losing its alternative-programming appeal.

"Citytv is very current, very consistent and now," says Joy McNevin, director of broadcast

buying for SMW Advertising Ltd. in Toronto, who buys Citytv and other Toronto outlets for Wal-Mart. "It think it's appealing to advertisers because it differentiates them from the rest of the pack. Other stations have more of a corporate environment."

McNevin says Citytv is also able to work Wal-Mart into its local programming, something that mainstream Toronto stations can't do. "Citytv is the best choice for city-intensive reach."

Toronto jewelry buyer Russell Oliver says Citytv gives him "the best cross section of people in Toronto and brings in a lot of traffic."

A heavy Citytv advertiser and also a user of Toronto's mainstream stations, Oliver says Citytv's rates are comparable and often about 10% less than those of other broadcasters. A 30-second spot on *CityPulse*'s evening news sells for about C\$1,800, one of Citytv's most expensive slots. A 30-second spot on a late-night movie costs about C\$250, he says. Much of Citytv's inventory sells out, adds Oliver, who buys up to two seasons in advance: "Citytv is my home base."



## A Chum Compendium

**B**ehind the alternative, free-spirited atmosphere that is Citytv (CITY-TV Toronto) is its owner, Chum Ltd. of Toronto.

A broadcast behemoth, Chum's holdings include six TV stations (Citytv; CKVR-TV Barrie, Ont.; CJCH-TV Halifax, N.S.; CJCB-TV Sydney, N.S.; CKCW-TV Moncton/Charlottetown, Prince Edward Island, and CKLT-TV Saint John/Fredericton, N.B.); 24 radio stations, MuchMusic, MusiquePlus and Bravo!; the Chum Radio Network, Chum Satellite Business Network; the Atlantic Satellite Network, Much U.S.A., Canal Joven S.A., and ChumCity Productions. Publicly traded Chum stock posted a 52-week high of C\$23.25 per share and a low of C\$17. Last week it was trading at an average C\$22.50.

While Znaimer and Chum President Allan Waters are an unlikely pair, Znaimer says he approached Waters and Chum about buying Citytv in 1976, when the station was floundering financially. In the late 1970s, Chum was largely recognized for its vast radio holdings and was just emerging as a TV player.

"It was really hard for the first four or five years, including close calls with payroll," Znaimer says. "And to me, that's the ultimate test of a business—if you can match payroll."

In 1978, Chum Ltd. purchased Citytv for just over C\$4 million. Chum Ltd. financial records last fall estimated the station's worth at C\$200 million. Znaimer rolled his minority interest in Citytv into Chum in 1981.

Since then, Chum has steadily expanded, particularly in TV station ownership and as a TV specialty channel operator. According to the company's 1996 annual report, revenue totaled C\$239,232,000, a 10% increase over 1995. Chum's 1996 net income reached

C\$10,251,000, up 1.7% over 1995.

While Chum Ltd. doesn't break out revenue performance for its individual properties, Citytv is estimated to generate about C\$50 million annually.

More expansion is in Chum's future. Last September, it won approval to add six additional TV specialty channels, including three it will control 100%: MuchMoreMusic, an adult music channel; Space: The Imagination Station, a science-fiction channel, and Star, an all-entertainment news channel.

Chum will own the remaining three channels—Canadian Learning Television, aimed at adults; Pulse 24, 24-hour Toronto news, and MusiMax, a French-language music channel—in partnership with other Canadian interests.

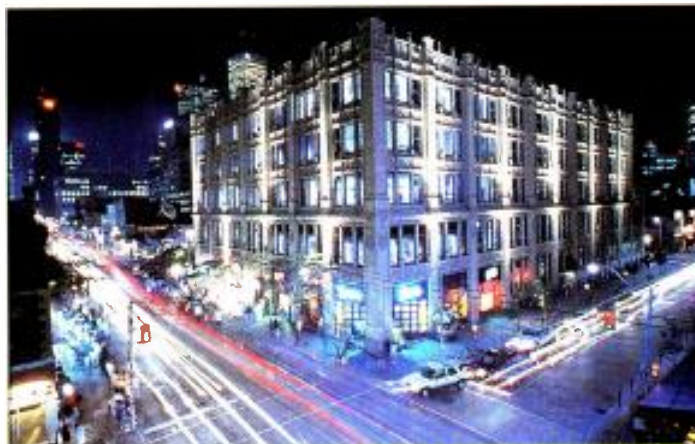
ChumCity International, the distribution and development arm of Chum Television, is responsible for international and Canadian distribution of

Citytv, MuchMusic and Bravo! programming.

In Argentina, Chum formed a partnership with Canal Joven S.A. to export MuchaMusica, a Spanish-language version of MuchMusic. In the U.S., Chum's partnership with Rainbow Programming is responsible for MuchMusic U.S.A. via cable and DIRECTV.

In radio, Chum hopes to become the first Canadian broadcaster to win a license to construct and operate a digital radio station from Toronto's CN Tower. The company also is scheduled to purchase the outstanding shares of St. Lawrence Broadcasting Ltd., which owns four radio stations serving the Kingston and Brockville markets in Ontario.

—DP



Citytv's home, the ChumCity building is completely wired for audio and video.

# While Imitation = Flattery, Cash Would Be Nice

*Others are looking at, and adapting, Citytv's local formula, often without paying for it*

By Donna Petrozzello

**C**itytv's open-door attitude toward its community, its presence at international trade shows and its leader's charisma have attracted significant attention from fellow broadcasters, most notably, Barry Diller's Silver King Broadcasting.

Diller has been most vocal in his praise and admiration of the vision of Moses Znaimer, Citytv co-founder, president and executive producer, and has urged broadcasters to "suck in the environment" of Citytv as a model.

Citytv executives suspect that Diller will move from flattery to outright imitation as Silver King prepares a slate of local programming for its Channel 69 (WYHS-TV) Hollywood, Fla./Miami next year.

According to Silver King, the station will set up as a storefront studio in a heavily trafficked area of Miami and will also operate a battery of stationary cameras around the city. It plans to use "a guerrilla band of really curious people to go out and find great stories," says Bill Knoedelseder, Silver King's news vice president.

Adam Ware, Silver King executive vice president, contends that the only thing Channel 69 will have in common with Citytv "is a sensibility that says you need to be local and you need to target certain people in the community. What Citytv has done is brilliant."

Silver King has discussed its plans to introduce its local programming concept in Miami with 10-12 hours of local material. If the venture works, Silver King may turn some or all of its 10 former Home Shopping Network affiliates into local enclaves.

And then there's Time Warner.

Five years ago, Znaimer says, Time Warner executives visited Citytv and examined its videography technique. But he says that "what they cared about were the economic aspects of videography," and they "paid very little attention,



if any, to what a videographer needs to work."

That same year, Time Warner launched its 24-hour cable news channel, New York 1 News, which burst into the crowded New York news market with a stripped-down approach and New York City-exclusive news. New York 1 News reporters independently shoot, report and edit their stories. Anchors deliver stories from inside the newsroom rather than from behind a desk.

Richard Aurelio, founder and president of New York 1 and senior adviser to Time Warner, says that Citytv's videography "was certainly a concept that they introduced, at least partially" to Time Warner executives when they visited the Citytv site. "But we went hog wild with it," Aurelio says.

Aurelio argues that New York 1 News blends elements of Citytv's style—giving viewers the feeling they are in the

newsroom—with elements of News 12 Long Island, a more conventional regional newscast for Long Island cable subscribers.

"I think you can argue that we took something from News 12 and something from Citytv, and we put it together in our own New York style," says Aurelio.

It's clear this type of flattery is not so pleasantly received by Znaimer. In fact, it's just the kind of thing that prompts Znaimer to discuss how out-of-town guest broadcasters have "disappointed" him by what he perceives as the subtle lifting of Citytv creations: "It represents to us a lost opportunity. This is intellectual property that we've developed over many years and at some cost, and we're entitled to some return on it. But I don't want to sound carping about it."

It also illustrates an attitude, arguably more prominent among U.S. broadcasters than within the global industry, that disgusts Znaimer. "There's a certain arrogance when you come from the world's center, or what you think is the world's center, to what you think is a more provincial place," he says. "I think broadcasters think that because it's Canada they can take something away and not have to acknowledge that."

Znaimer holds up the model of admiring Finnish broadcasters behave like those who sought Citytv's guidance in establishing *Jyrki*, a 90-minute block on Finnish Channel 3 of fast-paced, youth-targeted news, music and entertainment that launched in September 1995.

Citytv staff lent training in on-air techniques, production, lighting and sales management to *Jyrki*. In return, the Finns pay Citytv a format licensing fee that Znaimer calls "reasonable." After 12 months, *Jyrki* increased viewing among young adults by 50%. The Finnish broadcasters have renewed a five-year contract with Citytv for *Jyrki*. ■

Cover  
Story

# The 11

**Executive  
Producer:**  
Quincy Jones

**Host:**  
Chris Spencer

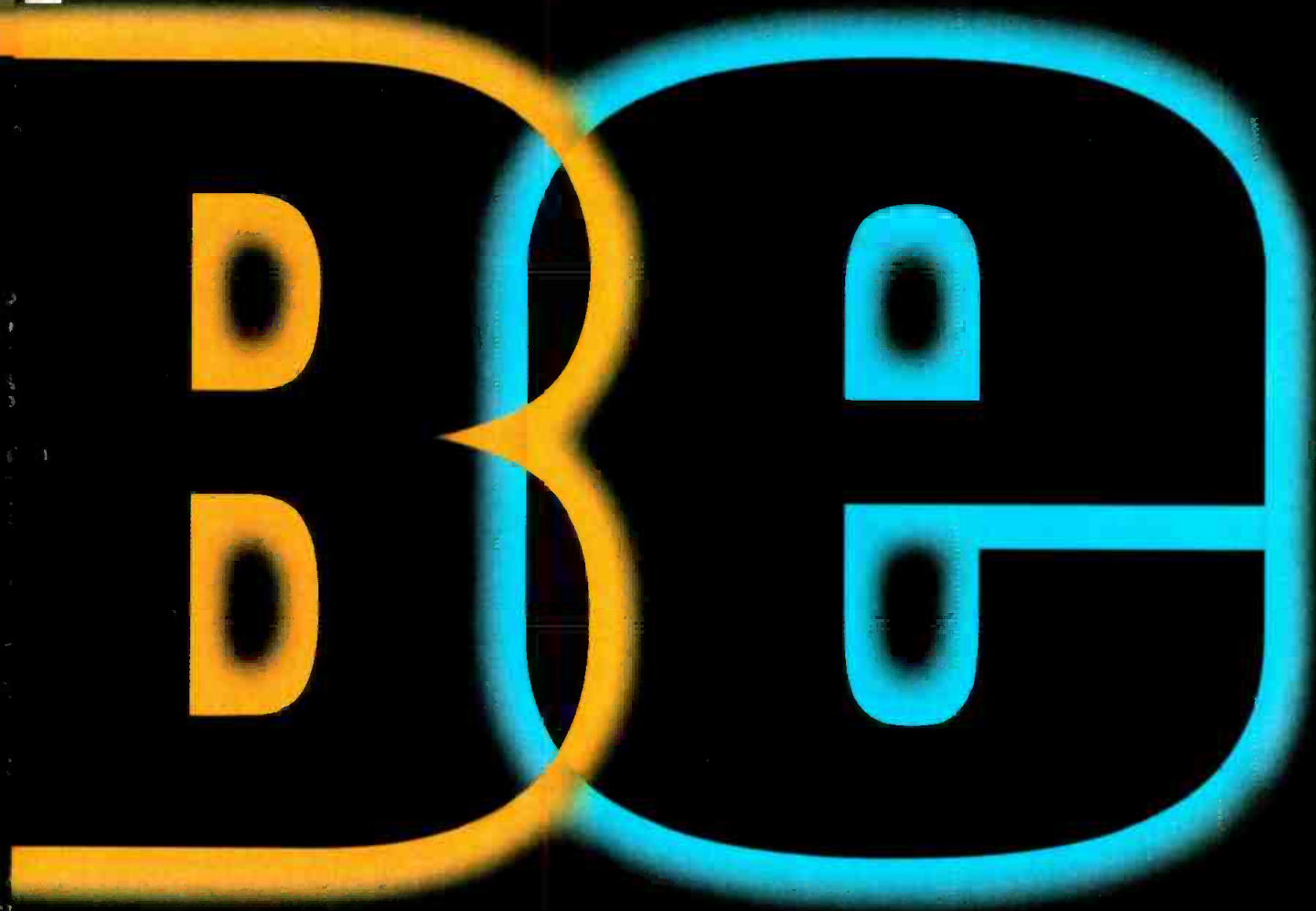
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**Quincy Jones & David Salzman**

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**186 Stations!**

# RADIO

## Mercury Awards

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On June 30, *Broadcasting & Cable* profiles the 1997 \$250,000 Radio-Mercury Awards, which honor the year's best radio commercials in the categories of humor, music and sound design, station produced, non-humor, Hispanic and public service excellence. Winners are selected by The Radio Creative Fund's panel of judges — an elite group representing the advertising agency and radio station communities.

Radio-Mercury Award finalists will be announced in mid-May, with winners announced on June 11 at the Radio-Mercury Awards sixth annual gala at New York's Waldorf-Astoria Hotel.

*Broadcasting & Cable's* special look at the Radio-Mercury Awards is the perfect opportunity to congratulate advertising agencies, clients, and radio stations for outstanding radio advertising creative. Your message in this must-read Radio Mercury Issue will congratulate the nominees, the winners and the radio industry at large, as well as reach 35,000 leading decisionmakers in the advertising and broadcasting community.

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Issue Date: June 30 • Ad Close: June 20

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## KW casts another vote for Alfalfa

*King World may be searchin' for urchins in updated 'Rascals'; company approves special dividend, plans stock buyback*

By Cynthia Littleton

**T**he He-Man Woman Hater's Club may soon be looking for new recruits.

King World Productions is returning to its roots with plans to produce a contemporary version of *The Little Rascals* comedies that laid the foundation for King World's syndication empire back in 1964.

The revival of the *The Little Rascals* is the first project in the works from King World's new children's programming division. The company unveiled the division last week with the news that it has signed an exclusive development deal with noted children's TV producers Vanessa Coffey and Jim Ballantine.

The 1990s take on the enduring "Our Gang" franchise will mix the live-action adventures of a new cast of kids with clips from the original classics, according to Andy Friendly, King World's executive vice president, pro-

gramming and production.

Also in the works is a prime time special celebrating the 75th anniversary this year of the pint-size comedy troupe created by producer Hal Roach in the early 1920s.

*The Little Rascals* were most recently revisited in a 1994 theatrical release that did brisk business around the world, proving that Alfalfa, Spanky (both charter members of the He-Man Woman Hater's Club), Darla and the rest of the gang are among the most recognized children's characters in the world. King World's international arm recently licensed a package of *Little Rascals* shorts for broadcast for the first time in China.

Syndication is an option for the new series, but the project has garnered interest from network and cable outlets



*I'm in the mood for a remake: 'Rascals' revival is in the works.*

as well. The range of opportunities and demand for children's programming—at a time when shelf space for other first-run programming has become increasingly dear—is what prompted King World to create a separate children's division, Friendly said.

"We've wanted to get into the children's programming business for a long time, and it all just came together after we met with [Coffey and Ballantine]," said Friendly.

Coffey was instrumental in developing successful animation projects for Nickelodeon, where she had been executive producer, vice president of animation, since 1988. Ballantine worked as producer on Disney feature "The Little Mermaid" before going on to produce three seasons of

## Northeast is biggest news money-maker

In a comprehensive survey of local broadcast news profitability, the Radio-Television News Directors Association and Ball State University found that 62% of local TV news operations make money, 8% lose money and 6% break even. For radio, 23% of the respondents reported profits, 6% reported a loss and 20% reported breaking even. (Some of those questioned said they didn't know.)

By region, the northeast was the most lucrative for TV outlets, with 70% of the stations reporting a profit. The West showed the smallest percentage of profitable TV stations at 48%.

Not surprisingly, more affiliates of top-rated NBC television showed a news profit than any other single affiliate group (72%), the survey found. Sixty-seven percent of ABC affiliates reported profits, as did 66% of CBS affiliates and 52% of Fox affiliates.

On average, 35% of television station revenue is generated from news programs. The average climbed to a

high of 41% in the Northeast and dropped to a low of 33% in the South. CBS affiliates reported an average 42% of revenue came from news. For NBC, the average was 41%; ABC, 37%, and Fox, 33%.

For radio, 33% of the major-market outlets showed a profit, although only 14% of large markets reported a profit. By region, the South was the most lucrative, with 29% reporting a profit, compared with only 10% of the stations in the West.

Combination AM-FM outlets reported a profit most often (28%), while 19% of both stand-alone AM and FM stations reported news profits.

The survey, conducted in fourth quarter 1996, contacted 1,186 operating commercial TV outlets and came up with usable data from 653 stations. Almost 850 radio stations were contacted, with 351 supplying usable data. The results were published in the April edition of RTNDA's *Communicator* magazine. —SM

Nickelodeon's *The Ren & Stimpy Show*.

**Fiscal vote of confidence**

On the financial front, King World officials reiterated last week that the company is not for sale and backed up that declaration with new dividend and stock buy-back plans.

For the first time in its history, the King World board approved a special \$2 dividend to investors. The company also said it planned to buy as many as 5 million shares, or about 13% of its outstanding stock, in a bid to boost its share price.

Until last year, the company had been on the block, and almost struck deals with both Turner Broadcasting

**King World officials  
reiterated last week  
that the company is not  
for sale and backed up  
that declaration with  
new dividend and stock  
buy-back plans.**

System and New World Communications Group, only to have those deals fall apart when both would-be acquirers were themselves acquired.

But since early this year, the company has been telling the investment

community and reporters that it is not for sale. Analysts say one ongoing issue for the company is uncertainty about how long Oprah Winfrey will continue her KWP-distributed talk show. Later this year, she will decide whether to continue it past the 1997-98 season.

The company had been in talks with Sony Entertainment concerning the development of a new version of *Hollywood Squares* it wanted to distribute, but those talks have apparently broken off. KWP filed suit in a Los Angeles court last week seeking the right to produce *Hollywood Squares* and other game shows and license them to third-party distributors (see "In Brief"). ■

# Imagine there's a new TV division

*No lie, company co-chairman Tony Krantz says they won't play it safe*

By Lynette Rice

Imagine Entertainment—the company responsible for such theatrical hits as "Ransom" and "Liar, Liar"—has recruited Creative Artists Agency's Tony Krantz as an equal partner and co-chairman of its new television division.

Krantz, who recently headed CAA's prime time television department, will

share a stake in Imagine with founders Brian Grazer and Ron Howard while overseeing the TV division's day-to-day operations.

The fledgling company already has a comedy in development at ABC that will be executive-produced by Lowell Ganz and Babaloo Mandel, and an Eddie Murphy-created comedy for Fox called *The P.J.s*.

"Our responsibility is to not play it

safe. We need to take chances. We should really be willing to follow our creative instincts and heart because the American public is really smart," says Krantz. "The TV industry is desperately in need of new hits, and I think they will come from creative ideas like *The Simpsons*, or from breaking form like *ER*."

"Tony coming on board will go a long way toward helping us realize the potential of our television relationship with Disney," says co-chair Howard. "He has taste and a passion for the medium, and he shares our desire to do excellent work by putting memorable shows on the air."

Krantz, who started his 15-year career at CAA in the mail room, was responsible for packaging *ER* for NBC during his tenure, along with *Beverly Hills, 90210* and *Melrose Place* for Fox. Krantz's clients over the years included John Wells, Michael Crichton, David Lynch and Oliver Stone.

Imagine has an exclusive partner in Walt Disney—the result of a multi-year deal with the company to develop and produce sitcoms, dramas, miniseries and telefilms. Yet provisions exist—especially in the case of spin-offs of Imagine films—that allow the TV division to take its product elsewhere.

Krantz, who says Imagine TV's mantra will be "qualitative, not quantitative," believes that strategic alliances

## 'Today' shines on

The *Today* show has not skipped a beat with the replacement of veteran newsman Bryant Gumbel by Matt Lauer. The NBC morning program has become the first on any network to earn a 5.0 Nielsen rating or better for 15 weeks in a row.

No other morning program has achieved a winning streak of more than two weeks in a row since peplemeters were first used in 1987, the network says. During the week of April 7, *Today* earned a 5.0—easily surpassing ABC's *Good Morning America* (2.2/10) for the 70th week in a row. *Today* has surpassed *Good Morning America* by a full rating point for more than 14 out of the last 18 weeks.

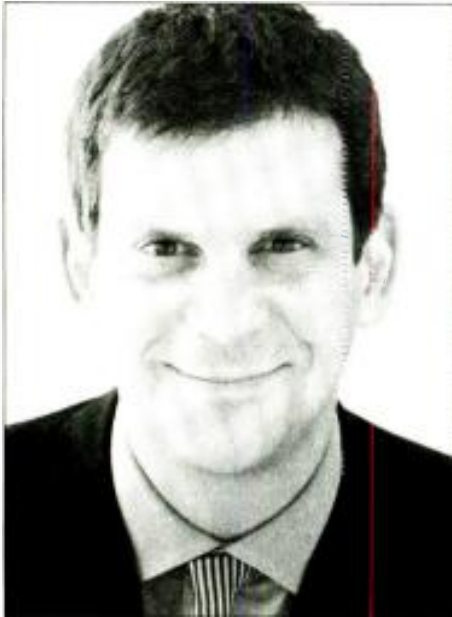


Lauer

"Certainly Matt Lauer is a terrific addition. He's one of the factors in the show's success," said Jeff Zucker, *Today* executive producer. "I don't think we can shy away from it or should we. At the same time, the show has really been doing great for the last year and a half."

The network said viewership for *Today* is up 11% over the same period last year. The morning program has remained in first place over the last 12 quarters—the longest winning streak in *Today's* history.

—LR



**'Our responsibility is to not play it safe.... We should really be willing to follow our creative instincts and heart because the American public is really smart.'**

**Tony Krantz, Imagine Television**

with larger studios are important in remaining competitive in the future. But don't expect Imagine TV to

become another hybrid production company, Krantz says.

"The design of Imagine TV is to create a sort of small company that stands for something rather than try to emulate major studios that, by definition, are more oriented toward volume than not," he says. "We are extending the

brand image of the motion picture [division] into TV in whatever form, in the same way that MTM, Carsey-Werner, Spelling and Bocheo stand for something. They say a particular kind of quality product you immediately know. I'd love Imagine TV to have a similar point of view."

## Nielsen's digital display

*Rating service is testing its new active/passive meter for rating compressed programming*

By Steve McClellan

**N**ielsen Media Research is planning a regional test, starting early next year, of the audience measurement meter it has developed to monitor household viewing in the digital age.

The so-called active/passive meter has patented technology that allows it to read codes embedded in programs and advertising spots even when signals are digitally compressed. Nielsen plans to have the technology in place by the time broadcasters convert to digital TV.

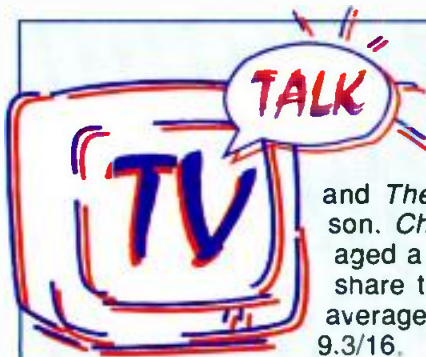
Under the FCC's just-released timetable, stations covering 43% of U.S. households are expected to convert within two years, and stations covering 50% of U.S. homes should be

transmitting digital signals in two and a half years.

Nielsen has selected the Southwest for the test, but a company spokesperson says clients are now being asked for their views on whether that region makes the most sense.

The one-year or longer test will include at least 500 homes. For the purposes of comparing data, some of the test homes will have the current set meter used for measuring household viewers, some will have the active/passive meters, and some will have both. Nielsen will continue to use the peoplemeter for measuring demographic data.

Signal sources for the test will depend on the region that is chosen. Nielsen also is talking with cable systems that have digital capability, and it's possible that some broadcast sta-



### CBS renews Hope

CBS has renewed veteran shows *Chicago Hope*, *Cybill* and *The Nanny* for next season. *Chicago Hope* has averaged a 10.5 Nielsen rating/17 share this season. *Cybill* has averaged 10.7/16; *The Nanny*, 9.3/16.

### ABC on thick ice

ABC Sports and the U.S. Figure Skating Championship have reached an agreement to extend their partnership through 2007. The partnership includes worldwide TV market and sponsorship rights. ABC's relationship with U.S. Figure Skating dates back to the network's first telecast of a skating event in 1964.

### Millennium

ABC will showcase original works by 10 leading playwrights who will explore the dawning of the new millennium. The Hallmark Entertainment-produced teleplays

will air in November 1999, under the umbrella title *The Millennium Project*. Tapped to create the original works are Larry Gelbart, David Mamet, Steve Martin, Terrence McNally, Arthur Miller, Neil Simon, Wendy Wasserstein, August Wilson, Elaine May and John Guare. "Each playwright we approached has embraced the opportunity to use the coming of the year 2000 to explore themes and issues they find of particular relevance," said David Picker of Hallmark.

### 'Coach' retires

ABC's *Coach* will retire after nine seasons later this month. The three-part season finale will begin April 30—the same day as the much-ballyhooed coming-out episode of *Ellen* on the same network. The *Coach* finale will extend through May 7 and 14 in the 8:30-9 p.m. time slot.



**'Coach' is heading for the showers.**

—LR

tions which convert early could be involved.

Although the new meter will be able to read layers of codes, Nielsen has designed it primarily to read specific program codes. The meter also can

identify the network, local station and cable system transmitting a given show.

It's unclear whether producers and distributors would cooperate in embedding the program and commercial codes that the A/P meter reads to determine

household ratings. But Nielsen says it doesn't matter, because it has developed a patented backup system that will take the "signature" of uncoded programs and spots that could be matched to a library of such signatures. ■

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

### **Magic welcomes competition**

Budding late-night star Earvin "Magic" Johnson said last week that he's happy for Keenen Ivory Wayans, who recently sold his late-night strip to the 22-station Fox/New World group. Johnson told an MSNBC correspondent at a Lakers game in L.A. that Wayans is "joining the Fox family. I was already there. I think we will both do well on Fox together." Twentieth TV is developing Johnson's late-night project for potential January launch on Fox O&Os. His views on John Salley, potential late-night competitor from Buena Vista TV? "Basketball is competition just like this. TV is no different," Johnson said. "I've had competition my whole life, so this doesn't change anything."

### **Marinelli upped at Disney**



**Marinelli**

Disney veteran Janice Marinelli has been named to the newly created post of executive vice president, sales, for Buena Vista Television, making her one of the studio's

highest-ranking female executives. Marinelli, who has been BVT's senior vice president since 1992, joined BVT in 1985 as an account executive.

### **Have sword, must travel**

Wanted: Fit, feisty and fun-loving actress familiar with sorcery, sword-play and sailing; must be willing to work in South Africa eight months of the year. All American Television has launched a worldwide talent search for a new female addition to the cast of its fantasy/action hour *The Adventures of Sinbad*. Jacqueline Collen, who played Maeve the sorceress in the series' debut season, is leaving the show to spend more time

with her son. Production on season two of the swashbuckling *Sinbad* is set to begin next month in Cape Town.

### **Games viewers play**

King World Productions has renewed its powerhouse game show block in all top 25 markets, covering more than 70% of the country, through the 2001-2002 season. Among the stations recently re-upping with *Wheel of Fortune* and *Jeopardy!* were WHDH-TV Boston, WMAR-TV Baltimore and KSDK(TV) St. Louis.

### **Touched by a Guardian Angel**

Abrams/Gentile Entertainment has joined forces with the founder of the Guardian Angels to develop a TV series based on the volunteer patrol organization. No distributor has been

### **Honors for 'Inside Edition'**

*Inside Edition* has scored another first for a syndicated news magazine, nabbing an Investigative Reporters & Editors award for the best investigative news report on broadcast TV last year. The King World Productions show won the honor for its exposé on door-to-door insurance sales scams in Arkansas, produced by staffers Tim Peek and Miguel Sancho and reported by Matt Meagher. In announcing the award, IR&E judges weighed in on the controversy stirred up by a jury's recent \$5.5 million judgment against ABC News over investigative tactics used for a *Prime-Time Live* story on the Food Lion supermarket chain. The *Inside Edition* report, which used hidden cameras to catch the insurance salesman committing fraud and forgery, "is a terrific piece of TV journalism that helps justify the use of hidden cameras," the judges said.

Nonetheless, the ABC/Food Lion verdict has forced *Inside Edition* producers to reconsider plans to use undercover investigative techniques on future stories. "It's doubtful we would do [the insurance story] today," said Andy Friendly, King World's executive vice president, programming and production.

The ABC/Food Lion case "has had a chilling effect on the whole process," he said. "Our lawyers are rightfully concerned and say no to lots of our ideas. We're going to try our best to remain as aggressive and as committed to this form of journalism and hope that the legal climate will change."

IR&E, a nonprofit group based at the Missouri School of Journalism, will hand out the honors during its national conference in Phoenix in June. Last month, the same exposé helped *Inside Edition* become the first syndicated news magazine to win journalism's prestigious George Polk Award.

attached to the show, described as a "dramatic new action series in the tradition of *21 Jump Street* and *Beverly Hills, 90210*."

### **'Two' down**

Twentieth Television will not renew *Two*. Stephen J. Cannell's first-run weekly that Twentieth inherited from New World Entertainment last year. The dark drama, centering on a college professor's search for his long-lost evil twin brother, has averaged a 2.6 Nielsen Media Research household rating in its debut season.

### **Oprah tees up a Tiger**

Oprah Winfrey has snagged Masters champ Tiger Woods for his first in-depth TV interview. Woods and his father, Earl, will appear on the King World talk show April 24.—CL

It's not just another day in paradise  
at FOX's #1 News Station in the country.



PHOTO BY CARL SHANEFF

**FOX** congratulates **KHON** for being  
the station Hawaii viewers turn to most.

## **KHON FOX 2**

Hawaii's #1 Television Station, Sign-on to Sign-off

#1 Early Morning News, Mon-Fri, 6-8am

#1 Early Fringe, Mon-Fri, 4-5:30pm

#1 Early News, Mon-Sun, 6-6:30pm

#1 Access, Mon-Fri, 6:30-7pm

#1 Common Prime, Mon-Fri, 7-9pm

#1 Late News, Mon-Sun, 10-10:30pm

Source: NSI Feb '97



SF BROADCASTING

# Expansion plans revealed at MIP-TV

*Canal+ Polska may add Disney, Multithematique channels*

By Michael Katz

**A**ttendees at this year's MIP-TV show in Cannes, France, witnessed the unveiling of global expansion plans by several leading international players in Europe, Latin America and Asia, as well as several channel-launching announcements.

Poland's lone pay-TV service, Canal+ Polska—which now offers a single channel—detailed plans to add a package of DTH channels. Lew Rywin, president of Canal+ Polska's board of directors, said The Disney Channel has expressed interest in being among those offerings.

Canal+ Polska also is negotiating to take two or three channels from French channel group Multithematique, a joint venture of Canal+, Compagnie Generale des Eaux and TCI International. The channels could include a premium

movie channel and a film library channel.

Rywin also revealed that Poland's largest daily newspaper, *Gazeta Wyborcza*, will buy a 20% stake in Canal+ Polska. Commercial bank Handlowy also will take a 13% stake in the service. This will reduce to 36% the 67% share held by Rywin-controlled Polcom Invest. Canal+ France will retain its 33% stake.

In Poland's neighbor Hungary, UK media group Pearson TV surprised everyone by joining a consortium led by Luxembourg's CLT/Ufa to bid for the country's second terrestrial TV frequency, which covers 86% of the country. Other members of the consortium include teleco Matav and bank Unic, both Hungarian-based. Pearson said its decision to enter the consortium's race against Central European Media Enterprises (CME) was "last minute," but it

refused to disclose its stake in the group.

