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Broadcasting & CableTM

The Newsweekly of Television and Radio

Vol. 127 No. 19 55th Year 1997 A Cahners Publication

The Ubiquitous Tom Rogers

NBC's Point Man on the Future

**Affiliates' Big Deal:
Keeping Networks at Home**

**TCL: Murdoch's Partner
of Next Resort**

**Quello's Last Hurrah
—or Was It?**

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TOP OF THE WEEK / 6
BROADCASTING / 35
CABLE / 57

TECHNOLOGY / 69
Telemedia
PAGE 55



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Fast Track

Must Reading from

**Broadcasting
& Cable**

May 5, 1997

TOP OF THE WEEK / 6



FCC Commissioner James Quello (r) is feted in Washington. / 16

TV's exclusivity issue unsettled Network program exclusivity in local markets is the hot-button issue as all four major networks prepare for their upcoming annual meetings with affiliates. / 6

Senate pressuring for content ratings The Senate Commerce Committee approves a bill that would force the TV industry to adopt a content-based ratings system or channel violent programming to hours when children are less likely to be watching. / 10

Murdoch tries again for ASkyB merger After balking at plans to partner with EchoStar Communications Corp., Rupert Murdoch's ASkyB DBS service is renewing efforts to merge with Primestar, the cable-backed satellite TV venture, sources say. / 11

TCI raises the bar on digital rollout TCI tells key lenders and investors it intends by year end to put a basic digital cable product in front of 90% of the 24 million homes it passes. It's the third time since March that TCI has increased estimates for the digital rollout. / 12

BROADCASTING / 35

The highly animated business of cartoons

Demand for cartoons from a growing number of global TV outlets is stronger than ever. And digital technology and improvements in the quality of computer-generated imagery are making the time-consuming process of animation production more efficient, if not much faster or cheaper. / 35

PBS takes proactive approach to sponsorship

In the new era of austerity for federally funded arts and culture programs, PBS and its affiliates are becoming more adept at pitching the value of public television to the private sector. / 39



Fox hopes new programming, including a cliffhanger of 'Pacific Palisades,' will attract viewers during the summer. / 40

CABLE / 57

Children's programs find a home on cable

The kids TV market has largely moved from broadcast to cable, led by Nickelodeon's success with original programming. Programers are fighting for kids' loyalty—and, eventually, their kids' loyalty and their kids' kids' loyalty. / 57

DBS executives on defensive DBS companies are facing unique financial and operating snags. At the SBCA's Skyforum seminar last Tuesday, senior DBS executives generally fidgeted in the glare of the industry's problems. / 61



NASCAR racing is one of the events ESPN is supplying to Your Choice TV. / 61

Telemedia

Full Service Network out of service Time Warner's Orlando, Fla.-based Full Service Network will close by the end of the year, leaving Time Warner and Time Warner-watchers to disagree on FSN's legacy. / 66

Total Entertainment Network cuts price The cost of playing games on the Internet dropped again, as Total Entertainment Network cut its subscription rate. / 66

TECHNOLOGY / 69

KCTS-TV buys new Sony HDTV camera KCTS-TV Seattle has purchased a Sony HDC-750 high-definition camera, making it the first North American owner of Sony's new HDVS production gear that debuted at NAB '97. / 69



COVER STORY

NBC's multimedia man

Tom Rogers is essentially NBC's point man on the future. As executive vice president he has been charged with opening up the international market and bringing the network and its stations safely into digital television—including involvement with cable and DBS

as well as the Internet. He talks with BROADCASTING & CABLE about his view of the television world, as it is and will be. / 28 Cover photo by Tom Sobolik/Black Star

Changing Hands.....48	Datebook.....88	In Brief.....92
Classified.....71	Editorials.....94	Network Ratings.....44
Closed Circuit.....18	Fates & Fortunes.....90	Washington Watch.....25



Fox Kids is even **bigger**
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**FOX KIDS
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Top of the Week

Family feud

Exclusivity issue expected to heat up TV affiliates meetings

By Steve McClellan

NEW YORK

Network program exclusivity in local markets is the hot-button issue as all four major networks prepare for their upcoming annual meetings with affiliates.

At NBC, the issue has become a flashpoint. Talks dragged on with some progress, but not enough to announce a resolution—as some had hoped—at the affiliate meeting in Phoenix starting May 18.

From the affiliates' point of view, major transgressions include airing *Dateline* on MSNBC and *Late Night with Conan O'Brien* on CNBC; simulcasting NBC's election night coverage on MSNBC, and using day-and-date tune-in promotion on NBC for the cable networks.

"The issue won't be resolved quickly," says a source involved with the discussions. Indeed, some NBC affiliates are said to be considering lawsuits, believing that NBC is violating its affiliate contracts.

Sources say no network wants to be the first to tie its own hands, fearing opportunities might be lost to other networks.

Some think that CBS may be the first network to sign off on a formal agreement and that CBS's concessions would be the most "affiliate-friendly." Several sources say CBS Inc. President Peter Lund wants to grant one-year exclusivity to local affiliates for all network product.

Sources say that ABC Inc. President Bob Iger also wants to resolve the issue quickly. But Iger's task is more complicated because he has to sell whatever proposal he comes up with both to affiliates and to his bosses at Disney.



NBC affiliates don't like the idea of 'Dateline' and other NBC programs and personalities doing double duty on MSNBC and CNBC.

Most troublesome for the affiliates are proposals to partner in a soap opera channel, using ABC shows, and to air the venerable *Wide World of Sports* on ESPN.

Sources report that ABC and its affiliates had come to an agreement for a six-month period of exclusivity—an agreement that was shot down by Disney higher-ups concerned about competing in the cable arena with the other networks. A one-year exclusive period for ABC affiliates now appears unlikely—but that could change if CBS and NBC make such deals.

At NBC, the network and affiliates reached a verbal agreement in principle in March on one-year exclusivity for entertainment programs. But the two sides are still negotiating such broad points as the definition of

entertainment programming, and whether such shows as *Today*, *Dateline* and even *The Tonight Show* are entertainment shows or news/talk shows. No agreement has been reached yet on exclusivity for news product.

NBC and affiliate executives also have talked about giving different types of entertainment programming different windows of exclusivity.

Another sticking point at NBC is the network's carte blanche use of NBC Newschannel footage—most of which comes from the affiliates—on MSNBC. "On MSNBC,

they're using my own news stories against me," complains one network affiliate. "And they're promoting it on the broadcast network." Although NBC has offered to sell affiliates a piece of MSNBC, affiliates say they should be given a piece of the channel, in exchange for their local contributions, and possibly a piece of Newschannel as well. "Newschannel is our biggest chip," says a station executive. "We could take our news footage and go elsewhere."

CBS affiliate board chairman Howard Kennedy, who runs KMTV(TV) Omaha, says a meeting has been scheduled on the issue between now and the affiliates meeting, which starts May 28. "We want to have something to announce at the meeting in this regard," he says.

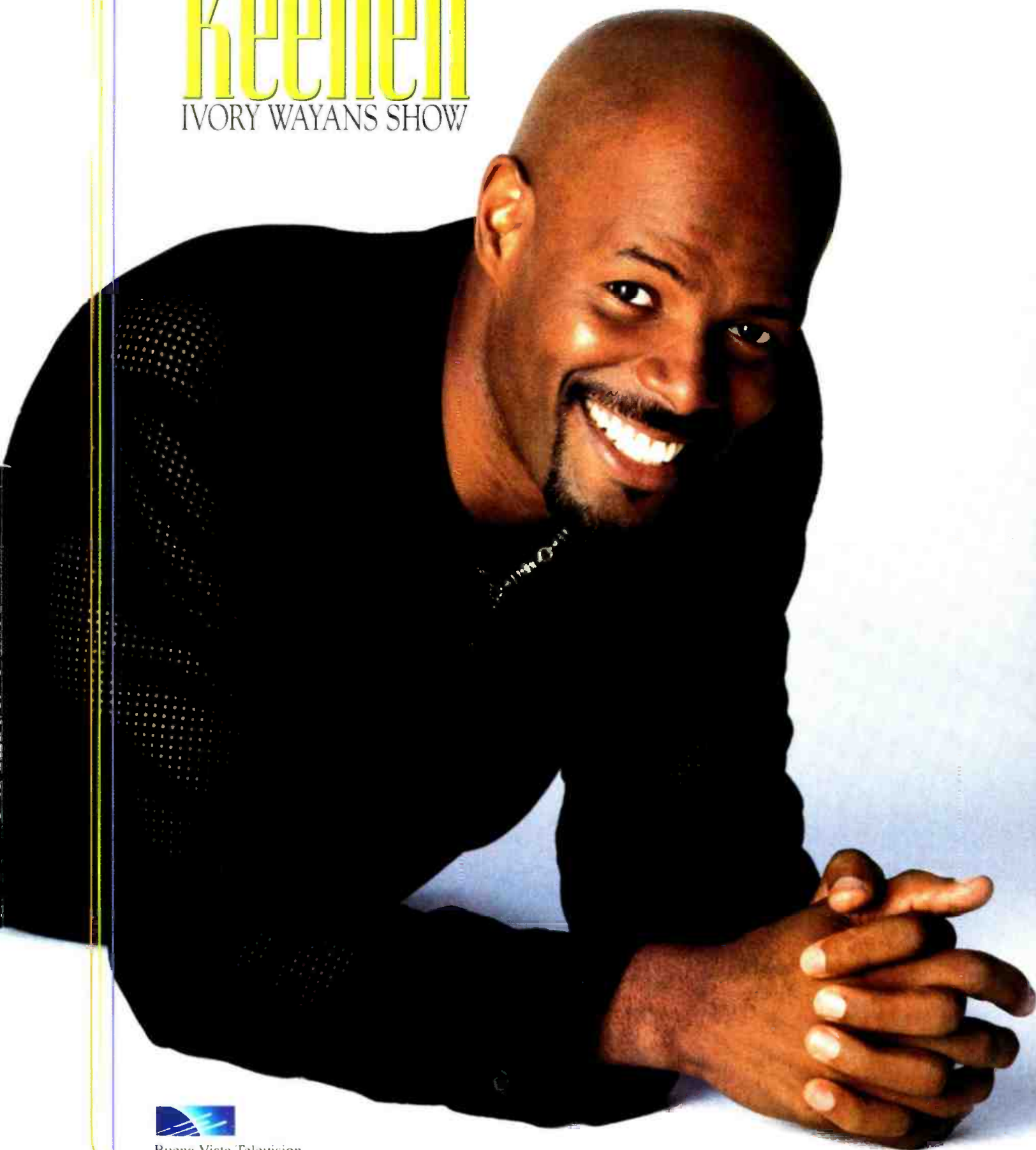
At Fox, affiliates don't seem as concerned about parent News Corps.' cable activities. "There's no indication from Fox that they intend to use current programming for any cable venture," says affiliate board chairman Pat Mullen, who runs WXMI(TV) Grand Rapids, Mich. ■

Affiliate meeting schedule

NBC—	May 18-21, Phoenix
CBS—	May 28-30, Los Angeles
ABC—	June 2-4, Orlando
Fox—	June 13-14, San Francisco

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Senate pressuring for content ratings

Commerce Committee OKs Hollings's 'safe harbor' bill

By Heather Fleming

WASHINGTON

Lawmakers are cranking up the heat on the TV industry to adopt a content-based ratings system.

The Senate Commerce Committee last week overwhelmingly approved (19-1) a bill sponsored by Senator Ernest Hollings (D-S.C.) that would force the TV industry to adopt a content-based system or channel violent programming to hours when children are less likely to be watching. Although the bill faces an uphill battle in the House, it is helping to apply pressure on broadcasters and cable companies to alter their three-month-old age-based ratings system.

"The lack of any measurable progress on the part of broadcasters and, most important, the program producers in developing an effective content-based ratings system led me to support [the bill]," says Senate Commerce Committee Chairman John McCain (R-Ariz.). He opposes the current TV ratings system on the grounds that it is vague and does not give parents enough information.

In the 104th Congress, McCain cast the sole dissenting vote in the Commerce Committee against a bill that would have simply channeled violent programming to late-night hours. But he says the new bill alleviates some of his First Amendment concerns "because it bans violent programming during certain hours only if programmers do not adopt a content-based ratings system."

ABC lobbyist William Pitts says the committee's vote is "one step closer to government censorship." In addition, "this action stands in contrast to the credo of Congress that talks about individual responsibility and limited government."

House Commerce Committee Chairman Thomas Bliley (R-Va.) and Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) want to give the current system a chance to work before making any changes. Tauzin's subcommittee will hold a hearing in Peoria, Ill., on May 19 at which parents will be asked to evaluate the system.

"We're talking about a First Amendment area here," Tauzin says. "These kinds of things are best handled between those speaking and listening in our society. It protects Americans from

"The lack of any measurable progress on the part of broadcasters and, most important, the program producers, in developing an effective content-based ratings system led me to support [the bill]."

—Senator John McCain (R-Ariz.)

government interference in free speech, [and] it makes sure Americans have a chance to settle with the industries [what they want in a ratings system] before the government tries to step in."

Lawmakers and advocacy groups had been calling for a ratings system that labels the level of sex, violence and objectionable language in a program even before the system was unveiled last December. The pressure prompted industry leaders to promise McCain that they would resume talks with medical, parental and children's groups to see what changes they want.

In the first of three scheduled meet-

ings, NAB President Eddie Fritts, NCTA President Decker Anstrom and MPAA President Jack Valenti met with leaders of the American Medical Association and the American Psychological Association last week. Two other meetings with advocacy groups are set for mid-May.

One problem, a broadcast lobbyist says, is determining "what exactly they expect of us. [The critics] are not speaking [with] one mind as to exactly what they want."

But the advocacy groups point the finger at the industry. "They're still not serious about changing the system; otherwise, Senator McCain would not have taken this step today," says Jeff Chester, executive director of the Center for Media Education. "We want a content-based ratings system that is very simple to use, labeling programs V, S and L."

In fact, the TV industry still is split over changing the system. NBC is holding firm against changing it, while ABC and CBS are "willing to talk" and Fox is ready to move forward with a content-based system. ■

\$5.4 billion price tag put on analog spectrum

White House and Congress agree on 2002 auction figure

By Heather Fleming

WASHINGTON

White House and congressional negotiators struck a budget deal last week that counts on raising \$5.4 billion in 2002 from an auction of analog TV spectrum, which would then be handed back to the government in 2006.

For broadcasters, the deal is a mix of good and bad. It leaves out a provision included in the President's budget blueprint that would have forced broadcasters to make up the difference if analog spectrum auction revenue fell short of budget estimates. The deal also goes along with the Congressional Budget Office's \$5.4 billion estimate of analog TV spectrum auction revenue instead of

the administration's \$14.8 billion—a \$9.4 billion difference.

But broadcasters have been battling efforts to specify an analog spectrum auction and give-back date, worried that they would not be able to make the switch to digital in time. Counting on even \$5.4 billion from the analog spectrum in 2002 is not good news for the industry.

"[F]ew, if any, investors would be willing to tie up billions of dollars in a futures auction for an asset they won't own for four more years," NBC lobbyist Robert Okun said in a letter to congressional leaders. "[C]onsumers will determine the speed of the conversion to digital. If 50 percent of consumers have not bought the digital equipment by 2006, is the Congress really prepared to cut off

analog TV signals in 2006, rendering tens of millions of analog sets useless overnight?"

The battle now moves to the commerce committees, which will be charged with coming up with the specifics on how to meet the budget resolution's spectrum revenue goals. Overall, the budget deal anticipates raising \$24.3

billion from spectrum auctions: the \$5.4 billion for analog TV spectrum; \$15.7 billion for PCS licenses (made up of broadcasters' electronic newsgathering spectrum); \$2.5 billion from auctioning TV channels 60-69, and \$700 million from "888" telephone numbers.

"The question will be how much wiggle room will there be in raising the

money," one broadcast lobbyist said. How much latitude the committee has will depend on the specific language in the budget resolution.

Meanwhile, Senate Commerce Committee Chairman John McCain (R-Ariz.) plans to introduce legislation as early as today (May 5) codifying the FCC's digital transition and buildout schedule. ■

Now it's up to Primestar

With EchoStar presumably out of picture, Murdoch tries again for merger with cable's DBS venture

By John M. Higgins

NEW YORK

After balking at plans to partner with EchoStar Communications Corp., Rupert Murdoch's ASkyB DBS service is renewing efforts to merge with Primestar, the cable-backed satellite TV venture, sources say.

But a long-standing dispute between Murdoch and Primestar partner Time Warner still stands in the way of a deal.

News Corp. executives last week were principally negotiating with Tele-Communications Inc., one of the investors in Primestar, before being interrupted by TCI's financial briefings with investors and bankers (see page 12).

While the sources say that the other Primestar partners—Comcast Corp., Cox Communications Inc. and General Electric Corp.—favor a deal, Time Warner Chairman Gerald Levin, who rejected an earlier approach, remains opposed. Time Warner is engaged in a caustic fight with News Corp. Chairman Murdoch over the number-two MSO's refusal to carry Murdoch's Fox News Channel.