CME and its Hungarian partners, film distributor InterCom, media/telcom group Media Com and TV producer DDTV, also have bid for the country's first frequency, which has an 87% reach. In the battle for the first frequency, CME is up against a Scandinavian Broadcasting System (SBS)—led group, which includes German producer/distributor Tele-Munchen (12.5%) and local Hungarian producer MTM (38.5%). SBS has a 49% stake in the consortium and estimates that the group, if successful, could face at least \$30 million in upfront costs during the first year.

Once again at this year's MIP, millions of dollars changed hands in output and programing deals. Here are some highlights.

■ Warner Bros. International TV secured the international distribution rights for three new Turner Original Production documentaries. The Jeremy Isaacs-produced *Cold War* series will be made in association with the BBC, which will air 24 one-hours starting in fall 1998. UK's Channel 5 owns the second window to *Cold War*, which has also been presold to ARD in Germany. This is Warner's first major foray into documentary distribution.

■ NBC Asia reached an agreement with Japanese digital DTH service DIRECTV International last week to launch an NBC channel in fourth quarter 1997. The channel, which will combine programing from NBC, CNBC and MSNBC, will be dubbed and subtitled in Japanese.

■ France-based Canal+'s documentary production unit, Doestar, will invest \$25 million in new productions and acquisitions during the next three years. Doestar has 250 library titles and says it needs to add at least 50 titles annually to expand beyond France. Doestar is seeking co-production partners in the U.S., Germany and the UK.

■ Disney has agreed to renew its exclusive four-year free-TV output deal with Italian public broadcaster RAI. Disney also confirmed plans to launch The Disney Channel on Italian



## The royal treatment

Producer Edward Windsor (also known as Prince Edward and brother of Prince Charles) was at MIP-TV last week (above, far right), where The Learning Channel announced that Windsor and his production company, Ardent Productions, would be executive-producing *Windsor Restored* for TLC. The film documents the restoration of Windsor Castle after a fire five years ago. It is the second production from Ardent and Windsor for TLC. The prince also executive-produced *Castle Ghosts of England*, which first aired in February 1996. Shown with Windsor are (l-r) John Ford, senior VP and general manager, The Learning Channel; Johnathan Rodgers, president, Discovery Networks, U.S., and Mary Ellen Iwata, executive producer, TLC.

digital DTH platform Telepiu by year's end.

■ UK distributor Brite has sold HBO Olé a package of drama series that includes *Moll Flanders*, *Inquest*, *Reckless* and *Jane Eyre*. Brite also has sold 52 hour-long current affairs shows from its Network First strand to Mexican terrestrial broadcaster Canal 40.

■ UK's Pearson TV International, which distributes ACT's 15,000-hour library of Grundy and Thames fare, closed a three-year TV movie output deal worth at least \$1.5 million with China State broadcaster CCTV. Pear-

son also is close to picking up international distribution rights from an undisclosed U.S. film producer.

■ U.S.-based, European-owned TV movie distributor Hamdon Entertainment has sold pay-TV rights for seven TV movies, including the three-hour drama *After the Silence*, to South Africa's M-Net group. Hamdon also signed long-term output deals for upcoming TV films with PolyGram TV and French digital DTH group ABSat.

■ The Fox Kids Network revealed some of its international plans during

the MIP-TV convention. The News Corp./Saban joint venture has signed a cable carriage deal in Brazil with Globo's Net Brasil and a carriage deal with French digital DTH provider Canalsatellite, says Ynon Kreiz, managing director of Fox Kids Europe. Kreiz says that Fox Kids Network is in advanced talks in a carriage deal with Italy's Telepiu. The network also hopes to begin programming a 12-hour block by the end of this month on Dutch Cable channel TV 10, in which Saban purchased an 85% stake earlier this year. ■

## ***The British are coming***

*BBC plans fall launch of U.S. cable channel;  
Animal Planet launches July 1 in UK*

**By Michael Katz**

**T**he BBC plans to make its long-awaited debut as a channel operator in the U.S. in fall 1997 with the launch of a general entertainment channel, BBC Americas. That information comes from Fabiola Arredondo, the BBC's newly appointed director of international distribution.

The channel will be a joint venture with TCI's programming subsidiary, Liberty Media, and will be carried on TCI's cable systems. But Arredondo emphasizes that the BBC will not launch the channel until carriage deals with those systems have been locked up.

The BBC also will be partnering with Discovery Communications in an open-ended international joint venture that will include channel launches and co-productions. The joint venture will begin with the launch of wildlife channel Animal Planet in the UK July 1. The channel also is slated to launch in Northern Europe and Scandinavia this summer.

The BBC/Discovery partnership also plans to launch an international "factual/cultural channel" similar to The Learning Channel sometime in 1998. "Atlas" is one of the possible names for the channel, although there is a potential conflict with International Family Entertainment, which reportedly is planning to launch a channel of the same name.

The BBC says it will co-produce 80 hours with Discovery in the first year

of their agreement, increasing that output to 100 hours by the fifth year. Under the agreement, Discovery will provide the bulk of the funding ("hundreds of millions of dollars," according to Arredondo) for the productions, which will premiere on the joint venture's channels.

The shows will be distributed internationally by the BBC, says Arredondo. The BBC will take a fee for international distribution and will split the revenue 50-50 with Discovery.

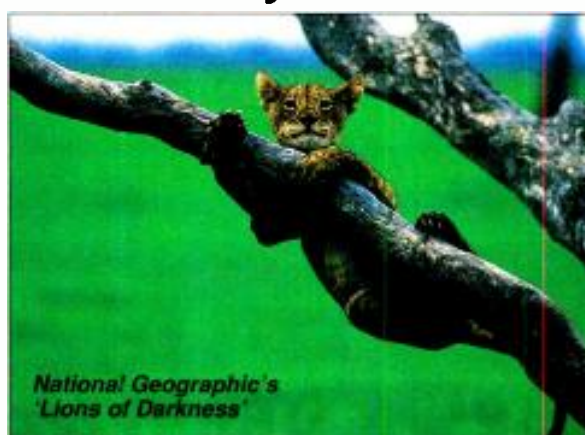
Animal Planet will face some stiff competition in the UK. News Corp.-owned DTH provider BSkyB will



launch rival network National Geographic channel in the UK and Ireland, probably in August (see box). ■

### ***Geo on BSkyB***

National Geographic will debut an international channel on BSkyB in Europe, probably in August, says Sandy McGovern, head of National Geographic's new global network initiative. The channel's British debut will be the first international foray for the National Geographic/NBC joint venture, which was formed in



December. The channel will air six hours per day (7 a.m.-1 p.m.) on its analog service, and later will air 12 hours per day on its digital service.

BSkyB is a 50% partner in the venture. The service will reach the entire DTH universe of about 4 million homes. Another announcement is expected in May, probably concerning a launch in either Latin America or Scandinavia.

# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen April 7-13

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 30	abc	CBS	NBC	fox	U/P/N	WB
	5.9/10	10.4/17	9.5/16	5.9/10	3.1/5	2.3/4
MONDAY	8:00 95. Relativity 4.2/7	26. Cosby 9.6/17	57. Jeff Foxworthy 7.3/13	55. Melrose Place 7.4/13	99. In the House 3.3/6	113. 7th Heaven 2.2/4
	8:30	19. Ev Loves Raymd 10.0/17	60. Boston Common 6.8/12		104. Sparks 3.0/5	
	9:00 60. ABC Monday Night Movie—Major League II 6.8/11	13. Cybill 11.3/18	17. NBC Monday Night Movie—Killing Mr. Griffin 10.7/18	91. Married...w/Chldr 4.7/8	100. Mal & Eddie 3.2/5	110. Buffy/Vampire Slayer 2.4/4
	9:30	22. Ink 9.9/16		97. Pauly 4.0/6	105. Goode Bhvr 2.9/5	
	10:00	16. Chicago Hope 10.9/18				
TUESDAY	10:30					
	9.5/16	7.7/13	9.8/16	6.3/10	2.4/4	
	8:00 27. Home Imprvmt 9.3/16	66. Promised Land 6.7/12	43. Mad About You 8.1/14	71. Fox Tuesday Night Movie—Addams Family Values 6.3/10	106. Moesha 2.8/5	
	8:30 32. Ellen 8.8/15		55. Smthg So Right 7.4/12		110. Soc Studies 2.4/4	
	9:00 11. Home Imprvmt 12.0/19	42. CBS Tuesday Movie—My Very Best Friend 8.3/14	28. Frasier 9.2/15		112. In the House 2.3/4	
	9:30 29. Spin City 9.0/14		24. Caroline in/City 9.8/16		106. In the House 2.8/4	
WEDNESDAY	10:00 32. The Practice 8.8/15		10. Dateline NBC 12.1/21			
	10:30					
	9.8/17	6.6/11	8.0/14	7.6/13	3.5/6	3.1/5
	8:00 58. Grace Undr Fire 7.2/13	34. The Nanny 8.7/16	78. NewsRadio 5.8/10	43. Beverly Hills, 90210 8.7/14	103. The Sentinel 3.1/5	101. Sister, Sist 2.7/5
	8:30 54. Coach 7.5/13	60. Temporarily Yrs 6.8/12	75. The Single Guy 6.1/10			96. Smart Guy 3.5/6
THURSDAY	9:00 19. Drew Carey 10.0/16	71. Feds 6.3/10	51. Wings 7.6/12	59. Pacific Palisades 7.0/11	93. Star Trek: Voyager 4.5/7	95. Jamie Foxx 3.2/5
	9:30 46. Arsenio 8.0/13	78. Walker, Texas Ranger 5.8/10	31. Men Bhvg Badly 8.9/14			99. Wayans Br 3.2/5
	10:00 8. PrimeTime Live 12.9/23		25. Law & Order 9.7/17			
	10:30					
	5.8/9	7.4/12	20.0/32	5.2/8		
FRIDAY	8:00 83. High Incident 5.5/9	34. Diagnosis Murder 8.7/15	4. Friends 16.3/28	86. Martin 5.3/9		
	8:30		5. Suddenly Susan 15.7/26	81. Living Single 5.6/9		
	9:00 83. Vital Signs 5.5/9	48. Moloney 7.9/12	2. Seinfeld 21.7/34	88. New York Undercover 5.0/8		
	9:30	81. 48 Hours 5.6/9	3. Fired Up 18.8/29			
	10:00 69. Peter Jennings Reporting 6.4/10		1. ER 23.6/39			
SATURDAY	10:30					
	9.3/17	7.2/13	9.9/18	5.0/9		
	8:00 51. Family Matters 7.6/15	48. JAG 7.9/15	38. Unsolved Mysteries 8.6/16	92. Sliders 4.6/9		
	8:30 51. Boy Meets World 7.6/14	77. Orleans 5.9/11	9. Dateline NBC 12.4/22	86. Millennium 5.3/9		
	9:00 34. Sabrina/Witch 8.7/16	50. Nash Bridges 7.7/14	38. Homicide: Life on the Street 8.6/16			
SUNDAY	9:30 38. Step by Step 8.6/15					
	10:00 12. 20/20 11.6/21					
	10:30					
	4.8/9	9.0/17	6.0/12	6.6/13		
	8:00 96. Lois & Clark 4.1/8	41. Dr. Quinn Medicine Woman 8.5/17	80. NBC Movie of the Week—Batman Returns 5.7/11	71. Cops 6.3/12		
SUNDAY	8:30 89. Leaving L.A.* 4.8/9	34. Early Edition 8.7/16	67. Profiler 6.6/13	67. Cops 6.6/13		
	9:00	22. Walker, Texas Ranger 9.9/19		60. America's Most Wanted: AFB 6.8/13		
	9:30 85. Gun* 5.4/10					
	10:00					
	10:30					
SUNDAY	8.4/14	13.5/22	6.7/11	8.1/13		2.0/3
	7:00 89. Am Fun Hm Vid 4.8/9	(nr) Masters Golf 20.2/39	60. Dateline NBC 6.8/12	93. World's Funniest Outtakes 4.5/8		117. Brotherly Lv 1.7/3
	7:30 75. Am Fun Hm Vid 7.5/12	6. 60 Minutes 15.2/27	46. 3rd Rock fr/Sun 8.0/13	43. The Simpsons 8.1/13		118. Nick Freno 1.6/3
	8:00 60. 20/20 Special Edition 6.8/11	7. Touched by an Angel 13.7/22	71. Boston Common 6.3/10	29. King of the Hill 9.0/14		116. Parnt 'Hood 1.8/3
	8:30			13. The X-Files 11.3/17		113. Steve Harvey 2.2/4
SUNDAY	9:00 18. ABC Sunday Night Movie—Mother Knows Best 10.6/17	15. Early Edition 11.1/17	69. NBC Sunday Night Movie—Meteor Man 6.4/10			109. Unhap Ev Af 2.6/4
	9:30	19. Chicago Hope 10.0/18				115. Life w/Roger 2.0/3
	10:00					
	10:30					
WEEK AVG	7.7/13	9.1/16	9.8/17	6.5/11	3.2/5	2.4/4
STD AVG	9.3/16	9.6/16	10.5/18	7.8/13	3.2/5	2.6/4

## Changing Hands

The week's tabulation  
of station sales

### Proposed station trades

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

#### THIS WEEK:

TVs **\$3,300,000** **1**  
Combos **\$200,280,000** **2**  
FMs **\$179,400,002** **9**  
AMs **\$1,630,000** **4**  
Total **\$384,610,002** **16**

#### SO FAR IN 1997:

TVs **\$1,981,033,000** **34**  
Combos **\$3,928,157,395** **96**  
FMs **\$943,549,619** **125**  
AMs **\$54,174,414** **75**  
Total **\$6,906,914,428** **330**

#### SAME PERIOD IN 1996:

TVs **\$488,425,510** **30**  
Combos **\$1,766,724,734** **112**  
FMs **\$658,564,046** **115**  
AMs **\$38,131,129** **61**  
Total **\$2,951,845,419** **318**

Source: BROADCASTING & CABLE

### TV

**Roughly 80% of KTAB-TV Abilene, Tex.**  
**Price:** \$3.3 million

**Buyer:** Alta Communications VI LP, Boston (Alta Communications VI Management Partners LP, general partner [William P. Egan, managing general partner/4% owner; Bruce W. McNeill, Timothy L. Dibble, managing general partners/each 22.5% owner]); owns 20.1% of KGME(AM) Glendale, KHOT(FM) Globe and KEDJ(FM) Sun City, all Ariz.; 18% of WTMJ (FM) Miami, and WBOQ(FM) Gloucester, Mass. Egan has interest in WBMQ(AM)-WIXV(FM) Savannah, Ga.; WTLC-AM-FM Indianapolis; KMVU(TV) Medford, Ore.; KJR-AM-FM and KUBE (FM) Seattle and KAYU-TV Spokane, Wash., and Shockley Communications Corp., which owns WOLX-FM Baraboo, KTCO(FM) and KDAL-AM-FM Duluth, WOOW-TV Eau Claire, WXOW-TV La Crosse, WKOW-TV Madison, WZTR (FM) Milwaukee, WDSM(AM)-KZIO(FM) and KXTP(AM) Superior and WAOW-TV Wausau, all Wis. McNeill has interest in WOL(AM)-WKYS(FM) Washington and WMMJ(FM) Bethesda, Md./Washington; WWIN-AM-FM and WOLB(AM)-WERO(FM) Baltimore; KMVU(TV); KAYU-TV, and Shockley. Dibble has interest in WTLC-AM-FM; KJR-AM-FM and KUBE(FM); KMVU (TV); KAYU-TV, and Shockley.

**Seller:** ShootingStar Inc., Sherman Oaks, Calif. (Diane Sutter, president/ to be 19% owner); owns 49% of com-

## Station, system sales hit \$80 billion

Broadcasting and pay television (primarily cable systems) deals accounted for 71%—or \$80 billion—of the publicly announced financial transactions in the communications industry last year, according to a new report issued by Veronis, Suhler & Associates, the New York-based investment banking firm.

Communications industry transactions (including mergers and acquisitions, public offerings, private placements, redemptions and other corporate financings) in 1996 totaled \$113 billion, the first year the \$100 billion barrier was cracked, VS&A said in its 1997 *Communications Industry Transactions Report*. Led by Disney's \$19 billion acquisition of Capital Cities/ABC, broadcast transactions reached \$47.5 billion, more than three times the value of transactions for the category in 1995.

Pay-TV transactions, led by the \$10.8 billion acquisition of Continental Cablevision by US West Media, totaled \$32.5 billion, up about \$2 billion from the \$30.7 billion in transactions recorded for 1995.

Some 84% of the transaction activity was due to mergers and acquisitions. "Continuing deregulation, consolidation in a number of sectors, tremendous market liquidity, and the rising tide of U.S. equity values have brought many previously unavailable media properties to market with no shortage of buyers and sellers," said VS&A founding partner John Suhler.

—SM

pany that has CP to build TV in Abilene. Note: ShootingStar acquired KTAB-TV for \$8 million ("Changing Hands," Oct. 14, 1996)  
**Facilities:** Ch. 32, 2,040 kw visual, 48 kw aural, ant. 918 ft.  
**Affiliation:** CBS

### COMBOS

**KCBL(AM)** (formerly **KKTR**)-**KBOS-FM** Fresno and **KRZR(FM)** Hanford/Fresno, Calif.; **WWSF(FM)** Andalusia, Ala./ Fort Walton Beach/Pensacola, **WMEZ (FM)\*** Pensacola and **WXBW-FM** Mil-

## JACOR COMMUNICATIONS, INC.

has acquired

**WHO-AM/KLYF-FM**

Des Moines, Iowa

**WMT-AM/FM**

Cedar Rapids, Iowa

from

**PALMER BROADCASTING L.P.**

for

**\$52,500,000**

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



**Kalil & Co., Inc.**

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

# STAY TUNED IN

## RADIO SYNDICATION

*Issue Date: May 5*  
*Closing Date: April 25*

## REALITY PROGRAMMING

*Issue Date: May 19*  
*Closing Date: May 9*

## PROMAX/WEB SPECIAL

*Issue Date: June 2*  
*Closing Date: May 23*

## EMMY NOMINATIONS PART I AND PART II

*Issue Date: June 9*  
*Closing Date: May 30*

## TOP 25 MSOs

**First in a Four Part Series**  
*Issue Date: June 16*  
*Closing Date: June 6*

## TOP 25

**TELEVISION GROUPS**  
**Second in a Four Part Series**  
*Issue Date: June 23*  
*Closing Date: June 13*

## RADIO MERCURY AWARDS SALUTE/

**TOP 25 RADIO GROUPS**  
**Third in a Four Part Series**  
*Issue Date: June 30*  
*Closing Date: June 20*

**TOP 25 MEDIA COMPANIES**  
**Fourth in a Four Part Series**  
*Issue Date: July 7*  
*Closing Date: June 27*

## AGENCY FORECAST

*Issue Date: July 14*  
*Closing Date: July 4*

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317/815/0882

## Broadcasting

ton/Pensacola, Fla.; **WCHY-AM-FM** and **WSOK(AM)-WAEV(FM)** Savannah, **WYKZ(FM)** Beaufort, S.C./Savannah and **WLVI(FM)** Hardeeville, S.C./Savannah, Ga.; **KSSK(AM)** Honolulu-**KSSK-FM** Waipahu/Honolulu, **KIKI(AM)-KKLV(FM)** and **KHVV(AM)-KIKI-FM** Honolulu and **KUCD(FM)** Pearl City/Honolulu; **WCVS-FM** Virden/Springfield and **WFMB-AM-FM** Springfield, Ill.; **WBCK(AM)-WBXX(FM)** Battle Creek, **WRCC(AM)** (formerly **WWKN**) Battle Creek-**WWKN(FM)** (formerly **WRCC**) Marshall/Albion/Battle Creek and **WRCV(AM)-WGRD-FM** and **WLHT(FM)** Grand Rapids, Mich.; **KCBN(AM)-KRNO-FM** Reno and **KWNZ(FM)** Carson City/Reno; **WEEX(AM)-WODE-FM** Easton/Allentown and **WTCY(AM)-WWNK-FM** Harrisburg, Pa. \*=**Seller is in process of buying**  
**Price:** \$215 million

**Buyer:** Capstar Broadcasting Partners Inc., Austin, Tex. (R. Steven Hicks, CEO/3.2% owner; Thomas O. Hicks, ultimate owner/chairman, Hicks. Muse. Tate & Furst Inc.); owns **WAEB-AM-FM** Allentown; is buying **WJLM(FM)** Salem/Roanoke/Lynchburg, Va. (see item, below)  
**Seller:** Patterson Broadcasting Inc., Atlanta (James W. Wesley Jr., president [to be chairman, Capstar]; Dyson-Kissner-Moran Corp., 65.9% owner); is selling **KTHT(FM)** Fresno, Calif.; Robert R. Dyson, chairman/61.9% owner, Dyson-Kissner-Moran Corp., owns **WALL(AM)-WRRV(FM)** Middletown, N.Y.; is president of companies that own **WCZX(FM)** Hyde Park and **WEOK(AM)-WPDH(FM)** Poughkeepsie, N.Y.

**Facilities:** **KCBL:** 1340 khz, 1 kw; **KBOS-FM:** 94.9 mhz, 16.4 kw, ant. 847 ft.; **KRZR:** 103.7 mhz, 50 kw, ant. 499 ft.; **WWSF:** 98.1 mhz, 89 kw, ant. 1,090 ft.; **WMEZ:** 94.1 mhz, 100 kw, ant. 1,328 ft.; **WXBM-FM:** 102.7 mhz, 100 kw, ant. 1,328 ft.; **WCHY(AM):** 1290 khz, 5 kw; **WCHY-FM:** 94.1 mhz, 100 kw, ant. 1,320 ft.; **WSOK:** 1230 khz, 1 kw; **WAEV:** 97.3 mhz, 100 kw, ant. 1,000 ft.; **WYKZ:** 98.7 mhz, 100 kw, ant. 1,001 ft.; **WLVI:** 101.1 mhz, 50 kw, ant. 476 ft.; **KSSK(AM):** 590 khz, 7.5 kw; **KSSK-FM:** 92.3 mhz, 100 kw, ant. 1,630 ft.; **KIKI(AM):** 990 khz, 5 kw; **KIKI-FM:** 93.9 mhz, 100 kw, ant. —44 ft.; **KHVV:** 830 khz, 10 kw; **KKLV:** 98.5 mhz, 51 kw, ant. 59 ft.; **KUCD:** 101.9 mhz, 100 kw, ant. 1,948 ft.; **WCVS-FM:** 96.7 mhz, 6 kw, ant. 328 ft.; **WFMB(AM):** 1450 khz, 1 kw; **WFMB-FM:** 104.5 mhz, 43 kw, ant. 465 ft.; **WBCK:** 930 khz, 5 kw day, 1 kw night; **WRCC:** 1400 khz, 1 kw; **WWKN:** 104.9

mhz, 3 kw, ant. 300 ft.; **WBXX:** 95.3 mhz, 3 kw, ant. 269 ft.; **WRCV:** 1410 khz, 1 kw; **WGRD-FM:** 97.9 mhz, 13 kw, ant. 590 ft.; **WLHT:** 95.7 mhz, 40 kw, ant. 551 ft.; **KCBN:** 1230 khz, 1 kw; **KRNO-FM:** 106.9 mhz, 37 kw, ant. 2,956 ft.; **KWNZ:** 97.3 mhz, 87 kw, ant. 2,112 ft.; **WEEX:** 1230 khz, 1 kw; **WODE-FM:** 99.9 mhz, 50 kw, ant. 449 ft.; **WTCY:** 1400 khz, 1 kw; **WWNK-FM:** 104.1 mhz, 22.5 kw, ant. 725 ft.

**Formats:** **KCBL:** talk; **KBOS-FM:** CHR; **KRZR:** AOR; **WWSF:** classic rock; **WMEZ:** lite hits; **WXBM-FM:** modern country; **WCHY-AM-FM:** contemporary country; **WSOK:** gospel; **WAEV:** AC; **WYKZ:** lite AC; **WLVI:** urban AC; **KSSK-AM-FM:** AC; **KIKI(AM):** dark; **KIKI-FM:** CHR; **KHVV:** news/talk; **KKLV:** classic rock; **KUCD:** jazz; **WCVS-FM:** '70s; **WFMB(AM):** sports; **WFMB-FM:** country; **WBCK:** full service; **WRCC:** country; **WWKN:** hot country; **WBXX:** top 40; **WRCV:** traditional country; **WGRD-FM:** CHR; **WLHT:** AC; **KCBN:** nostalgia; **KRNO-FM:** soft rock; **KWNZ:** CHR; **WEEX:** sports/talk; **WODE-FM:** oldies; **WTCY:** urban AC; **WWNK-FM:** CHR

**Broker:** Media Venture Partners

## KERB-AM-FM Kermit, Tex.

**Price:** \$80,000

**Buyer:** La Radio Cristiana Network Inc., McAllen, Tex. (Paulino Bernal, president/owner); owns **KIBL(AM)** Beeville, Tex. Bernal owns **KJAV(FM)** Alamo, **KCZO(FM)** Carrizo Springs, **KMFm(FM)** Premont and **KUBR(AM)** San Juan, Tex.; has interest in **KBRN(AM)** Boerne, Tex.; is buying **KVOZ(AM)** Laredo and **KUOL(AM)** San Marcos, Tex.; has applied to build FMs in Big Lake and McCamey, Tex.

**Seller:** Mesa Entertainment Inc., Odessa, Tex. (Ruben Velasquez, principal);

**Facilities:** **AM:** 600 khz, 1 kw day; **FM:** 106.3 mhz, 3 kw, ant. 276 ft.

**Formats:** Both Spanish

## RADIO: FM

**WJZW(FM)\*** Woodbridge, Va./Washington and **WDRQ(FM)\*** (formerly **WLTi**) Detroit

\*=**Sellers are in process of buying**

**Price:** \$105 million cash

**Buyer:** Walt Disney Co./ABC Inc., New York (Michael D. Eisner, chairman; Robert Callahan, president, ABC Radio); owns **WMAL(AM)-WRQX(FM)** Washington and **WJR(AM)-WHYT-FM** Detroit and **WJRT-TV** Flint, Mich. (for other holdings, see "Changing Hands," April 14)

**Seller:** Chancellor Media Corp., Dallas (Thomas O. Hicks, chairman; Scott K. Ginsburg, president; Steven Dinetz and James de Castro, co-

COOs); is buying KYSR(FM) and KIBB (FM) (formerly KXEZ) Los Angeles; WZHF(AM) (formerly WMZQ) Arlington, Va./Washington-WMZQ-FM Washington and WBZS(AM) Alexandria, Va./Washington; WLIT-FM Chicago, and WLTW(FM) and WAXQ(FM) New York. Chancellor will be formed by merger of Chancellor Broadcasting Co. and Evergreen Media Corp. ■ Chancellor owns WGMS(FM), WBIG(FM) and WTEM (AM) Washington; KOOL-FM, KISO(AM)-KZON (FM) and KOY(AM)-KYOT-FM Phoenix and KMLE-FM Chandler/Phoenix, Ariz.; KLAC(AM)-KZLA-FM Los Angeles, KFBK(AM)-KGBY-FM and KHYL-FM Sacramento, KMEN(AM)-KGGI-FM San Bernardino/Riverside, KKSJ-FM, KABL(AM), KNEW(AM), KBGG-FM and KSAN-FM (is selling call letters; see item, below) San Francisco and KDFC(AM) Palo Alto/San Francisco-KDFC-FM San Francisco, all Calif.; KXKL-AM-FM, KZDG (FM), KIMN(FM) and KALC(FM) Denver; WOCL-FM, WXXL(FM) and WOMX-FM Orlando and WJHM(FM) Daytona Beach/Orlando, Fla.; WFOX-FM Atlanta; KDWB-FM, KTCZ-FM and KTCJ(AM) Minneapolis, WBOB(FM) and KOQL(FM) Minneapolis/St. Paul and KFAN(AM)-KEEY-FM St. Paul/Minneapolis; WHTZ-FM and WALK-AM-FM New York; WUBE-AM-FM and WYGY-FM Cincinnati and WKYN(AM) Florence, Ky./Cincinnati, and WWSW-AM-FM Pittsburgh; is acquiring KSTE(AM) Rancho Cordova/Sacramento, Calif.; is selling WOKY(AM)-WMIL-FM Wauke-sha/Milwaukee; is swapping WFYV-FM Atlantic Beach/Jacksonville and WAPE-FM Jacksonville, Fla., for WGBB (AM) Freeport/Long Island-WBAB-FM Babylon/Long Island, WBLI(FM) Patchogue/Long Island and WHFM(FM) Southampton/Long Island, all N.Y. ■ Evergreen owns WTOP(AM)-WASH(FM) Washington and WDFN(AM)-WWW-FM, WKQI(FM), WNIC(FM) and WDOZ(AM), all Detroit; is buying/acquiring WEBR(FM) and WWRC(AM) Washington and WMXD (FM) and WJLB(FM) Detroit; is swapping WQRS(FM) Detroit. Evergreen also owns KKBK(FM) Los Angeles; KYLD-FM San Mateo/San Francisco (is selling frequency, see item, below) and KIOI (FM) and KMEL(FM) San Francisco; WEDR(FM) and WVCG(AM) Miami; WMVP(AM)-WLUP-FM, WRCX(FM), WVAZ (FM), WNUA-FM and WPNT-FM, all Chicago; WJMN(FM) Boston and WXS-AM-FM Medford/Boston; WKTU(FM) New York; KTRH(AM)-KLOL(FM) Houston, and KSKY (AM) Dallas; is buying/acquiring WDAS-AM-FM, WYXR-FM, WJZ-FM, WIOQ-FM and WUSL-FM, all Philadelphia; is selling WEJM(AM) Chicago-WEJM-FM Lansing/Chicago, Ill., and WFLN-FM Philadelphia; is swapping WKLB-FM Framing-

ham/Boston, Mass., and WNKS-FM Charlotte, WBAV(AM) Charlotte-WBAV-FM Gastonia/Charlotte, WFNZ(AM) Charlotte-WRFX-FM Kannapolis/Charlotte and WPEG(FM) Concord/Charlotte, all N.C.

**Facilities:** WJZW: 105.9 mhz, 28 kw, ant. 650 ft.; WDRQ: 93.1 mhz, 26.5 kw, ant. 669 ft.

**Formats:** WJZW: smooth jazz; WDRQ: AC

**Broker:** Star Media Group Inc.

**Frequency of KYLD(FM) San Mateo/San Francisco, Calif., and call letters of KSAN-FM San Francisco**

**Price:** \$44 million

**Buyer:** Susquehanna Radio Corp., York, Pa. (David E. Kennedy, president/8.7% owner; Susquehanna Pfaltzgraff Co., ultimate owner); owns KNBR(AM)-KFOG-FM San Francisco and KFFG(FM) Los Altos/San Jose, Calif.; is buying KHOT-FM Los Altos, Calif., and KHTX-FM Carson City, Nev. (to be Fair Oaks/Sacramento, Calif.) (for other holdings, see "Changing Hands," March 17)

**Seller:** Chancellor Media Corp. (see WJZW(FM) and WDRQ(FM) item, above). Note: Chancellor will move KYLD's programming to KSAN-FM's current frequency.