Murdoch is now trying to make amends. Sources say he met with Levin at Time Warner headquarters Wednesday to press his case for a Primestar deal but didn't appear to sway the Time Warner chief.

"Murdoch wants to do this," says an industry executive familiar with the talks. "TCI is pushing it too. But Jerry's not going for it."

Another executive involved in the discussions says Levin is "coming around," but still another says Murdoch would "have to come with his hat in his hand" and settle the various lawsuits over FNC for Levin to support a deal.

ASkyB's deal with EchoStar ostensibly is being snagged by News Corp.'s

insistence that the 50-50 venture switch to an encryption system owned by Murdoch's News Datacom. But Wall Street and industry executives see that as a dodge, saying that Murdoch has begun to see the venture as too costly and that he wants to cut his losses or at least pressure EchoStar Chairman Charlie Ergen into ceding control.

After EchoStar last week delayed key antitrust and FCC filings and cautioned that the deal could crater, Ergen said that he nevertheless expects it to go through.

"I think News Corp. is an honorable company," Ergen said. "I think they

recognize they have a binding deal."

EchoStar could be in a tough position. The DES company, which is nearly \$1 billion in debt, acknowledges that it would probably need to raise about \$500 million, even with Murdoch's backing. But at least its Dish service is up and running, with 450,000 subscribers.

Murdoch may simply be looking to cut his exposure. His "spot beam" plan to retransmit local broadcast stations is meeting sharp resistance. Also, DBS growth is far less and competition fiercer than expected when News Corp. and MCI Communications Inc. bid \$682 million for a DBS orbital slot last year. That means News Corp. is facing higher costs and lower returns on the billions ASkyB would need to compete.

"EchoStar is a business plan without capital," says one media analyst. "ASkyB is a company without a business plan." ■

Padden leaves News Corp.

WASHINGTON—"I was apparently the last one to figure out I didn't have a job," Preston Padden told **BROADCASTING & CABLE** last Friday by way of explaining his resignation-by-press-release from News Corp. a day earlier.

Padden said he had spent a year building ASkyB, News Corp.'s DBS venture. But after its proposed merger with EchoStar last February, it became clear that he would have no operational role, he complained. "I'm not the type to sit around and do nothing."

Padden had been extremely active in Washington trying to clear away the many legislative and regulatory obstacles that faced ASkyB/EchoStar and its plan to include local broadcast signals in its 500-channel satellite service. But Padden said News Corp. has a fully staffed office to deal with those issues.

Padden's resignation was not the only executive move increasing doubts about an EchoStar merger. Sources say News Corp.'s Paul Haggerty last week vacated his office at EchoStar Denver headquarters and returned to New York. He had been slated to become EchoStar's CFO.

In a *Wall Street Journal* interview following Padden's announcement, News Corp. Chairman Rupert Murdoch praised Padden and said he wanted to keep him on board. But Padden gave no indication he intended to reconsider, despite a multiyear employment contract. "I have resigned."

—HAJ



'I'm not the type to sit around and do nothing.'

TCI raises the bar on digital rollout

Says it will offer basic digital service to 90% of homes by year end

By Price Colman

DENVER

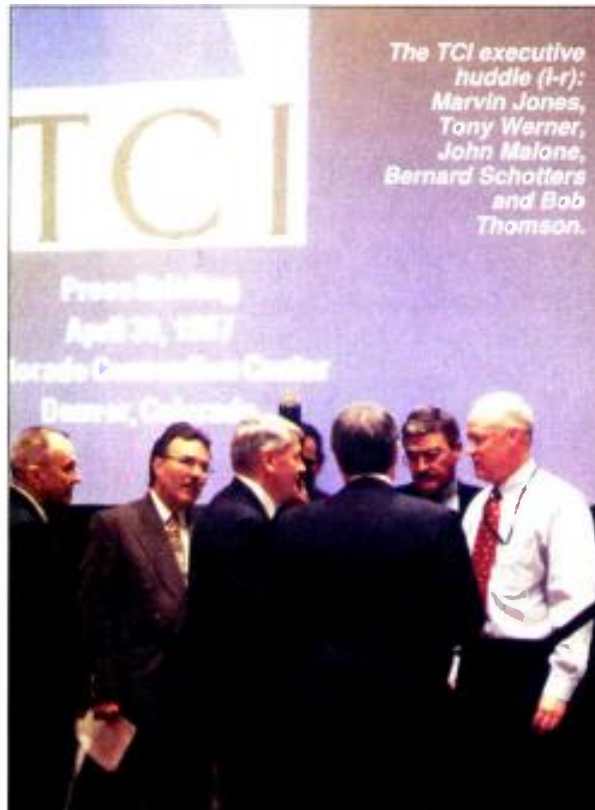
Like a fighter on the comeback trail, Tele-Communications Inc. keeps getting more aggressive—in this case with plans to roll out digital cable services.

TCI told key lenders and investors last week that it intends by year end to put a basic digital cable product in front of 90% of the 24 million homes it passes. It's the third time since March that TCI has increased estimates for the digital rollout.

TCI will spend \$100 million—almost entirely for digitally equipping headends—to accomplish that. Even though 47% of TCI's cable plant is under 450 mhz, the company figures that even those systems can handle a basic digital service.

"It's a rather ambitious undertaking, but we believe we're in a position now to actually accomplish it," TCI Chairman John Malone said. He also said that in four years TCI will have converted to 100% digital.

On a related front, TCI is reviving rebuild plans put on hold last fall and will spend \$1.7 billion–\$2.5 billion by



The TCI executive huddle (l-r): Marvin Jones, Tony Werner, John Malone, Bernard Schotters and Bob Thomson.

the end of the decade to upgrade virtually all its cable plant to two-way capability. That will enable TCI to exploit what it sees as enormous potential for the high-speed Internet connection business.

Under the digital cable scenario that company officials outlined, three analog

channels would convert to digital and offer as many as 40 digital video channels and 14 digital music channels. TCI's ALL TV product, by comparison, offers about 150 channels, of which 79 are digital. TCI expects to reap roughly \$10 a month in incremental revenue from subscribers to the basic digital service.

"This is a Chevrolet world we live in, not a Mercedes world," said TCI President Leo Hindery. "We have to appeal to all of our customers. The digital product we have today is very robust and will appeal to all of our customers."

After severely restricting marketing expenditures for the past two quarters, TCI will begin spending \$40 million monthly in May on the digital service.

A crunch, if there is one, could come on two fronts. First, TCI conditioned its plans on obtaining requisite hardware—transcoders and modulators—for the headend. Moreover, the company will have to tweak three or four headends a day. Second, no matter how many homes get passed with digital, TCI will face a limited supply of digital set-top boxes. Even under the most optimistic sce-

Hindery payout starts at \$44 million

Recently hired Tele-Communications Inc. President Leo Hindery will receive at least \$44 million as part of his deal to run the ailing MSO.

In a filing with the Securities and Exchange Commission last week, TCI detailed its agreement to buy out Hindery's interest in InterMedia Partners, the MSO he started with TCI's backing in 1989.

Hindery is the majority or sole owner of four partnerships that operate systems serving about a million subs on behalf of San Francisco-based InterMedia's investors, including TCI, Toronto Dominion Bank's equity unit and the General Motors employee pension fund.

In such "other people's money" ventures, the big payoff for the entrepreneur generally comes when the underlying assets are sold. But Hindery has said that he had to



SEC documents spell out part of TCI's deal with its new president.

exit early because of the possible conflict of interest with the non-TCI partners.

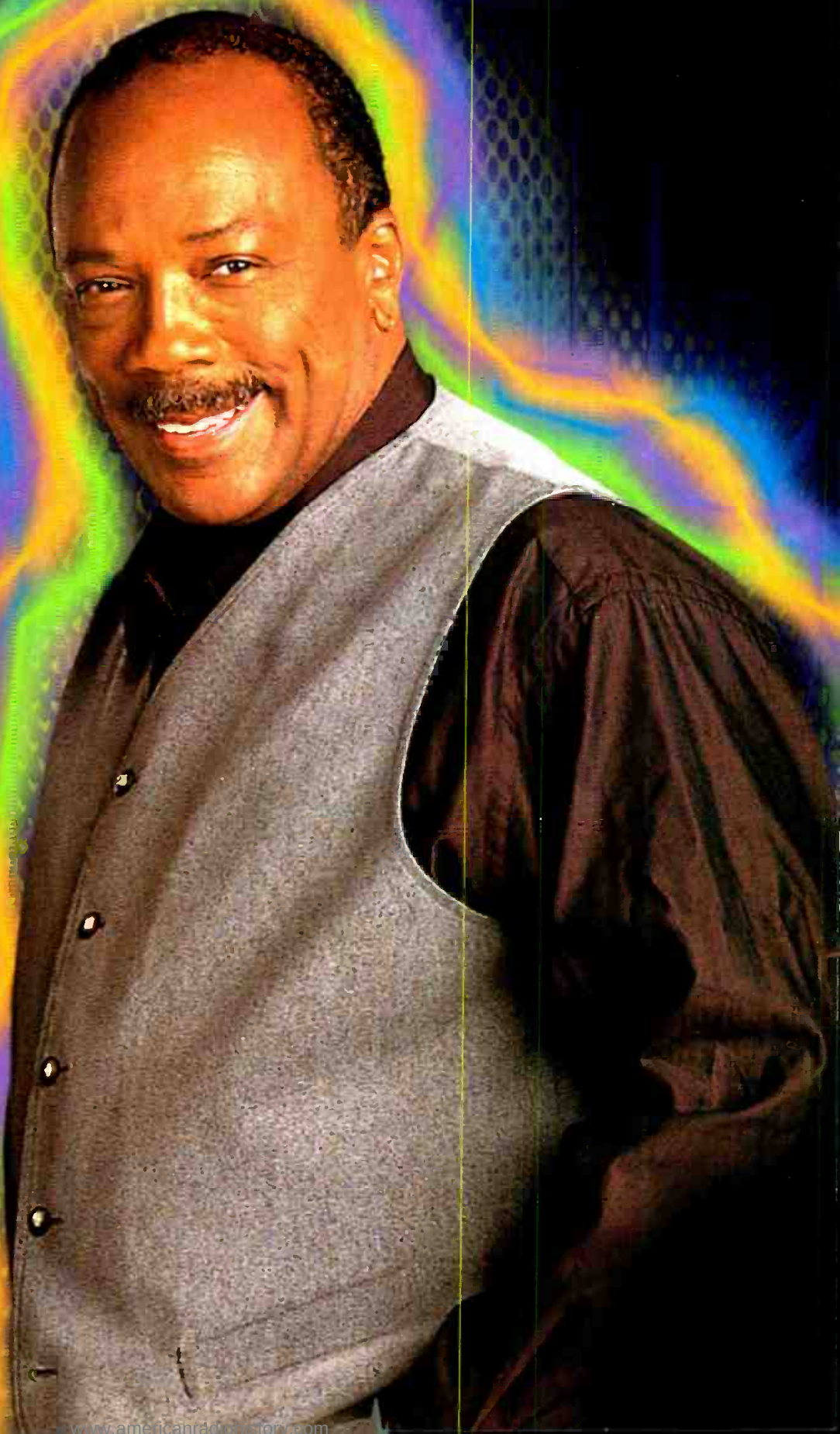
The filing disclosed that TCI agreed to pay about \$55 million—\$10 million in cash, \$33.7 million in TCI Group Series B stock and \$11.3 million in assumed debt—for three of the InterMedia Capital Management partnerships. Hindery owned 61%-94% of the partnerships.

In addition, TCI expects to pay \$6 million in cash and stock for a fourth partnership of which Hindery is the sole owner.

Hindery and TCI spokespersons were travelling Friday and could not be reached. Hindery's salary at TCI has not been disclosed. He was granted options for 1 million additional TCI shares and 250,000 Liberty shares, but the terms of that deal also have not been disclosed.

—JMH

COOL...



AND THE GANG.

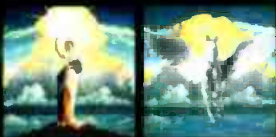
David Salzman
Executive Producer

- Broadcast industry leader
- Producer of 200+ series, specials, movies and miniseries
- Producer of "68th Annual Academy Awards"®
- Producer of Presidential Inauguration Event

Sandra Fullerton
Director

- Award winning director
- Director of "Arsenio" for 5 years
- Directed music videos with Michael Jackson, Whitney Houston and David Bowie

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Chris Spencer
Host

- Actor and stand-up comedian featured on MTV, "Martin," "The John Larroquette Show" and "The Arsenio Hall Show"

Quincy Jones
Executive Producer

- Winner of 26 Grammy Awards
- Emmy Award winner
- 7 Oscar® nominations
- Producer of all-time best-sellers "We Are The World" and "Thriller"

Daniel Kellison
Executive Producer

- Executive Producer and Emmy Award nominee for "The Rosie O'Donnell Show"
- 7+ years with the production team for "David Letterman"

IBe

IT'S WHAT YOU'RE UP FOR.

nario. TCI would have 1 million or fewer boxes by December.

"Demand will start to spark up next quarter, and yes, they will have to get boxes," said Chuck Kersch of Neidiger Tucker Bruner in Denver. "But it would be a high-class problem to have a backlog of customers."

TCI has rights to the chipset General Instrument is using in digital boxes it makes for TCI, and Malone said that once there are interoperability standards for the boxes, output from other manufacturers should help ease any

What's on digital?

DENVER—Tele-Communications Inc. officials are revealing few details on what programming the basic digital service will carry. That's partly because programming packages will vary from system to system. TCI Chairman John Malone told analysts and investors last week that TCI will use four satellite transponders to offer different programming packages that will be customized further at the system level.

Among the likely candidates are multiplexes of HBO, Cinemax, Starz/Encore, some of Discovery's emerging cable nets and various sports packages. —PC

supply shortage.

On other fronts, TCI officials said the company:

- Intends to expand the Telephony

Group tracking stock to include all nondomestic and nonprogramming interests. The company will give current shareholders the chance to swap TCI shares for shares of the new tracking stock. Brendan Clouston will head the new company.

■ Will increase per-customer EBITDA to \$200-plus from \$197 in the first quarter.

■ Has 10 possible joint venture or affiliation deals in the works to further decrease the size of geographic clusters. Top candidates include Cox, Comcast, Adelphia, TCA and InterMedia. ■



Jim Quello hangs in there

The industry captains and Washington policy mavens were lined up to wish Jim Quello well, but the longtime FCC commissioner wasn't attending any retirement party last week.

With some 1,000 guests gathered to pay tribute to his 23-year FCC tenure, Quello said he was grateful for the recognition but did not say that he was going anywhere just yet. Rounding out his address to the gathering, Quello said he plans to stay at the FCC until a replacement is confirmed.

That could take weeks or months. Some sources say the Senate may yet hold confirmation hearings on FCC nominees in June. The White House has not named any nominees, however, prompting speculation that new commissioners will not be taking their places at the FCC until September.

That would give Quello a chance to add a few more votes to an FCC career that attracted praise from a long list of government and industry leaders last week. Participants in a video assembled for the event included Vice President Gore, NBC's Robert Wright, CBS's Peter Lund, CapCities/ABC's Thomas Murphy, News Corp.'s Rupert Murdoch, NAB's Eddie Fritts, MPAA's Jack Valenti, Justice Antonin Scalia, congressmen Billy Tauzin (R-La.), Thomas Bliley (R-Va.) and John Dingell (D-Mich.) and senators Ted Stevens (R-Alaska) and John Breaux (D-La.).

The three other FCC commissioners added to the accolades and jokes. Commissioner Rachelle Chong calculated Quello's FCC service in dog years to be 161, while Commissioner Susan Ness quipped that Quello's working relationship with FCC Chairman Reed Hundt is better than most think: "Sort of like Ted Turner and Rupert Murdoch." "You know, every day he looks younger than I look," added Hundt.

Quello told the gathering it's "wonderful to hear your eulogy while you're still alive." He also related the story of the advice he offered one former aide: "Don't consider me your boss; consider me your friend who is never, never wrong." —CM



Top left: Quello accepts a plaque commemorating his 23 years of FCC service from FCC Chairman Reed Hundt. Top right: Joining Quello on stage were 10 past and present FCC commissioners, including (l-r) Margita White, Richard Wiley, Rachelle Chong, Hundt, Quello, Susan Ness, Patricia Dennis, Ken Cox, Dennis Patrick, Mimi Dawson and Tyrone Brown. Bottom: Quello's granddaughter, Susan Quello Montgomery, and his wife, Mary

Sweeps, week one: NBC, barely

Network just edges out CBS for lead, but is down 16% in households from last year

By Lynette Rice

HOLLYWOOD

A *Shining* coming-out party prevented an otherwise slow start for ABC, but NBC continued to generate the attention during the first week of sweeps for both wins and losses.

NBC finished the first seven days of the May sweeps with a 10.3 Nielsen household rating/17 share—barely enough to stay ahead of CBS (10.2/17), and down 16% from the same period last year. The network's 6.5 rating in adults 18-49—while number one—also was 19% lower than last year, when the network rolled out *The Beast*.

After winning two nights during the first week, CBS has seen no change in its household numbers from last year, and is down 2% in 18-49 with a 4.4 rating. The network is sure to get a boost from *Knot's Landing: Back to the Cul-de-Sac* and the May 11-14 miniseries *Mario Puzo's The Last Don*.

ABC kicked off the sweeps April 26



'Stephen King's *The Shining*' shone for ABC last week.

with a dismal presentation of *U2: A Year in Pop* that garnered a mere 2.4/5—the lowest-rated hour of prime time programming on record. The programming move reportedly was a mandate from ABC's top brass but was opposed by Entertainment President Jamie Tarses, who watched as her network went on to earn a historic low of 3.0/6 for the night.

Yet thanks to a respectable performance by *Stephen King's The Shining*, coupled with the overwhelming numbers for *Ellen*, ABC is up 3% in

households, to 9.6/16, and up 23% in the key 18-49 demo, to 6.5. ABC won Friday, Monday, Tuesday and Wednesday.

Fox also is showing impressive growth in both households—up 9%, to 7.6/13—and 18-49—up 13%, to 5.4. Fox was set to kick off its successful *Outtakes* franchise over the weekend, beginning with some animal video clips and an upcoming *The World's Fun-*

niest Kids Outtakes! 2 on May 11. ■

'Nanny' for sale

Columbia shopping sitcom for fall '98 debut

By Cynthia Littleton

HOLLYWOOD

Columbia TriStar Television Distribution is taking *The Nanny* out shopping.

CTTD began pitching the show as an off-network strip to major station group buyers last week. The Fran Drescher sitcom, one of the few consistent bright spots on CBS's prime time schedule over the past four seasons, is expected to debut in syndication in fall 1998.

CTTD officials declined comment, but station sources say the studio is offering the show for a weekly cash license fee and one minute of barter time per run. CTTD is seeking a 3 1/2-year license term for at least 120 episodes of the family-oriented comedy, which bowed on CBS in November 1993.

CTTD is expected to set a floor price for the show in New York and Los Angeles early this week. Observers note that the show possibly could go to a basic cable network such as Lifetime or WRBS(TV) if broadcasters balk at CTTD's asking price. ■

'Ellen' scores in the ratings

HOLLYWOOD—The hour-long April 30 episode of *Ellen*—in which Ellen DeGeneres's character discovers she is a lesbian—earned a 23.4 Nielsen household rating/35 share and a whopping 19.3/43 among adults 18-49.

Ellen's performance, coupled with a follow-up

PrimeTime Live that featured DeGeneres's parents (16.8/28 HH), helped ABC win its third straight night during the first week of the May sweeps with a 17.0/27 HH. NBC, in comparison, finished April 30 with a 8.4/13; CBS, 7.9/13, and Fox, 5.9/9.

"Obviously, we're extremely pleased with last night's stellar performance of *Ellen*," said ABC Entertainment President Jamie Tarses. "But what's even more satisfying is knowing that American viewers embraced the show's creativity. Ellen and her team, who to their credit endeavored to take on such weighty subject matter, did so with skill, class and an incredible sense of humor. They reached millions through their hard work, and for that we applaud them."

—LR



Ellen will break the news to her parents in the show's upcoming season finale.

Closed Circuit

And the nominees are...

Nominations for the Clinton administration's planned advisory committee on digital broadcast public interest obligations were due at the Commerce Department last week. Although the administration did not release the list of potential public interest advisers, organizations forwarding and endorsing nominations were not keeping their picks for the committee a secret. The administration hopes to assemble a committee of up to 15 members by midsummer. The nominees:

Douglas Adams, KXAS-TV Dallas; **Andrew Barrett**, former FCC commissioner; **David Barrett**, The Hearst Corp.; **Howard Bell**, Association of America's Public Television Stations; **Dorothy Brunson**, Brunson Communications Inc.; **Archie Buffkins**, Maryland Public Television; **Becky Cain**, League of Women Voters; **Antoinette Cook Bush**, Skadden Arps Slate Meagher & Flom; **Peggy Charren**, children's educational programming advocate; **Joel Chaseman**, former president, Post-Newsweek Stations; **Don Cornwell**, Granite Broadcasting Corp.; **Robert Decherd**, A.H. Belo Corp.; **Joseph Dembo**, former director, CBS News, radio; **Ervin Duggan**, PBS; **William Duhamel**, Duhamel Broadcasting Enterprises; **Andrew Fisher**, Cox Broadcasting; **George Gerbner**, Cultural Environmental Movement; **Lawrence Grossman**, former president, PBS; **Allen Hammond**, New York Law School; **Jesse Jackson**, Rainbow-PUSH Coalition; **Howard Kennedy**, KMTV(TV) Omaha; **Robert McChesney**, University of Wisconsin; **Amy McCombs**, Chronicle Broadcasting Co.; **Harold McDougall**, NAACP; **Thomas Murphy**, Capital Cities/ABC Inc.; **Eli Noam**, Columbia University; **Norm Ornstein**, American Enterprise Institute; **John Oxendine**, Blackstar LLC; **Patrick Scott**, Fisher Broadcasting; **Andrew Schwartzman**, Media Access Project; **Gary Shapiro**, Consumer Electronics Manufacturers Association; **Gigi Sohn**, Media Access Project; **Patricia Smullin**, California Oregon Broadcasting Inc.; **William Sullivan**, Cordillera Communications; **Paul Taylor**, Free TV for Straight Talk Coalition; **Margita White**, Association for Maximum Service Television; **Patricia Worthly**, Howard University School of Law.

NEW YORK

Keeping it in the Family

When family is your middle name, nepotism isn't far behind. International Family Entertainment Inc.'s proxy discloses that Christina Ferrare, wife of MTM CEO Anthony Thomopoulos, collected \$450,000 last year for her gig as talk show host at sister IFE division The Family Channel. Ferrare co-hosts *Home & Family* which replaced low-rated syndicated reruns on weekday afternoons a year ago. Ferrare's relationship is no secret—she often discusses Thomopoulos on the air—but her salary wasn't public. Newscaster headhunter Don Fitzpatrick said that as a former model and a fairly obscure celebrity, Ferrare might have come somewhat cheaper at a network where her husband wasn't a top executive, but her salary didn't strike him as terribly out of line. IFE noted that the company had an outside lawyer negotiate Ferrare's contract to keep the deal at arm's length.

DENVER

Whither Cable Plus?

Tele-Communications Inc.'s increasingly aggressive plans for

digital services could spell tough sledding for TCI Satellite Entertainment's (TSAT) Cable Plus product. TCI President Leo Hindery acknowledges. TCI plans to offer a basic digital cable service to 90% of the 24 million homes it passes. Thus, says Hindery, "only 10% of homes passed [roughly 3 million] would qualify for Cable Plus. [Cable Plus] needs to define itself by a timely rollout." TCI's hardly the only cable company on TSAT's target list for affiliation agreements, and TSAT's not shooting for the moon. "Cable Plus doesn't require dramatic penetration to be successful," says TSAT spokeswoman LaRae Marsik. "One million subs is healthy business."

NEW YORK

Westwood reordering

Westwood One Radio Networks is expected to trim operations at its Detroit sales office by assimilating sales reps for Detroit and other midwestern markets into its Chicago office, says a company source. The downsizing follows the appointment of Nick Kiernan, CBS Radio Network's VP of affiliate relations, to oversee Westwood/CBS and to set up five regional affiliate relations offices.

DreamWorks may get on Chung/Povich bandwagon

By Cynthia Littleton

HOLLYWOOD

King World Productions is considering teaming with DreamWorks Television as the distributor of its upcoming first-run news magazine with Connie Chung and Maury Povich, sources say.

Meanwhile, DreamWorks syndication chiefs Bob Jacquemin and Ken Solomon are making slow but steady progress in lining up station commitments for the show, targeted for debut in fall 1998. Post-Newsweek Stations' WFSB(TV) Hartford, Conn., was one of the first to commit to the project (B&C, March 3); more than a dozen other midsize markets are said to have come on board in the past two months.

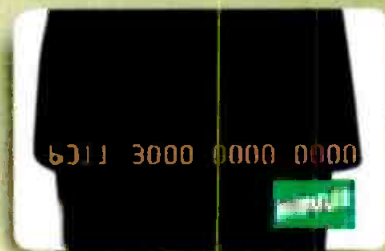
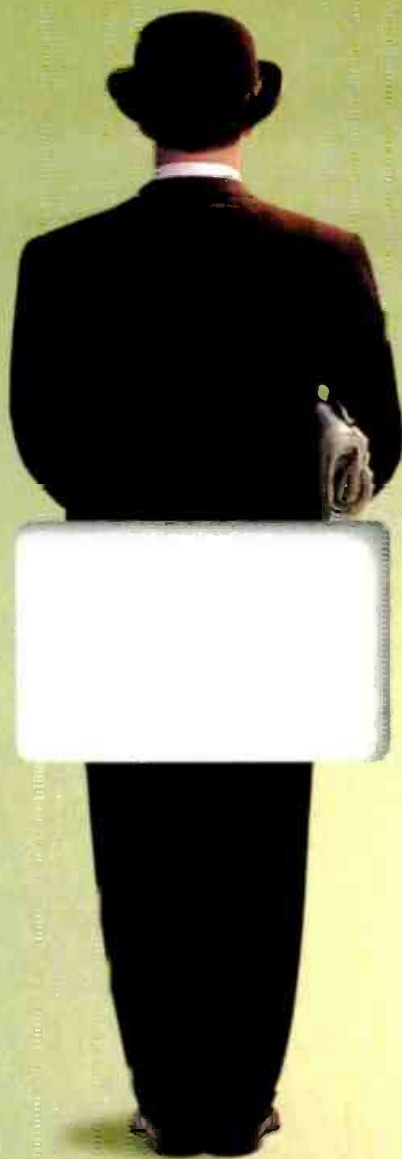
One group buyer confirmed striking deals for the show in several markets but declined to speak for attribution or name the stations, saying the group was reluctant to give competitors an early glimpse of its fall 1998 strategy.

For King World and other possible distributors, one of the major obstacles is its high cost. As anchors and executive producers, Chung and Povich are sure to draw hefty salaries. Veteran producers say the headline-driven half-hour envisioned by the husband-and-wife team will require a production budget of at least \$500,000 per week.

While DreamWorks initially was looking for a distribution partner to invest in the project and absorb some of the start-up costs, the well-capitalized studio is also prepared to shoulder the estimated \$30 million-\$40 million price of launching the show.

The bigger question for DreamWorks is where the show will find early fringe/access slots in the top 10 markets.

Fox, UPN and WB affiliates generally are committed to off-network fare in those lucrative afternoon/evening time periods, while many ABC, CBS and NBC O&Os and affiliates have long-term commitments to *Wheel of Fortune*, *Entertainment Tonight*, *Rosie O'Donnell* and other first-run franchises. ■



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Shared burdens for DBS?

Cable's requirements should apply in the sky, Copyright Office told

By Heather Fleming
WASHINGTON

If DBS operators want to carry local broadcast TV signals, they should be required to carry the signals of all stations in a market, the broadcasting and cable industries told the U.S. Copyright Office last week.

The Copyright Office is taking a fresh look at cable and satellite compulsory licenses, planning recommendations to Congress for changes in current systems Aug. 1. The compulsory licenses give satellite and cable operators the right to retransmit broadcast signals without first negotiating royalty fees with the program copyright owners. A key issue in the current discussion is whether DBS operators should be permitted to retransmit local broadcast signals under the compulsory license as their cable competitors do.

Sky—the proposed DBS venture of EchoStar and News Corp.'s ASkyB—has been at the forefront of efforts to secure a regulatory and legislative green light to retransmit local signals. The Sky deal appeared to be crumbling

last week, but ASkyB and EchoStar may still move forward, individually or with new DBS partners, with plans to retransmit local broadcast signals.

In fact, in comments filed at the Copyright Office last week, ASkyB noted that "the overall legal and policy issues discussed...remain the same whether or not the proposed [ASkyB-EchoStar merger] is finalized."

But no matter which DBS operator offers local signals, the broadcasting and cable industries want DBS held to the same regulations required of cable, particularly the rule that cable operators must carry all local broadcast signals up to one-third of their channel capacity. Broadcasters made their case to the Copyright Office while cable companies pressed similar arguments at the FCC.

"[Y]ou can't even start to talk about 'harmonizing' the two compulsory licenses until the FCC and Congress address that 'interplay' and the current regulatory disparity," the Cable Telecommunications Association (CATA) said in its comments. "To prematurely address this topic makes 'putting the cart before the horse'

seem reasonable."

CATA also makes the case that devoting one-third of Sky's channel capacity to local signals will mean that "somewhere between 70 [and] 80 percent of all television stations will not be carried," while one-third capacity for cable means that about 98% of all television stations are carried.

In comments filed last week, the Network Affiliated Stations Alliance (NASA), which represents more than 650 local ABC, NBC and CBS network affiliates, said "no rational distinction can be fashioned for exempting satellite carriers from a must-carry requirement."

The NAB took no position on whether local retransmission is permitted under current law—NAB member Fox broadcast network is owned by News Corp.—but it said local retransmission "would be appropriate only to the extent that conditions are imposed that protect localism and exclusivity." In particular, NAB wants must-carry requirements applied to DBS operators who choose to retransmit local stations.

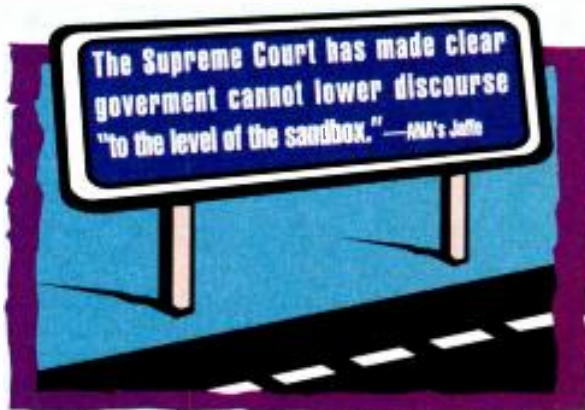
In addition to must carry, the cable industry wants satellite carriers bur-

Supreme Court rejects Baltimore billboard ban appeal

WASHINGTON—The U.S. Supreme Court last week let stand a lower court decision that allowed the City of Baltimore to ban alcohol and tobacco billboard advertising in a case that tested commercial free speech rights.

The high court refused an appeal from a Fourth Circuit U.S. Court of Appeals decision that said banning advertising of alcoholic beverages and tobacco products could be permitted in certain locations because it "directly and materially advances a substantial governmental interest in promoting the welfare and temperance of minors who are involuntarily and unavoidably exposed to such advertisements."

In the light of the controversy over the distilled spirits industry's decision last year to lift its long-standing ban on TV and radio advertising, the Supreme Court's refusal to hear the case could spark new controversy



about banning alcoholic beverages from the airwaves to protect children. Representative Joseph Kennedy (D-Mass.) has introduced legislation that would do just that.

But Daniel Jaffe, Association of National Advertisers executive vice president, says the decision should not be construed as "a green light to restrict advertising in any medium." In fact, "the

Supreme Court's own rules make clear that the decision not to review a lower court case in no way changes legal precedent," he said. The Supreme Court usually waits for a split in federal appeals court decisions before accepting an issue for review.

Jaffe points out that the Supreme Court in a long line of cases "has made it clear that government cannot lower discourse in society 'to the level of the sandbox' in the name of protecting children."

—HF

dened with program access, sports and syndicated exclusivity and crossownership rules if they are to carry local broadcast signals.

ASkyB Chairman Preston Padden said in comments filed at the Copyright Office that ASkyB "resists the argument that wholesale application of cable's current obligations is wise and appropriate. While some obligations imposed by the Communications Act and/or the FCC—such as syndex and sports blackouts—complement the copyright law, others—such as must

carry and franchise requirements—are wholly irrelevant to copyright considerations." Padden recommended that the FCC determine which regulatory obligations apply to satellite carriers.

Linked to regulatory parity between cable and satellite operators is whether the satellite and cable compulsory systems should be merged. Although cable operators' royalty fees are less than those paid by DBS operators, cable operators' compulsory licenses are tied to overall regulatory requirements.

The Satellite Broadcasting and Com-

munications Association argues, however, that the current satellite system puts the direct-to-home satellite industry "at a significant competitive disadvantage." A combination of "the mandatory voluntary [royalty rate] negotiations and compulsory arbitration have resulted in royalty rates that are significantly higher than the royalty rates for other multichannel video program technologies," SBCA contends. In addition, DTH providers have "little certainty and no control over the duration of the license" because it sunsets in 1999. ■

Cable backs public interest rules—for DBS

Satellite companies argue theirs is 'nascent,' risky business

By Chris McConnell

WASHINGTON

After years of opposing regulation of their industry, cable companies last week got a chance to back some possible future rules at the FCC.