**Facilities:** KYLD: 107.7 mhz, 8.9 kw, ant. 1,162 ft.; KSAN-FM: 94.9 mhz, 35 kw, ant. 1,290 ft.

**Formats:** KYLD: CHR; KSAN-FM: country

**Broker:** Star Media Group Inc.

**WNTM(AM)-WMXC(FM) and WRKH (FM) Mobile, WKSJ(AM) Prichard/Mobile-WKSJ-FM Mobile and WDWG(FM) Atmore/Mobile, Ala.**

**Price:** \$24 million

**Buyer:** Clear Channel Communications Inc., San Antonio, Tex., (L. Lowry Mays, president); owns WPML(TV) Mobile, Ala./Pensacola, Fla. (LMA with WJTC(TV) Pensacola); owns/is buying KTTU-TV Tucson, Ariz.; KLRT(TV) (LMA with KASN-TV), KMJX(FM) and KDDK(FM) Little Rock, Ark.; KTNO(AM)-KLVE(FM) Los Angeles, KSQA(FM) Glendale/Los Angeles and KSOL(FM) and KYLZ(FM) San Francisco; WAVZ(AM)-WXCJ(FM) and WELI(AM) New Haven, Conn.; WOLZ(FM) Fort Myers, WCKT (FM) Lehigh Acres/Fort Myers, WXR-AM-FM Naples Park/Fort Myers, WKII(AM)-WXR-AM(FM)\* (formerly WFSN) Port Charlotte/Fort Myers, WAWS(TV) (LMA with option to buy WTEV(TV)) Jacksonville, WHYI-FM, WBGG-FM, WRTQ(FM), WAQI(AM) and WQBA-AM-FM, all Fort Lauderdale/Miami and WMTX-AM-FM and WRBQ-AM-FM Tampa, all Fla.; WOPA(AM) and WIND(AM)-WOJO (FM) Chicago; KSAS-TV Wichita, Kan.; WQMF(FM) Jefferson-

# SOLD!

WITN-TV, Washington, North Carolina from Raycom-US, Inc., John Hayes, President, to Gray Communications, Inc., for \$39,400,000.

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ville, Ind./Louisville, Ky.; WHAS(AM)-WAMZ(FM), WWKY(AM)-WTFX(FM), WHKW(AM) and intellectual rights to WHKW-FM, all Louisville; WQUE-AM-FM, WYLD-AM-FM, WNOE-FM and KLZJ-FM New Orleans and KHOM(FM) Houma/New Orleans, La.; WHYN-AM-FM Springfield, Mass.; WCUZ-AM-FM, WOOD-AM-FM and WBCT-FM Grand Rapids and WAKX(FM) Holland/Grand Rapids, Mich.; WFTC(TV) Minneapolis; KLSQ(AM) and KOWA(AM) Las Vegas; WXXA-TV, WXCR(FM) (80%), WQBK-AM-FM (80%) and WQBJ(FM) (80%), all Albany, and WGLI(AM), WPAT(AM) and WADO(AM), all New York, N.Y.; WXRA(FM) Eden, WMYK(FM) Moyock, WDUR(AM)-WFXC(FM) Durham, WFXK(FM) Tarboro/Durham, WQOK(FM)\* and WNND-FM\* Raleigh/Durham and WSJS(AM)-WTQR(FM) Winston-Salem, all N.C.; WERE(AM)-WNCX(FM) and WENZ-FM Cleveland; KXXY-AM-FM, KTST(FM), KTOK(AM)-KJYO(FM) and KEBC(FM) Oklahoma City and KOKI-TV (LMA with option to buy KTFO-TV), KOAS-FM, KAKC(AM)-KMOD-FM, KOLL(AM) and KOLL-FM, all Tulsa, Okla.; WHP(TV) (LMA with WLYH-TV) Harrisburg/Lancaster, WLAN-AM-FM Lancaster and WRAW(AM)-WRFY-FM Reading, Pa.; WPRI-TV (LMA with WNAC-TV) and WWBB(FM) Providence and WWRX-FM Westerly, R.I.; WDDM(FM) Sumter and WARQ(FM) Columbia, S.C.; WPTY-TV (LMA with WLMT-TV), KWAM(AM)-KJMS(FM), WDIA(AM)-WHRK-FM, WREC(AM)-WEGR-FM and WRXQ-FM, all Memphis; WOWI-FM\*\* and WJCD(FM)\*\* Norfolk, WSVY-AM-FM\*\* Portsmouth and WTVR-AM-FM, WRVA(AM)-WRVQ(FM) and WRVH(AM)-WRXL(FM) Richmond, all Va.; WOKY(AM) Milwaukee-WMIL(FM) Waukesha/Milwaukee and 40% of WKKV(FM) Racine/Milwaukee, Wis., and the following Texas stations: KPEZ(FM) and KFON(AM)-KEYI-FM Austin, KUNO(AM)-KSAB-FM Corpus Christi, KICI(AM)-KICI-FM, KMRT(AM)-KDZR-FM and KESS(AM), all Dallas/Fort Worth, KHEY-AM-FM, KPRR(FM), KBNA-AM-FM and KAMA(AM), El Paso, KCYT-FM Granbury, KRTX-FM\*\*\* Galveston, KGBT(AM)-KIWW-FM Harlingen, KMJQ(FM), KBXX(FM), KPRC(AM), KLAT(AM), KLTN(FM), KMPQ(AM) and KLTO-FM\*\*\*, all Houston, KJOJ(AM) Conroe/Houston-KJOJ-FM Freeport/Houston, KSEV(AM) Tomball/Houston, KQXX(FM) McAllen, WOAI(AM)-KAJA(FM), KTKR(AM), KQXT(FM), KCOR(AM), KROM-FM, KXTN-AM-FM, all San Antonio, and KMIA(FM) Winnie; has LMA with KHYS(FM) Port Arthur/Houston, all Tex.

Notes: \*LMA with option to buy; \*\*JSA with option to buy; \*\*\*TBA

**Seller:** Capitol Broadcasting Co. LLC, Mobile (Kenneth S. Johnson, president/30% owner); no other broadcast interests

**Facilities:** WNTM: 710 khz, 1 kw day, 500 w night; WMXC: 99.9 mhz, 94 kw, ant. 1,755 ft.; WRKH: 96.1 mhz, 97 kw, ant. 1,342 ft.; WKSJ(AM): 1270 khz, 5 kw day, 103 w night; WKSJ-FM: 94.9 mhz, 100 kw, ant. 1,555 ft.; WDWG: 104.1 mhz, 100 kw, ant. 1,555 ft.

**Format:** WNTM: news/talk; WMXC: AC; WRKH: classic rock hits; WKSJ(AM): country; WKSJ-FM: contemporary country; WDWG: AOR

**Broker:** Blackburn & Co.

**WJLM(FM) Salem/Roanoke/Lynchburg, Va.**

**Price:** \$3.1 million cash

**Buyer:** Capstar Broadcasting Partners Inc., Austin, Tex. (R. Steven Hicks, CEO/3.2% owner; Thomas O. Hicks, ultimate owner/chairman, Hicks, Muse, Tate & Furst Inc.); is buying Patterson Broadcasting Inc. (see combo item, above) and the following Roanoke/Lynchburg, Va.-market stations: WLDJ(FM) Appomattox, WYYD(FM) Amherst, WROV(AM)-WROV-FM Martinsville, WJJS(FM) Vinton, WJJS(AM)-WJJS(FM) and WRDJ(FM), and option for WLNJ(FM). Capstar owns WBPH(AM) Huntsville, WHOS(AM)-WDRM-FM Decatur/Huntsville, WTXF-FM Fayette/Tuscaloosa and WAAX(AM)-WQEN(FM) Gadsden/Tuscaloosa, all Ala.; WINE(AM)-WRKI(FM) Brookfield, WNLK(AM)-WEFX(FM) Norwalk and WSTC(AM)-WKHL(FM) Stamford, all Conn.; WJBR-AM-FM Wilmington, Del.; WOLZ(FM) Fort Myers, WKII(AM)-WFSN(FM) Port Charlotte/Fort Myers, WOSN(FM) Indian River Shores/Fort Pierce, WZZR(FM) Stuart, WQOL(FM) and WAXE(AM)-WAVW(FM) Vero Beach and WBBE(FM) Gifford/Vero Beach, all Fla.; WPUT(AM) Brewster, WZZN(FM) Mount Kisco, WAXB(FM) Patterson and WFAS-AM-FM White Plains, all N.Y.; WWNC(AM)-WKSF(FM) Asheville, N.C.; WBVB(FM) Coal Grove, WING-FM Dayton/Springfield and WIRO(AM)-WMLV(FM) Ironton, Ohio; WAEB-AM-FM Allentown and WZZO(FM) Bethlehem, Pa.; WTJS(AM)-WTNV(FM) Jackson and WYNU(FM) Milan/Jackson, Tenn.; WKEE-AM-FM and WHRD(AM) Huntington, WTCR-AM Kenova/Huntington-WTCR-FM Huntington, WZZW(AM) and WFXN-FM Milton/Huntington, WKWK-AM-FM, WWSA(AM)-WQVK(FM) and WEGW(FM) Wheeling and WHLX(FM) Bethlehem/Wheeling, all W.Va.; 50% of WDRR(FM) Sanibel/Fort Myers, Fla.; also is buying WMCZ(FM) Millbrook/Montgomery and WZHT(FM) Troy/Montgomery, Ala.; KYAK(AM)-KGOT(FM), KYMG(FM) KASH-AM-FM and KENI(AM)-KBFX(FM) Anchorage and KIAK-AM-FM and KAKQ-FM Fairbanks, Alaska; KBLU(AM)-KTTI(FM) and KYJT(FM) Yuma, Ariz.; KVFX(FM) Manteca, KFIV(AM)-KJSN

(FM) Modesto and KJAX(AM) Stockton/Modesto, Calif.; WDOV(AM)-WDSO(FM) Dover/Wilmington and WSRV(FM), Smyrna/Wilmington, Del.; WMYM(AM)-WLRQ-FM Cocoa, WHKR-FM Rockledge/Cocoa and WMMB(AM)-WGGD-FM Melbourne, Fla.; KDMI(AM)-KGGO(FM) and KHKI(FM) Des Moines, Iowa; KRMD-AM-FM Shreveport, La.; WWFG(FM) Ocean City and WOSC(FM) Bethany Beach, Del./Ocean City, Md.; WOAD(AM) and WKXI(AM)-WJMI(FM) Jackson and WKXI-FM Magee/Jackson, Miss.; WSIC(AM)-WFMX(FM) Statesville/Charlotte, N.C.; WCOS-AM-FM, WHKZ(FM), WVOC(AM) and WSCQ(FM) Columbia, S.C., and the following Greenville/Spartanburg, S.C.-market stations: WESC-AM-FM, WFNO(FM) and WJMZ-FM; WNTW(AM)-WUSQ-FM Winchester and WFOX(FM) Front Royal/Winchester, Va., and the following Madison, Wis.-market stations: WIBA-AM-FM, WTSO(AM)-WZEE(FM), WMLI-FM and WMAD-FM. Note: Application by Capstar's Osborne Communications Corp. to sell WACT-AM-FM Tuscaloosa was dismissed ("For the Record," March 17). Osborne also is selling WJSU-TV Anniston, Ala. ■ Thomas O. Hicks owns 90.1% of GulfStar Communications Inc., and Hicks Muse owns 90% of Chancellor Broadcasting Co.

**Seller:** WRIS Inc. (Lloyd Gochenour, president); owns WRIS(AM) Roanoke

**Facilities:** 93.5 mhz, 5.8 kw, ant. 98 ft.

**Format:** Hot country

**Brokers:** Blackburn & Co. (seller) Media Venture Partners (buyer)

**KZMZ(FM) Alexandria, La.**

**Price:** \$1.55 million

**Buyer:** Champion Broadcasting Corp., Richmond, Va. (Donald L. Kidwell, president; Southern Capital Acquisition Corp., owner. Southern Capital is owned by Firstmark Corp., Waterville, Me. [James A. Vigue, chairman]); owns KKST-FM Oakdale/Alexandria, La.; is buying KDBS(AM)-KRRV(FM) Alexandria. Champion also owns KMRK-FM Odessa, KCHX-FM Midland and KCDQ-FM Monahans, all Tex.; is buying KIXZ(AM)-KQAC(FM), KMML-FM and KBUY-FM, all Amarillo, Tex.

**Seller:** Stellar Communications, Tyler, Tex. (Don R. Chaney, president). Chaney owns KKIK(FM) Temple, Tex.; is president/32% owner of company that owns KNRV-FM Harker Heights/Killeen, Tex.

**Facilities:** 96.9 mhz, 100 kw, ant. 1,450 ft.

**Format:** Classic rock

**Broker:** Whitley Media

**WAPP(FM) Berryville/Winchester and**

**Continues on page 78**

Cable

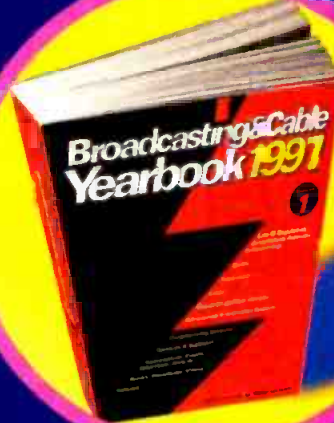
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# Shares fall in winter book

*Trend is down in New York, Los Angeles, Chicago*

## Radio

By Donna Petrozzello

**A**udience shares for top-ranked stations in the leading radio markets slid in Arbitron's latest book, the winter 1997 survey.

### New York

Evergreen Media's dance WKTU(FM) dropped from a 6.2 share last fall to a 4.8 in winter, losing its top-ranked position to rival WQHT(FM), Emmis Broadcasting's hip-hop station, which had a 6.1. Viacom Broadcasting's adult contemporary WLTW(FM) New York ranked second with 5.7, and WKTU ranked third with 4.8. (Shares reported are based on Arbitron's survey of listening by people 12-plus, Monday-Sunday, 6 a.m. to midnight.)

Elsewhere in New York, all-news WINS(AM) earned a 3.7, up from its 3.4 last fall and just slightly ahead of all-news WCBS(AM), which earned a 3.4 in

winter and a 3.0 last fall.

Contemporary hits WHTZ(FM) rose from 2.5 to 3.1, rock WNEW(FM) went from 1.2 to 1.8, and talk WABC(AM) moved from 2.9 to 3.1. Meanwhile, adult contemporary WDBZ(FM) dropped from a 1.9 to a 1.5, sports talk WFAN(AM) dropped from 2.9 to 2.5, and adult contemporary WPLJ(FM) fell from 3.0 to 2.6.

### Los Angeles

Hefitel Broadcasting's Spanish KLVE(FM) held on to first place, but slipped from 6.9 last fall to 6.0 in the winter survey. In the same period, Spanish KSCA(FM) jumped from 1.1 to 3.5, landing in sixth place in the market.

Los Angeles's second-ranked station, Evergreen's urban KKBZ(FM), gained audience share, moving from 4.9 last fall to 5.5. Emmis's contemporary hits KPWR(FM) maintained third place and an equivalent share, 4.6, in winter as it had last fall.

Around Los Angeles, oldies KCBS(FM) jumped from 1.9 to 2.8, rock KROQ-FM went from 2.9 to 3.4, adult

contemporary KIBB(FM) went from 1.2 to 1.8, and adult contemporary KBIG(FM) rose from 2.5 to 2.7.

Meanwhile, Los Angeles's Spanish KLAX(FM) dropped from 4.0 to 3.2, alternative talk KLSX(FM) dropped from 2.5 to 1.9, adult contemporary KOST(FM) went from 3.9 to 3.2 and oldies KRTH(FM) went from 3.7 to 3.4.

### Chicago

Tribune Broadcasting's full-service WGN(AM) held on to first place, but dipped from 6.6 last fall to 6.2 in this book.

Gannett Broadcasting's urban WGCI-FM share of 5.5 in winter was enough to put the station in second, but was a full share point below the 6.5 that WGCI-FM earned last fall. Viacom's soft adult contemporary WLIT-FM earned 5.1 in winter, up from its 4.2 last fall.

All-news WBBM(AM) improved from 3.5 to 4.1, news/talk WLS(AM) rose from 3.3 to 4.0, urban WVAZ(FM) went from 3.9 to 4.5, and country WUSN(FM) rose from 3.0 to 3.7.

Urban WEJM-FM dipped from 2.5 to 2.0, Spanish WOJO-FM dropped from 3.2 to 2.7, talk WMAQ(AM) dipped from 2.7 to 2.2, and alternative rock WKQX(FM) went from 3.1 to 2.8. ■

## R I D I N G   G A I N

### Newspaper ad rates up, but circulation weak

Ad rates for major daily newspapers increased an average 12%, while circulation for most papers in top 10 markets has suffered, say researchers with the Interep Radio Store.

Between second quarter 1996 and second quarter 1997, Interep found that newspaper rates increased 5%-17%, but circulation either remained flat or dropped by up to 4% in seven of the 10 markets surveyed. In New York and Philadelphia, circulation rose by 1% and 6%, respectively. In Houston, rates increased 62% and circulation rose 33%, but most of the improvement stemmed from the closing of the *Houston Post* in 1995, Interep says.

During the same period, radio rates on a cost-per-point basis remained flat in the top 10 markets despite steady consolidation, according to Interep. "Because of consolidation, radio has become an open target for accusations of price hiking

that are simply not true," says Marla Pirner of Interep. "We will not sit back and accept undue criticism while dollars continue to roll unquestioningly to our competition."

### Stern opening in Minneapolis

Howard Stern announced a new affiliate last week, WBOB-FM Minneapolis-St. Paul. The station changed format from country to "real rock" early last week. The signing marks Stern's entry into the Minneapolis market, ranked 16th by Arbitron, and brings his station lineup to 39.

### Karmazin to chair Mercurys

CBS Radio Chairman Mel Karmazin was named event chairman of the 1997 Radio Mercury Awards, scheduled June 11 at New York City's Waldorf-Astoria hotel. John Costello, senior executive vice president of marketing for Sears Roebuck & Co., will serve as advertiser chairman. Sponsored by the Radio Creative

Fund, this year's sixth annual Mercurys will award \$225,000 in recognition of excellence in radio commercials. Some 980 commercials were submitted for consideration this year.

### Sonic Boom taps weird, wacky radio

For the inquisitive radio listener, the American Association for the Advancement of Science plans to tackle questions ranging from cloning to bizarre Army testing rituals in its 90-second feature *Sonic Boom*, scheduled to launch in major markets later this year.

"This is not a show that targets science geeks," says *Sonic Boom*'s producer, Bob Hirshon. "We'll answer questions like how a band makes some new sound on a hit song, or why hair-care products have 1,000 ingredients."

*Sonic Boom* will debut on college stations this spring. Full production of the show, targeted for adult contemporary stations in large markets, is expected to start in late summer.—DP

## DBS follows cable up rate incline

*DIRECTV, USSB repackaging translates to 13.34% rate increases for their programing packages*

By Price Colman

**T**o the surprise of no one, basic cable rates rose in 1997's first quarter. But for the first time in its history, the cable industry can point to a competitor that's raising rates too.

Cable's rate increases, and the heat they've brought from the federal government, have been a key weapon that for the DBS sector, a weapon DIRECTV/USSB and EchoStar have used effectively in targeting consumers and congressional representatives alike.

But for the first time, DBS is confronting the reality of its own rate hikes and the likelihood that its competitive advantage in that area may be waning.

For the record, basic cable television rates (including enhanced basic) rose 2.6% in the first quarter from December 1996 levels. That compares with a 0.9% increase in the overall Consumer Price Index. In a year-to-year comparison, the average increase for first quarter 1997 was 8.05%, compared with an average increase of 4.3% during the same period in 1996. The biggest monthly bump, on a year-to-year basis, came in February, when rates rose 8.22%. March was second, with a 7.99% increase, and January was third, with a 7.94% increase.

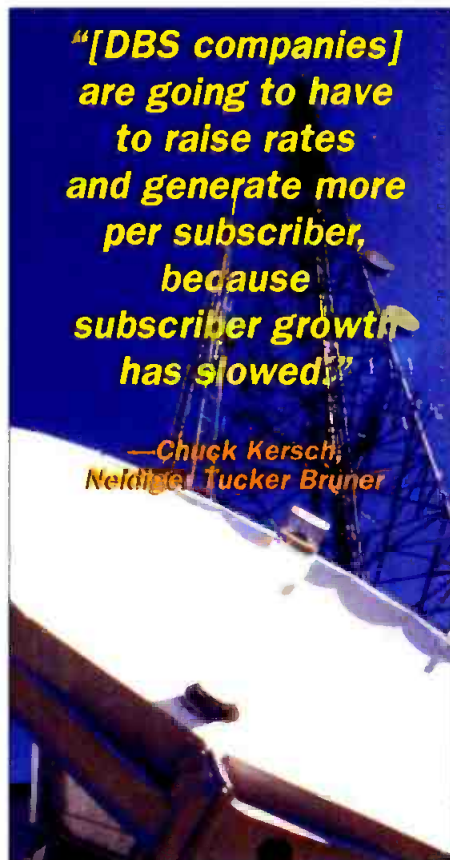
Virtually all MSOs either have hiked or plan to hike rates this year. Among the top five, those increases range from 5% to 10% and all cite rising programing costs as being responsible for as much as 40% of the increases.

Cable rate hikes are hardly new; DBS increases are, and the fledgling industry has seen its first increases.

DirecTV/USSB, the nation's largest DBS service, raised monthly programing fees anywhere from .1%

**"[DBS companies] are going to have to raise rates and generate more per subscriber, because subscriber growth has slowed."**

**—Chuck Kersch,  
Neidiger Tucker Bruner**



to 13.3%, while hiking the service charge for additional TV set hookups by 156%. The changes spurred some outcry from customers, if postings in America Online's DBS newsgroup are any measure. Several postings expressed displeasure at losing Encore's themed movie service from DIRECTV's Total Choice package, its most popular service and essentially the equivalent of cable enhanced basic. Encore was bumped to a different tier with a \$4 additional charge.

DIRECTV spokesman Jeff Torkelson said the rate increases are the first for DIRECTV since the service launched in 1994. "The good news for consumers is that the increases are in the 4-cent range," he said. "We're not dropping channels, we're trying to

choose where we make price increases to make it the least painful for our subscribers."

DIRECTV's change came about the same time Tele-Communications Inc. released details its previously announced 7% rate hike effective June 1. While TCI's announcement commanded headlines, DIRECTV's was nearly lost in the shuffle. But DBS's grace period may be almost over, some say.

"[DBS companies] are going to have to raise rates and generate more per subscriber, because subscriber growth has slowed," says Chuck Kersch of Neidiger Tucker Bruner, a Denver financial services firm. "Also, they're having to share the market with more players and cut their costs to match the competition."

Better believe that's not lost on the cable industry. "Now, finally, we're in a position where we have like video providers offering like services for similar pricing, so we can do some comparisons," says Anne Cowan of the Cable Telecommunications Association. "That will help customers better understand the value of cable."

With the eventual entry of Sky—the EchoStar/ASkyB partnership—into the DBS field a likely but not foregone conclusion, the upward pressure on DBS subscription rates is likely to increase.

While EchoStar may be able to keep a lid on rates temporarily, thanks to financial support from News Corp., "sooner or later [increases] are going to happen," says Kersch. "In the case of Primestar, it's dependent on how long-term their program contracts are. If programing costs are going to go up, they're going to run into a similar scenario."

"When this is all done, cable is going to be the low-cost provider," predicts Kersch. ■

# TCI regrouping under Hindery

*Reorganization by geography will make it easier to cluster*

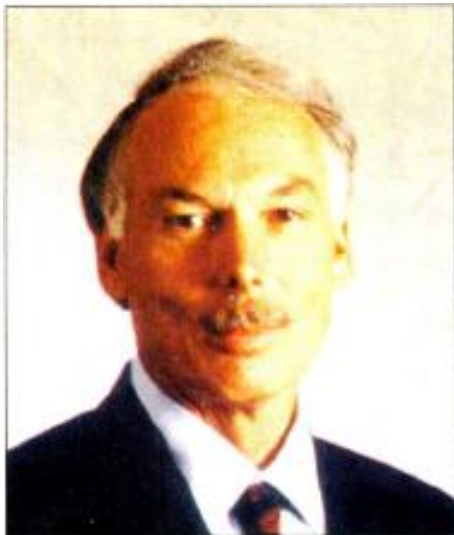
By Price Colman

**T**he reshaping of Tele-Communications Inc. at the hands of its new president, Leo Hindery, hit warp speed last week with the most sweeping change yet—reorganization of cable operations.

As expected ("Closed Circuit," April 14), in an attempt to increase efficiency and put more decision-making power in the hands of local managers, Hindery and Marvin Jones, chief operating officer for TCI Communications (TCIC), have divided cable operations into six geographical divisions.

The restructuring of the systems, encompassing roughly 14 million subscribers, undoes an earlier reorganization enacted by former TCIC president Brendan Clouston last fall. That earlier move divided TCIC's core cable business into three units based on types of systems.

Despite the rapid pace of change at the nation's largest MSO, Hindery's to-do list clearly remains full. Sources close to the company told BROADCASTING & CABLE that TCIC's programming unit will be split into an administrative division, and a division oriented toward relationships with programmers. Jedd Palmer, who as senior vice president, programming, now oversees the entire operation, will head the administrative unit, while an as yet unnamed candidate



*TCI's three key launch markets—Hartford, Conn.; Arlington Heights, Ill., and Fremont, Calif.—will continue to report to Marvin Jones (r) and Larry Romrell, president of TCI Technology Ventures, until product testing is complete. Thereafter, those markets will be part of their respective divisions.*



will head what's essentially the negotiating team, the sources said.

After recently consummating key 10-year carriage deals with The Disney Channel, ESPN, ESPN 2 and ESPNEWS, TCIC is close to similar long-term deals with Viacom and NBC, possibly in the next two weeks, Hindery said.

"We're hopeful that the relationship the [cable and programming] industries would establish would be long-term and mutually beneficial," he said.

Carriage deals with News Corp.'s Fox Network were essentially completed last year, as were deals with

Time Warner/Turner.

Hindery has also pushed up projections for roll out of TCIC's digital cable service ALL TV from 10 million homes passed by year-end 1997/early 1998 to 15 million. The 15 million homes passed triples projections TCI made late last year.

"We're very optimistic about it," said Hindery. "This organization is spending all of its waking moments on this."

For Hindery, the top priority is joint-venture or affiliation deals with other cable operators. Such deals are likely to include selling and/or swapping sizable systems, with TCI maintaining a support relationship with the buyer. That would allow TCI to share some revenue while dramatically reducing operating costs.

"When I prune, I will take a whole limb," Hindery said.

Although some analysts have speculated that Dallas-based Marcus Cable is a prime candidate for such a deal—Marcus and TCI have large systems in Texas—Hindery denied that, but declined to reveal top candidates. Speculation has also focused on InterMedia, Hindery's former company, and on Lenfest Group. TCI has affiliation-management agreements and is a substantial stakeholder in Lenfest, the number 11 MSO, and InterMedia, the

## **TCI'S NEW DIVISIONS**

**Northwest**—Washington, Oregon, Idaho, Utah, Montana and most of Wyoming

**West**—California, Nevada and Arizona

**Central**—New Mexico, Texas, Colorado, North and South Dakota, Nebraska, Kansas, Oklahoma and southeastern Wyoming

**Great Lakes**—Minnesota, Iowa, Wisconsin, most of Illinois, Indiana, Michigan and most of Ohio

**Northeast**—Kentucky, West Virginia, Virginia, Maryland, District of Columbia, Delaware, New Jersey

**Southeast**—Missouri, Arkansas, Louisiana, Mississippi, Alabama, Tennessee, Georgia, North and South Carolina, Florida and southern Illinois

1996

1995

1994

# ANOTHER BULL MARKET PERFORMANCE

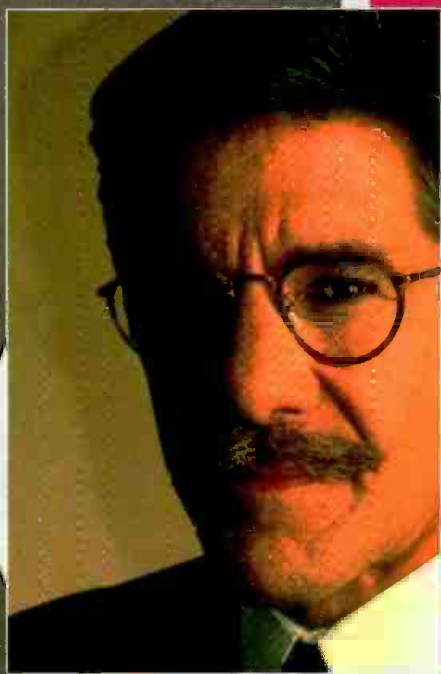
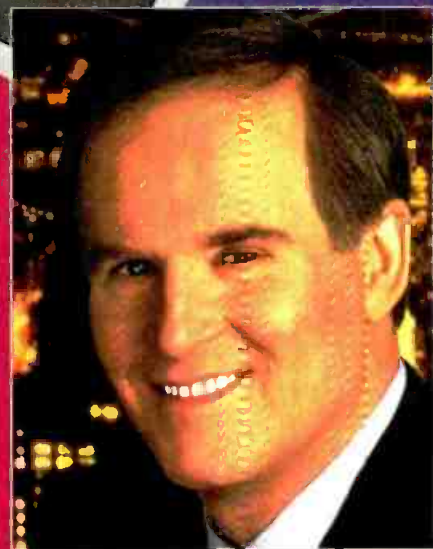
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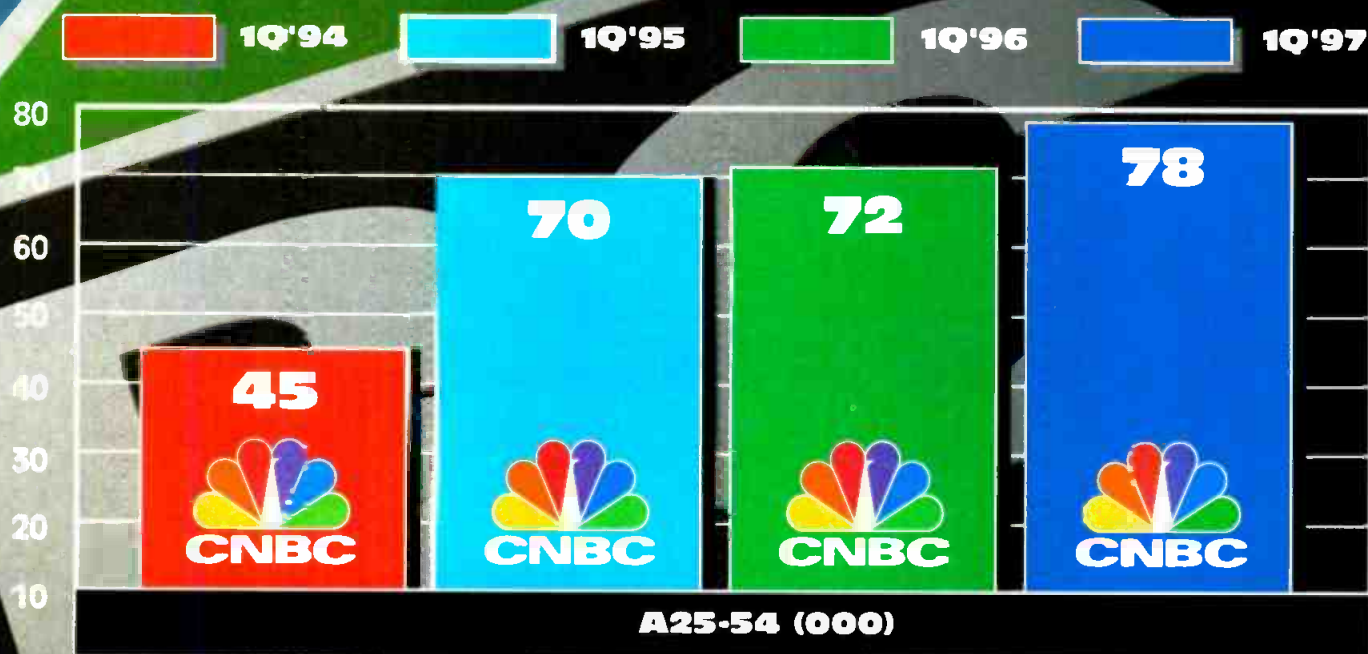
# CNBC



# HERE WE GROW AGAIN!

## Record Levels For 1st Quarter

CNBC has consistently grown in Households and Adults 25-54.



Source: Nielsen NHI Fastrak, 1Q 94, 95, 96, 97,  
M-F/5:30A-2:30 A & S/S 5P-2:30A. Qualifications furnished upon request

Number 14.

The reorganization of TCIC's cable operations could help to propel joint-venture or affiliation agreements because TCIC's six new divisions, each with 2 million–3 million customers, make clustering possibilities more apparent. Each division is headed by a vice president who will report

to Jones. The respective divisions and vice presidents: Northwest, headed by Joe Bonica; West, headed by Dan McCarty; Central, headed by Dick Franklin; Great Lakes, headed by Steve Bryan; Northeast, headed by Bill Mitchell and Southeast, headed by Tom Barberini. All divisional vice presidents were selected from current

TCI management.