Responding to the commission's effort to establish DBS public interest obligations, cable companies urged the FCC to impose some of the current cable rules on their satellite competitors.

"[The cable industry] should not be weighed down with regulatory constraints that inhibit growth, while its competitors, offering comparable service, move about the multichannel video market unencumbered," said the National Cable Television Association.

The cable group paid particular attention to the prospect of a "local DBS provider" delivering local broadcasters as part of its program package. If DBS operators retransmit local broadcasters, NCTA said, they also should incur the must-carry and program-access rules applied to cable operators.

"The commission should either eliminate public interest obligations imposed exclusively on cable television or extend similar public interest obligations to 'local DBS,'" NCTA said.

"Regulatory parity and competitive neutrality dictate that [a DBS provider] be subject to the same regulatory requirements as a cable operator,"



DIRECTV, which beams its programming from this uplink, doesn't want public service obligations required of DBS services.

added Time Warner Cable, which provided a list of rules the commission should impose on DBS operators.

The cable industry's calls for additional DBS regulation follow last year's court decision to uphold provisions of the 1992 Cable Act requiring DBS operators to devote 4%-7% of their channel capacity to public interest programming. Earlier this year the commission invited comments on how to implement the provision.

DBS operators say regulators should go easy in applying the law. "DBS is still a nascent industry subject to significant technological and cost risks," said United States Satellite Broadcasting Inc.

"It is vital that the commission continue to develop policies that permit DBS providers to develop innovative service offerings unhindered by excessive regulation," added DIRECTV.

Along with other satellite industry

organizations, DIRECTV urged the FCC to set the public interest minimum at 4% of channel capacity. "We submit that four percent of channel capacity should suffice particularly for a nascent industry," said the Satellite Broadcasting and Communications Association (SBCA).

Cable-owned satellite ventures sided with the SBCA. Tele-Communications Inc. subsidiary Tempo Satellite called

for the "least burdensome obligations necessary," while cable consortium-owned PrimeStar Partners said the FCC should establish the channel set-aside requirement at 4%.

US West countered that the commission should set the bar at 7% of channel capacity. The company maintained that cable-leased and public-access channel requirements can account for

nearly 20% of system capacity on a 78-channel cable system. "The unequal regulatory burden means that DBS is in a more advantaged position to respond to consumer and marketplace demands," US West said.

A collection of some 15 groups, including Media Access Project, Center for Media Education and the Consumer Federation of America, said the size of the set-aside requirement should depend on the size of the DBS system. Larger systems, the organizations said, should be required to set aside the full 7%.

The groups also said that all DBS systems should be required to reserve at least 1% of system capacity for children's educational programming. Children's Television Workshop said the educational requirement should be 3% of channel capacity, or two channels. CTW said the FCC should use children's programming rules in defining the

UNSTOP

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
San Diego
Hartford/New Haven
Raleigh/Durham
Cincinnati
Milwaukee

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
KNSD
WTNH
WTVD
WCPO
WTMJ

Market

Kansas City
Columbus, OH
Grand Rapids
Buffalo
Norfolk
New Orleans
Harrisburg
Greensboro/W. Salem
Providence
Albuquerque
Wilkes Barre/Scranton
Birmingham
Albany
Dayton
Jacksonville
Fresno
Little Rock
Tulsa
Richmond
Mobile
Flint
Austin
Las Vegas
Wichita
Toledo
Roanoke/Lynchburg
Honolulu
Green Bay
Spokane
Springfield, MO

Station

KCTV
WBNS
WWMT
WKBW
WVEC
WWL
WHP
WFMY
WPRI
KRQE
WBRE
WBRC
WTEN
WHIO*
WTLV
KFSN
KATV
KTUL
WRIC
WALA
WNEM
KXAN
KVBC
KSNW
WTOL
WSET
KHON
WFRV
KHQ
KYTV

POPABLE!

Market

Portland, ME
Springfield/Decatur
Ft. Myers
Madison
Chattanooga
Davenport/Quad C
Columbia, SC
Johnstown/Altoona
Youngstown
Evansville
Springfield, MA
Lansing
Tyler/Longview
Augusta
Santa Barbara

Station

WMTW
WAND
WBBH
WMTV
WTVG
KWQC
WOLO
WATM
WYTV
WFIE
WWLP
WILX
KLTW
WRDW
KSBY

Market

Macon
Bakersfield
Topeka
Wichita Falls
Lubbock
Quincy
Salisbury
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Station

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KAUZ
KLBK
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educational programming.

DBS operators said they should be allowed to count PBS programming—as well as ESPN—toward satisfying the public interest requirements. “The commission should ratify their status,” SBCA said, although the association also said the program services should not constitute more than half of an operator’s public interest effort.

EchoStar told the FCC it plans to

unveil “a groundbreaking plan that will involve dedicating DBS capacity to offerings of high-quality educational and public service programming on an unprecedented scale.” The company said its plan will involve several channels of educational and public service programming exceeding the Cable Act’s requirements.

But the company also said that plan relied on EchoStar’s partnership with

News Corp., a deal that appeared in doubt last week.

EchoStar also said that without the infusion of capital and satellite capacity from News Corp., it would be able to muster only a public interest set-aside “that no more than complied with the statutory requirement.

“Even such a set-aside could have threatened EchoStar’s competitive viability,” the company told the FCC. ■

Broadcasters want time out from kids TV

Weekend preemption for sports could disqualify programs

By Chris McConnell

WASHINGTON

Broadcasters are still trying to iron out a wrinkle in the children’s TV rules.

The rules require stations to start airing in September three weekly hours of children’s educational programming to secure a smooth license renewal. But networks are not sure their programs will count toward meeting the benchmark once they start preempting the shows for weekend sports.

“We definitely need flexibility,” says one broadcaster, pointing to the preemptions that occur on the West Coast when networks air weekend sporting events. “This is a tremendous problem,” adds another industry source.

The broadcasters cite provisions in the rules that require regular scheduling of programs aimed at satisfying the three-hour standard. Original drafts of the rules specified that a show could not qualify as “regularly scheduled” if stations preempted more than 10% of a 13-week set of installments.



It remains unclear how preemption for sports programming will affect network tallies of children’s TV programs.

While those provisions were struck from the final rules, networks worry that FCC staff will still employ a 10%

preemption limit in evaluating the shows. Such a limit could rule out some weekend children’s shows as “core programming,” broadcasters say.

The networks have been pressing their case for more flexibility at the FCC since January. Industry sources, however, say they so far have no assurance that their weekend children’s shows will qualify once they mix in the sports events. The issue is looming larger as programming decisions for the fall schedule approach this month.

“The clock is ticking,” says one lobbyist. Another adds that the networks have begun to engage lawmakers to help make their case for more flexibility at the FCC. One source says lawmakers from western states already have contacted the commission about the issue.

The FCC guidelines leave it to Mass Media Bureau staff to rule on the issue “with guidance from the full commission.” At least one commissioner appears sympathetic to the industry concerns. Commissioner Rachelle Chong is said to favor allowing the networks to make “reasonable business plans,” an FCC source says.

Other commissioners want more details on what stations plan to do about rescheduling preempted shows. Commissioner Susan Ness and Chairman Reed Hundt would like to see the networks’ suggestions for resolving the scheduling problems, sources say.

Commissioner James Quello is still listening to what the broadcasters have to say, an official adds. The official also speculates that commissioners will devote more attention to the issue after they wrap up their work on telephone universal service rules. ■

Following protocol

TelQuest Inc. was back at the FCC last week asking officials to take another look at their bid to beam programming to the U.S. from a Canadian satellite slot. Last year, the FCC turned the company down, saying it needed to secure Canadian government approval before applying at the FCC. Last week, TelQuest submitted a letter from Canada’s Minister of Industry authorizing the use of Canada’s DBS slot at 91 degrees west. “Accordingly, TelQuest urges the commission to reinstate and grant TelQuest’s applications,” the company said.

—CM

Online copyright bill hits opposition

Telcos and OSPs object to provisions of international treaty

By Heather Fleming
WASHINGTON

Telephone companies and online service providers (OSPs) are stirring up trouble on Capitol Hill for an international treaty designed to strengthen copyright protections of online material.

The World Intellectual Property Rights agreement reached last December in Geneva sets up broad global standards for protecting copyrighted material online. But telephone companies and OSPs say legislation to implement the treaty should also include language limiting their liability. The Clinton administration is

expected to send the implementing legislation to Capitol Hill within the next few weeks.

"The treaty has not clarified or resolved this online service provider issue," says Larry Clinton of the U.S. Telephone Association. By not resolving the issue, the door remains open for OSPs and telephone companies to be held liable when copyright infringing material is transmitted over their lines, even though there is no practical way the material could be monitored, Clinton says.

As cable companies begin to offer Internet access over their wires, they too could be held liable if copyright infringing material were found on

their systems.

But owners of copyrighted work are eager to extend copyright protections to the Internet and are wary of carving out any liability exemptions. Attaching such an amendment to the treaty language "will undermine its ratification," predicts Hillary Rosen, president of the Recording Industry Association of America. She estimates that without the agreement U.S. companies will lose \$15 billion-\$20 billion in sales of their copyrighted works.

Negotiations over legislation addressing many of the broad online copyright issues collapsed in the 104th Congress, in part over the telephone company/OSP liability issue. ■

Shortened election cycle

The FCC says it wants to hear soon from any stations that don't want their new digital TV channels. The commission has shortened the "election period" for accepting the licenses from an original six-month period to 90 days. "Given the length of this proceeding and the public benefits of acting quickly, we believe that broadcasters have already had ample time to consider many options," the FCC said in the DTV service rules released last week. Stations that don't want the digital channel can reject it by writing the FCC.

Genachowski leaving FCC

FCC Chairman Reed Hundt's chief counsel is leaving the commission. Julius Genachowski, who has advised Hundt on such hot topics as digital TV and children's programming rules, says he plans to move on in about a month. Genachowski says he has not yet lined up his next job. Gretchen Rubin of the FCC's Mass Media Bureau will be moving to the Hundt office to advise the chairman on cable and mass media issues.

Klein confirmation

The only question that seems to be facing Joel Klein in his quest to be assistant attorney general for antitrust is how fast the nomination can be approved. Members of the Senate Judiciary Committee last week lauded Klein's education and experience, including his tenure as acting AG since last October. Senators lobbed familiar questions at Klein, including queries about alleged White House influence on antitrust investigations. "Nobody in the White House, no friend, no matter how close, could possibly discuss with me any pending investigation," said Klein, who was President Clinton's deputy counsel from 1993 to 1995. Asked about the Justice Department's relationship

with the FCC, Klein said: "The FCC ought to do its work...and we should do our work. There is no effort to cross-leverage the process."

A vote on Klein's confirmation has not been scheduled.

Tauzin worries about universal service bureaucracy

The FCC should not create a "massive federal government spending program" through its telephone universal service rules, Representative Billy Tauzin (R-La.) told Reed Hundt last week. In an April 30 letter to Hundt, the House

Telecommunications Subcommittee chairman restated concerns that the commission is going too far in writing rules aimed at wiring schools and libraries with telecommunications

service, including Internet access. "There are numerous organizations including cable companies, Internet service providers and telephone companies that provide this service on a philanthropic basis," Tauzin said. "If telecommunications providers are

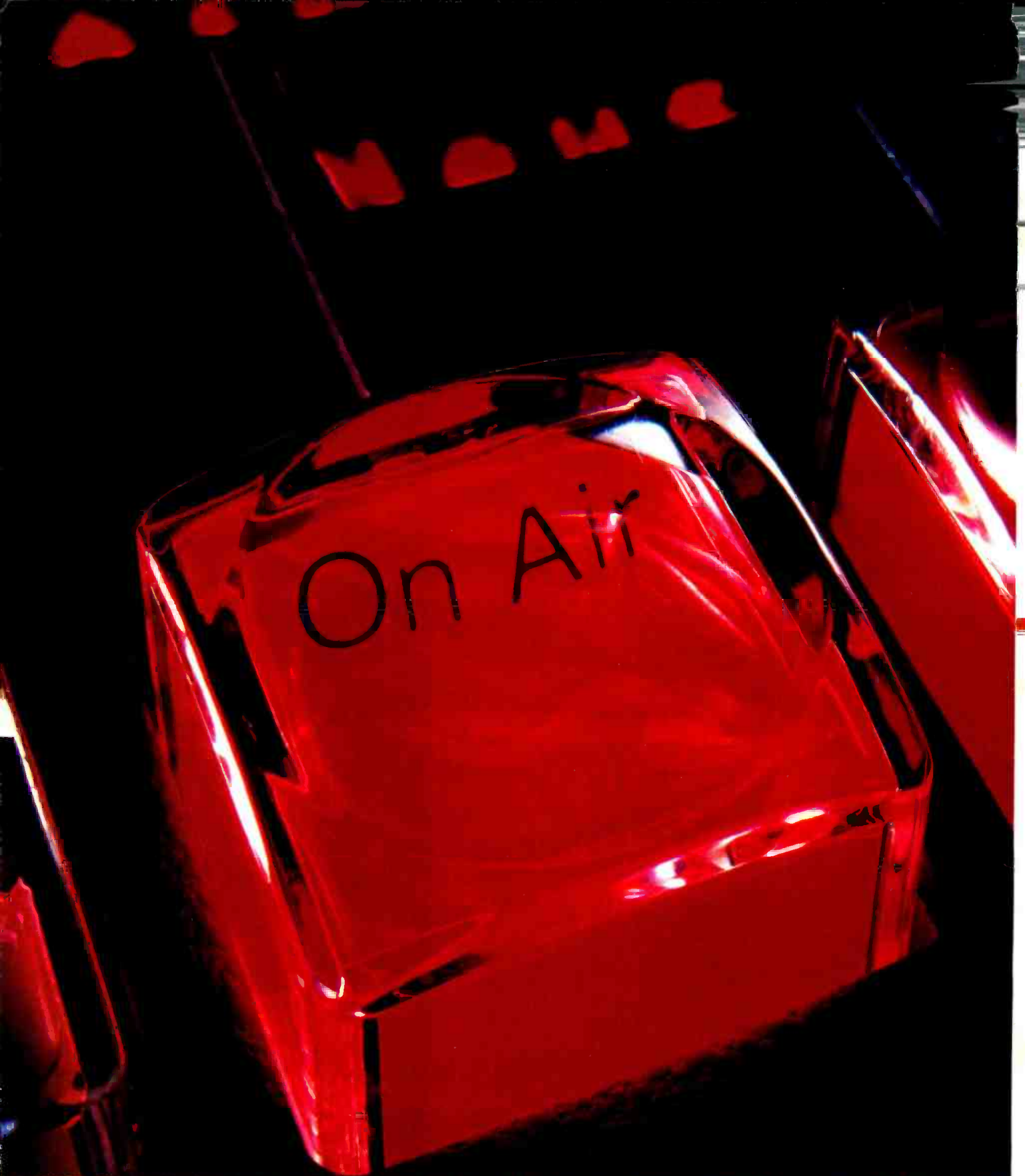
required to pay into a fund which simply duplicates the work already being done voluntarily, these companies may stop their efforts altogether."

Devaluing the spectrum

Representative Michael Oxley (R-Ohio) says the government is dumping too much spectrum on the market. "If you print too much money, it devalues the dollar, and that's what's being done with spectrum," says Oxley, adding that he is considering legislative solutions to what he calls "a desperate grab for federal cash that does not consider sound telecommunications policy."



Edited by Chris McConnell
and Elizabeth A. Rathbun



On Air

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Tom Rogers is NBC's point man on the future. As president of NBC Cable and executive vice president of NBC he has successfully brought the company into the cable and satellite worlds, as well as international markets and the Internet. Now, with the advent of digital television, he must bring the network and its stations safely into that new medium. ■ Rogers's first industry reputation was established as senior counsel to the House Telecommunications Subcommittee, after a tour as a Wall Street lawyer. He surprised the industry by spurning the lures of

Building NBC's Future

Washington and moving to the media business side at NBC in 1987. Tom Rogers may not be a jack of all trades, but he's become an executive of all media at NBC.

■ In this interview with BROADCASTING & CABLE's Don West he details how NBC's portfolio has grown to interests in 20 channels, including the flagship CNBC and the new-age MSNBC, along with positions in A&E, American Movie Classics, Madison Square Garden Networks, Court TV and The History Channel, among others. What follows is his experienced view of the television world, as it is and will be.



Ten years from now, what will be the proportion of NBC's broadcast revenue to nonbroadcast revenue?

Ten years out, what is broadcast and nonbroadcast blurs considerably. As a digitally transmitted business—and by then digital will be in full swing—there are all kinds of possibilities as to how the broadcast signal is going to be received and how many different services it will emanate. You can see subscription models, you can see free over-the-air models and you can see direct-to-PC models. I'm not sure it's going to be so clear 10 years from now what is a broadcast business and what isn't.

But as the network and the over-the-air broadcast business continues to erode in terms of audience, we see great growth rates on the cable side. And we are always looking for opportunities to grow those positions even more. But I don't think that those businesses, in terms of overall revenue, will ever match what the broadcast network and station businesses are today.

Will the new lines of business more than make up for erosion of the old?

"As the network and the over-the-air broadcast business continues to erode in terms of audience, we see great growth rates on the cable side."

My son has asked me: "If Bill Gates is so rich, how come he can't buy a vowel for MSNBC?" So I guess my answer is that the revenues for our new lines of business will perform sufficiently to let us buy more than a few vowels.

Ten years ago, the broadcast industry was viewed as a dinosaur. Even three years ago, the common view was that cable, satellite, telephone and everything else were overcoming broadcasters, and broadcasters weren't going to have a business in the future. But what has clearly happened in the last couple of years is that there's been a recognition that to jumpstart a lot of these new businesses in the future—Internet-related businesses, digital businesses of the future, even new entrants in the DBS business—that core broadcast network platform still attracts far and away more viewers than anything else out there, and is increasingly viewed as an essential ingredient to build these new businesses. The dinosaur looks very much as if it can lead the way for the most highly developed species of television we're going to see down the road.

As a famous financier once said: "You never know who's swimming naked until the tide goes out."

Is audience erosion going to continue ad infinitum, or do you see a bottoming out?

I've always had a view that erosion is going to continue. Paraphrasing Mencken, I don't think you can ever go broke overestimating the desire of American consumers for more choice. And there's no doubt that we're going to see more choice. Digital is just another way of saying we are about to be hit with infinitely more choice than is available today.

America Online, for example, with its 8 million to 10 million subscribers—and the 260,000 to 300,000 people that use it at any given time in the evening—is doing 2.5 to 3 ratings in its own universe. All of those things have a role in eroding not only the broadcast networks but the cable networks as well.

Now, audience erosion and financial erosion are not necessarily the same. While it is true that cable has by some measures gained 10 prime time share points over just the last four years, broadcasters can still price inventory in a way that recognizes they are the only mass audience game in town.

Do you know yet how you're going to use the new digital capability?

It's the great question. We've spent so much time—the better part of the last decade—in a Washington-based regulatory fight to secure the spectrum. Now it's up to the businesspeople to develop the right business model.

The PC side is extremely interested in making sure that a standard used by broadcasters is consistent with their approach, because implicit in that is a clear recognition that broadcasters have an awful lot to do with just how successful the computer industry will be in the distribution of so-called PCTV devices.

And the cable industry is extremely interested—despite publicly saying that the whole issue of whether or not they'll carry digital signals from broadcasters is very much up in the air—in finding creative ways that broadcasters' digital content can be used to drive the rollout of digital boxes. And parts of the DBS world are highly focused on whether broadcast signals are going to be carried.

So what was looked at not too long ago as the medium that the other distributors were going to surpass has, I think, become the most sought-after part of the digital equation.

You know, they say a pessimist is an optimist with data. I guess right now I can afford to be an optimist because there's pitifully little data out there as to which way all of this is going to go. But I think my optimism will be borne out.

Does this say multiplexing is the way you're going to go?

I think you've got to look heavily at that. There is nothing that says high definition is going to have huge consumer appeal. HD is a huge spectrum gobbler, and there are a lot of other possibilities that could involve multiplexing, or multiple channels being broadcast, or a combination of video and data and Internet-type content, all of which might provide a menu of options, along with an enhanced picture, that need to be heavily considered. So to say that there is only one way to go, I think, is beyond anybody's ability of figuring out what the consumer wants and what the best opportunities for broadcasters are going to be.

Are you negotiating with cable carriers for more channel opportunities?

I wouldn't say that we're at the point of direct negotiations. I would say, however, that a number of cable operators have expressed real interest in how new offerings from network and owned stations and affiliates, and digital offerings that we might all make available, might help drive cable's own distribution plans for its digital offerings.

That's going to be the next great opportunity for broadcast



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and cable to come together. Most players missed retransmission consent as a way to figure out ways that broadcast and cable could work together that was helpful to both businesses. We used that opportunity to create another channel—now MSNBC—that could be strategically important to us as well as a helpful new product offering for the cable industry. But many broadcasters had disappointed expectations, and a lot of cable operators missed the boat in working with the local stations to develop programming to compete with DBS.

Did this all begin with CNBC?

CNBC was spawned out of first looking around the cable industry and seeing whether we were going to enter into a major alliance with somebody already out there. We had extensive discussions with Ted Turner about becoming a major part of that company, and when that didn't come together our first major effort was CNBC. And everybody laughed at us. Everybody said: "What is this? A broadcast network thinking that it can get into the cable industry?" But we've seen a

"I'd mention the then sleeper issue of broadcast digital spectrum as another way into the home, and people would scoff. Now the broadcaster has his own pipe."

huge transformation in attitude in the last eight years. I think that most in the cable industry now view our having resources so heavily devoted to cable as being very valuable.

CNBC has gone from 9 million homes at launch eight years ago to 62 million today—clearly the leader in business news television during the daytime and talk-related television at night. And it has given us a platform to increase our distribution around the world, which we have pursued very aggressively. CNBC now reaches over 100 million worldwide.

Where did you go from there?

Well, shortly after CNBC we created a partnership with Chuck Dolan and Cablevision, and we developed partnerships around a number of services they had already created, including a number of regional sports channels, American Movie Classics and Bravo. We have recently come up with a new structure for our relationship, which effectively has us involved not only with those properties and a number of others, but we also have become part owners of Madison Square Garden [including the Knicks and the Rangers] and the Madison Square Garden Network, and that's a very nice piece of the overall portfolio.

We became partners with TCI and Time Warner in Court TV, which has become a well-known brand name in a relatively short period of time. And we are partners with ABC and Hearst in the Arts & Entertainment Network, which, with the recent advent of The History Channel, has become an incredibly successful venture. Taking into account our participation in Rainbow, we are probably the largest owner of cable networks, with the exception of TCI/Liberty. That's about 20. Now, ABC has a greater profitability with any one channel than anybody

out there because of the performance of ESPN; we, of course, share the A&E performance with them.

Are you as comfortable in cable as in broadcasting?

When I first came to NBC and Bob Wright gave me the job of trying to figure out areas on which we should focus in broadening the company's base, we focused pretty quickly on cable. Yet, other than my background in having drafted the 1984 Cable Act, and Bob's having been president of Cox Cable, there wasn't a person in this company who knew a thing about cable. As Bob has said, most of them thought of it as television in training wheels. I remember sitting down and having a conversation with the then president of NBC Entertainment about various cable opportunities, and his view was: "Interesting, but none of this is ever going to amount to very much."

And it was very hard to get any attention and internal support for the idea that we ought to be a networks—plural—company, and not just a network company. Bob's and my view was that you could already see that the world, at that point, had 35 or 40 channels, and it was quickly going to get beyond that. We wanted to have as broad a relationship with the audience across as many channels as we could, because it was clear that that side of the business was going to grow much faster than the broadcast side.

Now, our senior executives are all heavily cable-oriented. Andy Lack, a phenomenal broadcast news producer and now with MSNBC day to day, is as involved with cable as one could be. Bill Bolster, who runs CNBC on a day-to-day basis, used to be the head of our broadcast affiliate board. Now he is a full-time cable person, who is probably as bullish on cable as anybody in this company. You have Dick Ebersol and Don Ohlmeyer, two of the world's great program producers and visionaries, who spend as much time thinking about the competitive elements of the cable world, and what we need to do as a company to participate, as they do [about] anything else they deal with. So the culture of the company has become just like your magazine: BROADCASTING & CABLE, not just BROADCASTING.

Can cable networks begin to present the kind of platforms the broadcast networks do? Can they become primetime players?

Audience for all cable networks is up, and as an aggregate it's way up. Individual program networks have grown, but most of the cable networks, in terms of their ratings over the years, have been pretty flat—although some, like A&E, have picked up in the ratings quite substantially. What you're beginning to see, with the integration of Turner and Time Warner, is increasing focus on whether major product will go to broadcast networks or into broadcast syndication, or whether it will be reserved for their own cable network purposes. As there's increasing vertical integration of programmers and cable and nonbroadcast distribution outlets, if you see more mass appeal product reserved for cable exclusively, it will only cause the cable side of the audience to grow.

Whether it ever grows to the point that the network audiences are at, or rivals NBC's ability to deliver a much bigger package of eyeballs, is still a big question. Nobody's breaking out of the pack yet. But in the aggregate, cable looks like it's on a course of nonstop growth, at least for the intermediate term.

If every broadcaster out there—over 1,600 of them—should opt for multiplexing and start emanating all of these extra channels, could that be a competitive force against cable?

It is interesting. You know, even three years ago, I'd go to industry conferences where everyone would speak about cable versus telephone, versus satellite, and which one was going to have the pipe that won. And I'd mention the then sleeper issue of broadcast digital spectrum as another way into the home, and people would scoff. Now the broadcaster has his own pipe.

One key question on convergence is going to be, is television going to migrate to the PC, or is PC-type functionality going to migrate to the television? You already see the consumer electronics industry and the PC industry squaring off on that.

Does your association with Microsoft add any weight on the scales?

Going back to your question about how our cable position developed, obviously our newest entry into the cable world has been MSNBC; and, in a very difficult distribution environment, we've been able to get MSNBC into about 37 million cable homes. We have hard commitments so that by the year 2000 it will be 54 million or 55 million, something David Zaslav, our top-notch head of cable distribution, and I are very proud of having accomplished in this channel-constrained environment.

So we have cemented another major channel into the cable world. But that channel wasn't intended to exist solely as a cable channel. It was tied to an online venture with Microsoft that, over time, was intended to go well beyond what we know today as the traditional Internet business. Over time, the online world and the TV world are going to converge, and we see MSNBC, both its online and its cable product, in a unique position to lead the way in terms of creative programming opportunities, as to where that goes. We think the relationship adds a lot—especially the opportunity of high-speed cable modems and being able to push large amounts of video down a pipe at high speeds.

At the same time, new appliances, like Microsoft's Web TV—which essentially puts Internet-related content on your TV, may quickly begin to show us how television, combined with advanced multimedia product on the television screen, can be a compelling video offering, and may be much more so than anything available on the Internet through a PC today.

So the Microsoft relationship is very important to us. I think we've become a much smarter company and a company able to maneuver through all of this in ways we never could without that Microsoft relationship.

Do you buy into the computer world's assertion that it will have 20 million or 40 million digital-ready PCs out there before there are a million digital TVs?

I'm not willing to fully buy it because, in large part, it's dependent on whether major broadcast companies want to cooperate with that effort. To the extent we find it useful to support that approach in terms of business opportunities, we see that it's not inconceivable—given the annual level of PC sales, which already surpasses television set sales—that some of the more conservative PC estimates could well come about. Broadcasters have to recognize that digital spectrum isn't worth much if you don't have homes in which it's receivable.

What about your expansion into Europe and Asia?

GE is probably as successful as any company on earth in terms

of Jack Welch's push to globalize it. And NBC probably would not have taken as aggressive a role in trying to globalize itself if it were not part of a company where international growth is such a substantial goal.

Europe and Asia are huge opportunities, considering that the growth rates of electronic communications media are going to far exceed the U.S. growth rate in the next five years. But what's also clear is that neither of those markets yet has a clear economic model for cable/satellite programming, and you can't own much by way of over-the-air broadcasting for regulatory reasons. What we've found in the U.S. market is true abroad as well—you need a second revenue stream if you are something other than an over-the-air broadcaster.

In Europe, most cable operators don't pay subscriber fees. In Asia, you have markets—like China—with huge population centers, a fair amount of cable and, again, no subscriber fees in the equation. So digital becomes critical because these digital satellite platforms, particularly the ones growing up in Europe—whether they're Canal+ in France or Kirch in Germany—provide a basis for programmers to begin to get subscriber fees. And with subscriber fees like those U.S. cable operators pay, you can begin to see viable economic models.

In the meantime, all U.S. programmers participating in the channel-delivery business overseas are finding that those markets are developing more slowly than we would like, but I think you can also say that with 10 million to 12 million cable and satellite households in Asia, out of a population of 3 billion, the potential for explosive growth is enormous.

How do you feel about satellites in general, as opposed to cable?

I have a different answer in the U.S. than elsewhere around the world. I don't think DBS in this country is going to grow to be what VCRs are, or even what CDs are, or PCs are, or even what cellular telephone will be. I think you're going to get to 10 million to 12 million, which will be a healthy component of the multichannel home market. I think DirecTV, as first in, will be successful. But once the cable operator can get that digital box in the home—and I realize that has had all kinds of disappointed expectations attached to it—it's hard for me to see how a cable operator will not be able to compete, in a way that renders the DBS offering not terribly unique.

Overseas, there are places where satellites are clearly going to win. You've already seen that in the UK, and markets like France and Italy, which have little or no cable penetration, are going to be huge satellite markets. Japan has had a difficult time developing a cable business, and now you see a huge amount of money and big players coming into the satellite business, which will probably mean the satellite sector will develop much more rapidly. Other massive markets, like Indonesia, will be totally satellite dominated as well.

Digital multichannel offerings are what's going to win.

Has must carry made a positive difference for cable?

I don't think must carry is that huge an issue for most of the broadcast industry and most of the cable industry. But I think the Supreme Court decision delivered a very hard blow to start-up cable programming services, which would have had a number of analog channels available to them and now must



await the digital rollout. For many of them, what was probably an uneconomic game to begin with looks like an almost impossible game today.

Are you likely to give retransmission consent to Murdoch?

We have not committed to doing so, at this point. We have begun to work with a group of station affiliates on a proposal they brought forward to have a satellite facility of some kind that would carry all broadcast signals and deliver it to DBS households—something in which all broadcasters could participate. We're certainly looking at that.

For many broadcasters, the answer to being integrated as part of a DBS package may well lie in over-the-air digital transmissions, where a digital signal could be received and integrated into the digital satellite receiver. It doesn't necessarily require being beamed off a satellite. So the whole notion of whether there's anything unique in a spot-beam local broadcasting component of a DBS business, since it's not something that will likely come to pass for another couple of years anyway, is a big question mark. At the same time, from a cable operator's point of view, the idea of hav-

"I think what is going to transform the Internet is the introduction of video. The video quality will improve dramatically over the next two to three years."

ing local broadcast signals spot-beamed by satellite, while not something they are enthusiastic about seeing, doesn't seem to be creating many competitive business worries.

Do you think must carry will be imposed on the Murdoch DBS operation?

I think there will be a full debate on the broadcast carriage requirements of digital satellite. You know, some people would argue that Murdoch's DBS facility should have full must-carry obligations, but the same groups then take a different point of view when it comes to digital spectrum of broadcasters. My guess is there won't be a huge amount of consistency in terms of that debate.

Is it a given that you will not have retransmission consent on both cable and satellite, that they're going to be mutually exclusive?

I don't think you can say that. What does retransmission consent to a satellite carrier get you? In most homes, if they're in cable areas and are subscribing to satellite, they're holding on to a broadcast basic tier, so it's not as if consumers are being deprived of broadcast reception. It's not as if we are missing any of our audience. So from the point of view of broadcasters, this issue is nowhere near as important as it is to News Corp., trying to start up a new satellite platform. But many broadcasters would like to see multiple paths into the home develop in order for retransmission consent to be a more balanced negotiation.

Can we talk specifically about the Internet, as opposed to just the computer business? We have suggested that there will be a new broadcast platform developed on the Internet that will be different from the conventional entertainment platform. We feel it will be a great new opportunity for broadcasters. Is that reasonable?

I think the Internet today is a lousy business. There aren't any substantial sub fees, and Internet advertising is a tough business. There are great CPMs for the limited number of advertisers who are in it—CPMs that blow your socks off, even compared the network, or the best cable CPMs. But you still have this issue of basically infinite inventory, at which point it's very hard to see how, under these kind of conditions, you get to a pricing model that doesn't continue to have downward pressure on ad sales. It's not like the broadcast or cable worlds in terms of limitations on pumping out more advertising inventory. You can always create more ad inventory on the Internet, and you have so many sites, and so many offerings, that it looks like you'll never get a healthy supply-demand dynamic going if it continues as it is today.

I think what is going to transform the Internet is the introduction of video. You've already seen major introductions of audio, and you've already begun to see rudimentary forms of full-motion video develop on the Internet. The video quality will improve dramatically over the next two to three years.

While there is a fair amount of choice on TV today—you can get television news when you want to see it now; it's not limited to just a few time periods—it really hasn't become personalized. There isn't a way to get a television newscast that is suited to just what you want to see. The ability to personalize your TV news viewing will certainly come.