TCI's three key launch markets—Hartford, Conn.; Arlington Heights, Ill., and Fremont, Calif.—will continue to report to Jones and Larry Romrell, president of TCI Technology Ventures, until product testing is complete. Thereafter, those markets will be part of their respective divisions. ■

## TCI, Liberty likely to keep it in family

*Malone said to be considering buying back stock from Magness estate*

By Price Colman

**T**ele-Communications Inc. and Liberty Media Corp. are likely to buy back significant chunks of their Series A stock from the estate of the late Bob Magness if estate executors decide to sell, one analyst predicts.

There's rising speculation that TCI Chairman John Malone will acquire as much of the estate's shares in TCI and Liberty supervoting (10 votes per share) Class B shares as he can afford and the estate is willing to sell, in an effort to consolidate control of the nation's largest cable MSO.

Under a June 1988 agreement between Malone, Magness and Kearns/Tribune Corp., a major TCI shareholder, Malone has the right of first refusal on Magness's, and subsequently the estate's, TCI and Liberty Class B shares (TCOMB, LBTYB).

Chuck Kersch of Neidiger Tucker Bruner, a Denver financial services firm, figures it's just as likely, if not more likely, that the companies will go after Class A shares (TCOMA, LBTYA). The rationale is that buying back shares should increase the value of the stock, making shareholders happy. If the companies buy shares back, they have two options: retire the shares, or put the shares in treasury, which prevents them from being voted unless they're later sold. Either option should enhance share value.

According to a Jan. 28 proxy, the estate holds roughly 3.5 million TCOMA and 880,000 LBTYA shares. New Liberty President Robert "Dob" Bennett raised the buy-back possibility recently when he said the company has about \$300 million in cash available and may use it to buy back shares.

The estate, with an estimated value of

more than \$1 billion, faces a hefty tax bill Aug. 15 unless it files for an extension. By some calculations, that tax bill could exceed \$400 million, which means the estate will almost certainly have to sell some assets.

While Malone has the most current right-of-first-refusal agreement with the estate regarding Class B shares, Kearns-Tribune has a similar agreement dating to 1968.

"The estate will sell only an amount of B shares necessary [to pay the IRS], and it will put that into friendly hands," Kersch predicts. As a result, it's unlikely

ly there will be any shift in control of TCI and Liberty. Malone already controls large chunks of Class A and Class B shares in both.

The January proxy shows the estate holding roughly 30.8 million TCOMB and 7.7 million LBTYB shares.

Calculating the estate's value will remain tricky for the foreseeable future. Contents of the estate are sealed and an Arapahoe County, Colo., judge recently handed the case over to another judge who said he'll have no decision on unsealing the estate's contents before June 12. ■

## CBS Eye on Latin America

*Jordan says TeleNoticias will provide model for international expansion*

By Joe Schlosser

**W**estinghouse Chairman Michael Jordan says his company is targeting Latin America for international cable expansion.

Jordan, following a speech at the Cable Advertising Bureau's annual advertising conference in New York, said Westinghouse is looking to complement its Latin American cable news channel, TeleNoticias, with more cable networks there.

"We intend to use [TeleNoticias] as a model for our international expansion," Jordan said, "applying our branding as well as technical and programming expertise in high-growth areas like Latin America."

He said Westinghouse is also trying to bring TeleNoticias, which the com-

pany acquired 10 months ago, to more American cable homes. TeleNoticias is available domestically only in Miami and parts of South Florida.

Westinghouse is not looking to acquire or start another cable network domestically, Jordan said. Westinghouse just launched CBS Eye on People and recently purchased The Nashville Network and Country Music Television.

In his speech to advertisers, Jordan called on cable and broadcast networks to work together. He pointed to the two sides' collaboration on national ratings as a good start.

Jordan also touched on the ever-narrowing gap between cable and broadcast networks. "One of my colleagues used to call the [broadcast] network era the era of long lunches and long limou-

sines; now it's a tough, scrappy business and we are all out there trying to maximize our share of the advertising equation. It's just getting a lot more competitive, and I think it's going to sharpen our management focus across the board."

Jordan continued to call for a better ratings system, following up on his comments on Nielsen Media Research at last week's NAB conference. Jordan said Nielsen's current format measures programing in too broad a fashion, but he accepted some of the blame for the situation.

"We the advertising-[supported]-networks, created the standards about 20 years ago and haven't really updated them since," he said. "We should have, but we probably haven't because



Westinghouse's Jordan has his Eye on Latin America.

of convenience."

Jordan said all the networks, both cable and broadcast, have been hurt by alleged defects in Nielsen measurements.

"Nielsen has to get it right because they have a very unsatisfied group of customers," he added. "We obviously need the service or a similar service, and we'd certainly like it to be as accurate as it can be." Nielsen last week announced tests of a new meter to help measure TV viewing in the digital age (see story, page 37).

On HDTV, Jordan said CBS is going to start doing some testing in smaller markets. "I'd say you are going to see prime time dominated by digital in five years," he said. "Especially sports and movie programing." ■

## Cable and Internet, a fit for advertisers

*CAB hears virtues of Internet extolled; opinions differ on extent of compatibility*

By Joe Schlosser

**A**dvertising executive Steven Dapper spoke with Joe Ostrow, president of the Cabletelevision Advertising Bureau, shortly before Dapper gave a keynote speech at the Cable Advertising Conference in New York last week.

Dapper, the chairman of Rapp Collins Worldwide, felt he should warn Ostrow that he was about to tell a roomful of current and potential cable advertisers that the Internet could well be *the* ad vehicle of the future.

"I told Joe what I was going to talk about and he said, 'terrific,'" Dapper said. "He told me to tell them where I think it's going."

Dapper did just that. He gave his speech and turned a few heads.

"He was fine," Ostrow said of Dapper's presentation. "You don't draw walls, because no one will allow walls to exist. A good media planner will consider all the options and then look at the one that provides more for their needs."

Dapper, who comes from a direct marketing background, spoke on the importance of databases and one-on-one advertising. Given that approach, he said, the future of advertising and the Internet are the ideal fit.

"What you are going to see is a complete implosion and explosion of the

Internet business over the next couple of years," Dapper said afterward. "What we see now on the 'Net is not what we are going to see in two years. It will be much faster and much easier."

Dapper said ad dollars are going to move to the Internet as advertisers "learn more about where their targets are."

But the news wasn't all bad for cable. Dapper said the cable industry has a great opportunity to capitalize on the Internet.

"I think cable is sitting in the exact right place today to be the true interactive provider," he said. "It has the only potential to be the two-way interactive mass medium in television."

There were other opinions on cable's competitive position vis-a-vis computers being voiced in New York last week.

Perianne Grignon, a media director with AT&T, believes cable's footing is solid. "The big cable networks like ESPN and Discovery don't have to worry," she said. "Those strong brand names will continue to be strong with or without the Web."

NBC Cable President Tom Rogers said the move of advertisers to the Web has been slower than projected, adding that the Internet still has many kinks to work out before it becomes a major player.

"The number of cable modems we



Steven Dapper says cable should team up with 'Net.

are going to see in the next four years will not really make any inroads," Rogers said. "We are four to five years from seeing [cable modems] as a factor."

Many of cable's top programers at CAB last week said that cable and the Internet are now two separate mediums and will likely remain so in the future.

"I think there is always going to be one and the other," said Brooke Bailey Johnson, senior VP of programing at A&E. "People have tried interactive mystery shows and they've been pretty successful, but they are more like video games. You don't sit there and say, 'Boy, what a great performance that was' or, 'Boy, was that scary.'" ■

# In search of advertising equity

*Cable demographics beat broadcast numbers, McCormick says*

By Joe Schlosser

**L**ifetime President Doug McCormick closed his speech at last week's Cable Advertising Conference in New York with a familiar video clip from the film "Jerry Maguire." McCormick walked off-stage before a roomful of media planners and advertising executives to the sound of Cuba Gooding Jr. ranting "Show me the money."

Many in attendance got a laugh out of the clip, but McCormick and others in the cable industry mean business: they feel that cable is not getting the respect it deserves from advertisers.

"The reality of this is that cable is not getting its fair share today," McCormick said. "This conference is all about trying to raise that level of awareness and get people to take advantage of the best buy on the planet."

In his presentation to advertisers, McCormick noted that cable advertising sells for just 70% of what broadcast network costs. The advertisers reason that cable reaches only 70% of the broadcast population, and that cable's ratings are far lower than those of NBC, ABC and CBS in prime time.

"I'm here to tell you cable should not be penalized for the 30 percent of the nation it does not deliver," McCormick said. "Cable in fact should be rewarded for delivering the kind of consumers that advertisers are seeking."

According to AT&T Media Director Perianne Grignon, her company does not favor one medium over the

## On the brand wagon

Time Warner Chairman Gerald Levin told a CAB audience that broadcast network attempts to play up their brands is a sign of cable's increasing presence in the marketplace. Levin said: "I'm not putting the networks down for their branding strategy. Like Humpty-Dumpty, they've had a great fall, and though nothing can put their triopoly together again, their branding strategy is a clear sign that they understand and accept the multichannel essence of television." Levin told the audience at the Cable Advertising Conference that over the next 5-10 years "the major share of prime time audiences will be divided among 10 or more branded networks." Levin said TNT and TBS already have reached that point. —JS



other. "We look at [all of] it as television at AT&T."

Networks like Lifetime and ESPN deliver an upscale, focused audience that advertisers need and want, McCormick said. Cable networks have brand identities, he said, like Lifetime's "Television for Women" banner, that bring in a certain demographic day in and day out. Broadcast network ratings are slipping, he said, and

the networks are now trying to brand themselves as well. "But they have a tough sell because they grew up trying to be all things to everyone. They never had to build a relationship with their viewers."

Grignon said branding helps everyone involved in television, from advertisers through consumers. "I think it will help consumers in the long run," she said.

McCormick said cable is now beating the networks in such key demographic areas as children's and sports programming. And, he noted, weekends 1 p.m.-7 p.m. are now dominated by cable. But some cable programmers say cable is lacking in an important area—original programming.

"We need to be able to compete with networks in programming, and therefore we need to have more original shows," commented Dawn Tarnofsky, Lifetime's senior VP of programming. ■

## Ostrow makes cable's case

In a speech to media planners, CAB President Joe Ostrow tried to dispel the notion that cable is not national.

"There are still people out there who say you only have 70 percent penetration, so you are not a national medium," Ostrow said. "That's baloney. We cross almost every street in the country."

He pointed out that "97 percent of the population hasn't signed on for *Newsweek* and it is still considered a national magazine. Seventy percent of the nation still doesn't watch *Seinfeld* every week, but it's a national program." —JS



# Find your NICHE

Nearly 100 new cable networks have been launched in the last year alone. Although limited channel capacity has created an ultra-competitive marketplace, niche networks are fast becoming the cable carriage winners. While the key to carriage is often strong financial backing and connections to cable operators, digital technology and plant upgrades will dramatically open up the new network playing field in the near future.

On May 12, *Broadcasting & Cable* looks into New Cable Networks. Our bi-annual special report will list the current cable players — and present the hottest new contenders.

If you're looking to do some premium cable networking, you'll want to be part of this issue. Your message will reach a cable-ready audience of 35,000 leading decisionmakers in television, cable, radio, new multimedia and related technology. To reserve own space, contact your advertising sales representative today.

## Special Report: New Cable Networks

Issue Date: May 12 • Ad Close: May 2

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## Price of programing

ESPN will likely have a "considerable bump" in programing costs over the next few years, says ESPN's senior vice president of programing Leonard Deluca. Speaking on a panel at the Cabletelevision Advertising Bureau conference in New York, Deluca said ESPN's costs will rise if the network resigns its current contract with the National Football League. Deluca would not say if the network will go after National Basketball Association broadcast rights.

## System swap

TCI Communications (TCIC) and Jones Intercable have completed a swap of Jones's cable systems in Colorado for TCI systems in parts of Maryland. Under a previously announced agreement, TCIC subsidiary United CATV gets Jones systems near Denver encompassing about 26,500 subs, while Jones gets TCIC systems in Maryland with about 25,750 subscribers. In both cases, the swap adds to key clusters for the companies. Financial terms were not disclosed.

## By the numbers

■ Hughes Electronics, the division of General Motors that owns DIRECTV, attributed its 2% loss in first-quarter profits compared to first quarter 1996 to increasing costs of DIRECTV. It also said declining sales of satellite components and limited profit on sales of automotive electronics systems contributed to slower growth. Operating profits for the telecommunications and space segment were down for the quarter to \$7.2 million from \$75.4 million in the same period last year. Decline in the segment was related specifically to lower satellite component sales, start-up costs from DIRECTV's Latin American subsidiary and a change in the amortization period for DIRECTV subscriber costs from three years to one. Hughes reported \$1.023 billion in first-quarter revenue, an increase of 9.3% from the first quarter last year. Hughes said DIRECTV subscribers from its new subsidiary, Galaxy Latin America, totaled 2,470,000 in the U.S. and 105,000 in

Latin America and South America.

■ Media General blamed a one-time \$63 million charge for its first-quarter loss of \$54.8 million, or \$2.06 per share. Pre-charge income was \$8.2 million, or 31 cents per share. The charge resulted from the acquisition of Park Communications' TV and newspaper properties last year. Income in the year-earlier quarter was \$15.1 million, or 57 cents per share. First-quarter revenue grew to \$216.1 million from \$184.8 million last year. Operating cash flow was \$48 million, 32% growth from the same period last year. Operating income increased to \$24.8 million from \$20 million last year. Media General's publishing and cable TV operations "showed particular strength in the quarter," while broadcast TV prices declined, says CEO J. Stewart Bryan III.

■ Sprint's first-quarter earnings beat analysts' expectations, mainly because of delays in the cash-intensive Sprint PCS network. The PCS venture, which Sprint operates with TCI, Cox and Comcast, cut into the long-distance company's earnings by 21 cents per share, three times last year's loss. William Esrey, Sprint chairman, says that losses do not worry him. "The long-term shareholder value created by Sprint PCS will far outweigh the initial costs." Out of that 21-cent-per-share loss, 12 cents came from the Sprint PCS venture, 4 cents from Global One losses and the remaining 5 cents from new local phone services, other PCS operations and international operations besides Global One. Sprint's operating cash flow rose to \$1.02 billion, up from \$966 million in the year-earlier period.

■ Ameritech attributed first-quarter double-digit earnings growth to new businesses in cable TV and long-distance sectors. Earnings increased 12.1%, to \$536 million, up from \$478 million in the first quarter last year. Earnings per share grew 12.8% to 97 cents, up 11 cents. Revenue jumped 8.2%, to \$3.9 billion, up from \$3.6 billion. Ameritech's cable TV business, Americast, has added

five cable TV franchises since the first of the year. This brings the total to 34, which comprise more than 1.7 million people in 22 communities in Illinois, Michigan and Ohio.

## Credit watch for Lenfest

Duff & Phelps Credit Rating has placed Lenfest Communications, the nation's 11th-biggest MSO, on Rating Watch-Down, meaning that Lenfest is performing below the norm from a credit protection standpoint. Duff's action focuses on the credit rating of Lenfest's BB+ senior unsecured notes and BB- senior subordinated notes. The Duff report said that 1996 acquisitions significantly increased the debt-to-cash flow ratio—now about 6.5:1 on an annualized basis—and that consolidated debt rose more than \$500 million, largely as a result of the Sammons acquisition. The flip side is that the acquisition should help improve 1997 cash flow; and, while Lenfest's credit quality is weak for its industry segment, Duff sees the picture improving markedly in 1997.

## JVC markets

### EchoStar hardware

EchoStar announced plans last Monday to ally with JVC of America for distribution of EchoStar hardware. The plan calls for JVC to distribute three of EchoStar's DISH satellite systems under its own label. Financial terms were not disclosed.

## Primestar promotion

Primestar is launching a two-day promotion with RadioShack to coincide with Primestar's upgrade to 160 channels. Called "The Big Switch," the promotion offers consumers who sign up for Primestar at any U.S. RadioShack store Saturday (April 19) or Sunday (April 20) free programing, discounted installation and other gifts worth \$220. Sunday marks the day Primestar will add roughly 70 new channels and launch its "Hyper-Surfing" feature, which organizes programing into 10 categories. With nearly 1.8 million subscribers, Primestar is the nation's

second-largest DBS service behind DIRECTV.

## Your Choice chooses new digs

Your Choice TV is relocating its corporate headquarters from Bethesda, Md., to Denver. Programming and advertising units will move to New York City, says company president Nancy Stover. Stover says Your Choice TV chose to move because "Denver is the heart of the advanced digital television business in much the same way that Silicon Valley is the PC capital." Your Choice TV is a subsidiary of Discovery Communications and provides near-on-demand services. The service will roll out to consumers in 1997.

## Change in Weather

The Weather Channel Latin America has moved operations to a new "completely digital" facility in Atlanta. The sales and marketing divisions will continue to operate out of the original location in Miami.

## Tom Jones on A&E

A&E and BBC are co-producing a six-hour adaptation of the Henry Fielding classic "Tom Jones". Production is under way in England, and the film will air on A&E in 1998. Max Beesley stars as Tom and Samantha Morton is his wife Sophia.

## Hopkins narrates for CNN

Anthony Hopkins will narrate CNN's upcoming 24-hour documentary *Cold War: A Television History*. Composer Carl Davis will produce the musical score for the special, which will air on CNN in September 1998.

## Errata

In the outline for *In the Gloaming* on HBO (April 14, page 58) the debut date was incorrectly given as April 12. It was scheduled to debut April 20.

50

# PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of April 7-April 13, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time	(ET)	HHs. (000)	Rating Cable	U.S.	Cable Share
1. NASCAR/Food City 500	ESPN	Sun	1:00p	3,405	4.8	3.5	11.6
2. Titanic: Anatomy of a Disaster	DISC	Sun	9:00p	3,190	4.5	3.3	6.9
3. Rugrats Passover	NICK	Sun	8:00p	2,862	4.1	3.0	6.4
4. Rugrats	NICK	Thu	7:30p	2,775	4.0	2.9	7.0
4. Rugrats	NICK	Tue	7:30p	2,813	4.0	2.9	7.1
6. World Champ. Wrestling	TNT	Mon	9:00p	2,774	3.9	2.9	6.1
7. Rugrats	NICK	Sun	10:00a	2,678	3.8	2.8	11.6
7. Hey Arnold	NICK	Wed	8:00p	2,643	3.8	2.7	6.3
9. Rugrats	NICK	Wed	7:30p	2,591	3.7	2.7	6.6
10. Golf/Masters 2nd Round	USA	Fri	4:00p	2,545	3.6	2.6	9.4
11. Movie: "When Innocence is Lost"	LIF	Mon	9:00p	2,375	3.5	2.4	5.5
12. All That	NICK	Sat	8:30p	2,393	3.4	2.5	6.2
12. Kenan & Kel	NICK	Sat	8:00p	2,399	3.4	2.5	6.5
12. Rugrats	NICK	Sat	7:30p	2,349	3.4	2.4	6.7
12. World Champ. Wrestling	TNT	Mon	7:55p	2,410	3.4	2.5	5.9
16. Raahh!!! Real Monsters	NICK	Sun	10:30p	2,282	3.3	2.3	9.8
16. Kablam! Special	NICK	Thu	8:00p	2,311	3.3	2.4	5.3
16. Secret World of Alex Mack	NICK	Tue	8:00p	2,331	3.3	2.4	5.6
19. Hey Arnold	NICK	Sun	11:00a	2,210	3.2	2.3	9.4
19. Rugrats	NICK	Sat	8:30a	2,229	3.2	2.3	11.9
19. Kenan & Kel Special	NICK	Wed	8:30p	2,229	3.2	2.3	5.0
19. Doug	NICK	Tue	7:00p	2,258	3.2	2.3	6.1
23. Doug	NICK	Thu	7:00p	2,197	3.1	2.3	5.9
24. My Brother and Me Special	NICK	Sun	7:00p	2,084	3.0	2.1	5.1
24. Rocko's Modern Life	NICK	Sun	11:30a	2,087	3.0	2.1	8.8
24. Looney Tunes	NICK	Sun	9:00a	2,074	3.0	2.1	9.9
24. Tiny Toon Adventures	NICK	Sat	9:30a	2,097	3.0	2.2	9.7
24. Rugrats	NICK	Fri	7:30p	2,130	3.0	2.2	6.1
29. NBA/Chicago @ New York	WGNC	Thu	7:30p	1,061	2.9	2.0	4.8
29. Raahh!!! Real Monsters Special	NICK	Sun	7:30p	2,033	2.9	2.1	4.8
29. Secret World of Alex Mack	NICK	Sun	6:30p	2,052	2.9	2.1	5.3
29. Tiny Toon Adventures	NICK	Sat	9:00a	2,021	2.9	2.1	9.7
29. Doug	NICK	Wed	7:00p	2,007	2.9	2.1	5.4
29. Statler Brothers Show	TNN	Sat	9:00p	2,007	2.9	2.1	5.3
29. Movie: "E.T. The Extraterrestrial"	TNT	Sun	8:00p	2,050	2.9	2.1	4.5
36. Are You Afraid of the Dark?	NICK	Sun	6:00p	1,925	2.8	2.0	5.3
36. Jim Henson's Muppet Babies	NICK	Sat	10:00a	1,967	2.8	2.0	9.0
36. Rocko's Modern Life	NICK	Wed	5:30p	1,931	2.8	2.0	6.5
36. Are You Afraid of the Dark?	NICK	Wed	5:00p	1,990	2.8	2.0	7.3
36. Tiny Toon Adventures	NICK	Tue	6:30p	1,959	2.8	2.0	6.7
36. Doug	NICK	Mon	7:00p	1,951	2.8	2.0	5.4
42. Doug	NICK	Sat	7:00p	1,907	2.7	2.0	5.6
42. Hey Arnold	NICK	Mon	8:00p	1,892	2.7	1.9	4.5
42. WCW Wrestling	TBS	Sat	6:05p	1,917	2.7	2.0	5.8
45. Adventures of Pete & Pete	NICK	Sun	12:00p	1,799	2.6	1.9	7.4
45. Mystery Files of Shelby Woo	NICK	Sat	9:00p	1,824	2.6	1.9	4.6
45. Wild & Crazy Kids	NICK	Sat	2:30p	1,820	2.6	1.9	7.1
45. What Would You Do?	NICK	Sat	2:00p	1,847	2.6	1.9	7.3
45. Salute Your Shorts	NICK	Sat	12:00p	1,784	2.6	1.8	7.9
45. Alvin & the Chipmunks	NICK	Sat	11:00a	1,803	2.6	1.9	8.2

Sources: Nielsen Media Research, Turner Research

# Broadcasting & Cable's **Telemedia** THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA **Week**®

TV Sites

## TV Websites: The next generation

Fox leads a wave of revamped offerings for 'Net-surfers

By Richard Tedesco

The relaunch of Fox News's Website next month is part of a wave of next-generation TV-based sites, demonstrating programmers' commitment to World Wide Web content.

Amid the recent spate of next-generation sites, including MTV's two weeks ago, surfers saw three major cyberspace relaunched last week: The Weather Channel, Comedy Central and NBC's *The Tonight Show* online.

The Fox News revamp in the sharply contested news-site category has been in the works for two months, but



MSNBC are also planning major overhauls of their Websites.

For Fox ([www.foxnews.com](http://www.foxnews.com)), the objective is to draw current users deeper into the site, according to Ehrlich. As many as half a dozen major stories with video clips will be accessible on Fox's

the timing is intended "partly to get the jump on the other [news] redesigns," says Scott Ehrlich, Fox News director of issues, information and online services. CNN and

opening page. Live streaming video, using RealVideo, will appear in an upper right window. Eventually, Fox plans to make a video archive available.

### 'Lost' Smothers Brothers offered as Alternative

The Alternative Entertainment Network moves into a full-scale launch online next week with three "lost" *Smothers Brothers* episodes.

Undeniably alternative in flavor, AEN started its eclectic content mix several months ago. But this month it started streaming in earnest, featuring Richard Burton's *Hamlet*, a film made from his 1964 New York stage performance. AEN ([www.aen.com](http://www.aen.com)) uses both RealVideo and VDOlive to make its content accessible.

Most of the content will be available on demand, including 17 uncensored *Smothers Brothers* episodes from the controversial CBS series that ran in the late '60s and '80s. Three of those episodes were never aired by the network, which canceled the series twice.

Beginning May 1, AEN will be streaming 15 minutes of live

comedy nightly from The Improv in Las Vegas. As reported last week, AEN will present a nightly half-hour talk show with Judy Tenuta starting in June, and an hour-long Tenuta concert special will be available on demand as a warm-up during May. AEN has also archived 800 stand-up performances from The Improv by Bette Midler, Robin Williams, Jerry Seinfeld, Lily Tomlin and others.

Its Hollywood "channel" currently features a *Virtual James Dean* compilation of movie clips and home movie segments and *The Making of the Terminator* from a series produced by Cummings Multimedia. Drew Cummings, AEN president, says there's plenty more content to come: "We're in an acquisition mode."

*Casino*, a co-pro Cummings did with ABC, is now running in episodes on AEN's drama channel. The ad-supported 'Net service is adding a business channel and dropping its current sports offering.—RT



The new look conveys a sense of immediacy through a news ticker running across the top of the front page. Advertising spots, including on-air promos, appear nearby. Fox is also "pumping up" its sports section and health news, Ehrlich says, and will set up bulletin boards covering topics on *Fox News Sunday* and will add weather content—a particularly popular online subject.

The Weather Channel hopes to build on its already substantial online audience with a redesign from site designers Siegel & Gale. The new Weather Channel online ([www.weather.com](http://www.weather.com)) lets users personalize content by selecting a menu of five U.S. cities for an area called MyWeather.com. Five-day forecasts can be accessed for

major cities and more localized areas within some of those cities. Local radar maps and time-lapsed satellite maps provide updates every 15 minutes.

Increased regionalization carries over into national and regional ads.

Comedy Central ([www.comedycentral.com](http://www.comedycentral.com)), which has boasted some of the best humor content anywhere online, gets funnier with several new software features. A *Daily Show* area displays a major new story parody and uses Java for a news ticker. PC users can use Macromedia Shockwave to build Michael Jackson's baby or perform Boris Yeltsin's operation on-screen. The site uses RealAudio for song parodies and RealVideo for clips of *Dr. Katz*, Comedy Central's resident animated analyst.

A games area offers an opportunity to play liar's poker against some formidable opponents: O.J. Simpson, Dennis Rodman, President Clinton and Newt Gingrich. The liar roster will be restocked regularly.

*The Tonight Show*, wholly sponsored by Toyota, is actually part of the NBC.com site, but stands alone with archives of Jay Leno's monologue jokes and his Monday night send-ups of news headlines. *The Tonight Show Weekly* is a mock-tabloid treatment of implausible news items.

A Beyondo Dome area features Beyondo Pong and Steroids, send-ups of the now-ancient Pong and Asteroids arcade video games. Visitors can interact with online versions of some on-air Leno skits, including the presidential home shopping channel. "Entrapment files of Larry the lawyer" shows shots of Leno and guests in compromising positions. And a full perspective on *The Tonight Show* studio is available at Studio 360, where users get a virtual tour of the set.

## Internet

# Netscape pushes at browser envelope

Technology war with Microsoft likely to heat up again

By Richard Tedesco

**N**etscape Communications Corp. is looking to get the drop on Microsoft Corp. in the ongoing browser war, putting push technology at the heart of its forthcoming Netscape Communicator.

Communicator is set to be the first intelligent generation of the Navigator browser, featuring Netscape Netcaster, a push technology that begins to make the browser part search engine. When the preview release becomes available in the next 30 days, PC users will be able to subscribe and get Web content, defined as "channels," from a best-of listing included in Communicator.

The idea, according to Tom Tsao, product manager for Communicator, is to create a cross-platform technology that eases content access in a straightforward manner. "It's really leveraging the Web as it is today. It's efficient and it's ubiquitous," Tsao says.

As part of the Communicator package, users will have 10 default channels as part of the content contained in its channel finder. ABC News and CNNfn are the two content providers lined up as part of that top 10 thus far, for general news and business news, respectively. Entertainment and sports partner-



# NETSCAPE

ships to be announced will round out those offerings, Tsao says.

Netscape also has partnerships in place with Yahoo and InfoSeek to aid in automating the process of pushing content to users. Users will be able to use Java applets to establish preferences and to define how deeply they wish to delve into content

levels on any site.

A "Webtop" feature will enable the creation of full-screen opening pages from any Website with other content loaded on top of it. Communicator also will make use of Marimba's Castanet technology to enable automatic upgrading of applications. "It can be designed and tailored to users' needs," says Tsao.

A beta version of Communicator will be available in 30 days, with Communicator shipping at a price of \$59.95 by the end of June.

Microsoft is not far behind with its imminent release of Internet Explorer 4.0, which will offer its own open-platform version of push technology. But Microsoft is pushing what it claims to be a more open channel-definition format (CDF) standard to optimize automatic delivery of Website content, according to Kevin Unangst, Microsoft product manager for Explorer.

IE 4.0 will effectively incorporate push technologies now employed by Pointcast, Backweb and Intermedia. IE 4.0's architecture will include their respective protocols. And users will be able to specifically indicate types of content to be downloaded from a given site and how frequently updates are to occur. "Users get their own choice and don't have to work with any client," says Unangst, adding, "We think any Website should be able to be delivered to the user without any changes, any rewriting, any code needing to be redone on that site."

Both companies support Java and Javascript, the universal Internet authoring languages. But Netscape has also cast Castanet into its mix.

A platform preview release of IE 4.0 is available now. There is no schedule for a beta release, according to Unangst, who says a final version will be released sometime this summer.

Still playing catch-up in the browser battle, Microsoft now claims 30% of the market.

## 'Cold Case': CBS's online sleuthing

CBS last Friday premiered *Cold Case*, a real-life mystery series with an interactive edge.

Viewers who tuned in saw a synopsis of three unsolved murder cases in the hour-long prime time special. Then they were invited to go online to look at police files, including crime scene photos, autopsy reports, witness statements and detectives' notes. Viewers could contact detectives on the respective cases through an 800 number or via the 'Net with leads.

The viability of the concept as a series depends on the special's rating.—RT



Interactive

# You too can be a screenwriter

Don't blame Hollywood if you don't like interactive 'Net-films

By Richard Tedesco

The idea was short-lived in movie theaters, but Brilliant Digital Entertainment is now bringing interactive movies to the Internet.

Brilliant Digital plans to produce several animated movies using state-of-the-art animation. A CD-ROM, which will be sold in retail outlets, will contain basic content elements that will interact with Internet sites to receive streamed animation in real time. Packard Bell NEC also will bundle the CD-ROMs with 6 million PCs for at least the next three years to back up the interactive experience.

The first entry, *Cyberswine*,

based on a comic strip of the same name, details the adventures of a cyborg policeman who gets in touch with human emotions. Users can influence the action by selecting a character's mood as the plot proceeds. The multiple paths of a given plot follow particular branches seamlessly, according to Mark Dyne, Brilliant Digital chairman. "It never stops. It changes on the fly while you're watching it," Dyne says. "You're experiencing the entertainment. You're not playing a game. You're drawn into the plot."

New York City company InterFilm two years ago attempted to produce interac-

tive movies for theatrical release, with negligible results. But Brilliant's hybrid format positions the user as a character, and eventually will offer multiplayer formats. InterFilm offered audiences a chance to vote on plot direction at intervals of several minutes; Brilliant requires the user to interact every 30-45 seconds.

A second *Star Trek*-type experience, *Gravity Angels*, in which the user can assume the viewpoints of different characters, will follow *Cyberswine*'s fall release. Each movie will be available in 30-minute episodes online, with at least five episodes per title. A third title is on the drawing board.