Anybody can play on the Internet today. But when it becomes more of a video world, very few people can play, because it's too damned expensive to be a major television producer of high-quality television news. You're only going to be able to do that if you have other major businesses out of which that is produced. That will begin to change the economics of the infinite inventory world to a more limited one.

What's the critical ingredient?

One thing I've learned is that whether it comes to getting laws passed on Capitol Hill, where there are a hundred ways to kill a bill, or to a broadcast network breaking into the cable industry, or turning around the perception of a dinosaur, it takes enormous persistence to succeed. Because of that persistence we at NBC are poised very well. Thanks to the vision of a Bob Wright and the team we have here now—Ed Scanlon, Neil Braun, Warren Jensen, Rick Cotton, Randy Falco, John Rohrbeck and myself—we have really wrestled with the development of this broadcast network company into a cable, international and new media company that is positioned to become a major player in the digital era.

As Woody Allen once said: "We are at a crossroads. One path leads to extinction and the other to utter despair." Thanks to our persistence in bringing NBC this far, I think the future paths and options will be a whole lot brighter than that. ■



The highly animated business of cartoons

On eve of NATPE's first ANIFX conference, the market for animation is booming

By Cynthia Littleton

Like eyeballs in a Tex Avery cartoon, the animation business is bulging out all over.

Demand for product from a growing number of global TV outlets is stronger than ever. Major studios can find barely enough artists to fill all their openings.

Digital technology and improvements in the quality of computer-generated imagery are making the time-consuming process of animation production more efficient, if not much faster or much cheaper. And the potential payoff from ancillary licensing and merchandising deals raises the ante even higher.

NATPE plans to bring the various threads together in Los Angeles later this week at its first conference and exhibition dedicated to animation and special effects. Organizers hope the ANIFX conference, set for May 8-11 at the city's downtown convention center, will become an annual tradition of networking, recruiting and trend-spotting for industry leaders.

For media giants such as Warner Bros. and Viacom, the corporate investment in original animation is spread among several divisions, underscoring the new distinction between traditional children's fare and *Beavis & Butt-head*-style series aimed at older teens and young adults.

As industry leaders prepare for a powwow in Los Angeles, here's a rundown of what's hot and what's upcoming from major players in the animation world.

WALT DISNEY CO.

The Walt Disney Co. is the only one of Hollywood's major studios to mount an

exhibit at NATPE's inaugural ANIFX conference. Even its rivals agree that Disney is the Tiffany of animation brands, but insiders say the studio has an undeserved reputation for stifling the creativity of its artists and writers.

"One reason we go to [festivals and conferences] is to try to put a positive light on our company," says Barry Blumberg, vice president, series devel-



'Silver Surfer' from Saban (above) and 'Invasion America' from Dreamworks

opment, for Walt Disney Television Animation. Disney "has not always been perceived as the most wonderful place to work. I want to leave people with the impression that there's so much more breadth to what we're doing here."

Although ABC now provides a built-

Cochran's RTNDA agenda includes First Amendment, training

Barbara Cochran, new president of the Radio-Television News Directors Association, thinks media "spokesmen do a terrible job of explaining why we do what we do." She promises to make RTNDA a more visible advocate of First Amendment freedoms.

"We should do a better job of explaining and developing a set of [ethical] standards and talk about it to the public," she told a National Writers Workshop meeting in Hartford, Conn. For example, she said, ABC should have been very clear about why hidden cameras in the Food Lion case were the only way to get the story—about "why you bend the rules for the greater good."

Cochran, who hopes to expand RTNDA training programs, said that news directors need more audience research, technological updates and ethical discussion. Although she would like to see more diversity among news managers, she said broadcasters are increasingly recognizing that "there are more in the audience than middle-aged white men. There's more effort to look for diverse points of view and topics."

Cochran, who directed CBS News's 1996 presidential election coverage and was political editor of NBC News, would like to see less reporting of candidates' "political positioning" and more about the consequences of their actions. She thinks local stations should concentrate on the congressional elections they're "best positioned to provide" instead of rushing anchors off to national conventions.

—Bill Kirtz, special correspondent

in broadcast outlet for Disney cartoons, the studio hasn't given up on first-run syndication. On tap for the fall is a TV version of "101 Dalmatians" for the syndicated Disney Afternoon block; 13 of the 26 episodes produced for syndication also will air on ABC.

Also new to ABC's Saturday morning lineup in 1997-98 is *Recess*, which examines the socialization process on the playground from a fourth-grade point of view. *Pepper Ann* revolves around the adolescent misadventures of a spitfire 12-year-old redhead.

WARNER BROS.

"We're hoping to break new ground in a lot of different ways with *Calamity Jane*," says Jean MacCurdy, president of Warner Bros. Television Animation, the primary supplier for the WB Network's Kids' WB! slate. "We think we've finally found a property with a heroine in the lead that will appeal to boys and girls."

Don't expect *Calamity Jane*, set for a fall debut on Kids' WB!, to present a Yosemite Sam-style portrait of the Old West. MacCurdy says the drama will be "true to the history of the era," exploring



Universal's 'Casper' (above) and Disney's '101 Dalmatians'



such controversial subjects as the mistreatment of Native Americans.

Channel Umptee 3 is an FCC-friendly series for Kids' WB! developed by Norman Lear. A group of oddball characters run a renegade TV station dedicated to answering age-old kid queries about everything from astronomy to physics.

With the completion of the Time Warner/Turner Broadcasting merger, MacCurdy now oversees production at Turner's Hanna-Barbera studios. New cartoon shorts in the works at H-B for Turner's Cartoon Network include further adventures of *Johnny Bravo*, a slick superhero with a razor-sharp pompadour and a voice that's pure Elvis.

At Cartoon Network headquarters in Atlanta, 26 new episodes of the network's cult favorite *Space Ghost: Coast2Coast* are in production for a



'Blues Brothers' from Film Roman (above) and Warner's 'Calamity Jane'



July season debut.

HBO introduced the newest animation imprint at Time Warner last September. HBO Animation's first adult-oriented projects, due out later this year, are an adaptation of the comic book "Spawn" and *Spicy City*, an anthology series rooted in pulp fiction from the 1930s and '40s, as envisioned by animator Ralph Bakshi.

VIACOM

Of all its original productions for cable, animated properties have been the most lucrative for the Viacom networks. Viacom chief Sumner Redstone is so bullish on the art form that the company recently trumpeted plans to invest \$420 million in original production over the next five years.

Additionally, Viacom last year cemented its production alliance with Klasky-Csupo Inc., creators of Nickelodeon's ever-popular *Rugrats*. The wide-ranging deal calls for Klasky-Csupo to develop movie and TV projects for all Viacom divisions.

Nickelodeon, which has invested \$40 million in original animation since 1991, will get the lion's share (\$350 million) of Viacom's pledged investment in animation. The network is planning to build a state-of-the-art studio in Los Angeles to step up the volume of production. "We are positioning ourselves to take advantage of what we see as the second golden age of animation," says Albie Hecht, senior vice president, Nick Productions. The latest batch of Nicktoons—*Hey Arnold*, *The Wubbulous World of Dr. Seuss* and *Angry Beavers*—led the way for the network's expansion into the first half-hour of prime time last October.

Daria is the new darling of Nickelodeon's older-skewing sibling network, MTV. Launched in March, the *Beavis & Butt-head* spin-off looks at high school life from the perspective of a precocious teenage girl. Other projects in development at MTV include *Toxik Foxx*, a comedy about a rock band stuck in a 1980s time warp, and *Downtown*, described as a window on how real-life kids spend their Saturday nights. "In terms of prime time animation for young adults, we've just hit the

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tip of the iceberg," says Abby Terkuhle, president of MTV Animation, which is starting to develop projects for outside distributors.

SABAN ENTERTAINMENT

Saban is gearing up to deliver *The Silver Surfer* to the Fox Kids Network this fall. It's a daunting task, according to Saban producers Dana Booten and Eric Rollman, because the mysterious, sterling-colored surfer ranks among the most legendary characters in Marvel Comics' stable of superheroes.

"There's the potential of heavy criticism from fans if [the TV series] isn't what they were expecting," says Rollman. The producers say they're striving for seamless integration of 3-D graphics with the understated art style of the original 1960s comics.

FILM ROMAN

In addition to co-producing Fox's *The Simpsons* and *King of the Hill*, Film Roman is working up a cartoon take on "The Blues Brothers" comedy duo for UPN's prime time slate next year. Phil Roman, the animation industry veteran who took his company public last year, says independent producers are feeling the squeeze as major studios invest in more in-house production for in-house networks. As a result, Film Roman is pursuing international co-production deals for projects not specifically tailored to the U.S. audience.

COLUMBIA TRISTAR TELEVISION

Sony's domestic TV arm is a relative newcomer to the animation field. But there's no shortage of opportunities for companies with the resources to do high-quality work, says Sander Schwartz, senior vice president of children's programming for Columbia TriStar Television.

"All the new outlets that have come online in recent years—UPN and The WB and all the new cable networks—provide opportunities for a lot more diversity," Schwartz says.



Other animated offerings (from top): Columbia TriStar Television's 'Extreme Ghostbusters,' DIC Entertainment's 'Mummies' and MTV's 'Daria.'



Indeed, Columbia is co-producing two new series for fall premieres. *Men in Black*, an action/adventure series tied to Sony's upcoming live-action theatrical release, is headed for the Kids' WB! slate this fall. *Extreme Ghostbusters* is the third animated spin-off of Sony's (formerly Columbia Pictures') highest-grossing theatrical to date, 1984's "Ghostbusters."

DIC ENTERTAINMENT

More than ever, DIC is developing new series with the international marketplace in mind. "It has become a litmus test for us whenever we have a new idea: Will it work in Europe and Japan?" says Andy Heyward, president of the company now owned by Disney. "All of our [shows] have to be adaptable."

Domestically, DIC is proving that there's still demand for original animation in syndication, even though the overall broadcast market for first-run children's programming is shrinking.

Mummies is a comedy/adventure strip distributed by Claster Television; *Extreme Dinosaurs* is a prehistoric farce distributed by Bohbot Entertainment. *Tex Avery Theater*, cleared by The Program Exchange, consists of new shorts in the late animator's trademark exaggerated style. All three strips are cleared in more than 70% of the country for a fall debut.

DREAMWORKS

From day one, animation has been a priority for the fledgling studio co-founded in 1994 by Steven Spielberg, whose TV cartoon credits include *Ani-maniacs* and *Pinky & The Brain*.

Spielberg is looking to expand the boundaries for animation in prime time with a sci-fi drama serial, *Invasion America*, expected to join The WB network lineup as a midseason replacement next year. Also in the pipeline for the Fox Kids Network this fall is *Igor*, focusing on the adventures of Dr. Frankenstein's loony but lovable lab assistant.

UNIVERSAL CARTOON STUDIOS

Another relative newcomer to the animation scene, Universal scored a hit this season on the Fox Kids Network with its revival of *Casper*, in partnership with Harvey Entertainment. FKN has renewed the friendly ghost for a second season.

PBS takes proactive approach to sponsorship

Noncommercial network, in effort to find ways to reduce reliance on federal funding, forms marketing arm

By Cynthia Littleton

In the new era of austerity for federally funded arts and culture programs, PBS and its affiliates are becoming more adept at pitching the value of public television to the private sector.

PBS's latest initiative is the formation of a sales and marketing team dedicated to boosting corporate sponsorship by offering potential underwriters the ease of "one-stop shopping" at PBS stations in major cities. Based in New York, the Public Broadcasting Sponsorship Group comprises sales and marketing executives from WNET(TV) New York, WGBH-TV Boston, KCET(TV) Los Angeles and WETA-TV Washington.

PBS officials say that corporate sponsorship inquiries have increased significantly since last summer, when PBS began courting the advertising community with upfront presentations similar to those of the commercial broadcast and cable networks.

Given the bipartisan support for budget-trimming and deficit-cutting in Washington, PBS is preparing for the future by looking for ways to reduce its reliance on federal funding.

Federal funds account for roughly 13% of PBS's annual budget. Last year, PBS programming chief Kathy Quattrone kicked off a drive to boost corporate sponsorship of the network by 50%, or \$25 million per year, over the next three years.

Last summer's initial round of upfront presentations helped bring in a broader range of new national sponsors, including The Gap, Chef Boyardee and the Chase Banking group of financial services companies.

"We've learned how to be more sponsor-friendly and how to find more opportunities for sponsorship within our schedule," says Jonathan Abbott, PBS senior vice president for development and corporate relations.

At the local level, PBS affiliates in major markets are expanding into

everything from retailing to software development.

WETA-TV Washington is the latest public broadcaster to partner with

Store of Knowledge Inc. to open a local retail outlet offering specialty products tied to public TV programs. Store of Knowledge operates 30 stores nationwide through joint ventures with local PBS affiliates.

On the West Coast, KCET Los Angeles collected \$1.25 million in private donations last month to begin construction of a digital TV broadcast facility that will also house a technology and computer training center open to the public. KCET officials say that the development of educational software is a priority for the training center. ■



A bright star in the middle of the night, Las Vegas is unlike any other city in the world. Keeping up with the non-stop action of its famous casinos and entertainment shows is a challenge. A challenge KBGO and KLUC have met through Broadcast Electronics.

KBGO is ready for the future. Brian White, Program Director states, "Broadcast Electronics is very consistent when on Auto Seg. ... no more dead air. It's state of the art for programming and a must for the 21st century." Chief Engineer George Thomas also declares, "Reliability means my pager doesn't keep going off with emergency calls, and that's what AudioVAULT and AvAir deliver."



KLUC, another top station, depends entirely upon Marti Electronics for all of their remote broadcasting needs. "I have used Marti RPU's, STL's and TRL's my entire career. They have always provided consistent quality," declares Chief Engineer, Tracy Teagarden.

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Broadcast Programming

WORLD LEADER IN RADIO BROADCAST TECHNOLOGY

No summer vacation for Fox

Announces ambitious slate of original programing; other networks also plan offerings

By Lynette Rice

Fox last week abandoned the TV networks' usual summer "Gone Fishing" sign by unveiling a slate of original series, movies and specials for the usually rerun-plagued summer.

Forty percent of the summer's 16 weeks will be devoted to original programing on Fox, including a medieval drama, a prime time talk show featuring a wacky Brit and a reality-based series of specials hosted by James Brolin.

"This is unprecedented," says Entertainment President Peter Roth. "We're finally attacking the summer to give people a reason to come back."

But Fox won't be alone this summer in offering original product. NBC, ABC and CBS each have a bevy of specials and theatricals to air, along with original episodes of comedies and dramas. Preston Beckman, NBC's senior vice president of scheduling, says his network is already providing 20% original product "without doing anything radical" by adding a fourth night of *Dateline NBC*.

"With all due respect to Fox, original doesn't mean anything unless it's good," Beckman says. "So to say that because we have originals, more will watch us, doesn't logically follow. I think that what distinguishes NBC from Fox—and, in some sense from CBS—is that they both are drama-driven networks. We're comedy driven because we know anyone would kill to have [the] ratings we get on Thursdays during the worst part of the summer."

Yet Fox is the first network to make a big splash about its plans, dubbed Fox Summer Blast. A special cliffhanger episode of *Pacific Palisades*, which debuted as a midseason replacement this spring, will air May 14 before the Aaron Spelling drama returns for a summer run at 9-10 p.m. beginning June 11.

The hour-long *Beyond Belief: Fact or Fiction?* with James Brolin will air at 7-8 p.m. beginning May 25, while a prime time edition of *Mad TV*, Fox's



Fox hopes new programing, including a cliffhanger of 'Pacific Palisades' (l) and an action/adventure, 'Roar,' will attract viewers during the summer.

late-night entry, will debut at 8-8:30 on June 9. Also on June 9, Fox will debut *The Ruby Wax Show* at 8:30-9 p.m., featuring the irrepressible talk show host.

On July 14, Fox will introduce *Roar*, an action/adventure drama from Shaun Cassidy and Ron Koslow that was announced earlier this year as a possible midseason replacement. Not expected for rollout, however, is *Secret Service Guy*, a comedy starring Judge Reinhold that Fox originally touted as a potential late-season entry. The comedy wasn't up to snuff then, Roth said.

Fox also plans to roll out a host of films for its *Tuesday Night Movies*, including originals *L.A. Johns*, *Alien Nation: The Udara Legacy* and *8 Seconds*. Specials—including *Behind the Laughs: The Untold Stories of Television's Favorite Comedies*—will air throughout the summer, in addition to more offerings from Fox's outtakes franchise.

Finally, Fox will offer live sports, including game one of the NHL Stanley Cup championship and preseason NFL games on Aug. 15 and Aug. 23.

"It's time to look at the television season as 52 weeks a year," Roth says. "This is a benchmark opportunity for us...because we will have little

or no competition."

The other three

Although not as comprehensive as Fox's, preliminary plans for the Big Three also have been announced.

In addition to airing the NBA finals in June, NBC will run *Dateline NBC* on four nights—Sunday, Monday, Tuesday and Friday—beginning June 2.