Brilliant is pursuing deals with Internet service providers to make its online content more available. Dyne envisions the multipath movies becoming group experiences, viewed and played at a distance of 10 feet from a large TV or monitor. Ultimately, he hopes to migrate the content to non-interactive formats for both television and home video release.

Dyne is seeking to develop story lines with the major Hollywood studios and says a two-title deal with Morgan Creek is already in place.

Among the enabling technologies Brilliant has developed is TalkTrack, a tool that automatically synchronizes an animated character's lip movements with the speech patterns of any language. *Cyberswine* will initially be released in English and Japanese. **TW**

## @Home ventures outside for capital

By Paige Alliniah

Internet access over cable got a boost last week, when @Home picked up \$48 million in capital, equal to a 4.5% interest, from independent investors.

It's the first time @Home has taken on investors from outside the cable universe, with well-known companies in the Internet and technology arenas—Bay Networks, Sun Microsystems and

Motorola—all taking stakes. MSOs TCI, Cox and Comcast and venture capitalist Klein, Perkins, Caufield & Byers founded @Home two years ago.

Two Canadian cable companies, Shaw Communications and Rogers Communications, put money in the Mountain View, Calif.-based venture as well. Shaw and Rogers also will partner with @Home to

 **Home**

provide Internet services to their 5 million-plus customers in Canada, combining their existing service, Wave, with @Home to form Wave@Home.

Motorola's investment marks one of many for the Schaumburg, Ill.-based technology company, which supports efforts such as @Home through its CyberSeed Venture program. "We wanted to bring in partners to develop the broadband industry," says Doug Robertson, director of business development and marketing at Motorola. "Everything we do is intended to sell more product."

Financial analysts have been preaching all year that cable needs to keep its fingers firmly in the advanced technology pie, rewarding Comcast and Cox with strong ratings because of those two companies' perceived commitments.

Earlier this year, TCI and Time Warner both said they were backing off from their telephony and Internet ventures, but @Home and Time Warner's Road Runner are proceeding with launches. TCI also is focusing on its digital ALL TV venture to bring digital cable to as many homes as possible as quickly as possible. **TW**

### Apple takes a bite of DTV

Apple Computer claims that its latest QuickTime video editing software is a near-broadcast-quality product that could bridge the PC/TV-DTV standards gap.

Ellen Hancock, Apple executive vice president and chief technical officer, says QuickTime is "at the threshold" of broadcast quality, adding that "complete conformance with broadcast standards is within reach."

As it is, QuickTime 3.0, now being shipped, produces 30 frames per second. This QT generation also is interoperable with any production format and will work with any underlying hardware, making it a prime candidate to be a bridge to digital TV, Apple hopes. "QuickTime can play a decisive role in integrating diverse formats," Hancock says.

QuickTime now supports all digital video and audio formats, including MPEG-2, HDTV and Dolby, according to Hancock, who predicts the product will have an immediate impact. "In the next several months, we expect it's going to have a profound effect on digital video," she says. QuickTime could be a "mediator" in the current DTV standards struggle between the PC and the TV.

Hancock also cites QuickTime's plug-and-play capability and claims that the MAC PowerPCs with QuickTime now outperform Pentiums, with clock speeds of 300 mhz versus 200 mhz for the Pentiums.—RT

## DTV: A confusion of riches

*NAB '97 offers myriad digital television possibilities*

By Glen Dickson

**N**AB '97 saw a wealth of DTV equipment choices on the show floor, leaving broadcasters with tough decisions to make on production and transmission formats.

Although the ATSC and transmitter manufacturers ITS and Aerodyne showed live HDTV broadcasts using the 1,080-line interlace standard, manufacturers of production equipment demonstrated various progressive and interlaced cameras producing wide-screen pictures at other levels of resolution.

Down the hall from the ATSC demo was an SDTV demonstration by Japanese broadcaster Nippon Television (NTV) of high-quality widescreen pictures from both a prototype Panasonic 720-line progressive studio camera and a prototype Panasonic 525-line progressive DVCPRO camcorder, which supports the 480 P transmission format. The cameras can also output pictures in the 4:3 aspect ratio.

According to Alec Shapiro, Panasonic vice president of marketing, the 525 P DVCPRO 50 camcorder will sell for about \$45,000, with a complementary AJ-D950 VTR costing about \$30,000. The tape deck will be able to play back both 525- and 625-line interlace pictures as well as 525 P. Both should be available in first quarter 1998.

"For a small-market station with a small budget, 525 P is an acceptable solution," says Shapiro. "The fact is, there's no right choice or wrong choice. It's hard to argue with 1080 I; from an engineering standpoint at this time, it's the ultimate. But it's also the highest price. Broadcasters will need to look at price versus performance."

Panasonic also demonstrated a universal DTV format converter, devel-

oped by the Matsushita Applied Research Laboratory in Princeton, N.J. The demonstration showed 480 P, 525 I, 720 P and 1080 I pictures playing from taped footage shot with a 1080 I camera.

According to Kevin Stec, assistant general manager of Panasonic AVC American Laboratories, 480 P pictures "hold up pretty well to the full standard [1080 I] and look great on flat-panel plasma displays, which are progressive scan by nature." For quality transmission, Stec says, 480 P would require a data rate of about 4 mbps for movies and 8 mbps for sports.

Shapiro notes that the DTV consumer receivers Panasonic will make will have that universal format-conversion capability built in. That echoes CEMA's commitment to support all 18 formats in consumer DTV receivers, and the ATSC's plan to certify all DTV sets for that capability.

Philips BTS showed a commercialized version of the 750-line progressive scan camera that Polaroid and MIT debuted at last year's show, which marries sensor technology from MIT and Polaroid with Philips BTS' LDK-9000 camera body. The camera, the PTC-9000, supports the 720 x1280 progressive ATSC standard. Thomas Calabro, marketing manager for acquisition systems for Philips, says the 60-frame-per-second camera will ship when Philips "gets its first order."

Dr. Stuart Spitzer, director of Polaroid's image sensor technology, says PTC-9000's picture quality is equivalent to that of photographic cameras, which could make for some interesting consumer applications for 720 P



*The Philips BTS PTC-9000 750-line progressive scan camera, developed in conjunction with Polaroid, takes pictures at 60 frames per second and supports the 720 P transmission standard.*

transmission in the future: "You can think of it as a still camera, taking 60 stills in a burst." Spitzer adds that still frames from the camera could be stored on a computer and printed out.

"You could have a printer built into a TV set and make a hard copy of something you like on the screen," says Spitzer. "It's an interesting merger of technology, linking the photographic, TV and computer people."

Sony featured various HDTV and SDTV demonstrations at its event centers at the convention, including its HDVS cameras outputting simultaneous 1080 I and 525 I widescreen pictures. According to Larry Kaplan, Sony senior vice president of broadcast and production systems, everyone agrees that progressive scan "is where it's going eventually. But 1080 I is an excellent interim step to 1080 P."

Kaplan dismisses the notion that 720 P pictures are superior to 1080 I, saying that "720 P is an insufficient spatial resolution" compared with 1080 I. As for Sony's progressive camera devel-

opment, he says that right now Sony couldn't do it economically. "We have a lot of silicon investment in 1080 I," he says. "We can't do it overnight, even for Sony."

Of the Big Four networks, CBS generally is acknowledged as the most aggressive proponent of interlace; it has publicly stated that it will support the 1080 I HDTV standard. Fox and ABC say they prefer progressive as a transmission format. Michael Sherlock, NBC vice president of technology, says that NBC will automatically transmit 1080 P for its film-based prime time content, then probably distribute multiple channels of SDTV during the rest of the day. "We're going to let our creative people...exercise the full flexibility of the system," he says.

Sherlock acknowledges that 480 P is "part of the mix. We have to make operational, creative and business judgments about what we use. For news, 525 I or 480 I might be fine, while a few years from now we'll probably do live sports in 1080 I." ■

# Whitehead sues Astra for \$1.6 billion

*Former head of OTP says European satellite system took his ideas, then fired him*

By Chris McConnell

**S**atellite pioneer Dr. Clay Whitehead has a \$1.6 billion beef with the owner of Europe's Astra satellite TV system.

In a lawsuit filed this month in an Alexandria, Va., court, the former Hughes Communications president and Office of Telecommunications Policy director charges that Astra's developers used his ideas for a satellite TV system and then kicked him out of the company. Whitehead's lawsuit names Astra operator Societe Europeenne des Satellites (SES) as well as the Grand

Duchy of Luxembourg as defendants (B&C, April 14).

"Once the defendants began to comprehend the enormous potential of the business, the defendants plotted...to misappropriate Whitehead's business plan and achievements and to oust him from the venture," says the lawsuit. The action seeks \$600 million in trebled actual damages plus another \$1 billion in punitive damages.

An Astra spokesperson in Luxembourg last week said the company was still awaiting a copy of the lawsuit and

*Continues on page 80*

## Tektronix has new way of measuring digital

JND system commercializes Sarnoff's imaging research

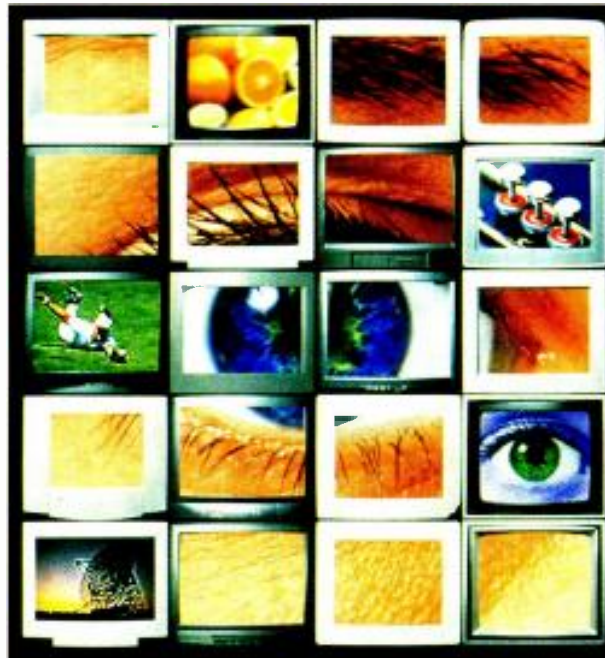
Tektronix has unveiled an MPEG-2 testing product that uses complex image algorithms developed by Sarnoff Corp. at its Princeton, N.J., laboratories.

Tektronix's new picture quality measurement system uses Sarnoff's JNDmetrix technology, which creates a computer model of human vision patterns to discern a Just Noticeable Difference (JND) between a reference MPEG-2 picture and an impaired picture and then assigns a number correlating to the level of impairment.

John Edwards, product development program manager for Tektronix's TV test division, says that as television plants move from analog pictures to compressed digital signals they need new

ways to measure picture quality, without resorting to subjective (and expensive) viewer trials.

"This is a direct picture-testing method," says Edwards. "It's not like a waveform monitor—it's directly analyzing the picture. The key result is getting



*Tektronix's JND measurement technology finds image impairments in MPEG-2 pictures.*

one number to say how good it is."

The JND testing map visually highlights the differences between a reference image and an impaired image, pulls the differences out, and then comes up with a degradation range from one JND to 40 JND. In its NAB demo, Tektronix showed compressed video clips at different data rates and their corresponding JND numbers.

According to Tektronix product marketing manager Bruce McPherran, 5-10 JND is acceptable, "while above that is cause for concern." For example, footage of cheerleaders performing a routine scored less than 10 JND at a data rate of 10 mbps, but then degraded to 40 JND at the more com-

pressed rate of 2 mbps.

McPherran says the JND product should go into beta trials in late summer or early fall, and that customer interest is already high: "I could sell them now if I had them."

—GD

# technology

*n* 2: a manner of accomplishing a task esp. using technical processes, methods or knowledge

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### HELP WANTED SALES

**Radio Sales Manager.** Rockin' Oldies WGRO FM in Fredericksburg is growing fast with strong ratings. We have an immediate opening for proven sales performer with excellent leadership skills who can motivate staff, research and develop sales promotions and sell national and local accounts. Salary, incentives and benefits. Send or fax resume to: Telemedia Broadcasting, Inc., 2086 Generals Hwy., Suite 305, Annapolis, MD 21401. Fax 410-573-2047.

### PROGRAMMING SERVICES

**Beautiful music is back!** with "Music Like No Other." Expect the best! For demo: 1401 New Herman Road, Shelbyville, TN 37160.

## HELP WANTED NEWS

### WANTED

#### The Best Radio News Anchor in America!

One of the world's most respected news organizations has a rare opening for a network news anchor. The person we hire will be a storyteller—not a news reader. He or she will have network or major market experience, a demonstrated ability to work as part of a team, and will understand why radio news is the most compelling, exciting news available today.

Tapes, resume salary requirements to:

Box 01119

### SITUATIONS WANTED MANAGEMENT

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

## TELEVISION

### HELP WANTED MANAGEMENT

#### RAYCOM Media

#### General Manager

Raycom Media, one of the nation's fastest growing broadcasters, is seeking qualified General Manager candidates for 2 of its stations. WPBN-TV, the NBC affiliate in Traverse City, Michigan, requires proven sales and leadership skills to assume a hands-on role in this high growth market. KSTV-TV (ABC affiliate) in Sioux Falls, South Dakota, needs a similar background individual but with strong emphasis on high energy and community orientation. Both managers must have at least 10 years of broadcast experience.

Send resume and salary requirements to:

Raycom Media, Inc.  
Attn: Department CB  
RSA Tower Suite 710  
201 Monroe Street  
Montgomery, Alabama 36104

An Equal Opportunity Employer

**Studio Chief:** TV Studio needs experienced president general manager. 55K square foot facility has growth potential for motivated individual who can build business salary, benefits and share of profits. Strictly confidential. Fax or mail resume to: 8033 sunset Blvd, Suite 100, Los Angeles, CA 90046. Fax: 213-650-2493.

### Corporate Director of Programming and Promotion.

Small-/medium-market group expanding from 3 to 8 stations in near future. We need someone to develop, negotiate, and execute our programming plans as well as supervise aggressive station promotional campaigns. Previous success mandatory. Opportunity to earn equity as we build the group. E.O.E. Written correspondence only to:

GOCOM Television  
7621 Little Avenue, Suite 506  
Charlotte, NC 28226

**Management Opportunity - Executive Producer,** new information cable and DBS content provider seeks a seasoned veteran in the news/information telecasting field to lead a "task force" in the design of the production infrastructure for an exciting new start-up. We are seeking an individual with broad expertise in the areas of operations strategy, personnel/studio interface, digital studio infrastructure, sophisticated signal transmission equipment, production logistics, team design and work flow to help create the "blueprint" for a very advanced 24 hour dedicated telecast service. We need a true "Operations Visionary" to work with an expanding team of specialists in the launch of an exciting new information product in the multinational marketplace. Qualified candidates, please send resume and salary history to PO Box 1, Wycombe, PA 18980. EOE.

**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.

**ABC18/28 (Butte/Bozeman 192),** Montana's newest television station, seeks LSM/Station Manager. Station offers quality production, digital master control, no local news, and a staff who works well together and knows the communities. If you have a proven track record in local sales/sales management and want to put your management skills to good use, send resume to: Penny Adkins, CTN, Inc., 118 6th Street South, Great Falls, MT 59405. EOE.

**Fax your classified ad to**  
**Broadcasting & Cable**  
**(212) 206-8327**

**HELP WANTED SALES**

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

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

Mail or fax resume to:

**Human Resources Director  
WBDC-TV  
2121 Wisconsin Avenue, NW  
Suite 350  
Washington DC  
FAX (202) 965-0050**

*WB-50 is an Equal Opportunity Employer*

**Regional Promotions & Research Coordinator.** Advertising Sales. Growth and expansion has created the opportunity for the following position in Advertising Sales at Century Communications. We offer an excellent employee benefits package and future. Responsibilities: Develop material and support for all advertising programs, vendor merchandising campaigns, selling tools and promo activities for managing the region's marketing data bases and all other sales resources. Coordinate promos, sales incentive programs and measure progress to budget goals. Assist in facilitation of local sales strategies. Work to obtain necessary info from billing to track areas that need additional assistance. Produce monthly reports on the reg. promo sales activity to the Reg. Ad Sales Director. Align sponsors for marquee events. Travel to supervise the implementation of promo and research programs. Interpret qualitative research on viewer rating from various rating services. Translate statistical findings into concise and meaningful advertiser presentations and management reports. Requirements: Bachelor's degree in Business with emphasis in marketing/advertising or equivalent. Experience in the Broadcasting or Cable industry. Proficient PC skills in MS Office (Word, Excel, PowerPoint). Excellent verbal and written communication skills. Minimal supervision in a fast paced multi-task oriented environment, please send resume with salary history and requirements to Century Communications, Attention: Human Resources, PO Box 11945, Santa Ana, CA 92711. We are an Equal Opportunity Employer. Please no phone calls.

**Systems Sales Director.** Looking for that out-of-the-box salesperson for a new innovative approach to non-traditional broadcast sales. This person will be responsible for the development, sales, and sales promotion of this new Web. Database and IVR Systems Division. Candidates must be creative, aggressive and computer literate. A college degree a must. A broadcast background of sales, promotion, and production a plus. Please send resume to Box 01118 EOE.

**Video production company** specializing in lifestyle and consumer news stories is looking for an established sales person, with contacts, to join their growing team. Experience selling and servicing VNR clients is necessary. Qualified applicants should fax their resume to 212-489-8011.

**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.

**National Sales Manager.** #1 WB affiliate in the country is looking for an experienced person to head their National Sales effort. Applicant must have at least five years sales experience (major market preferred). Person must be aggressive, creative, and detailed oriented. Must have strong background in research/marketing, and a strong inventory and pricing knowledge. Excellent communication skills a must. If qualified for any open positions please send resume and tape if applicable to: Human Resources Dept., WB361, One Monroe Place, Atlanta, GA 30324 or send fax to 404-881-3759. No phone calls please. EOE.

**National Sales Manager.** WBBM-TV Chicago, CBS O&O is seeking an NSM to handle national sales. Candidate must possess thorough understanding of ratings, research, pricing and inventory management. Ability to develop strong relationships in national markets. Prior NSM experience and/or national sales office management will be helpful. Send letter of introduction and resume to Susan McEldoon, WBBM-TV, 630 North McClurg Court, Chicago, IL 60611. It is the policy of CBS to afford Equal Opportunity to all, to discriminate against none, to take affirmative action to promote equal employment and advancement opportunity regardless of race, color, national origin, religion, sex, age, sexual orientation, disability, veteran's status, marital status, or height or weight.

**Local/Regional Sales Manager needed.** Minimum of 3 years sales experience necessary. This is an opportunity to join WBFX in Greensboro and form your own sales team at a dynamic, growing WB affiliate. Mail or fax resume and salary needs to Jack Moffitt, General Manager, WBFX-TV, 622-G Guilford College Road, Greensboro, NC 27409. Fax resume to 910-547-8144. An EEOC Employer.

**General Sales Manager.** WDKY-TV is seeking an experienced sales executive to lead our sales team. Candidate must possess thorough understanding of ratings, research, pricing, and inventory management. Must be highly motivated, detail-oriented, creative, and have the ability to motivate and lead a sales team. Successful applicant will have at least three years broadcast sales experience including management. Please send resume to Kevin Moylan, GM, WDKY-TV, 836 Euclid Avenue, Lexington, KY 40502 or fax to 606-269-3356. Minorities and women encouraged to apply. EOE. No phone calls.

**General Sales Manager:** WDFX-FOX Dothan, AL needs a leader for sales. Multi-market experience in 100 plus markets required. Send resume to: David Woods, WCOV-TV, WCOV Avenue, Montgomery, AL 36111. Fax: 334-288-5414. EOE.

**General Sales Manager:** Market-leading NBC affiliate in competitive, growing area needs dynamic sales and marketing leader. Should have strong people skills as well as know-how in revenue projection, inventory control and budgeting. Minimum 5 years in TV sales with management experience. Send resumes by April 28th, 1997 to: Larry Manne, Vice-President/General Manager, PO Box 530, Rockford, IL 61105. No phone calls please. We are an Equal Opportunity Employer. Women and minorities are encouraged to apply.

**Account Executive:** KTVD-TV, a United Paramount Network affiliate and the fastest growing station in the Denver market, is offering an outstanding sales opportunity. Job requirements include two years experience in television, radio or other related media. Working knowledge of Nielsen research and Scarborough required. Concern for customer needs and new business development will also be key. Send resume to Personnel, 11203 E. Peakview Avenue, PO Box 6522, Englewood, CO 80115-6522, or fax resume to 303-790-4633. No phone calls. EOE M/F.

**Account Executive - Immediate opening** for an experienced AE for top 50 Mid-Atlantic CBS affiliate. Work out of a new facility with this group operator and market leader. The candidate must be skilled, aggressive, motivated and ready to compete and win. If your qualifications match our needs, send your resume to Box 01123 EOE.

**Account Executive:** KTVT, a Dallas CBS affiliate, is seeking an Account Executive with at least 3 to 5 years television sales experience. Candidates must have excellent communication skills and exceptional organizational and presentation skills. Four year degree in a related field is preferred. Please send resume and cover letter to: Christina Medina, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an Equal Opportunity Employer.

**HELP WANTED TECHNICAL**

**WE PLACE ENGINEERS  
USA & WORLDWIDE**



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

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

**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.



*A New York-based live, interactive, national television network is expanding to Montgomery, Alabama. We are searching for broadcast professionals who pride themselves on innovation and creativity. If selected, you'll advance with a network focusing on growth and success.*

**We are seeking the following positions:**

• **Control Room Supervisor** •

This key position will report to the New York-based Production Manager. This post demands a complete working knowledge of the GVG 200-2 production switcher, experience and/or interest in digital video compression and motion capture technologies. You will oversee the control room operation, manage scheduling, conduct training and maintain quality control of the network broadcast. Prior broadcast management experience a must. Communications degree preferred.

• **Control Room Operators** •

6 positions are available in a new, state-of-the-art control room. You will direct and technically-direct national, live programming while working closely with voice-over talent. Ability to adapt to change, attention to detail and a team mentality is mandatory. Must be computer literate. Prior live television experience and a working knowledge of the GVG 200-2 production switcher highly desired.

• **Freelance/Full-Time Broadcast Engineers** •

Qualifications for this position include a certified broadcast license and complete understanding of routine maintenance, repair and system integration of all analog and digital broadcast equipment. GVG, Sony, SGI and Mackie gear familiarity is highly desired.

*For immediate consideration, mail or fax your resume, including position desired and salary expectations to:*

**Dan Scott, Executive Producer  
3BTv, Inc.  
153 E. 53rd Street, 59th Floor  
New York, NY 10022  
Fax: 212-644-6450**

*No phone calls or personal visits accepted.  
Videotapes can not be returned. 3BTv is an equal opportunity employer.*

**To place your classified ad  
in Broadcasting & Cable,  
call  
Antoinette Fasulo (212) 337-7073  
or Sandra Frey (212) 337-6941**

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

**Field Service Engineer - Broadcast Service.** Odetics Inc., April 7, 1997 *The Truth is Revealed*. Join our team and support *Roswell* and the rest of our fine Broadcast Facility Management products. Immediate openings for Field Service Support Engineers are now available due to the new growth we are seeing as a result of our recent product introductions and the continuing demand for our existing product lines. Responsibilities include installation, training and field support of Odetics Facility Management systems at the customers' location, factory based technical Help Desk support and sales technical support. Position requires a strong background in digital and analog electronics, a solid mechanical aptitude, experience with current technology PC based products, and proven experience working with broadcast quality video and audio equipment. A good working knowledge of Novell 2.X/4.X products and Microsoft NT 4.X are highly desirable. Position requires heavy travel, primarily domestic, with occasional international assignments. A minimum educational requirement of a 2 year AAS degree in electronics or equivalent is necessary. We are looking for hard working, results oriented individuals who can work with a minimum of supervision, have the ability to work well with a sophisticated customer base and enjoys a dynamic working environment. If you have these qualifications and want to join a successful team you can be proud to work for then contact us today. Odetics offers a competitive salary and a comprehensive benefits package. Equal opportunity employer. Send resume and salary history to: Linda Krumme, Odetics, Inc., 1515 S. Manchester, Anaheim, CA 92802.

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

**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.

**ENG Engineer.** Candidate should have three to five years experience in medium market television news operation, editing ability on a Sony 800 system and should be proficient with Sony BVW 300A camera/deck combination. The ability to work unsupervised is a necessity as well as a valid driver's license. Please send resume and tape to: Peter Menkes, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls please. We are an Equal Opportunity Employer.

**WCFC TV38,** Chicagoland's Christian TV Station has three immediate openings: Art Director coordinates all audio & video input from various sources and delivers their signals to the transmitter for broadcasting. Maintenance Engineer of audio visual switching support of broadcast equipment maintaining to the component level. Must have 8 years experience. AVID Editor on-line editing using Avid Media Composer 1000. Macintosh. Toaster graphics & traditional linear editing a +. Send resumes and tapes to: WCFC TV38, Human Resources Department, 38 S. Peoria, Chicago, IL 60607. An Equal Opportunity Employer. Women and minorities strongly urged to apply.

**WTMJ-TV, Milwaukee** has an immediate opening for a broadcast maintenance engineer. Candidate must have solid background in electronics, experience with broadcast analog and digital studio and transmitter equipment and strong computer skills. A minimum of five years experience as a broadcast maintenance engineer in a television station environment required. SBE certification a plus. Send or Fax resumes to Randy Price, VP Engineering, Journal Broadcast Group Inc., 720 E. Capitol Drive, Milwaukee, Wisconsin 53212. Fax 414-967-5540 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.

**Television Engineer:** Growing cable network seeks an individual to maintain and build its facilities. Candidate must have a minimum of 3-5 years experience in component-level service on a broad range of television equipment. Send resume to: PJ Estrada, 717 2nd Street, NE, WDC 20002 or fax to: 202-546-0182.

**Chief Engineer:** NBC affiliate in beautiful Northern California seeks motivated, experienced chief to lead department. Hands on position to handle maintenance and repair for UHF transmitter, studio, microwave and multiple tape formats. Great opportunity to join a growing station and a winning team! FAX resume and cover letter to: Charlie Hogetvedt, VP/GM at KCPM-TV, Chico, CA (916) 893-1404. EOE.

**Technician.** Television station in New York is looking for a technical person with 4 to 5 years experience in all aspects of television production. Salary commensurate with experience. Please send resume to: WXTV-Univision 41, 24 Meadowlands Parkway, Secaucus, NJ 07094. Attn: Operation Manager. Equal Opportunity Employer.

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**HELP WANTED NEWS**

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**Weather Anchor - Reporter - NBC2** in Charleston, SC needs a morning weather anchor who can also report. Broadcast degree or equivalent required. Please send resume, reference, and VHS tape to: Weather Search, WCBD-TV, 210 W. Coleman Blvd., Mt. Pleasant, SC 29464. EOE. M/F. Final applicants drug screened.

**WPBF-TV,** the ABC affiliate in West Palm Beach (market #44) has an opening for an anchor-reporter. We are looking for self-starters who break news, dig for the details others don't have, and tell the story with a focus on the people most directly affected. Candidates should have at least a year of daily reporting experience, strong writing skills, and substantial live experience. Send cover letter, resume with references, and a non-returnable tape to: Bill Burke, News Director, WPBF-TV, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, Florida 33410. No phone calls please.

**WLBZ Full-Time News Photographer.** Shooting/ editing events/stories, operating live truck, news room or studio camera, dubbing and fact-gathering. Experience preferred. EOE. Send tape and resume to: Michael O'Neil, WLBZ, 329 Mt. Hope Avenue, Bangor, ME 04401. Deadline is Friday, April 25, 1997.

**The first Hispanic public television station** in the USA is looking for a Traffic Coordinator. Responsibilities for this position include coordinating all daily transmission activities, managing of the broadcast program inventory and ensuring the availability of scheduled programs. Qualified candidates must have a college degree; and demonstrate skills in organizing and managing information, computer data entry and database operation. Is preferred if the candidate comes from a broadcast or media environment. Applicants must speak some Spanish. Compensation will be in accordance to experience. Please send your resume to: Traffic Coordinator Position, c/o Personnel Department, 449 Broadway, 3rd Floor, New York, NY 10013 or fax it to: (212)966-5725.

**TV News Reporter/Writer:** University of Missouri-Columbia seeks TV news reporter with news writing skills and a good on-camera presence. Editing experience a plus. We produce science, health, consumer, and agricultural stories. We are a small, well-equipped shop with broadcast Betacam and Digital Betacam. Requires an appropriate college degree, lifting, travel and a commitment to excellence. Three years full-time experience required. Starting salary \$30,000. No calls. Affirmative Action/Equal Opportunity Employer. Send resume, 3 references, non-returnable tape, and letter describing your role in each piece on the tape to: Frank Fillo, 9 Clark Hall, University of Missouri, Columbia, MO 65211.

**TV News Producer.** KWTW is seeking newscast producer with BA and 2 years TV news producing or related experience. Good news judgement and writing skills a plus. Send resume and non-returnable tape to Billye Gavitt, KWTW, PO Box 14159, OK City, OK 73113. EOE. M-F.

**Sports Reporter/Anchor:** Charlotte's #1 News Team is looking for a full-time Sports Reporter/Anchor. WSOC-TV needs a strong number two sports person to back up our main sports anchor. We're looking for a great storyteller who knows how to use air time wisely. We want more than highlights and scores. We cover sports. Minimum two years experience preferred. No beginners and no phone calls. Send tape and resume to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F.

**Sports Director/Anchor** for Sunbelt medium market. Requires experience covering major sporting events and local sports. Reply to Box 01122 EOE.

**Reporter:** WSOC-TV is looking for a Reporter, and a Reporter/Anchor. No beginners please. We're looking for that edgy storyteller who knows how to own a story - from the lead to the tag. We're big on liveness and enterprise, and great writing. Send your tape and resume to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F.

**Reporter:** WSAZ, a division of LEE Enterprises and #1 NBC affiliate serving viewers in Ohio, West Virginia and Kentucky, has an immediate opening for a reporter. Candidate must be an aggressive, enterprising, skilled writer with integrity and strong news judgement who tells stories that make a difference in people's lives. We are looking for someone who is passionate about quality journalism, actively involved in the community and cares about serving internal and external customers well. Please send resume and tape to: Ken Selvaggi, News Manager, WSAZ, 645 5th Avenue, Huntington, WV 25701. EOE.

**Reporter Anchor - NBC2** in Charleston, SC needs an anchor who can also report. Broadcast degree or equivalent required. Please send resume, references, and VHS tape to: Reporter Anchor Search, WCBD-TV, 210 W. Coleman Blvd., Mt. Pleasant, SC 29464. EOE. M/F. Final applicants drug screened.

**Photographer/Editor.** VHF #1 market news operation is currently recruiting for a full-time staff Photographer/Editor. You must be creative and have solid live truck knowledge with a minimum of five years experience in a top 10 market. If you're ready to move up and compete in the country's top market, send your resume and non-returnable tape to Box 01112 EOE. MFHV.

**Live Truck Operator/News Photographer.** This position is a primary Live Truck Operator with shooting duties included. Must know how to set up and operate microwave live truck. Must have experience shooting/editing news on either 3/4 or beta format. Position requires weekend hours. Send tape and resume to Box 01116 EOE.

**News Photographer:** Responsibilities include working with a news reporter to generate stories from spot news, as well as process stories assigned to cover a particular area or to handle news assignments as an individual. Applicant must possess the following requirements: proficient as a videotape photographer, video editor, familiar with electronic news gathering equipment, including microwave operation and a valid driver's license. Also is willing to work nights, holidays and weekends. Send resume and 3/4" tape to: Bryan Sibley, Chief Photographer, WCTI-TV, PO Box 12325, New Bern, NC 28561. EOE.

**News Director.** ABC affiliate in the growing market of Bowling Green, Kentucky, needs energetic, hands-on news manager with good organizational skills. Will consider applicants from assistant news directors wanting to move up. Great opportunity to join a 22 station group, Benedek Broadcasting, and live in the beautiful Blue Grass State. Please send resume immediately to: General Manager, WBKO, Box 13000, Bowling Green, KY 42102. EOE.