Nothing has been scheduled yet, but ABC still has 12 original episodes of *Step by Step* in the can, along with 10 of *Spy Game* and 13 of *Hangin' with Mr. Cooper*. There also are some left-over episodes of the midseason drama *Leaving L.A.*, and *The Practice* could get a second chance this summer. The network plans to run a series of theatricals and specials, including the World Music Awards.

CBS will debut its midseason comedy *Life...And Stuff* at 8:30 p.m. on June 6 and will air three hour-long prime time family dramas from Hallmark Entertainment and Crayola throughout the summer. *Pearl* is set to return with original episodes, while the Wednesday movie night will be dedicated to nostalgia with such previously aired titles as *Simon & Simon*, *Together Again* and *The Rockford Files: Blessing in Disguise*. ■

Muller on 'Target'

New York-based Muller Media's latest action/adventure movie package, Prime Targets 3, has been cleared in more than 80% of the country and 42 of the top 50 markets in the past few months. The barter collection features such stars as Chuck Norris ("Side-kicks") and Samuel L. Jackson ("Assault at West Point"). Buyers include stations in the ABC, Scripps Howard, Paramount and Sinclair broadcast groups.

'BH&G' on a roll

Better Homes and Gardens Weekly has won broadcasters' seal of approval. In just three months, Meredith Corp.'s new weekend series, distributed by Oklahoma-based Station Store, has been sold to 78 stations covering 70% of the country. *Better Homes'* blue-chip station lineup includes WNBC(TV) New York, KABC-TV Los Angeles and WMAQ-TV Chicago. Co-hosts for the home and lifestyle half-hour, patterned after Meredith's long-running monthly magazine, are expected to be named this week.

NSS POCKETPIECE

Top ranked syndicated shows for the week ending April 20, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	11.0/229/99
2. Jeopardy!	9.0/222/99
3. Home Improvement	8.6/231/98
4. Seinfeld	7.3/228/97
5. Oprah Winfrey Show	6.9/235/99
6. Simpsons	6.4/206/96
7. Xena: Warrior Princess	6.0/227/98
8. Entertainment Tonight	5.6/186/95
9. Star Trek: Deep Space Nine	5.3/237/98
10. Hercules, Journeys of	4.9/236/98
10. Rosie O'Donnell Show	4.9/222/98
12. Wheel of Fortune-wknd	4.8/169/81
13. Inside Edition	4.4/156/90
13. Mad About You	4.4/214/95
15. Home Improvement-wknd	4.3/222/96
15. Montel Williams Show	4.3/195/96

Bottom-liners at BCFM

Accounts receivable will host accounts payable later this month when the distribution chiefs of three major TV studios address the Broadcast Cable Financial Management Association's annual conference in San Francisco. Scheduled to take part

in the May 22 session with TV financial managers are Dick Robertson, president, Warner Bros. Domestic Television Distribution; Barry Thurston, president, Columbia TriStar Television Distribution, and Joe Zaleski, president, Carsey-Werner Distribution. The panel, dedicated to the "profits and perils" of selling hit TV shows, also will include Elliot Troshinsky, vice president/GM of KPWB-TV Sacramento, Calif. Ray Rajewski, executive vice president of the Paramount Stations Group, will moderate.

Tetreault to WB

Warner Bros. has a new point man for co-op advertising. David Tetreault has been appointed to the newly created post of manager, station marketing. Warner Bros. Corporate Marketing and Advertising Services. Tetreault, formerly a marketing consultant for Columbia TriStar Television, will oversee day-to-day administration of co-op advertising dollars to stations to support Warner Bros. syndicated programming. —CL



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B

TALK

Gender gap

Women and girls on TV are more likely to be portrayed as worrying about romance and dating rather than work and school, according to a new study from the Henry J. Kaiser Family Foundation and Children

Now. More than 60% of female TV characters chatted about love, compared with 49% of male characters. And two of five (41%) male characters were seen on the job, compared with 28% of the female characters. Men in TV shows also were more likely to talk about work than were women (52% versus 40%). The report was based on a nationwide survey in April of 1,200 children, ages 10-17.

White House addition

Claire Shipman has been named White House correspondent for NBC News, effective July 1. She comes from CNN, where she was a White House correspondent. Shipman will join NBC's David Bloom on the White House beat.

Hamdon cooks up WildRice deal

Hamdon Entertainment, a joint venture of Carlton Communications of the UK and NDR of Germany, has entered into an exclusive multiyear distribution and

financing deal with WildRice Productions. Under the terms, Hamdon has secured worldwide rights to distribute all WildRice TV movies and will provide funding for the company's long-form productions. WildRice has produced eight TV movies in the past three years, including *Sleeping with the Devil* on CBS April 22.



'The Pretender' will still thrill come this fall.

Two out of three

NBC has picked up its Saturday night Thrilllogy drama *The Pretender* for next season. The drama, which has averaged a 7.2 Nielsen rating/13 share, joins *Profiler*, another Thrilllogy franchise that's been renewed for a second season. Not expected to survive the freshman cut is the evening's third show, *Dark Skies*. NBC declined comment.

ABC shows on hold

ABC has bumped original episodes of *Lois & Clark: The New Adventures of Superman* and the midseason drama *Leaving L.A.* from May 10 and 17, replacing them with theatricals "My Girl 2" and "Clear and Present Danger," respectively. The two dramas will be rescheduled. —LR

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Metromedia sells library to MGM

Will use \$573 million from deal to enlarge overseas telecommunications ventures

By Cynthia Littleton

For now, John Kluge's Metromedia International Group has decided to bet on the global demand for telecommunications hardware rather than software.

On the other hand, financier Kirk Kerkorian and Australia's Seven Network, the new co-owners of Metro-Goldwyn-Mayer Inc., are firmly focused on content. Last week, MGM reached a tentative agreement to buy MIG's movie and TV library for \$573 million in cash.

MIG plans to use the cash to expand its telephone systems and other communications franchises in emerging overseas markets. Just last year, Metromedia spent \$115 million to buy the Samuel Goldwyn Co. as part of its initial plan to build a global production/distribution operation to complement its investments in hardware.

But now Metromedia is refocusing efforts to tap into the booming demand for basic communications services in Eastern Europe, the Far East and other regions with expanding economies.

IRTS honorees

The International Radio & TV Society (IRTS) Foundation announced its fourth-annual award winners last week. Receiving awards at a May 20 luncheon in New York will be Dick Clark of Dick Clark Productions; Mel Karmazin, chairman of CBS Radio; Dan Rather, in his 15th year as anchor/managing editor of the *CBS Evening News*, and James Quello, the FCC commissioner celebrating 22 years of service at the agency.

Award presenters will include Tom Murphy, retired chairman of CapCities/ABC; Andrew Heyward, president of CBS News, and Nick Verbitsky, president of United Stations Radio Networks.

Proceeds from the \$85-a-ticket event will go to support the IRTS Foundation's regularly scheduled panels, its annual Faculty/Industry Seminar, monthly career workshops and a summer fellowship program. For more information, call Marilyn Ellis, (212) 867-6650, ext. 306.

"The development of extensive communications infrastructures is crucial to the economic development of these regions," says Kluge. As part of the deal, MIG gets the first shot at bidding on MGM products offered in areas where MIG owns cable systems.

For MGM, the deal brings the studio 2,200 new movie titles, ranging from "Dances with Wolves" to "Guys

and Dolls." Library acquisitions are a priority for the new regime, says Frank Mancuso, MGM chairman. Kerkorian undoubtedly has learned from Ted Turner, who bought the foundation of his entertainment empire—the original MGM movie library—from Kerkorian in the mid-1980s during Kerkorian's first stint as owner of MGM. ■

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Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen April 21-27

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 32	abc	CBS	NBC	FOX	U/PN	WB
	7.8/13	9.1/15	9.2/15	6.7/11	2.9/5	2.2/4
MONDAY	8:00 64. Story of Mothers and Daughters 6.8/11	32. David Copperfield XVI 9.6/16	51. Mad About You 7.9/14 57. Suddenly Susan 7.4/12	54. Melrose Place 7.7/13	90. In the House 3.0/5 86. Mal & Eddie 3.2/5	105. 7th Heaven 2.0/3
	9:00 45. ABC Monday Night Movie—A Deadly Vision 8.3/14	48. Cybill 8.1/13 63. Ink 6.9/11 26. Chicago Hope 10.0/18	18. Seinfeld 11.1/18 32. Caroline in/City 9.6/15 29. Dateline NBC 9.7/17	76. Close Call: Cheating Death 5.6/9	99. Sparks 2.6/4 95. Goode Bhvr 2.8/4	102. Buffy/Vampire Slayer 2.3/4
	10:00					
	10:30					
TUESDAY	8:00 11.2/19 29. Home Imprvmt 9.7/17	8.3/14 73. Promised Land 6.1/11	10.2/17 40. Mad About You 9.0/16 47. Smthg So Right 8.2/14 19. Frasier 10.9/18 22. Caroline in/City 10.7/17 17. Dateline NBC 11.2/19	6.4/11 69. Fox Tuesday Night Movie—Tornado 6.4/11	2.4/4 88. Moesha 3.1/6 97. Soc Studies 2.7/5 107. Burning Zone 1.9/3	
	8:30 16. Soul Man 11.3/19					
	9:00 11. Home Imprvmt 12.6/20					
	9:30 24. Spin City 10.2/16	36. CBS Tuesday Movie—Sleeping with the Devil 9.4/15				
	10:00 14. NYPD Blue 11.7/20					
WEDNESDAY	8:00 8.9/15 71. Grace Under Fire 6.3/11	8.7/14 44. The Nanny 8.4/15	13.1/22 9. 32nd Annual Country Music Awards 13.1/22	6.8/11 49. Beverly Hills, 90210 8.0/14	3.7/6 90. The Sentinel 3.0/5 84. Star Trek: Voyager 4.4/7	3.0/5 97. Sister, Sist 2.7/5 90. Smart Guy 3.0/5 86. Jamie Foxx 3.2/5 88. Wayans Bro 3.1/5
	8:30 54. Coach 7.7/13					
	9:00 39. Drew Carey 9.2/15	42. CBS Wednesday Movie—Presumed Innocent 8.8/14		78. Pacific Palisades 5.5/9		
	9:30 43. Spin City 8.7/14					
	10:00 19. PrimeTime Live 10.9/18					
THURSDAY	8:00 6.5/11 79. High Incident 5.4/9	9.1/15 29. Diagnosis Murder 9.7/17	19.2/31 5. Friends 15.5/27 6. Suddenly Susan 14.8/25 2. Seinfeld 21.1/33 3. Fired Up 17.5/28 1. ER 23.1/38	5.6/9 76. Martin 5.6/10 74. Living Single 6.0/10 79. New York Undercover 5.4/8		
	8:30					
	9:00 60. ABC Thursday Night Movie—The Specialist 7.1/11	32. Diagnosis Murder 9.6/15				
	9:30	51. 48 Hours 7.9/13				
	10:00					
FRIDAY	8:00 9.7/18 59. Family Matters 7.3/14	9.5/17 32. CBS Special Movie—Dukes of Hazzard: Reunion! 9.6/18	8.2/15 45. Unsolved Mysteries 8.3/16 37. Dateline NBC 9.3/16 61. Homicide: Life on the Street 7.0/12	5.9/11 83. Sliders 5.1/10 65. Millennium 6.7/12		
	8:30 61. Boy Meets World 7.0/13					
	9:00 49. Sabrina/Witch 8.0/14					
	9:30 54. Step by Step 7.7/13					
	10:00 8. 20/20 14.2/25	37. Nash Bridges 9.3/16				
SATURDAY	8:00 3.0/6 85. Lois & Clark 3.9/8	9.8/19 51. Dr. Quinn, Medicine Woman 7.9/16	6.5/12 79. World's Wildest Magic 5.4/11	6.2/12 82. Cops 5.2/11 72. Cops 6.2/12		
	8:30					
	9:00 95. Leaving L.A. 2.8/5	41. Early Edition 8.9/16	65. The Pretender 6.7/12	65. America's Most Wanted: AFB 6.7/12		
	9:30					
	10:00 101. U2: A Year in Pop 2.4/5	10. Walker, Texas Ranger 12.7/23	57. Profiler 7.4/14			
SUNDAY	7:00 9.4/15 75. Am Fun Hm Vid 5.9/11	14.1/22 13. 60 Minutes 11.9/21	10.4/17 (nr) NBA Playoff 10.3/19	10.6/17 27. World's Scariest Police Chases 9.9/17	2.5/4 102. Brotherly Lv 2.3/4 105. Nick Freno 2.0/3	
	7:30 69. Am Fun Hm Vid 6.4/11					
	8:00 68. Turning Point 6.5/10	4. Touched by an Angel 15.8/24	28. 3rd Rock fr/Sun 9.8/15	25. The Simpsons 10.1/16 23. King of the Hill 10.5/16	102. Parnt 'Hood 2.3/4 100. Steve Harvey 2.5/4	
	8:30					
	9:00 12. Stephen King's The Shining 12.5/19	6. CBS Sunday Movie—A Match Made in Heaven 14.8/23	21. NBC Sunday Night Movie—The River Wild 10.8/17	14. The X-Files 11.7/17	90. Unhap Ev Af 3.0/4 94. Unhap Ev Af 2.9/4	
WEEK AVG	8.1/14	10.0/17	10.9/19	7.1/12	3.0/5	2.5/4
	9.2/15	9.6/16	10.5/18	7.7/13	3.2/5	2.6/4



Growth spurt

This is perhaps the most pivotal year ever in children's programming. An FCC mandate requiring stations to air three hours of educational shows weekly is expected to sharply increase product demand. The result, syndicators and television networks are producing a record number of shows directed exclusively to children. Already the leading player in kids TV, cable is creating even more shows as well. And with 1996-97 ad revenues at a record \$750 million — up from 1995's \$660 million — children's television is big business like never before.

On July 28, *Broadcasting & Cable* focuses on Children's Programming. In this seventh annual special report, we'll explore the impact of FCC regulations and profile key kids TV programmers. Plus, we'll examine advertising in the genre, spotlight local educational shows, and look into the role of the cable industry on the kids TV playing field.

If you are involved in children's programming, you'll want to be part of this must-read issue. Your message will reach an influential audience of 35,000 decisionmakers in television, cable, radio, and related multimedia and new technology. To show growth in this booming industry, call your sales representative to reserve your ad space today.

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Westinghouse adds Lund to board

CBS Inc. President Peter Lund was elected to the board of Westinghouse Electric Corp. last week at the company's annual meeting in Minneapolis.

Other media executives recently added to the company's board include radio division chairman Mel Karmazin and outside director Ray Smith, chairman of Bell Atlantic.

Separately, Westinghouse shareholders defeated, albeit by a fairly narrow margin (20%), a proposal to eliminate anti-takeover provisions adopted by the board in late 1995. The International Union of Operating Engineers, a stockholder in the company, offered the proposal to revoke those provisions, citing lackluster company performance.

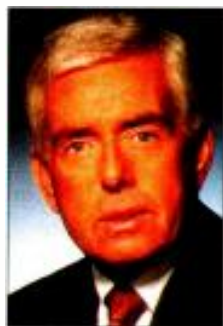
Westinghouse wanted the proposal defeated, arguing that executives need time to fully integrate the media assets and maximize stockholder value.

At last week's meeting, Westinghouse Chairman Michael Jordan said he would recommend to the board that the term of the anti-takeover provision be reduced to five years from 10 years. The new expiration date would be Jan. 9, 2001. The provision forces any entity acquiring more than 15% of Westinghouse stock without board approval to pay \$64 for subsequent shares that it acquires. Currently, the company's stock is selling at \$17-\$18.

Jordan also told shareholders that the company's plan to split in two is still on track for late third quarter, assuming a favorable ruling by the Internal Revenue Service on certain tax issues.

"Last year at our annual meeting I discussed how long it takes to turn around a network," Jordan told shareholders. "I predicted that we would turn the corner around the time we went to the Nagano Olympics next February. We're well on course to meet that prediction."

—SM



Lund

Paxson dealing for WBIS(TV)

ITT/Dow Jones said to be asking \$250 million for New York ch. 31

By Steve McClellan

Paxson Communications Chairman Lowell W. "Bud" Paxson is negotiating with ITT and Dow Jones to acquire WBIS(TV) New York. Paxson confirmed last week.

"We're trying to work with the lawyers and go to a contract on the transaction," he said.

But Paxson, saying the due diligence process is ongoing and "a number of issues are still outstanding," declined to elaborate further. The unconfirmed asking price is \$250 million. ITT and Dow Jones paid \$207 million for the station in 1995.

WBIS's sports/business news format debuted in January. Since then, ITT has become the target of a hostile takeover bid by Hilton Hotels Inc. and is striving to rid itself of all "noncore" assets, including the station. Dow Jones, meanwhile, is facing management turmoil and shareholder unrest and reportedly has agreed to sell the station.