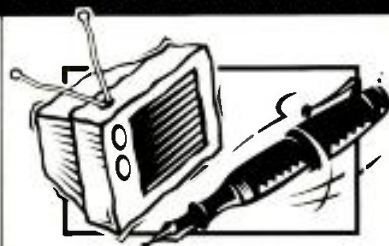
**Director:** WTVQ-TV has an opening for a Newscast Director, the person we select will be a leader, aggressive, energetic, and able to handle fast paced news loaded with "live" coverage. Five years experience switching and directing multi-anchor newscasts required. Send resume and non-returnable VHS tape to: Human Resources, WTVQ-TV, PO Box 55590, Lexington, KY 40555-5590. EEO. M/F. Pre-employment drug testing required.

**Consumer Reporter:** NBC2 in Charleston, SC needs someone who can investigate consumer issues. Candidate must be willing to keep digging until they get to the bottom of the situation. Broadcast degree or equivalent required. Send resume, references, and VHS tape to: Consumer Reporter Search, WCBD-TV, 210 W. Coleman Blvd., Mt. Pleasant, SC 29464. EOE. M/F. Final applicants drug screened.

**Assignment Editor** needed for group-owned medium-market station. Strong editorial judgement, full knowledge of ENG and SNG, exceptional logistical skills, the ability to calmly lead under pressure, and a wealth of good story ideas. If you have at least one year's TV news desk experience, a Bachelor's degree, strong people-management and time-management skills and an interest in joining an outstanding broadcast news organization, rush a list of your greatest accomplishments on the desk. Resume and reference to Box 01121 EOE.

## HELP WANTED PROMOTION

### Entry Level Promotion Writer



Tribune Broadcasting is considering entry level applications from creative people interested in TV advertising & promotion. You'll train at Tribune's group production operation in Atlanta, with opportunity to move up within the company nationwide. Candidates must have a college degree, be self-starting and have demonstrable creative writing ability. Prior broadcasting or advertising experience is preferred but not required. Please don't call. Instead, send your resume and samples to:

#### TRIBUNE CREATIVE SERVICES

Attention Jim Ellis

500 Plasters Ave.

Atlanta, GA 30324

An Equal Opportunity Employer

**Promotion Writer/Producer.** KOTV in Tulsa is looking for an enthusiastic writer/producer to join our Emmy award winning promotion department at the station named Oklahoma's Outstanding Television Station of the Year. Honored with a regional RTNDA award for Overall Excellence, the AP, the OAB, Promax and most recently by the SPJ. KOTV is a station of distinction. We need a strong writer who is visually creative and enjoys building news, image and community involvement promotion. We prefer two years of television promotion experience, with emphasis on news. Our digital Betacam suite, 3 channels of K-scope, top-notch editors and graphic designers are here to help you do great work at a Great Place to Work. If you have the skills, a positive attitude and are a team player, send resume and non-returnable demo reel (beta preferred) to: Human Resource, KOTV, PO Box 6, Tulsa, OK 74101. EOE. M/F.

**Promotion Director:** Northern California NBC affiliate seeks energetic team player to lead all activities of the promotions department. Will create and execute all on-air and external media plans, organize special events and enhance station community involvement in the DMA. Extensive involvement with NBC and all facets of the station. FAX resume and cover letter to: Charlie Hogevtedt, VP/GM at KCPM-TV, Chico, CA (916) 893-2424. EOE.

**Fax your classified ad to  
Broadcasting & Cable  
(212) 206-8327**

**HELP WANTED RESEARCH**

**A Time Warner Company**

CNN has openings in its Atlanta based Audience Research Department. CNN Audience Research is responsible for evaluating and proposing strategies for the production, programming, advertising and distribution of Turner Broadcasting's News Networks and products - CNN, Headline News, Airport Network, CNN/Sports Illustrated, CNN/fin, CNN International, CNN en espanol, CNN Interactive, CNN Radio, and Newsource.

**Research Project Manager**

Responsible for the design, execution, analysis, and communication of primary and secondary research projects: evaluation of programming, advertising and promotion; concept testing; program scheduling and estimates. Bachelor's degree and 4+ years experience in television, advertising or media research with extensive ratings analysis required. A working knowledge of Nielsen ratings data and on-line systems (NTL, NHI, NSI, CODE, CODE, Cume, or NAD) and/or other syndicated media tools (MRI, SMRB, Claritas) a must. Some custom research experience, including focus group and/or survey design and implementation preferred. Experience in media buying /planning or a news production and/or news research background a plus.

**Research Analyst**

Responsibilities for analysis and communication of audience measurement, viewer attitude, and marketing research information. The analyst works with Nielsen and other research providers to acquire, organize, and summarize ratings and other data used in evaluation, problem solving and decision making. Bachelor's degree and 2+ years professional media, programming, or marketing research experience. Computer experience (PC/Windows environment preferred; MS Word, Excel required).

For consideration, please send resume and salary requirements to:

**Hiring Manager**  
**CNN Audience Research**  
**One CNN Center**  
**Atlanta, GA 30348-5366**

**Equal Opportunity Employer**  
**Minorities encouraged to apply.**



**HELP WANTED PRODUCTION**

# **TRIBUNE BROADCASTING HAS OPENINGS FOR TALENTED PRODUCERS.**

Ready for a top ten market station, state-of-the-art facilities... and a chance to create promotion for something more than tonight's newscast? Tribune Broadcasting has immediate opportunities for qualified promotion writer/producers with at least two-to-three years of television on-air promotion experience. If you love writing and producing promos for movies, sports and sitcoms... as well as news... then send us your stuff! Send resume and non-returnable VHS or Beta tape (but please don't call!)

**TRIBUNE**  
**BROADCASTING**

**Attn: Jim Ellis**  
435 N. Michigan Ave., Suite 1900  
Chicago, IL 60611  
Equal Opportunity Employer

WPBF-TV, the ABC affiliate in West Palm Beach (market #44) has an opening for a line producer. Candidates should have strong writing skills, editorial judgement and have a creative approach and viewer oriented approach to producing. Send non-returnable tape and resume with references to Bill Burke, News Director, WPBF-TV, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410.

**Creative Services Director.** The Granite Broadcasting Corporation station in Fresno, CA is looking for aggressive, creative services director to lead its program and news promotion efforts in the 55th market. This marketing specialist needs hands-on leadership skills in planning strategic on-air promotion and outside media buying and application. Management experience with people skills and news promotion success are a must to continue station's new leadership role as #1. Send resume and tape to: KSEE 24, 5035 E. McKinley Avenue, Fresno, CA 93727-1964. Attn: Personnel. Women and minorities are encouraged to apply. Final candidates will be required to undergo drug screening. Granite Broadcasting Corp. is an Equal Opportunity Employer.

**Newscast Director:** KMVT, a drug-free workplace, is seeking a take-charge person to direct our local newscasts. Bachelor degree in communications required and experience desired. Applicant will also perform master control and limited production duties. Must handle deadline pressures and supervise operations crew. Send resume/tape to Jon Stoltz, KMVT, 1100 Blue Lakes Blvd., Twin Falls, Idaho 83301. EEO.

**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.

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

**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.

**HELP WANTED  
FINANCIAL & ACCOUNTING**

**CHIEF  
FINANCIAL  
OFFICER**

Television group operator seeks experienced CFO to be integral part of management team. Prior media group and acquisition experience essential. Send resume and salary history to:

Mike Harding, President & CEO  
Millennium Media, Inc.  
P. O. Box 1742  
Panama City, FL 32402-1742



MMI is an Equal Opportunity Employer.

**HELP WANTED PROGRAMMING**

Television Programming Operations Assistant. Wisconsin Public TV. Support operations and programming in the daily preparation and presentation of programs, promotions and underwriting. Switch programs, monitor signal, record/dub tapes, compose program logs. Job involves non-traditional hours. Salary \$21,129 plus fringes. Requires Bachelor's degree, basic knowledge of broadcast delivery. Deadline: 5/14/97. Request application: Betsy Bendrick, 821 University Avenue, Madison, WI 53706. 608-262-5221. EOE.

**HELP WANTED MARKETING**

WTMJ-TV, Milwaukee has an immediate opening for a broadcast maintenance engineer. Candidate must have solid background in electronics, experience with broadcast analog and digital studio and transmitter equipment and strong computer skills. A minimum of five years experience as a broadcast maintenance engineer in a television station environment required. SBE certification a plus. Send or Fax resumes to Randy Price, VP Engineering, Journal Broadcast Group Inc., 720 E. Capitol Drive, Milwaukee, Wisconsin 53212. Fax 414-967-5540 EOE.

**Fax your classified ad to  
Broadcasting & Cable  
(212) 206-8327**

# Director of Marketing & Communications

NBC, a dynamic multinational media corporation with a strong presence in Asia, is presently seeking a top notch candidate for an exciting and challenging senior level management position, to be based at our office in Hong Kong. You will develop and implement Marketing strategy through high impact advertising and promotions aimed at three customer bases: TV Operators, Advertisers and Viewers. This will encompass on-air and off-air advertising and promotions, including the production of video tapes for sales and distribution marketing presentations, as well as print and outdoor advertising. You will also oversee all affiliated marketing support and services in addition to press, publicity and creative design direction.

With a proven track record of success in a marketing and corporate communications environment, you should have established experience with supervising a diverse, professional team. Previous exposure to the TV industry is necessary.

*Please forward full resume and salary requirements, to: BHA Box # 064, 555 Madison Avenue, New York, NY 10022.*



**We are an equal opportunity employer**

**CREATIVE SERVICES**



## Paramount Stations Group Seeks Creative Talent Pool

Do you want to work for a dynamic station group backed by Viacom, one of the world's largest media companies? Do you want to work for the company that owns 11 stations in the country's top markets, as well as MTV, Nickelodeon, Paramount Pictures, and many other media properties? Then read on.

We have an ongoing need for talented, creative individuals who wish to grow along with us. If you're an on-air producer, a designer or a creative manager, send us your best work. As our numerous opportunities arise... we'll be in touch. We offer an extremely competitive salary and benefits package and are an equal opportunity employer. All replies will be held in strict confidence.

**Send non-returnable materials to:**

BOX 01120  
FOR

**Graphic Designer:** Degree in graphic design or equivalent. 3-years experience. Working knowledge of all phases of print design. Macintosh, Freehand, QuarkExpress, Pagemaker required. Photoshop a plus. Union position: DOE. Resume to: KCPQ-TV. Attn: GDP-135. PO Box 98828, Tacoma, WA 98498. Please, no calls. Closing date: Friday, 5/9/97. EOE

**Art Director:** KTRK-TV, an ABC owned station has an exceptional opportunity for a talented and experienced graphic designer. If you are ready to move up, we offer the tools, the resources and a great working environment. Quantel Paintbox Express experience a plus. Send resume to: Tom Ash, Creative Services Director, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. EOE.

### **SITUATIONS WANTED NEWS**

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

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**LEARN TO SELL TV TIME**  
Call for FREE Info Packet  
**ANTONELLI MEDIA**  
**TRAINING CENTER**  
(212) 206-8063  
Over 25 years in the TV industry

### **VOICE OVER**

**Quality, Affordable Voice-Overs.** Need a new station voice or a different voice for commercial voice-overs? Straight V/O's or produced. Call or fax for tape and rates. Bob Mitchell Audio Phone: 315-439-3494. Fax: 315-451-7984.

### **TV RESUME TAPES**

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

**WANT TO RESPOND TO A  
BROADCASTING & CABLE  
BLIND BOX ?**  
  
**Send resume/tape to:**  
**Box \_\_\_\_\_,**  
**245 West 17th St.,**  
**New York, New York 10011**

### **PROGRAMMING SERVICES**

**ENIGMA THEATER**  
"Enigma Theater" 52 cool films via satellite. A hosted series of mystery, sci-fi, horror and suspense films via barter and distributed weekly via satellite in spring of '97.  
**Call for details**  
**1-800-353-9177.**

### **BUSINESS OPPORTUNITIES**

**TV Production Facility 28,000sq ft.**  
Seeking Contract and Co Production Work  
Two studios Live and Ultimate/Virtual  
Six Digital Beta Component  
AVID and Inter-format Edit Suites  
in Atlanta, GA  
**Atlanta Video Production Center**  
**Joe Gora (404) 355-3398**

## **CABLE**

### **HELP WANTED RESEARCH**

## **SENIOR RESEARCH ANALYST**

Lifetime Television, the dynamic cable network, seeks a Senior Research Analyst to join the Research Department staff and provide analyses of a variety of research materials to our Programming and Affiliate Relations Departments. This position will provide materials to support the Programming Department's strategic planning for scheduling and acquisition decisions as well as provide special analysis of primary and secondary research data for use by various departments throughout the company. You will analyze Lifetime's competitive advantage utilizing local ratings, MRI, etc. You will also do source analyst of A.C. Nielsen C.O.D.E system, NTL software/publication and NSI local market ratings.

Position requires 3-5 years in TV/Cable research. Must have strong writing and analytical skills, and knowledge of A.C. Nielsen; familiarity with MRI/similar database, computer software packages i.e. Windows based Excel, Microsoft Word, etc. Powerpoint, a plus.

Lifetime offers a competitive salary and an excellent benefit package. For immediate consideration, please forward your salary requirements and resume to:

**Lifetime™**  
*Television for Women*

**LIFETIME TELEVISION**  
**Human Resources Department**  
**309 West 49th St., NY, NY 10019**

EOE M/F

### **HELP WANTED PROGRAMMING**

**Director of Programming:** America's Health Network, broadcasting live, twelve hours a day from sunny Orlando, has immediate opening for Director of Programming. Ideal candidate will be strong team player responsible for day-to-day operation of on-air programming, including management of professional staff, goal setting, creative direction for programs, coaching and training of talent and producers. This key management position requires a degreed professional with strong leadership abilities, at least five years management, programming and production experience. Fax resume with salary history to 407-224-6858 or mail to Human Resource, America's Health Network, 1000 Universal Studios Plaza, Bldg. 22A, Orlando, FL 32819. EOE and Drug Free Workplace.

### **HELP WANTED TECHNICAL**

**Uplink Engineer.** TCI's Broadcast Satellite Uplink Center is growing from 275 uplinked services to 400. We need technicians to construct and operate this state of the art facility. Several positions available with responsibilities and compensation dependent on qualifications. Experience with digital video, computer based control systems, RF and broadcast operations desired. DBE, SCTE certification preferred. Drug and background check will be required for employment. Send resume with salary requirements to: TCI National Digital Television Center, Attn: Office 105, 4100 E. Dry Creek Rd., Littleton, CO 80122, or fax to 303-486-3891. EOE.

**Master Control Operators:** FOX Sports Net has immediate openings for Master Control Operators. You will be responsible for coordinating incoming video feeds, operating the switcher & computer workstations, and dubbing commercials for spot playback. We require two years experience in a master control environment, videotape and broadcast equipment knowledge, knowledge of satellites, and ability to perform multiple tasks. Bilingual preferred. Qualified candidates please fax resume to 310-286-3875 or mail to: PO Box 67B66, Los Angeles, CA 90067, Attn: SCW. Equal Opportunity Employer.

### **HELP WANTED SALES**

**National Sales Manager** - One of America's leading regional sports networks is looking for an experienced, energetic, driven and enthusiastic National Sales Manager in our Southeastern U.S. location. This individual will be responsible for setting and exceeding all national sales goals and coordination of national sales efforts, including working with our national rep firm. Substantial experience and contacts in the national marketplace, knowledge of audience research techniques and extraordinary motivational skills are necessary qualifications. Familiarity with the sales and marketing of NBA, NHL, MLB, AFL, IHL and major collegiate sports properties is a plus, with frequent travel being the norm. If you are the person to lead our national sales efforts to the next level, please send your resume and reference to: Box 01117 EOE.

**HELP WANTED TECHNICAL**



**MAINTENANCE ENGINEERS**

QVC, Inc., the nation's preeminent electronic retailer, is looking for talented television broadcast engineers to maintain and support our fast-paced technical facility.

QVC has excellent opportunities available for Maintenance Engineers with 2-3 years experience repairing Sony and Grass Valley Broadcast equipment. Detailed knowledge of serial digital systems, Digital Betacam, Graphics generators, Non Linear Editors and Satellite Uplink systems is a plus. Duties also include technical Support in a live show environment. FCC license and/or SBE certification preferred.

QVC has initiated one of the most ambitious expansions in our history. If you fit the above description and are a self-starter, you owe it to yourself to contact us.

We offer a compensation plan befitting a company of our stature by including a very competitive salary and comprehensive benefits package. To apply, please forward your resume and salary requirements to: QVC, Inc., Human Resources - AMS/BE/BE, 1365 Enterprise Drive, West Chester, PA 19380-0844. Fax: (610) 701-1368. Equal Opportunity Employer. Drug Free/Smoke Free Work Environment. Pre-employment drug screening required.

**QVC**

**HELP WANTED PRODUCTION**

**E! Entertainment Television, an international cable network dedicated to the world of entertainment, is interviewing for the following positions in New York and Los Angeles:**

**Supervising Producer/Live Events**

The Supervising Producer will supervise show staff and oversee the day-to-day details of production for live shows and taped specials. Minimum five years experience in live and taped television production with two years supervisory experience required. Previous line producing experience and knowledge of the technical aspects of production required. Strong leadership and people skills are essential. Experience in the entertainment industry a plus. LA only.

**Field and Show Producers**

The Field Producers and Show Producers will conceptualize, shoot, write, and cut original shows. The selected candidates will have a minimum of three years experience in writing and producing for broadcast and must possess excellent interviewing and field producing skills including experience in supervising edit sessions. Candidate must demonstrate skill in all aspects of show production and possess the ability to generate ideas and take a show from original concept to air. Experience in interviewing Talent is essential. Ability to self-motivate, work under intense deadline pressure, and work cooperatively with other departments including Talent, Rights & Clearances. Promotion and Operations is required. LA only.

**News Producers**

The News Producers will verify, write, and edit assigned entertainment news stories on a daily basis. The selected candidates will have a minimum of three years experience in producing television news with experience in writing day-of-air stories as assigned. Must have a proven track record in interviewing, field production, exercising strong news judgment and contributing story ideas. Ability to work under intense deadline pressure a must. NY and LA.

**Associate Producers**

The Associate Producers will work closely with Producers in all aspects of production and have a minimum of two years broadcast production experience in any of the following areas: news, specials, field, segment, or live television. Excellent writing, editing, and producing skills essential. NY and LA.

**Assignment Editor**

The Assignment Editor will monitor and coordinate the daily news gathering operation for a daily half-hour newscast, reporting both scheduling and breaking entertainment news. The selected candidate will have a minimum of three years experience in a similar position in broadcast news, proven sound news judgment, good administrative skills, knowledge of ENG and satellite technical operations, and ability to work under pressure in an extremely fast-paced environment. NY and LA.



**ENTERTAINMENT TELEVISION**

**Excellent benefits and 401(k) Savings Plan.**

**Please send resume with salary history to:**

**E! Entertainment Television**

**Attn: Human Resources-PROD**

**5670 Wilshire Blvd.**

**Los Angeles, CA 90036**

**E-Mail: [hr@eentertainment.com](mailto:hr@eentertainment.com)**

**(please send all documents in MS for Mac 5.0).**

**NO PHONE CALLS PLEASE.**

**Equal Opportunity Employer**

**To place your CABLE classified ad in  
Broadcasting & Cable,  
call Sandra Frey (212) 337-6941**

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Video Production Associate/Lecturer:** M.A. in Radio TV Video or related discipline: experience in production, non-linear and tape editing, lighting, directing. Send letter, resume, three references, and teaching evaluations to: Video Search Committee, School of Communication, University of Idaho, Moscow, ID 83844-1072 or e-mail comm@uidaho.edu for info. EOE/AA.

**Radio Station Manager,** university student FM. Bachelor's degree and college radio background required. Experience in managing student-run radio and professional radio employment preferred. Full time, 12 month contract, no classroom teaching responsibility, benefits. \$20-23,000. Send resume and statement of station management objectives by May 15 to Dr. Paul Prince, KSDB, Kansas State University, 105 Kedzie Hall, Manhattan, KS 66506-1501. Contract begins June 1. An equal opportunity employer.

### HELP WANTED ADMINISTRATION

**Home Typists.** PC users needed \$45,000 income potential. Call 1-800-513-4343 Ext. B-7833.

### FINANCIAL SERVICES

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

### EMPLOYMENT SERVICES

## PROFESSIONAL JOBS WITH ENTERTAINMENT COMPANIES

BROADCAST & CABLE TELEVISION, DISTRIBUTORS,  
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Entry to senior level jobs nationwide in ALL fields  
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**Entertainment Employment Journal™**

## RTNDA (900) 40-RTNDA RTNDA Job Line

Updated daily 85 cents per minute To place  
a free listing call. (202) 659-6510, fax (202)  
223-4007, e-mail rtda@rtda.org, mail to:  
RTNDA, 1000 Connecticut Ave., NW, Suite  
615, Washington, DC 20036-5302

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

**Free Sample Lead Sheet! Hottest Jobs in TV**  
News, Sports, Talk Shows, and Corporate Video.  
Fax resume SVP: 212-987-8535.

**Federal Jobs Your Area.** \$18,286-\$96,594 plus  
benefits. All occupations. More security than  
broadcasting. Send \$19.95. Hanlon's, 5460  
Burgess, Sylvania, OH 43560.

**Entry Level Only!** Seeking your first job in TV  
News? It's our specialty. MCS 760-788-1082.  
Also professional demo tape services.

**Agent/Attorney** with clientele in top 10 market  
seeking tapes of anchors, reporters and pro-  
ducers for representation. Send VHS tape to: G.  
Materre, 11 E. Adams #1600, Chicago, IL 60603.

### EDUCATIONAL SERVICES

**On-camera coaching:** Sharpen TV reporting  
and anchoring/teleprompter skills. Produce quality  
demo tapes. Resumes. Critiquing. Private  
lessons with former ABC News correspondent.  
914-937-1719, Julie Eckhart, ESP.

### WANTED TO BUY EQUIPMENT

**Used videotape:** Cash for 3/4" SP, M2-90's,  
Betacam SP's. Call Carpel Video 301-694-3500.

### BUSINESS OPPORTUNITIES

**The Complete Pay-Per-View Source Manual:**  
For the Executive Producer. Describes ppv in-  
dustry in USA, Canada, Europe, Asia. Contains in-  
side detailed information. All ppv networks and  
channels described, with network contacts,  
negotiating strategies, an actual negotiated ppv  
contract, and more, \$500. Info not available  
through any other source, for Table of Contents,  
fax EuronetTV: 773-523-2096.

**Station Owners/Managers -** Get free help and  
get paid for it! Allow a broadcasting student to  
come to your station and observe once a week  
for 18 weeks for \$2,000.00. 15 year accredited  
program. We can provide up to 10 students. Call  
Jim at Radio Connection 1-800-800-9581.

### FOR SALE STATIONS

#### ALA. - FLA. - TENNESSEE

**FM C2 50kw Knox/Chatt. Market** .....\$795K  
**FM & 2 AM's with cash flow Nash Market** \$800K  
**FM & 2 AM's resort market near Knoxville** \$1.9M  
**AM Small Mkt. near Birmingham** .....\$295K  
**AM Near Tampa & Gulf Coast** .....\$295K

## HADDEN & ASSOC.

**PH 407-365-7832 FAX 407-366-8801**

**Profitable Florida Group.** Spanish. Two-24 hour  
N/D stations, newspaper. Management would  
stay Owner English, owns other firms. Phone  
941-683-2842.

**AM-FM Station for Sale -** Central Minnesota  
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tential. \$575,000. Inquire only if qualified. Call  
320-763-2708.

### FOR SALE EQUIPMENT

**Lowest prices on videotape!** Since 1979 we  
have been beating the high cost of videotape.  
Call Carpel for a catalog. 800-238-4300.

# SMART TAPES.

For video duplication, demos,  
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**AM and FM transmitters,** used, excellent condi-  
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anteed. Financing available. Transcom. 800-441-  
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## MEDIA COLLECTION DREAM TEAM

### CCR

**Attorney** (former broadcast/cable ad  
sales manager NBC-TV, Katz, Petry, Lifetime)  
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collection accounts offering:

1. Unequalled knowledge of media business.
2. Ten years of unequalled/documentable  
recovery rates.
3. Customized reporting.
4. Competitive contingent fee schedule.
5. References available.

**Call/Write:**

### CCR

**George Stella**

**1025 Old Country Road**

**Suite 303S**

**Westbury, NY 11590**

**Tel: (516) 997-2000/(212) 766-0851**

**Fax: (516) 997-2071**

**E-Mail: CCRcollect@AOL.com**

Call  
Sandra Frey  
at  
(212) 337-6941



**ALLIED  
FIELD  
ADVERTISERS!**

**BROADCASTING & CABLE'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Fasulo at (212) 337-7073 or Sandra Frey at (212)337-6941.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.10 per word, \$42 weekly minimum. Situations Wanted: 1.15¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.45 per word. Screened Background: \$2.60. Expanded Type: \$3.20 Bold, Screened, Expanded Type: \$3.65 per word. All other classifications: \$2.10 per word, \$42 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$187 per inch. Situations Wanted: \$93.50 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$30 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

**Broadcasting & Cable****Classifieds****Order Blank (Fax or Mail)****CLASSIFIED RATES**

**Display rate:** Display ads are \$187 per column inch. Greater frequency rates are available in units of 1 inch or larger.

**Non-Display rates:** Non-Display classified rates (straights) are \$2.10 per word with a minimum charge of \$42 per advertisement. Situations Wanted rates are \$1.15 per word with a minimum charge of \$23 per advertisement.

**Blind Boxes:** Add \$30.00 per advertisement

**Deadlines:** Copy must be in typewritten form by the Monday prior to publishing date.

**Category:** \_\_\_\_\_ **Line ad** ☐ **Display** ☐

**Ad Copy:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Date(s) of insertion:** \_\_\_\_\_

**Amount enclosed:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_

**Payment:**

**Check** ☐

**Visa** ☐

**MasterCard** ☐

**Amex** ☐

**Credit Card #:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_

**Exp. Date:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

Clip and Fax or Mail this form to:

**B & C**

245 W. 17 Street • NYC 10011 • Attention: Antoinette Fasulo or Sandra Frey

**FAX NUMBER: 212-206-8327**

# 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 *italic*.

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

## NEW STATIONS

### Filed

**Horseshoe Bend, Ark.** (BPH-9703)—WRD Entertainment Inc. (Preston W. Grace Jr., president/86.2% owner, 720 Ramsey St., Batesville, Ark. 72503) for FM at 106.5 mhz. 6 kw, ant. 100 m, 3.1 km NE of Agnos, Ark. WRD owns KBTA(AM), KAAB(AM) and KZLE-FM Batesville and KWOZ(FM) Mountain View, Ark. *April 4*

**Craig, Colo.** (BPH-970404MH)—Ebbill LLC (Charles B. Moss Jr., member/manager/51% owner, 225 N. Mill St., Aspen, Colo. 81611) for FM at 100 kw, 430 m., 6 km W of SR 13, 14 km N of Meeker. Ebbill has applied to build FM in Billings, Mont. Moss owns KSPN-FM Aspen, Colo. *April 4*

**Panama City, Fla.** (BPED-970402MG)—All His Children Inc. (Charles K. Winstanley, member, 6901 N. Lagoon Drive No. 2, Panama City Beach, Fla. 32408) for FM at 91.7 mhz, 1 kw, ant. 93 m., 111 Laurie Ave. Winstanley owns 76% of WDLF(AM) Panama City Beach and 51% of WPCF-FM Panama City and WYLK-FM Folsom and WYLA-FM Lacombe, La. *April 2*

**Bolingbroke, Ga.** (BPH-970404MB)—Leslie E. Gradick (32 Saddle Mtn. Rd., Rome, Ga. 30161) for FM at 102.1 mhz, 3 kw, 100 m., 3193 Maynard Mill Rd. *April 3*

**Bolingbroke, Ga.** (BPH-970404MD)—New Broadcast Investment Properties Inc. (co-

owners Paul C. Stone, Charles E. Giddens, 1137 Cedar Shoals Dr., Athens, Ga. 30605) for FM at 102.1 mhz, 3 kw, ant. 100 m., 1.4 km NW of SHI Rd. W of Maynard Hill Rd. New Broadcast owns WGMG(FM). Stone and Giddens each own 50% of WTSH(AM) Rome-WTSH-FM Rockmart/Rome and WZOT(AM) Rockmarkt, Ga., and 33.3% of WRFC(AM) Athens, WBIC(AM)-WPUP(FM) Royston and WLET(AM)-WSTE-FM Toccoa, Ga. Stone also owns 24.5% of WTXL-TV Tallahassee, Fla., and 5% of WMOQ(FM) Bostwick, Ga. *April 4*

**Mount Vernon, Ga.** (BPH-970404MJ)—Vidalia Communications Corp. (John Ladson III, president/25% owner, 1501 Mount Vernon Rd., Vidalia, Ga. 30474) for FM at 101.7 mhz, 6 kw, ant. 99 m., NE corner of intersection of Hwys 280/30 and 29/15, Higginston, Ga. Vidalia owns WKTM(FM) Soperton and WVOF(AM)-WTCO(FM) Vidalia, Ga. *April 4*

**Mount Vernon, Ga.** (BPH-970407MJ)—TCB Broadcasting Inc. (Raymond H. Bilbrey, president/33.3% owner, PO Box 1280, Hinesville, Ga. 31313) for FM at 101.7 mhz. *April 7*

**Peachtree City, Ga.; Nashville, Ind.; and Hesperia, Mich.** (BPED-970407IA; 03MJ; 04ML)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, Miss. 38801) for noncommercial FMs at 91.7 mhz, 6 kw, ant. 97 m., 6.5 mi. S of Peachtree City, then 2 mi. S of Senoia and SR 16 on W side of SH 85; at 90.3 mhz, 8 kw, ant. 120 m, 1.1 mi. on 135 S from its intersection with 4 E to to ranch on right; and at 91.7 mhz, 35 kw, ant. 71 m., 6 mi. W of Hesperia. Association owns WALN(FM) Carrollton, WAQG(FM) Ozark and WAKD(FM) Sheffield, Ala.; KVVA-FM Apache Junction, Ariz.; KAOW(FM) Fort Smith and KANX(FM) Pine Bluff, Ark.; KBUZ(FM) Topeka and KCFN(FM) Wichita Kan.; WAPD(FM) Campbellsville, Ky.; KAPM(FM) Alexandria and KAPI(FM) Ruston, La.; WDFX(FM) Cleveland, WQST-AM-FM Forest, WAQL(FM) McComb, WAQY(FM) Saicoer and WAFR(FM) Tupelo, all Miss.; KAKU(FM) Springfield, Mo., and WAMP(FM) Jackson, Tenn.; is buying CP for FM at Ottawa, Kan.; is

selling FM in Mount Morris, Ill.; has CP to build FMs in Selma and Ozark, Ala., and Lake City, Tenn.; El Dorado, Ark.; Vincennes, Ind.; St. Martinville, La.; Hattiesburg and Natchez, Miss.; Hubbard, Neb.; Clovis, N.M.; Poteau, Okla.; Reedsport, Ore.; Huntsville, Tex., and Culpeper, Va.; has applied to build FMs in Troy, Ala.; Bentonville, Blytheville, Des Arc, Fayetteville, Forrest City, Nashville and Springdale, all Ark.; Panama City, Fla.; Americus, Cairo, Dublin, Savannah and Waycross, all Ga.; Flora, Kankakee, Kewanee, Pana and Peoria, all Ill.; Frankfort, Ind.; Fairfield, Marion, Ottumwa and Waverly, all Iowa; Arkansas City, Manhattan, Salina and Independence, all Kan.; Bastrop, Jonesboro, Kinder, Many, Natchitoches and Westdale, all La.; Muskegon, Mich.; Corinth, Duck Hill, Indianola, Laurel and Port Gibson, all Miss.; Benton, Hannibal, High Point, Kennett, Kirksville and St. Joseph, all Mo.; Ahoskie, Fayetteville and Mount Airy, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Chickasha, Durant, El Reno, Seminole and Stillwater, all Okla.; Franklin, Pa.; Dillon, S.C.; Clarksville, Hohenwald and Shelbyville, all Tenn.; Crockett, Del Rio, Fannett, Gatesville, Kerrville, Lamesa, Mart, Nacogdoches, Odessa, Pampa, Plainview and Victoria, all Tex.; Charles City and Danville, Va.; Cuba City, Wis., and Gillette, Wyo. *April 7, 3, 4*

**Agana, Guam** (BPH-970404ME)—Inter-Island Communications Inc. (Edward H. and Frances W. Poppe, joint 92.3% owners, PO Box 20249, Guam Main Facility, Agana, Guam 96921) for FM at 101.9 mhz, 25 kw, ant. 162.5 m. Inter-Island owns KGNM(AM)-KZMI(FM) Saipan, CM. and KSTO(FM) Agana. *April 4*

**Agana, Guam, and Earlville and Fairbury, Ill.** (BPH-970404MF, G, C)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 19 Rolling Ridge Rd., Northfield, Ill. 60093) for FMs at 101.9 mhz, 26 kw, ant. 161 m., atop Mt. Barrigada (Agana); 102.9 mhz, 2 kw, ant. 173 m., on 4th Rd. 1 km N of intersection with 47th Rd., Mendota Township, Ill. (Earlville), and 107.7 mhz, 10 kw, ant. 157 m., NE quarter of Sec. 13, 7 km NNE of Colfax, Ill. (Fairbury). KM has CPs to build TVs in Flagstaff and Sierra Vista, Ariz., and Iowa City, Iowa; FM in Pearson, Ga.; has applied to build FMs in Viola and St. John's, Ariz.; Merced, Calif.; Atlanta and Breese, Ill.; Parkersburg, Iowa; Faribault, Minn.; Mesquite, Nev.; Willard, Ohio; Brigham City, Utah and Neillsville and New Holstein, Wis.; has applied to build TVs in Selma, Ala.; Holbrook, Ariz.; El Dorado and Gosnell, Ark.; Marianna, Fla.; Boise and Pocatello, Idaho; Ames, Iowa; Jackson, Miss.; Albuquerque and Roswell, N.M.; Arcade and Syracuse, N.Y.; Greenville, N.C.; Bismarck and Minot, N.D.; Muskogee, Okla.; Salt Lake City and Provo, Utah; Virginia Beach, Va.; Spokane and Walla Walla, Wash.; Crandon, Wis., and Jackson, Wyo. Myoung Hwa Bae owns 50% of company building KAQS(TV) Shawnee, Okla. *April 4*

**Fairbury, Ill.** (BPH-970404MI)—GMA Broadcasting Corp. (Richard H. Heibel, president/owner, 12 Glenmoor Place, Hilton Head, S.C.

## BY THE NUMBERS

### BROADCAST STATIONS

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

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,544</b>

### CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

\*Based on TV household universe of 95.9 million  
Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

29926) for FM at 107.7 mhz, 25 kw, ant. 100 m., 12 km SW of Fairbury. *April 3*

**Taylorville, Ill.** (BPED-970403MK)—Cornerstone Community Radio Inc. (Richard Van Zandt, president, 600 W. Mason St., Springfield, Ill. 62702) for noncommercial FM at 88.9 mhz, 2 kw, ant. 42 m., 1160-1500 North Rd. CCR owns WGN(FM) Ottawa, WLG(FM) Springfield, Ill.; has CP to build WJLH(FM) Flagler Beach, Fla., and WGNJ(FM)

St. Joseph, Ill.; has applied to build FM in Forest Acres, S.C. Van Zandt owns WLJ(FM) Petersburg, Ill. *April 3*

**Esko, Minn.** (BPED-970331MA)—Lincoln High School (Catherine Sampson, chairperson, East Hwy. 61, Esko, Minn. 55733) for FM at 88.7 mhz, .45 kw, ant. 29.3 m., East Hwy 61. *March 31*

**Ellington, Mo.** (BPH-970327MG)—New Life Evangelistic Center Inc. (Rev. Lawrence W.

Rice Jr., president, 1411 Locust St., St. Louis, Mo. 63103) for FM at 103.9 mhz, 3 kw, ant. 100 m., 10.8 km E of Ellington. New Life owns KTCN(FM) Eureka Springs, Ark., and KNLJ(TV) Jefferson City, KMRF(AM)-KNLM(FM) Marshfield, KNLG(FM) Bloomfield and KNLC(TV) St. Louis, Mo.; has applied to build TV in Eureka Springs and FMs in Cedar Hill, East St. Louis, Potosi and Van Buren, all Mo. *March 27*

—Compiled by Elizabeth A. Rathbun

## Changing Hands

Continued from page 46

**WBPP(FM) Strasburg/Winchester, Va.**

**Price:** \$850,000 cash

**Buyer:** Mid Atlantic Network Inc., Winchester (John Lewis, president); owns WINC-AM-FM Winchester, WKCY-AM-FM Harrisonburg and WFVA(AM)-WBQL(FM) Fredericksburg, both Va.

**Seller:** Signal Knob Radio Partners, Washington (Leverrier Broadcasting Co. Inc., managing general partner/60% owner [Jeffrey D. Southmayd, joint 85% owner]); Southmayd is 33.3% partner in application to build FM in Robbins, N.C. (see "For the Record").

**Facilities:** WAPP: 105.5 mhz, 3 kw, ant. 300 ft.; WBPP: 104.9 mhz, 3 kw, ant. 220 ft.

**Format:** Both oldies

**Broker:** Media Services Group Inc. (seller)

**KLOZ(FM) Eldon, Mo.**

**Price:** \$750,000

**Buyer:** Benne Broadcasting Co. LLC, Eldon (Dennis F. Benne, member/75% owner)

**Seller:** Capital Media Inc., Eldon; no other broadcast interests

**Facilities:** 92.7 mhz, 31 kw, ant. 620 ft.

**Format:** Adult contemporary

**WKRF(FM) Tobyhanna, Pa.**

**Price:** \$150,000

**Buyer:** Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/28.1% owner); owns WPGH-TV (LMA with WPTT-TV) Pittsburgh, WKRF-FM, WGGY-FM, WILK-AM and WGBI-AM, all Wilkes-Barre/Scranton and WILP(AM) West Hazleton/Wilkes-Barre and WWFH(FM) Freeland/Wilkes-Barre, all Pa.; has applied to build TVs in Geistow and Hollidaysburg, Pa. (for other holdings, see "Changing Hands," Feb. 10)

**Seller:** Keymarket of NEPA Inc., Augusta, Ga. (Kerby E. Confer, president/owner). Confer owns WYRD(AM)-WFBC-FM Greenville and WORD(AM) Spartanburg, S.C.; has TBA with WSPA-AM-FM Spartanburg. Confer also has interest in WBVR-FM Bowling Green, WVVR(FM) Hopkinsville, WSP

## Errata

A deal was reported for a second time in the April 14 "Changing Hands." It had already been reported March 10 that WEJM-FM Lansing/Chicago, Ill., was being sold to Crawford Broadcasting Co. K by Evergreen Media Corp. for \$14.8 million.

(AM)-WFGE(FM) and KNBS(AM) Murray and WRUS(AM) Russellville, all Ky.; WMSA(AM) Massena, WODZ-AM-FM Rome, WIBX(AM)-WLZW(FM), WFRG-FM and WRUN(AM) Utica and WTNV(AM)-WCIZ-FM and WCIZ(AM)-WFRY-FM Watertown, all N.Y.; WYRX(FM) Lima and WZOQ(FM) Wapakoneta, Ohio; WFBG (AM)-WFGY(FM) Altoona and WFGI(FM) State College, Pa.; WGFG-FM Branchville and WGL-FM Orangeburg, S.C.; company that has TBA with WNGO (AM)-WBLN(FM) Mayfield, Ky. Note: Keymarket was acquired by River City Broadcasting LP (March 30, 1995), which is being bought by Sinclair. Keymarket bought WPMR-FM for \$50,000 ("Changing Hands," May 8, 1995).

**Facilities:** 107.9 mhz, 5.7 kw, ant. 564 ft.

**Format:** Top 40

**50% of WWVR(FM) West Terre Haute, Ind.**

**Price:** \$2

**Buyer:** Howard and Betty Huey, West Terre Haute

**Seller:** Nellie and Floyd Huey, West Terre Haute

**Facilities:** 105.5 mhz, 3.3 kw, ant. 314 ft.

**Format:** Religion

## RADIO: AM

**KLVL(AM) Pasadena, Tex.**

**Price:** \$1.25 million

**Buyer:** SIGA Broadcasting Corp., Houston (co-owners Gabriel and Sylvia A. Arango); no other broadcast interests

**Seller:** Estate of Angela V. Morales, Houston (Richard C. Vara, executor); no other broadcast interests

**Facilities:** 1480 khz, 1 kw day, 500 w night

**Format:** Norteno

**KWFT(AM) Wichita Falls, Tex.**

**Price:** \$275,000

**Buyer:** Watch Inc., Dallas (David A. Schum, president/owner); no other broadcast interests

**Seller:** Moran Broadcasting Co.,

Wichita Falls (R.J. Moran, president); owns WNIN-FM Wichita Falls

**Facilities:** 990 khz, 10 kw day, 1 kw night

**Format:** Country gospel

**Broker:** John W. Saunders (buyer)

**WTSB(AM) Lumberton, N.C.**

**Price:** \$75,000

**Buyer:** Willis Broadcasting Corp., Norfolk, Va. (L.E. Willis Sr., president/owner); owns WURB(FM)-WBTE (AM) Windsor and WPOL(AM) Winston-Salem, N.C.; is buying WNUZ(AM) Talladega, Ala. (see item, below) and WELS-AM-FM Kinston and WCRY(AM) Fuquay-Varina, N.C. Willis also owns WGSP(AM) Charlotte, WSRC(AM) Durham, WBXB(FM) Edenton and WMYK(FM) Moyock, all N.C.

**Seller:** Beasley Broadcast Group, Naples, Fla. (George G. Beasley, president/owner); owns WKML(FM) Lumberton (for other holdings, see "Changing Hands," March 24)

**Facilities:** 580 khz, 500 w day, 67 w night

**Format:** C&W

**WNUZ(AM) Talladega, Ala.**

**Price:** \$30,000

**Buyer:** Birmingham Christian Radio Inc., Norfolk, Va. (L.E. Willis Sr., president/owner). Willis also is president/owner of Willis Broadcasting Corp., which is buying WGZS(AM) Dothan, Ala., and WTSB(AM) Lumberton, N.C. (see item, above). Willis also owns WAYE(AM) Birmingham, Ala. (for other holdings, see "Changing Hands," Feb. 10).

**Seller:** Radio Alabama Inc., Talladega (James W. Whatley, principal); no other broadcast interests

**Facilities:** 1230 khz, 1 kw

**Format:** Country

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## Whitehead sues Astra

*continued from page 64*

had no comment on Whitehead's charges.

The European satellite system delivers free and subscription television directly to subscribers as well as to cable operators for redistribution to viewers. Astra says it reaches about 23 million direct-to-home viewers plus another 44 million through cable systems. The company operates six satellites and plans to launch another four.

Whitehead cited the expansion plans in stressing Astra's profitability to the court: "Based on Whitehead's concept and implementation, SES has already made enormous profits [\$82.5 million in 1996 alone] and is preparing to launch a global, satellite-based telecommunications network."

At the lawsuit's core is a 1993 decision by SES to seize 50 "founder's shares" Whitehead had held in the satellite operator. SES said it seized the shares because Whitehead had violated a noncompetition clause in an earlier agreement with Astra. Whitehead's suit calls that reasoning a trumped-up

excuse. His lawsuit estimates the shares' value at \$200 million and asks the court to treble the amount of actual damages.

Whitehead had held the founder's shares since 1988. The shares were part of a 1985 SES/Whitehead agreement aimed at compensating Whitehead for earlier developmental work on the satellite venture. Whitehead's suit describes the 1985 agreement as unfair, although Whitehead did not take SES or Luxembourg to court over the deal.

His lawsuit maintains that the Luxembourg company granted him the shares in 1988 and then plotted to reclaim them after realizing their worth. In reclaiming the shares, SES cited consulting work Whitehead had done for satellite operator PanAmSat. SES said the work violated the 1985 agreement's noncompetition clause.



**Clay Whitehead claims Astra stole his business plan.**

Whitehead counters by saying that the consulting work did not violate the deal and that he had told SES about the work for PanAmSat two years before SES seized the shares. The lawsuit also cites a 1991 letter to Whitehead from then-SES chairman Pierre Werner in which Werner offered no objections to Whitehead's PanAmSat work.

Whitehead also says he has since tried to force SES to resume

dividend payments on the shares but has been unsuccessful.

Whitehead and his lawyers now are waiting for responses from SES and the Grand Duchy of Luxembourg. They also are waiting for the response of Candace Johnson, a third defendant named in the action. The lawsuit says Johnson, a U.S. citizen and SES director, has hindered Whitehead's consulting business by disparaging his business reputation. ■

## Cutting Edge

**By Glen Dickson**

**Comark Communications** has signed a deal with Sinclair Broadcast Group to provide digital transmitters and services to all of Sinclair's current and future stations. Sinclair owns or provides services to 28 TV stations in 20 of the nation's largest markets.

**Philips BTS** has sold more than \$2 million in digital cameras to VTE Productions, a Torrance, Calif.-based mobile production company. The 24 LDK 20 and LDK 20P high-resolution digital camera systems will be used for remote productions of entertainment and sporting events. The LDK 20, which

debuted at NAB '97, features 12-bit A/D video conversion and 24-bit "HiRes" digital internal processing. Philips BTS says that it has formed an alliance with VTE Productions to outfit future mobile trucks.

Discovery Communications has purchased **Hewlett-Packard's** MediaStream broadcast server to play back spots and provide long-term digital video storage for its new Latin America Television Center in Miami. Discovery, which has ordered seven HP servers to provide on-air insertion for 15 programming channels, plans eventually to use the servers for long-form playback. The servers will run on Louth automation software and

will be configured in two clusters linked by Fibre Channel networking, giving Discovery a maximum capability of 25 on-air channels and four preview channels. "It's a huge solution for regional programming," says Debra Dunn, general manager of HP's video communications division.

**Digital Graffiti** of Middlesex, England, has introduced its VS100 stand-

alone video disk recorder. The unit, which will sell for less than \$15,000, can be equipped with up to 36 gigabytes of internal storage, including a hot-swappable drive bay. According to Peter Roswell, Digital's general manager, the VS100 is designed to func-

tion as a standard VTR while offering random access, instant frame animation and video looping.

CBS News has leased 24 **Avid Media Composer** 4000 nonlinear editing systems to produce programming for CBS Eye on People, its new entertainment



and information cable channel. The disk-based editing and finishing systems will be used by CBS Eye production staffers to edit and finish programs for broadcast directly from disk, which will allow for fast turnaround on stories and promos.

# Datebook

## THIS WEEK

- 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 24**—Broadcasting issues legal seminar, presented by the **Georgia Association of Broadcasters** and **Holland & Knight LLP**. Crowne Plaza Ravinia, Atlanta. Contact: Molly Harvey, (404) 898-8144.
- April 27-30**—**Cable Television Public Affairs Association** Forum. Renaissance Mayflower, Washington. Contact: (202) 775-1081.

## APRIL

- 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 0055.
- 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.

## 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 Upton, (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 9-12**—16th annual **Women in Cable & Telecommunications** national management conference. Palmer House Hilton, Chicago. Contact: Jim Flanagan, (312) 634-2343.

**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 19**—**Federal Communications Bar Association** luncheon featuring FCC Commissioner Rachelle Chong. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**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 22-26**—UTC Telecom '97, annual telecommunications conference and exhibition presented by **UTC**. Oregon Convention Center, Portland, Ore. Contact: (503) 655-1222.

**June 23-25**—**Wireless Cable Association** 10th annual convention and exposition. Anaheim Convention Center/Anaheim Marriott Hotel, Anaheim, Calif. Contact: (202) 452-7823.

**June 29-July 1**—**New York State Broadcasters Association** 36th annual executive conference. Sagamore Resort, Lake George, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

**June 29-July 2**—**Cable Telecommunications Association of Maryland, Delaware and the District of Columbia** annual conference. Sagamore Resort, Lake George, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

## JULY

**July 9**—**The Caucus for Producers, Writers & Directors** general membership meeting. Jimmy's Restaurant, Los Angeles. Contact: David Levy, (818) 843-7572.

**July 9-13**—10th annual **International Teleproduction Society** forum and exhibition. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (212) 629-3266.

**July 16-17**—**Wisconsin Broadcasters Association** 46th annual summer convention. The Abbey Resort, Lake Geneva, Wis. Contact: Michelle Lukens, (608) 255-2600.

**July 20-23**—**CTAM** 1997 National Marketing Conference. Marriott Orlando World Center, Orlando, Fla. Contact: (703) 549-4200.

**July 23**—"Howard Beale—Mad'r Than Hell," **Hollywood Radio & Television Society** newsmaker luncheon and panel discussion: Brandon Tartikoff, moderator. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

**July 24-25**—**Southwest National Religious Broadcasters** convention. Dallas/Fort Worth Marriott, Dallas. Contact: (405) 789-1140.

**July 26-28**—**California Broadcasters Association** 50th annual convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

**July 30-Aug. 2**—**Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication** 80th annual convention. Hyatt Regency Chicago, Chicago. Contact: (803) 777-2005.

**Major Meeting dates in red**

—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)

## Royalties, roles and reels

**T**ucked away on the fourth floor of the Library of Congress's windowless Madison Building is the next multi-million-dollar battleground of the cable, satellite and broadcast industries—the U.S. Copyright Office. And senior attorney Bill Roberts is at the center of it all.

Gone are the sleepy days of the copyright office, when a large chunk of time was spent registering copyrighted works. Today the office oversees the cable and satellite compulsory licenses, adjusts royalty rates and assists Congress with copyright legislation.

Roberts's hands are full these days as he prepares for a complete review of the cable and satellite compulsory license systems. At the request of Senate Commerce Committee Chairman Orrin Hatch (R-Utah), the copyright office will submit a report to Congress by Aug. 1 on the systems that will recommend changes to current law.

Among the thorny issues Roberts will be sorting through are whether Sky should be permitted to retransmit local signals under the satellite compulsory system, whether the cable and satellite compulsory systems should be merged and whether the so-called white-area restriction on the satellite compulsory license is still necessary.

"Right now, Bill may be one of the most important lawyers in Washington without a window in his office," says Seth Davidson, a lawyer with Fleishman & Walsh. Taking phone calls from disgruntled satellite customers used to be a key part of Roberts's job, Davidson jokes, but "I always warned him that 'one day you'll be getting calls from lobbyists.'"

"I love the legislative work," Roberts says of his job. "It's really neat to be a source for people where they can call you up and say, 'hey, we're thinking about doing something—drafting a particular bill—but we don't have the expertise. Can you help us out?'"

Known for his knowledge of the arcane copyright code, Roberts has been called to testify on copyright issues before congressional panels.

"[Roberts] is extremely thorough, a wealth of institutional knowledge...level-headed, and willing to be fair to all industry segments," says Michael Mandigo, an aide to House Judiciary Committee member Rick Boucher (D-Va.).

Davidson points out that "there is a long history and complexity to these issues. He



*"I love the legislative work. It's really neat to be a source for people."*

### William Roberts Jr.

**Senior attorney for compulsory licenses, United States Copyright Office; b. 1961, West Hartford, Conn.; A.B., College of the Holy Cross, 1983; J.D., University of Virginia, 1986; associate, Arter & Hadden, Washington, 1986-87; adjunct faculty, Columbus School of Law, Catholic University of America, Washington, 1995 to present; adjunct faculty, George Washington University Law Center, Washington, 1995; present position since 1987; single.**

does such a good job of explaining this stuff to people with varying levels of background."

Roberts's interest in copyright law stems from a background in theater and an interest in film that began when he was an actor in high school in West Haven, Conn. He continued acting at the College of Holy Cross in Worcester, Mass., where he was a theater minor.

Before going on to law school at the University of Virginia, Roberts spent time at Colonial Williamsburg in a company of performers. In addition to playing a colonial character during the day for tourists, he performed in plays at night.

At the University of Virginia, he took classes in entertainment and copyright law, which led to his employment at the Arter & Hadden law firm upon graduation in 1986.

But Roberts found the work stifling. "I didn't like working in a law firm at all," he says. "It's essentially one topic, and then it just consumes your entire life. You've got to live and breathe this. There just isn't anything I would want to be doing all the time, constantly."

Despite his harrying schedule at the copyright office, Roberts still finds time to act in community theaters around Washington.

However, a sign on his office door tells the tale of where most of his life is spent outside the office: "Work is just something to do when you're not fishing." Roberts competes in freshwater fishing tournaments nationwide, and the dozens of plaques on his office walls testify to his success.

Still, he sees life as a balancing act. "I do have a competitive spirit—that's why I'm attracted to the fishing tournaments," Roberts says. "But when you have a number of bad tournaments, oddly enough, it's rather enjoyable to come in on Monday morning."

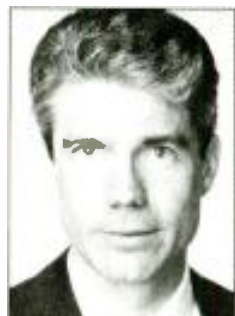
After his time at the copyright office ends, Roberts says he could see himself teaching full time or serving as an administrative law judge. He would particularly be interested in serving as an administrative law judge if the copyright arbitration system changed.

Although he has considered working on Capitol Hill as a congressional committee staffer, the unpredictable hours and work schedule would take away the flexibility he has for his outside interests.

—HF

## BROADCAST TV

Appointments at NBC Entertainment Press & Publicity, Burbank, Calif.: **Pamela Morrison**, publicist, Shepley Winings Public Relations Inc., Studio City, Calif., and **Leslie Reed**, manager, media relations practice group, Burson-Marsteller, Los Angeles, join as senior press managers.



**Herzig**

**Dennis Herzig**, assistant news director, WPLG(TV) Miami, joins KCAL(TV) Los Angeles as news director.

**Jacqueline Paytas**, field human resources manager, Taco Bell, Irvine, Calif.,

joins NBC, West Coast, Los Angeles, as director, employee relations.

**Seth Kaplan**, sports producer/reporter, WLNY-TV Melville, N.Y., joins WTHI-TV Terre Haute, Ind., as weekend sports anchor/reporter.

**Ellie Merritt**, news reporter, KEYC-TV Mankato, Minn., named anchor/producer.

**Romona Robinson** joins WKYC-TV Cleveland to develop special projects and then in September, to anchor and report.

Appointments at WLVI-TV Cambridge/Boston: **Diane Howard**, regional sales manager, named national sales manager; **Gerry McGavick**, Red Team sales manager, Harrington, Richter, & Parson Inc., New York, joins as national sales manager.

Appointments at Argyle Television Inc. stations: **Jeff Rosser**, president/GM, KHBS(TV) Fort Smith, Ark., joins KOCO-TV Oklahoma City as GM; **Lori Beth Pickle**, promotion director, KHBS and KHOI-TV Fayetteville, both Arkansas, joins KOCO-TV as creative services director; **Brent Hensley**, VP/general sales manager, KOCO-TV, joins KHBS and KHOI-TV as president/GM.

**Ivey Van Allen**, manager, advertising and promotion, and **James Pettit**, senior marketing coordinator, Paramount Domestic Television, join Twentieth Television, Los Angeles, as director, advertising and promotion, and manager, station relations, respectively.

**Julie Ford**, news director, WWSB(TV) Sarasota, Fla., named director, news and public affairs.

**Jim Higgins**, president, marketing, American Appliance, joins KYW-TV Philadelphia as marketing consultant.

**Doug Spero**, news director, WHSV-TV Harrisonburg, Va., joins WCTI(TV) New Bern, N.C., in same capacity.

Appointments at WFOR-TV Miami: **Carol DeVane**, marketing manager, WTVJ(TV) Miami, joins as marketing director; **Michele Gillen**, investigative reporter, KCBS-TV Los Angeles, joins in same capacity.

**Cordell Patrick**, sports anchor, KSAT-TV San Antonio, Tex., joins KSHB-TV Kansas City, Mo., as weekday sports anchor.

**Chris Huston**, news director, WXLV-TV Winston-Salem, N.C., joins WSEE-TV Erie, Pa., in same capacity.

**Noelle Dick** and **Ron Leppke** join WDKY-TV Danville/Lexington, Ky., as promotions director, and sales/marketing manager, respectively.

**Tess Dumlao**, reporter/anchor, KGTU(TV) Tucson, Ariz., joins KVUE-TV Austin, Tex., as co-anchor, *Daybreak*.

Appointments at WBZ-TV Boston: **Ben Newman** joins as national sales manager; **Ross Kramer**, research director, WLVI-TV Cambridge, Mass., joins in

same capacity.

**Tim Gianettino**, account executive, ABC National Television Sales, New York, joins WTVD(TV) Durham, N.C., as national sales manager.



**Tokuda**

**Wendy Tokuda**, co-anchor, *Channel 4 News*, KNBC(TV) Los Angeles, joins KRON-TV San Francisco as co-anchor, *First 4 News* at 4 and special assignment reporter.

**William Bradley**, director, sales,

WCCO-TV Minneapolis, joins WMAR-TV Baltimore in same capacity.

**Donald O'Connor**, national sales manager, WSYT(TV)/WNYS-TV Syracuse, N.Y., named general sales manager.

**Patricia Niekamp**, local sales manager, WPXI(TV) Pittsburgh, joins WYTV(TV) Youngstown, Ohio, as GM.

**Frank Governale**, GM, news operations, CBS News, New York, named VP.

**Kim Deaner**, meteorologist, WNCT-TV Greenville, N.C., joins WTVD(TV) Durham, N.C., as weekend meteorologist.

Appointments at KYMA(TV) Yuma, Ariz.: **Steve Hushek**, production photographer, KNSD(TV) San Diego, joins as weekend sports anchor/reporter; **Robert Sowinski**, production and promotion manager, KSWT(TV) Yuma, joins as promotion director.

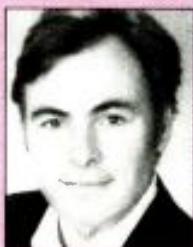
**Kim Swann**, co-producer, *Fox After Breakfast*, Twentieth Television, New York, named executive producer.

**Gary Brown**, producer, news, WPXI(TV) Pittsburgh, joins WTOV-TV Steubenville, Ohio, as news director.

**Stephen Clark**, co-anchor, 5:00 and 6:30 p.m. newscasts, KGTU(TV) San Diego, joins WCBS-TV New York in same capacity.

Appointments at WRIC-TV Petersburg/Richmond, Va.: **Dan Klintworth**, director, operations, named station manager; **Chesley McNeil**, photojournalist, named weather anchor; **Megan O'Donnell**, sports reporter/anchor, named weekend sports anchor; **Denise Pannell**, director, community affairs, named client services director; **Marit Price**, development coor-

## Appointments at World Shopping Network, London



**Jucaud**



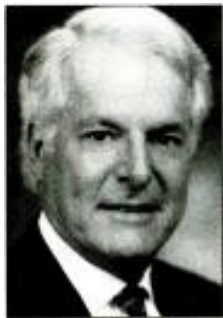
**Blagman**

**David Sinclair** named CFO; **Leslie Weber** named chairman, based in Amsterdam; **Patrick Jucaud** named CEO; **Robert Blagman** named managing director. Jucaud and Blagman will run the company's day-to-day operations from offices in Los Angeles and Budapest.

dinator, named director, community affairs.

## PROGRAMING

**K.C. Schulberg**, senior VP, worldwide marketing, Hallmark Entertainment, joins his sister, Sandra Schulberg, independent producer, to expand Schulberg Productions.

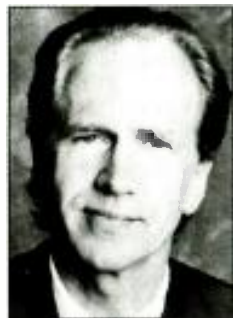


Engel



Herman

Appointments at Universal Television, Universal City, Calif.: **Charles Engel**, senior VP, programing, named executive VP; **Matthew Herman**, executive VP, production, New World Entertainment, joins as executive VP, production.



Luma

**John Luma**, VP, on-air promotion, Fox Sports Net, named senior VP, on-air promotion, Fox Broadcasting Co., Beverly Hills, Calif.

**Gwen Wood**, director, satellite services, Public Broadcasting Service, Alexandria, Va., named VP, distribution services.



Reynolds

**Nora Reynolds**, production executive, Paramount Network Television, Hollywood, named VP, production.

**Davis Doi**, producer, *The Real Adventures of Johnny Quest*,

Hanna-Barbera Cartoons, Hollywood, named supervising producer, all animated television series and shorts.

**Jodi Nussbaum**, assistant VP, production, Children's Television Workshop, New York, named VP.

Appointments at Lakeshore International, Los Angeles: **Mimi Steinbauer**,

VP, international television, Trimark Television, joins as VP, international television sales; **Stephanie Denton**, director, international film sales, named VP.

**Cindy McWethy**, controller, Beacon Communications, Los Angeles, named VP, finance.

## RADIO

**Thad Gentry**, director, marketing and promotions, WBBM(FM) Chicago, named local sales manager.

**Bob McCuin**, account executive, CBS Radio Sales, Eastern sales, joins WSCR(AM) and WXRT(FM) Chicago as national sales manager.

**Marna Spizz**, local sales manager, WJJD(AM)/WJMK(FM) Chicago, joins CBS Radio Stations there as director, sales development.

Appointments at WKQI(FM) Detroit: **Sheryl Mosolgo**, VP/regional manager, Interep Radio Store/Allied Radio Partners, Southfield, Mich., joins as national sales manager; **Jennifer Stefani**, marketing coordinator, International Hockey League, joins as publicist.

**Mark Feather** joins KQKS(FM) Longmont/Denver, Colo., as program director.

Appointments at Jacor Communications' stations in Las Vegas: **Gary Cox** named general sales manager, KSNE-FM and KBGO(FM); **Tom Jordan**, program director, KWNR(FM), adds director, operations, KFMS-FM, to his responsibilities.

Appointments at Texas State Network, Arlington, Tex.: **Jim Roberts**, director, affiliate relations, adds director, operations, to his responsibilities; **Julius Graw** named news director.

**Peter King**, anchor/reporter, WWNZ(AM) Orlando, Fla., named news director.

**Shari Brown**, national sales manager, WOBM-AM-FM Toms River, N.J., named assistant director, network sales, Nassau Broadcasting Partners' Jersey Radio Network.

Appointments at KRUZ(FM) Santa Barbara, Calif.: **Brad Majors**, on-air host, WGRL(FM) Indianapolis, joins as nighttime air personality; **Jack Broady**, afternoon drive personality/assistant production director, KKLQ-FM San Diego, joins as midday air personality.

Appointments at CBS Radio Network: **Tommy Tighe**, reporter, named anchor, *Sports Central USA* and *Sports World Roundup*. Tighe will continue to contribute to *Inside Pitch*; **Larissa Branin**,

free-lance radio news reporter/print journalist, joins as anchor, *Science Today*.

**Neenah Ellis**, producer/writer, *Wynton Marsalis: Making the Music*, National Public Radio, Washington, named senior producer, *Anthem*.



Sloke

**Stewart Sloke**, senior producer, World Wide Radio, Hollywood, named VP/production director.

Appointments at Jacor's WSJW(FM) Louisville, Ky.:

**Susan Hudzietz**, local sales manager,

named regional sales manager;

**Steve Murphy**, account executive, named local sales manager.

**Joshua Simons**, adviser, start-up entertainment companies, joins WorldSpace, Washington, as VP, marketing.

**Bill Wise**, VP, programing, MJI Broadcasting, New York, joins WTKS(FM) Cocoa Beach, Fla., as program director.

Appointments at Katz Radio: **Eric Helium**, VP, stations, West Coast, Los Angeles, transfers to New York as VP, stations, Northeast; **Kay Sellers**, account executive, Dallas, named sales manager.

**Jill Galarneau**, East Coast manager, OnLine Media, Philadelphia, joins Sentry Radio there as manager.

**Fred Horton**, operations manager, WGNA-AM-FM Albany, N.Y., joins WGKX(FM) Memphis in same capacity.

**Mark Richards**, program director, WKHK(FM) Colonial Heights, Va., joins American Radio Systems' KMP5-FM Seattle as program director.

**John Mullen**, programing coordinator/research director, WQHT(FM) New York, named operations coordinator, WQHT and WRKS-FM New York; **Koren Vaughan**, team leader, contemporary marketing team, Anheuser-Busch, joins WQHT as on-air promotion coordinator.

**Claude Hulet**, Western marketing manager, CBS FM National Sales, Los Angeles, joins Arbitron, New York, as Western manager.

Appointments at WOGL-FM Philadelphia: **Scott Steward**, account executive, CBS Radio Representatives, Philadelphia, joins as national sales manager; **Michael Berkowitz**, national sales manager,

er. named general sales manager.

**Scott Wilder**, air personality/program director. KLTU(FM) Fort Worth, joins KWRD(FM) Irving, Tex., as host, call-in talk program.

**Bob Hogan**, VP/GM. WLAP(AM), WKXL-FM and WWYC(FM) Lexington, Ky., joins KISM-AM-FM Salt Lake City and KUMT(FM) Centerville, both Utah, in same capacity.

Appointments at Prime Sports, Dallas: **Steve Yeager**, radio program host, and **Fred Wallin**, radio and television play-by-play host, joins as on-air staff, to host a weeknight program: **Annie Zidarevich**, executive producer, named director, programming.

**Art Zeidman**, account executive, WINS(AM) New York, joins Spanish Broadcasting System Inc. there as director, sales development, WPAT-FM Paterson, N.J., and WSKG-FM Binghamton, N.Y.

**Blaise Howard**, VP/GM, KPIX-AM-FM San Francisco, joins WBEB(FM) Philadelphia in same capacity.

## CABLE

**Julie Luehrman**, director, marketing, Turner Broadcasting System, Atlanta, joins E! Entertainment Television, Los Angeles, as regional director, affiliate relations, Northwest.

Appointments at A&E Television Networks, New York: **Lisa Cowles**, manager, special events/creative services, named director, special events and merchandising; **Todd Tarpley**, manager, new media, named director.

Appointments at Turner properties: **Paul Maglione**, VP, Turner International Network Sales Marketing, named VP, marketing, news networks, TBS Europe Ltd.; **Martin Wright**, manager, client development, CNN International advertising sales, named director, Turner Marketing Solutions Group; **Nick Loria**, VP, international advertising sales, Midwest, Turner Broadcasting Sales Inc., named senior VP, international ad sales, North America; **Kelly Carter**, writer, *USA Today*, Los Angeles, joins CNN/SI, Los Angeles, as reporter; **Amy Lundy**, associate producer, CNN Sports and CNN/SI, named anchor, CNN Headline Sports; **Sandy Malcolm**, supervising producer, CNN/SI, Atlanta, named coordinating producer; **Judy Milestone**, director, research and executive producer, CNN Network Bookings, named VP.

**Pat Baughman**, director, affiliate relations, Lifetime Television, Dallas, named VP, central region, affiliate relations.

**Lynn Fainchtein**, regional operations manager, MTV Latin America, Mexico, named director, music programming.



Divney

**Larry Divney**, senior VP, advertising sales, Comedy Central, New York, named executive VP.

**Thomas Smith**, sports director/producer, joins Sunshine Network, Orlando, Fla., to direct coverage of Florida Marlins baseball.

**Donald Black**, marketing director, Christian Coalition, joins INSP-The Inspirational Network, Charlotte, N.C., as VP, sales and development.

**Craig Simon**, regional VP, Cablevision Systems, joins CBS Cable, Stamford, Conn., as VP, North American Distribution.

**Jill Birdwhistell Pierce**, director, corporate and foundation relations, American Lung Association, joins Kaleidoscope, San Antonio, Tex., as senior VP, strategic marketing, and president, National Advisory Board.



Natalicchio

**Gino Natalicchio**, VP, international development, The Box, Los Angeles, named senior VP, international, The Box Worldwide Inc.

Appointments at Cox Communications Inc.,

Atlanta: **Praveen**

**Abichandani**, director, financial planning and analysis, named director, strategy analysis; **Jeff Storey**, director, network operations and GM, Cox Fibernet, Oklahoma City system, named director, broadband services. Appointments at San Diego office: **William Fitzsimmons**, director, finance, named VP, financial operations; **Jacqui Vines**, director, human resources, named VP.

**Marvin Jones**, president/CEO, United Artists Cablesystems Corp., joins Telecommunications Inc., Englewood, Colo., as COO, cable division.

**Jack Bonanni**, senior VP, advertising sales, ESPN, joins Outdoor Life and Speedvision networks, Stamford, Conn., in same capacity.

Appointments at Galavision, New York: **Lucia Ballas-Traynor**, director, national sales, named VP; **Art Marquez** joins Galavision and Univision as director, affiliate sales, cable; **Marc Musicus**, director, marketing, Time Warner Cable, New York, joins as manager, affiliate sales, Eastern region.



McGuire

**Don McGuire**, president, McGuire Media Properties, joins America One Television, Irving, Tex., as consultant and to oversee the general management of the operation.

**John Sprugel**, news director, WHOI(TV)

Peoria, Ill., joins Ohio News Network, Columbus, in same capacity.

**Sydney McQuoid**, VP, sales, Central region, Lifetime Television, joins Game Show Network, Culver City, Calif., in same capacity.

**Robin Sayetta**, executive director, licensing, Scholastic Inc., joins Discovery Enterprises Worldwide, Bethesda, Md., as VP, worldwide licensing.

Appointments at International Family Entertainment: **Laurie Beller**, director, marketing and corporate communications, Showscan Entertainment, Los Angeles, joins as manager, advertiser sales, Los Angeles; **Thom Dennis**, director, new media, Christian Broadcasting Network, joins as manager, Internet ventures, Virginia Beach, Va.

Appointments at Cartoon Network, Atlanta: **Keith Crofford**, producer, named VP, production; **Jennifer Davidson** named director, operations.

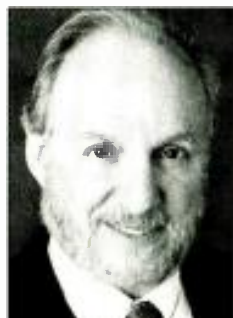
**Tyla Hagan**, coordinator, national accounts, USA Networks, joins Odyssey, New York, as regional manager, Mid-Atlantic.

Appointments at Home Shopping Network, St. Petersburg, Fla.: **Gerard Hoeppner**, director, public relations and communications, Eckerd Corp., Largo, Fla., joins as VP, communications; **Jason Stewart** named director, corporate operations, Los Angeles; **Jennifer Goebel** named director, corporate communications, New York; **Mark Bozek**, senior VP, programming and broadcasting, Q2,

joins as executive VP, broadcast.

**Sanjay Singh**, writer/producer, Bloomberg Television, New York, joins CNN International, Atlanta, in same capacity.

**Susan Lewis**, account executive, ESPN, Bristol, Conn., joins USA Networks, New York, as regional manager, affiliate relations, Western region.



**Weil**

**Stan Weil**, executive VP, advertising sales, Turner Broadcasting Networks, joins Jones Education Co., New York, as executive VP, advertising sales, Knowledge TV.

**Sandra Eddy**, district sales manager, Western region, International Channel, Los Angeles, named director, affiliate marketing.

Appointments at Showtime Networks Inc., New York: **Pancho Mansfield**, director, development, named VP; **John Vasey**, director, series development, named VP, original programming; **Ray Gutierrez**, VP, human resources, named senior VP, human resources and administration.



**Terkuhle**

**Abby Terkuhle**, creative director, MTV, New York, named president, MTV Animation, New York.

Appointments at TCI Communications Inc., Englewood, Colo.: **Tom Elliot** named senior VP, technical projects; **Tony Werner** named senior VP, engineering and technical operations.

**Joella West**, independent business affairs and legal consultant, Quincy Jones-David Salzman Entertainment, joins Walt Disney Television, Burbank, Calif., as VP, business affairs.

## MULTIMEDIA

**Carmine Tagliatela Jr.**, director, public policy and Latin American regulatory affairs, MCI Telecommunications Corp., joins CompassRose International Inc., Washington, as VP.

**Kate Dobrovolsky**, media and promotions manager, WILL-AM-FM-TV, Urbana, Ill.,

## NAB Awards engineers

**George Jacobs**, president of radio consulting engineering firm, George Jacobs & Associates Inc., and **Michael Sherlock**, executive VP, technology, NBC, are the recipients of the 1997 National Association of Broadcasters radio and television engineering achievement awards, respectively.

named marketing director.

Appointments at Metro Networks: **Mollie Simpkins**, assistant director, operations, West Palm Beach, named director; **Bob Manning**, program director, PBR Communications, Lake Worth, Fla., joins as director, operations, Fort Myers, Fla.; **Phil Strider**, VP/regional director, operations, Northwest, named VP/GM, Seattle/Portland; **Michael Haake**, VP/regional director, operations, Central region, named VP/GM, Houston.

Appointments at Miller Broadcasting Co.'s KVIQ(TV) Eureka and KXGO(FM) Arcata, both California: **Carlos Casarez**, general sales manager, KXGO, named director, sales, television and radio, Miller Broadcasting; **Linda Jo Doss**, on-air announcer, KXGO, named program director there; **Nathan Kaplan**, senior sales executive, KXGO, named assistant local sales manager; **Penny King**, account executive, KVIQ, named assistant local sales manager.

**Philip Maruszar**, division controller, U.S. operations, Nalco Chemical, Naperville, Ill., joins Strategic Media Research, Chicago, as CFO.

## ADVERTISING/MARKETING PUBLIC RELATIONS

**Marshall Orson**, VP, sales and new business development, Turner New Media, Atlanta, named VP/GM, Turner Reciprocal Advertising Corp, Atlanta.

Appointments at Bates USA West, Irvine, Calif.: **Jennifer Thomson** named VP/associate media director; **Joseph Cerone** named VP/associate broadcast director; **Howard Courtemanche** named senior VP/management representative and North American regional account director, Bates USA, New York.

**Burl Hechtman**, president, King World Direct, joins Guthy-Renker, Los Angeles, to establish Guthy-Renker Direct, which will specialize in television

short-form direct response marketing and retail distribution: **Mark Simon**, head, product acquisitions/in-house producer, King World Direct, joins Guthy-Renker's Product Sourcing Network, Palm Desert, Calif., as director, product acquisitions and program development.

**Lou Battista**, VP, corporate accounts, Hawthorne Communications Inc., joins Williams Worldwide, Santa Monica, Calif., as managing director, Midwest.

**Bill Barlow Jr.**, producer, new media marketing, HSN Direct, St. Petersburg, Fla., named executive director, production.

**Douglas Curran**, VP, Saint Communications Inc., Hingham, Mass., named executive VP/COO.

## ASSOCIATIONS/LAW FIRMS

Appointments at American Association of Advertising Agencies, New York: **Donna Campbell**, manager, media services, named VP; **Charles Decker**, VP, worldwide marketing, Warner Bros. consumer products, joins as senior VP, management services.

**Jennifer Nitchman**, director, member services, CTAM, Alexandria, Va., named VP.

**Elisabeth Ostiguy**, assistant VP, multimedia policy, Bell Canada, joins The Canadian Association of Broadcasters, Ottawa, as VP, radio.

## TECHNOLOGY



**Crane**

Appointments at VITAC, Pittsburgh (closed-captioning firm): **Dave Crane**, president, Potomac Television, joins as executive VP, operations and engineering; **Martin Block**, owner, Block Court

Reporting, Washington, named executive VP, finance and administration.

**Frank Forster** and **Mike Ramoutar** join Fiber Options, Bohemia, N.Y., as senior engineers, special projects team.

Appointments at Wink Communications Inc., Alameda, Calif.: **Tim Tra-vaillie**, VP/chief information officer, AT&T Wireless Services, joins as VP, operations and deployments; **Mike Capuano** named director, sales,

U.S. set-tops and televisions.

**Robert Sullivan**, VP, marketing and business development, Avid Technology Inc., Tewksbury, Mass., joins Integrated Computing Engines Inc., Waltham, Mass., as VP, sales and marketing.

Appointments at Trilog Communications, Jackson, Miss.: **Dan Hobbs**, GM, Raychem, Vicksburg, Miss., joins as director, domestic sales and marketing, CATV products; **R. Jeff Morris** joins as VP, international operations, CATV, cellular and SMR markets.

**Laurence Atlas**, associate chief, Common Carrier Bureau, FCC, Washington, joins Loral Space & Communications Ltd. there as VP, government relations/telecommunications.

**Greg Carlisle**, chief operations officer, Jones Cyber Solutions, Englewood, Colo., named president.

**Mark Richer**, executive director, Advanced Television Systems Committee, joins Comark Digital Services, Washington, as VP/GM.

Appointments at C-COR Electronics Inc., State College, Pa.: **Colin Horton**, business development manager, named market manager, distribution products; **Daniel Gibson**, marketing manager, Network Approach Corp., joins as product manager, digital fiber optics, Fremont, Calif., location.

## SATELLITE/WIRELESS



Gomes

**Gary Gomes**, corporate VP, Globecom Systems Inc., joins NetSat Express Inc., Hauppauge, N.Y., as executive VP.

Appointments at ScientificAtlanta, Atlanta: **Perry Tanner**, VP/

GM, transmission division, named president, satellite television networks division; **Larry Enterline**, senior VP, sales, service and marketing communication, and **Wallace Haislip**, VP, procurement, named corporate officers; **Jose Pajon**, director, international accounts, Americatel Corp., joins as sales account manager; **Ricardo de Saboya** joins as regional director, Brazil, based in São Paulo.

**Wes Hanemayer**, VP, distribution systems, Turner Network Sales, joins Vyvx Inc., Tulsa, Okla., as VP, opera-

tions and engineering.

Appointments at TCI Satellite Entertainment Inc., Englewood, Colo.: **Dan Turak**, director, master agent distribution, named VP, agent sales; **Tom Reinhardt**, senior director, information services, named VP.

**Richard Segil**, VP/GM, Digital Consumer Satellite Networks and Commercial and private networks units, General Instrument, San Diego, joins ViaSat, Carlsbad, Calif., in same capacity.

Appointments at Comsat RSI Wireless Antennas, Des Plaines, Ill.: **Michael Guerin**, product manager, wireless networks solutions group, Motorola, joins as VP, marketing; **Al Crego** named VP, sales.

## TELEMEDIA



Quinn

**Gene Quinn**, GM, Tribune Interactive Network Services, Chicago, joins MTV Networks, New York, as senior VP, online and interactive services.

Appointments at Graphix Zone,

Irvine, Calif.: **David Hirschhorn**, managing director, corporate finance group, Crutenden Roth, joins as co-chairman/CEO; **Robert Shishino**, director, business administration, Nextel Communications Inc., joins as VP/CFO.

**Bruce Ryon**, director/principal analyst, and **Kathy Klotz**, senior analyst, Dataquest's worldwide multimedia program, join PC Meter LP's technology division, Port Washington, N.Y., as VP/GM, and product marketing manager/senior analyst, respectively.

**Anna Carls**, Web developer, InterNIC Information and Education Services Group, Herndon, Va., joins RDG, Fairfax, Va., to construct, develop and evolve RDG client Websites and Intranets.

**John Whiteside**, general manager, IBM Global Network, joins ServiceNet, Chicago, as president/CEO.

Appointments at Katz Millenium Marketing, New York: **Jay Friesel**, VP/COO, named president; **Gary Cecchini** joins as VP/general sales manager.

**Thomas Lakeman**, senior VP, production,

Digital Planet, Culver City, Calif., named COO/executive VP.

Appointments at Excite Inc., Mountain View, Calif.: **Robert Hood**, COO, Rock-Shox Inc., joins as executive VP/chief administration and financial officer; **William White Jr.**, GM/senior VP, Sega Entertainment Inc., joins as senior VP, marketing; **Kenneth Wachtel**, VP, news sales, CBS Television Network, joins as senior VP, sales; **Jed Simmons**, executive VP, international, Hanna-Barbera, London, joins as managing director, Excite International and senior VP, Excite Inc.

## DEATHS

**Emilio Azcárraga Milmo**, 66, president/chairman, Grupo Televisa, died of cancer April 16 in Miami. Milmo had been head of the largest media company in the Spanish-speaking world for more than 23 years. He retired from the company in March, saying, "The only thing I have sought is to entertain." Control of Grupo Televisa has been transferred to his son, Emilio Azcárraga Jean. Milmo is survived by four children.

**Tom Hall**, 57, talk show host, died of lymphoma and leukemia April 12 in Los Angeles. A 19-year veteran of KABC(AM) Los Angeles, Hall's most recent shift was Sundays from midnight to 5:00 a.m. He had also worked as a public affairs reporter for *The Saturday Show* and *The Everywhere Show* at KNBC(TV) Los Angeles. Hall worked for five years as an interviewer/writer/segment producer for a documentary team and had 40 documentaries to his credit. He is survived by his wife, Luana, and four daughters.

**William J. Carpenter**, 69, producer/television executive, died of cancer April 8 in Nantucket, Mass. Carpenter spent 17 years with Metromedia Television, where he held various positions including 10 years as VP/GM, WTTG(TV) Washington. More recently, he created and produced such television shows as *784 Days That Changed America* and *From Watergate to Resignation*. His interest in public service programming led to his producing and distributing *The National Alcoholism Test* and *The National Teenage Drug and Alcohol Abuse Quiz*. Carpenter is survived by his wife, Rosalind; three children, and a brother.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

## King World has gone to court over a dispute with Sony Pictures Television

about whether KWP is allowed to produce game shows that it can then license to a third party which would syndicate them nationally. At issue is a clause in KWP's contract with Sony to syndicate *Jeopardy!* and *Wheel of Fortune*. The clause restricts KWP from distributing other game shows without Sony's permission. KWP's interpretation is that the clause doesn't preclude it from producing new game shows and licensing them to third-party distributors. Sony's interpretation is that the clause restricts KWP from being involved at all in any game show that would compete with *Wheel* and *Jeopardy!* The dispute erupted over KWP's attempt last year to develop a new version of *Hollywood Squares* involving Roseanne and the Planet Hollywood restaurant chain. KWP said it wants to market a new *Squares* game show for the 1998-99 season.

**In a deal valued at \$120 million, American Radio Systems Corp. and Latin Communications Group Inc.'s EXCL Communications Inc. are swapping** one San Francisco-area FM for another, as well as an FM in Sacramento, Calif., for one in Portland, Ore. ARS is exchanging its KBAY(FM) San Jose/San Francisco (tied for 15th place in Arbitron's fall book) for EXCL's KBRG(FM) Fremont/San Francisco (tied for 22nd). But ARS gets to keep KBAY's call letters and soft AC format, and also gets \$2 million in cash from EXCL and 150,000 shares of stock in Latin Communications Group. To top it off, ARS adds EXCL's KINK-FM Portland to its four FMs and

## Where McCain stands

Senate Commerce Committee Chairman John McCain (R-Ariz.) weighed in last week on the nominees for FCC commissioners. He said that Commerce will hold a joint confirmation hearing on Harold Furchtgott-Roth, Bill Kennard and Michael Powell in June, although McCain said he had no idea when the White House would send the nominations to Capitol Hill.

McCain said he has long supported Powell because he is a "fine, outstanding, principled" telecommunications lawyer. "I don't care about his position on specific issues," he said. "Those issues change on a monthly basis."

On Furchtgott-Roth, McCain said he does not "have any objections." He said that he has heard that Kennard has "excellent credentials as well."

About the concern of senators Bob Kerrey (D-Neb.) and Byron Dorgan (D-N.D.) that the FCC will have no rural representation, McCain said he would be "more than happy to hear their concerns."

Regarding his lack of support for the renomination of FCC Commissioner Rachelle Chong, McCain said she "has done a fine job...[but] I see no reason for her to serve another term." He pointed out that serving a single term at the commission was the norm rather than the exception.

—HF

one AM there, and gets rid of its "extra" FM in Sacramento by flipping KSSJ-FM there to EXCL. The deal was brokered by Star Media Group Inc.

After weeks of negotiations, **Howard Stringer**, formerly of CBS and more recently Tele-TV, has joined Sony as president, Sony Corp. of America.

Stringer will oversee Sony Retail Management, Sony Online Ventures and SW Networks. He will "work closely with" Sony's U.S. operating companies, which include Sony Music, Sony Electronics and Sony Pictures Entertainment, but heads of those units will continue to report directly to corporate headquarters in Tokyo, as will Stringer.

**Potential FCC nominees last week encountered**



Stringer

## more objections from western-state senators.

Senators Byron Dorgan (D-N.D.) and Robert Kerrey (D-Neb.) wrote White House Chief of Staff Erskine Bowles to push for an FCC nominee with rural credentials. "[None] of the three candidates...meet this criteri[on]," the senators said, referring to the expected nominee package of Harold Furchtgott-Roth, Michael Powell and William Kennard. "We will oppose this package on the grounds that this package of nominees will not create a commission that represents a balanced perspective and represents all of America." The senators also pushed for the White House to nominate Christopher McLean to the FCC.

**FCC commissioners are planning to hold their hearing on the industry's program ratings system** on June 4. The hearing is part of the FCC's

effort to determine whether the industry's TV ratings system is "acceptable."

## MCI's DBS license survived more court challenges last week.

EchoStar had contested the FCC's decision not to redistribute reclaimed DBS channels to companies already holding DBS permits. DIRECTV had challenged FCC auction rules that restricted its ability to participate in the auction. The U.S. Court of Appeals in Washington rejected both arguments.

## FCC Chairman Reed Hundt says digital TV will serve as an Internet gateway

"if Microsoft decides to throw some money at broadcasters to persuade them to adopt a computer-friendly format for the digital feed." Hundt offered the remark during a speech last week to the Association of National Advertisers.

**Lowell W. "Bud" Paxson adds a fourth TV in California** with last week's purchase of KKAG(TV) Porterville/Fresno for \$7.96 million cash. The programming of the ch. 61 station, now Panda American Shopping Network, will become Paxson Communications Corp.'s infomercial-laden inTV. Paxson already owns KLXV-TV San Jose/San Francisco and KZKI(TV) San Bernardino/Los Angeles, and is buying KCMY(TV) Sacramento. KKAG's seller, Kralowec Children's Family Trust, was represented by Media Venture Partners.

Senate Communications Subcommittee Chairman **Conrad Burns** (R-Mont.) says the FCC should stop imposing public interest tests in reviewing radio station transfers. "Because the radio ownership provisions of the

act and their legislative history make it very clear that Congress specifically rejected imposition of a public interest test with respect to transfer of ownership determinations, imposition of such a requirement, in my view, is in direct violation of the act," Burns wrote in an April 14 letter to FCC Chairman Reed Hundt.

**Cablevision made official its agreement with ITT to buy half of ITT's interest in Madison Square Garden.** The transaction is expected to be completed in June. Cablevision will finance the \$500 million purchase through Chase Manhattan Bank, subject to approval by the NBA and the NHL.

**Comcast is rolling out digital cable** to 11,000 customers in Buena Park, Calif., starting in May. Roll-out will continue to California customers in Fullerton, Newport Beach, Placentia, Santa Ana and Seal Beach over the rest of the year. Comcast just completed the Orange County conversion to 1,800 miles of fiber-optic cable. Digital cable will bring to customers such features as increased selections of digital and analog channels, CD-quality audio and interactive program guides.

News Corp. Chairman **Rupert Murdoch will receive the Humanitarian of the Year Award** from the UJA Federation of New York at ceremonies on May 29. The award, for his "dedication to his industry, to the New York-area community and to the State of Israel," will be presented by

## Monitor Radio for sale

The Christian Science Church is shopping its public radio news network, Monitor Radio, to potential buyers that include Public Radio International, Monitor's U.S. distributor.

Launched in 1984, Monitor Radio serves 200 public radio stations with daily news feeds and weekend programs. Considered the second-largest provider of public radio programming (National Public Radio is first), Monitor says it will continue producing programs until June 30.

Despite its vast affiliate list, Monitor Radio has been a financial drain on the church, reportedly costing \$8 million annually to operate. In addition to selling Monitor Radio, the church plans to sell its shortwave radio stations, WSHV Cypress Creek, S.C., and KHVI Saipan, Northern Mariana Islands.

The church has retained New York investment firm Veronis Suhler & Associates to oversee the sale of Monitor Radio, which is expected to be completed by July 1, say church officials. No estimated purchase price was provided. George Jacobs & Associates of Washington is overseeing the sale of the shortwave stations. —DP

former secretary of state Henry Kissinger.

**Kevin Brockman, former UPN VP of media and talent relations, joins ABC as VP, media relations, today (April 21).**



**Brockman**

Brockman, who fills the position vacated by Mark Johnson earlier this season, will oversee all ABC Entertainment publicity for the department's West Coast office.

**All American Television Production has sealed a deal with Discovery Communications** to produce a weekly talk show for Discovery's new Animal Planet network. Hosted by comedian (and animal lover) Andy Kindler, *The*

*Pet Shop* is described by All American producers Paul Buccieri and Robert Weiss as a "cross between *The Rosie O'Donnell Show* and *Animal Kingdom*." The series is set for an October premiere.

**New York radio station**

**WWRL(AM)** set out to "re-live the magic" last week when it **flipped its gospel format to "100% pure soul,"** a format the station aired before 1982. WWRL is gearing up to fill a niche for vintage soul music in the New York market and intends to play nothing recorded after 1982, say station spokespersons. WWRL is preparing to battle New York's power FMs by beefing up its signal from 5 kw to 25 kw in early May and by upgrading to a stereo signal at the same time.

With some big help from major players in the world of high finance, noncommercial **WNET(TV) New York has amassed a \$70 million endowment fund.** The fund will be used primarily for major new programming and educational projects, says William Baker, the station's president. It also gives the station, one of the leading producers of PBS programs, a cushion to support increasingly difficult annual fund-raising efforts, he says.



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**Incorporating The Fifth Estate TELEVISION Broadcasting**

## We've heard this song before

Reed Hundt makes an outrageous opening bid. The industry responds defensively. The next six months are devoted to countless attacks on the industry from the print press and activist groups. The industry begins to negotiate. Finally, an accommodation is reached. The only loser is the First Amendment and another increment of press freedom.

This time it's public service announcements, fourth in line, after children's programming, political advertising and a rapid buildout of digital TV. (We have no real objection to the last, but note that it falls into the pattern.) The truth is, there's no end to this list: it's just that the chairman's *modus operandi* is to take them one at a time, as though no one would notice. In the case of PSAs the opening bid is for 60 seconds in prime time each night, which doesn't sound like that much until you reckon that much time is worth \$183 million per network in unrealized revenue each year (figuring \$250,000 per 30-second spot and using advertiser estimates of PSA time).

What is the industry—voluntarily—doing now in terms of public service? Roughly \$60 million per network in prime time, by the same reckoning. So what's the problem?

The problem is that the federal government has no right to judge whether one or the other total is the right one. That's for a free television industry to decide—one network and one station at a time. Indeed, the entire tradition of public service advertising was created by a free, public trustee industry in the first place. PSAs have ebbed and flowed in response to need and the nation's problems.

Adding insult to injury is Chairman Hundt's plan to exclude any use of celebrities in qualifying PSAs, presumably because the broadcaster might derive some benefit from the exposure. That's not only leaning over backward

to be punitive but self-defeating on its face. Of course it makes sense to use celebrities to sell ideas; doesn't Michael Jordan sell Nikes? Would Joe Blow be better?

Reed Hundt and his colleague commissioners are entirely within their rights in using the FCC's bully pulpit to call attention to perceived shortcomings in broadcaster and cable performance. But this is a time for reasonable consensus, not for a further erosion of broadcaster discretion and freedom.

## Chilly climate

For some, the label "tabloid TV" conjures up images of Elvis sightings, alien encounters and anything related to Michael Jackson or Madonna. The reality is often not far removed from the stereotype. But it is easier to broad-brush the genre for its excesses than to recognize the journalism that is sandwiched between the sleaze and tease. The University of Georgia managed to do the latter earlier this year when it awarded the first Peabody to a syndicated access magazine. King World's *Inside Edition* received the award for an investigative piece exposing door-to-door insurance scams. Then, last week, the report won another honor, an Investigative Reporters & Editors Award from the Missouri School of Journalism.

With that preface, we were disturbed by the comments of Andy Friendly, King World's executive vice president, programming and production, about the repercussions of the Food Lion/ABC decision. According to Friendly, that decision has prompted the show to rethink the use of hidden cameras like the ones used in the award-winning report (labeled by the Missouri judges a "terrific piece of TV journalism that helps justify the use of hidden cameras"). "It's doubtful we would do [the insurance story] today," he said last week. The case "has had a chilling effect on the whole process.... Our lawyers are rightfully concerned." So are we.

Washington 1705 DeSales Street, N.W. Washington, DC 20036  
Phone: 202-659-2340 Editorial Fax: 202-429-0651

**Harry A. Jessell**, executive editor  
**Mark K. Miller**, managing editor  
**Kira Greene**, assistant managing editor (special projects)  
**John S. Eggerton**, assistant managing editor  
**Dan Trigoboff**, senior editor  
**David R. Borucki**, art director  
**Kim McAvoy**, contributing editor  
**Elizabeth A. Rathbun**, **Chris McConnell**, assistant editors  
**Heather Fleming**  
**Paige Albiniak**, staff writers  
**Rick Higgs**, systems manager  
**Denise P. Smith**, **Kenneth R. Ray**, graphic artists  
**Winslow Tuttle**, proofreader

New York 245 West 17th Street, 10011, 212-645-0067; Fax 212-337-7028  
**Stephen McClellan**, bureau chief  
**Richard Tedesco**, associate editor (Telemidia Week)  
**Donna Petrozzello** (radio), **Glen Dickson** (technology),  
**Joe Schlosser** (cable), staff writers

Los Angeles 5700 Wilshire Blvd. Suite 120, 90036.  
213-549-4100, Fax 213-937-4240

**Cynthia Littleton**, assistant editor  
**Lynette Rice**, staff writer

Denver 28310 Pine Dr., Evergreen, CO 80439.  
303-670-4124, Fax 303-670-1082  
**Price Colman**, bureau chief

www.broadcastingcable.com

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**Peggy Conlon**, vice president/group publisher  
**Donald V. West**, editor/senior vice president

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**Louis Bradfield**, distribution director  
**Charles M. Coffax**, production manager  
212-463-6558; Fax 212-463-6563  
**Eric Peterson**, production assistant

**Circulation Inquiries**

Broadcasting & Cable: 800-554-5729  
Broadcasting & Cable Yearbook: 800-521-8110

**Sol Talshoff**, Founder and Editor (1904-1982)  
**Lawrence B. Talshoff**, Chairman Emeritus

New York 212-337-6940, Fax 212-337-6947

**Randi T. Schatz**, director of special projects, international sales director  
**Millie Chiavelli**, director of cable advertising  
**Robert Foody**, director of technical advertising  
**Yvonne Pettus**, **Julie DesRoberts**, account executives  
**Joan Miller**, executive secretary  
**Estrella Diaz**, executive assistant  
**Antoinette Fasulo**, classified advertising manager  
**Doris Kelly**, telemarketing sales representative  
**Sandra Frey**, classified advertising representative  
Classified 212-337-7073; Fax 212-206-8327

Los Angeles 213-549-4113; Fax 213-937-5272

**Gary Rubin**, national marketing director, director of syndication advertising  
**Craig Hitchcock**, account executive  
**Chuck Bolcom**, account executive, technology/cable sales  
Walnut Creek, CA 510-210-0814, Fax 510-210-0823  
**Kathleen Shuken**, administrative assistant  
**Barbara Wise**, director of creative services

**Yukari Media (Asia)**: 81-6-956-1125;  
Fax 81-6-956-5015

London Paramount House, 162-170 Wardour St. W1V3AT.  
44-171-437-0493 Fax 44-171-437-0495

**Meredith Amdur**, **Lloyd Shepherd**, international editors  
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