"I've done 160 deals in my career and never had one of them leak before, so I'm a little out of my league in how to handle it," Paxson said. Word of the WBIS talks was leaked by other involved parties.

If the deal goes through, which Paxson said probably would not happen before year's end, the station's format likely would be scuttled in favor of a new network concept Paxson wants to put together with a programing partner.

Paxson's station portfolio, including LMAs and pending deals, covers more than half the country. His plans call for expanding to the legal limit of 70% (UHF) coverage.

ITT confirmed it was talking with several interested parties. Sources at one of those rumored parties, Young Broadcasting, denied it was making a bid. Dow Jones had no comment. ■

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B O T T O M L I N E

Hicks hits 229 stations

Thomas O. Hicks made it official with last week's merger of his GulfStar Communications Inc. into his Capstar Broadcasting Partners Inc. Together, the companies will own or control 229 radio stations and are worth more than \$1 billion, the companies said.

Hicks's record number of stations rises to 332 when February's merger of his Chancellor Broadcasting Co. into Evergreen Media Corp. is taken into account. Hicks's private investment firm, Hicks, Muse, Tate & Furst Inc., owns 90% of Chancellor. However, he will control only one-third of the new Chancellor Media Corp.

Hicks, who owns 90.1% of GulfStar, also is the ultimate owner of Capstar, which is run by his brother, R. Steven Hicks, who once owned GulfStar. Tom Hicks took over GulfStar's ownership in January.

The all-stock deal between Capstar and Gulfstar will wait until Capstar's

**Turetsky checks out from Justice**

Deputy Assistant Attorney General David S. Turetsky, one of the top political appointees overseeing telecommunications

antitrust activities at the Justice Department, is leaving for the private sector. This is Turetsky's last week before he heads to network-management company Associated Communications LLC. Turetsky will be Associated's VP for law and regulatory issues.

initial public offering is completed. Capstar is looking to raise \$90 million by selling a 20% stake. A date for the IPO has not been set.

Also last week, Capstar changed the name of its Osborn Communications Corp to Southern Star Commu-

nications. Its Commodore Media Inc. now will be called Atlantic Star Communications Inc. Former Osborn president Frank D. Osborn will chair both groups, one concentrating on southern markets and the other on eastern.

Gray TV in trust

Gray Communications Systems Inc. plans to put WALB-TV Albany, Ga., into a trust so it can keep overlapping WCTV(TV) Thomasville, Ga./Tallahassee, Fla. The trustee will be Ward L. Quaal, former manager of WGN-TV Chicago.

Gray bought WCTV for \$15 million in February 1996 and FCC approval was granted Sept. 27, subject to the condition that Gray

file a disposition plan for WALB-TV within six months, according to documents filed with the FCC. WCTV is a CBS affiliate on ch. 6; WALB-TV (NBC) is on ch. 10. FCC rules bar a broadcaster from owning more than one TV station in a market.—EAR

This announcement appears as a matter of record only



\$78,300,000

investment and commitment of equity capital
to finance the acquisition program of
Connoisseur Communications Partners, L.P.

This investment and commitment was made by affiliates of

ABRY Broadcast Partners III, L.P.
and
TINICUM INCORPORATED

March 26, 1997

Changing Hands

*The week's tabulation
of station sales*

COMBOS

**WERC(AM)-WMJJ(FM) Birmingham and
WOWC(FM) Jasper/Birmingham, Ala.**

Price: \$31 million

Buyer: Capstar Broadcasting Partners Inc., Austin, Tex. (R. Steven Hicks, president/3.2% owner; Thomas O. Hicks, ultimate owner/chairman, Hicks, Muse, Tate & Furst Inc.); owns WBPH(AM) Huntsville, WHOS(AM)-WDRM-FM Decatur/Huntsville, WTXT-FM Fayette/Tuscaloosa and WAAX(AM)-WQEN(FM) Gadsden/Tuscaloosa, Ala.; is buying WMCZ(FM) Millbrook/Montgomery and WZHT(FM) Troy/Montgomery, Ala. ■ Hicks owns 90.1% of GulfStar Communications Inc.; Hicks Muse owns 90% of Chancellor Broadcasting Co., which is merging with Evergreen Media Corp. to form Chancellor Media Corp.

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.

Seller: Ameron Broadcasting, St.



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SOLD!

WNGM-TV, Athens, GA, from Whitehead Media of Georgia, Inc., Eddie L. Whitehead, President, to Ramcast Corporation, Barbara Laurence, President, for \$50,000,000.

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Broadcasting

Proposed station trades

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

THIS WEEK:

TVs ☐ \$42,960,000 ☐ 2
Combos ☐ \$233,037,300 ☐ 11
FMs ☐ \$32,600,000 ☐ 4
AMs ☐ \$16,750,000 ☐ 2
Total ☐ \$325,347,300 ☐ 19

SO FAR IN 1997:

TVs ☐ \$2,031,918,000 ☐ 40
Combos ☐ \$4,191,135,695 ☐ 116
FMs ☐ \$1,020,907,588 ☐ 141
AMs ☐ \$72,574,414 ☐ 80
Total ☐ \$7,316,735,697 ☐ 378

SAME PERIOD IN 1996:

TVs ☐ \$619,425,510 ☐ 32
Combos ☐ \$1,911,824,734 ☐ 126
FMs ☐ \$798,648,546 ☐ 129
AMs ☐ \$47,581,129 ☐ 67
Total ☐ \$3,377,479,919 ☐ 354

Source: BROADCASTING & CABLE

Louis (Bill Thomas, president); no other broadcast interests

Facilities: WERC: 960 khz, 5 kw; WMJJ: 96.5 mhz, 100 kw, ant. 1,027 ft.; wowc: 102.4 mhz, 13 kw, ant. 2,028 ft.

Format: WERC: news/talk; WMJJ: AC; wowc: hit country

Broker: Media Venture Partners

WLEC(AM)-WCPZ-FM Sandusky, Ohio

Price: \$7.65 million cash

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner); owns WSPD-AM, WVKS(FM) and WSPD-AM-WVKS(FM) Toledo and WRVF-FM Beavercreek/Toledo, Ohio; is buying WTAM(AM)-WLTF(FM) Cleveland (see "Big Deals")

Seller: Erie Broadcasting II Inc., Sandusky (James T. Embrescia, president). Embrescia is managing member/51% owner of Media One Group Erie LLC, which is buying WRIE(AM)-WXKC(FM) Erie, Pa. ("Changing Hands," July 22, 1996). **Note:** Allur of Ohio Inc. (Regina Henry, president) bought WLEC-WCPZ-FM for \$7.5 million from Erie Broadcasting ("Changing Hands," June 10, 1996). The FCC later dismissed the transfer of control of the stations from Ragan A. Henry to Regina Henry ("For the Record," Feb. 10).

Facilities: AM: 1450 khz, 1 kw; FM: 102.7 mhz, 50 kw, ant. 141 ft.

Formats: AM: MOR; FM: CHR

Broker: Bergner & Co.

KTAM(AM)-KORA-FM Bryan/College Station and KHLR(FM) Cameron/Bryan/College Station, Tex.

Price: \$5.45 million (\$4.5 million for Bryan stations; \$950,000 for KHLB-AM-FM)

Buyer: TexRock Radio Inc., Austin, Tex. (Dain L. Schult, president); is buying KHLB-AM-FM Burnet, Tex. Schult owns 1% of WMJK(FM) Peachtree and WCOH(AM) Newnan, Ga.

Seller: Springer Broadcasting, Bryan (W. Bennett Springer, president); no other broadcast interests

Facilities: AM: 1240 khz, 1 kw; FM: 98.3 mhz, 900 w, ant. 528 ft.; KHLR: 103.9 mhz, 25 kw, ant. 695 ft.

Formats: AM: oldies; FM: C&W;

KHLR: alternative rock

Broker: Riley Representatives

83% of KIPA(AM)-KHWI(FM)

Hilo, Hawaii

Price: \$2 million

Buyer: ASA Corp., Honolulu (Paul I.

Overlap OK'd

The FCC has given the OK for Cecil Heftel and Carl Parmer to own WDBB-TV Bessemer/Tuscaloosa, Ala. and radio stations WTNW(AM)-WBHJ(FM) Tuscaloosa and WBHK(FM) Warrior/Birmingham, Ala. The co-owners of H and P Radio LLC, formerly comrades at Heftel Broadcasting Corp. before it was sold last August, got the permanent waivers to the FCC's one-to-a-market rule in an order dated April 18.

Although no consolidation of the TV and radio stations is planned, "this fact...is not fatal to the request for a one-to-a-market waiver," the order says. H and P does not plan a consolidation because WDBB-TV is programmed by Sinclair Broadcast Group Inc., which owns WTTQ(TV) Birmingham. However, H and P says, common ownership of the two FMs is expected to save \$170,000 per year.

Also, WDBB-TV won't dominate the Birmingham market because it "will provide only a marginally viewable signal to the most densely populated areas of Birmingham," the order says. As for Tuscaloosa, the station has only a 7% audience share, so there is no threat of market dominance, according to the FCC.

—EAR

deVille, president); no other broadcast interests. Agreement is contingent on acquisition of KPVS(FM) Hilo and KLUA(FM) Kailua-Kona, Hawaii (see item, below). ASA will get \$1 million back if partnership does not acquire KAOE(FM) Hilo and KKON(AM)-KAOY(FM) Kealahou, Hawaii.

Seller: Big Island Broadcasting Co. Ltd., Hilo (Hugh E. Gordon, president/owner); no other broadcast interests. Big Island is to be 17% owner of partnership.

Facilities: AM: 620 khz, 10 kw (to be 5); FM: 100.3 mhz, 74 kw, ant. -515 ft.

Formats: AM: div; FM: AC

KHUB(AM)-KFMT-FM Fremont, Neb.

Price: \$422,300

Buyer: Mitchell Broadcasting Fremont Inc., Omaha (John C. Mitchell Sr. and John C. Mitchell II, co-owners). Mitchells own KQKQ-FM Council Bluffs, Iowa; KOIL(AM) Bellevue, KGDE (FM) Lincoln, KGFW(AM)-KQKY(FM) Kearney, KODY(AM)-KXNP(FM) North Platte and KKAR(AM) Omaha, Neb.; have applied to build FMs in Atlantic, Iowa, and Hastings, Neb.

Seller: KHUB Inc., West Des Moines, Iowa (Joseph A. Nugent, chairman/66.66% owner); owns KUET(AM) Black Canyon, Ariz. *Note:* Combo was to be sold to K-Heartland Broadcasting LLC for \$582,000 ("Changing Hands," July 10, 1996)

Facilities: AM: 1340 khz, 500 w day, 1 kw night; FM: 105.5 mhz, 1.2 kw, ant. 450 ft.

Formats: AM: MOR; FM: country

KWUF-AM-FM (formerly KPAG-KRQS) Pagosa Springs, Colo.

Price: \$315,000

Buyer: Stubbs Broadcasting Co. Inc., Colorado Springs (Donald S. Stubbs Jr., president/owner); no other broadcast interests

Seller: A&B Broadcasting Inc., Lamar, Colo. (Monte L. Spearman, president); owns KLMR(AM)-KSEC(FM) Lamar

Facilities: AM: 1400 khz, 1 kw; FM: 106.3 mhz, 160 w, ant. 1,280 ft.

Formats: Both country

RADIO: FM

KSSN(FM) Little Rock, KMKV(FM) Benton/Little Rock and KOLL(FM) Maumelle/Little Rock, Ark.

Price: \$20 million

Buyer: Clear Channel Communications Inc., San Antonio, Tex. (L. Lowry Mays, president); owns KLRT(TV) (LMA with KASN-TV), KMJX(FM) and KDDK(FM) Little Rock

Seller: Triathlon Broadcasting Co.,

San Diego (Norman Feuer, president/26.52% owner; Robert F.X. Sillerman, backer)

Facilities: KSSN: 95.7 mhz, 92 kw, ant. 1,663 ft.; KMKV: 106.7 mhz, 16 kw, ant. 866 ft.; KOLL: 94.9 mhz, 96 kw, ant. 1,843 ft.

Formats: KSSN, KMKV: country; KOLL: soft AC

KXLT-FM Eagle and KCIX(FM) Garden City/Boise, Idaho

Price: \$8 million

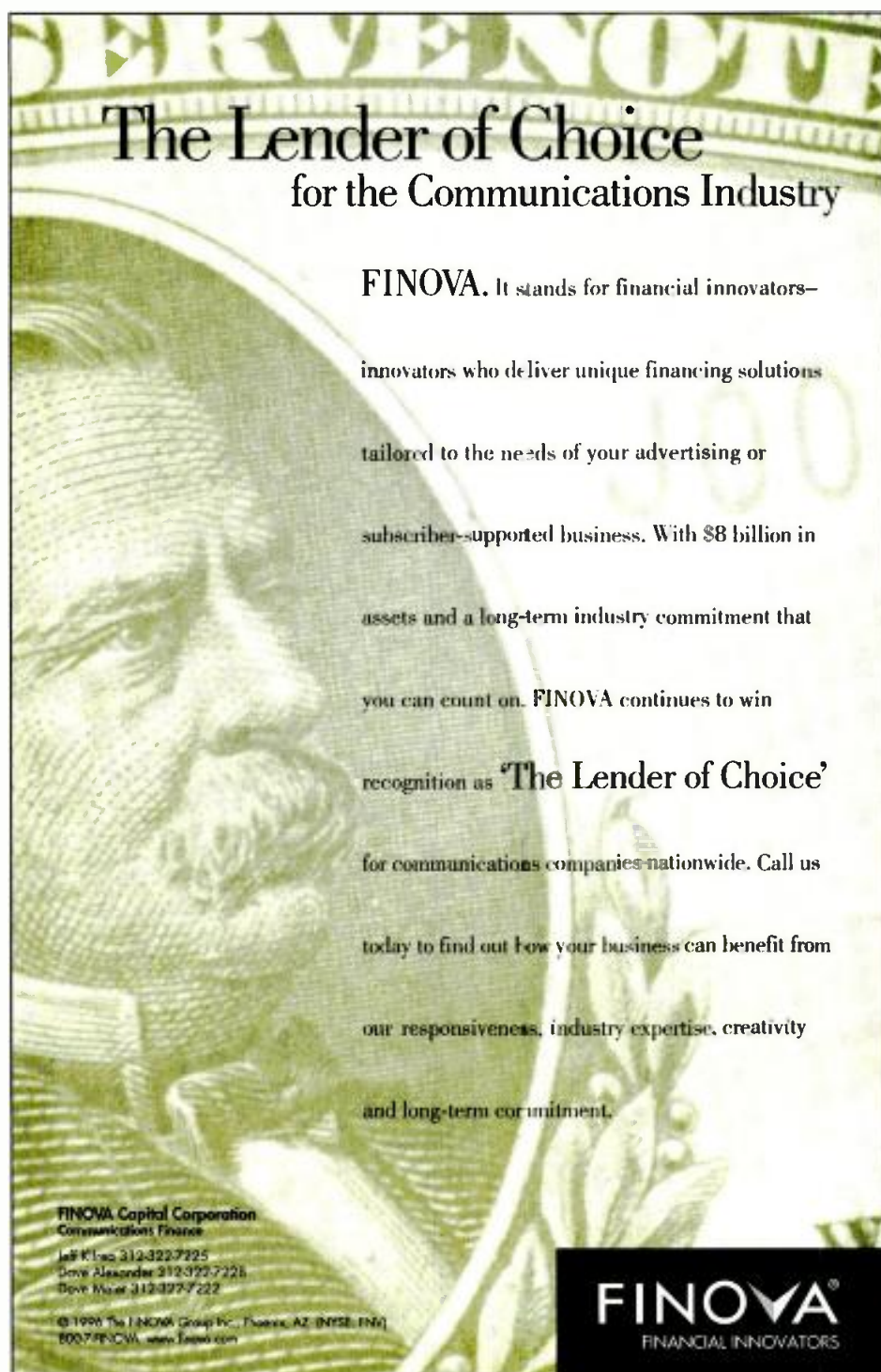
Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner);

see items above and below

Seller: Lartique Multimedia Systems Inc., San Diego (John T. Lynch, president/owner); is buying KID-AM-FM Idaho Falls, KWIK(AM)-KPKY(FM) Pocatello, KLIX-AM-FM and KEZJ-FM Twin Falls and the following Boise-market stations: KGEM(AM)-KJOT(FM), KQXR(FM) and KCID-FM, all Idaho (for other holdings, see "Changing Hands," April 7)

Facilities: KXLT-FM: 107.9 mhz, 45 kw, ant. 2,683 ft.; KCIXF: 105.9 mhz, 50 kw, ant. 2,700 ft.

Formats: KXLT-FM: soft AC; KCIX-FM: AC



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The Center is part of the University of Maryland College of Journalism and is funded by the Annie E. Casey Foundation.

Broadcasting

Big Deals

The following pending station deals were previously reported in BROADCASTING & CABLE, but not in "Changing Hands."

■ \$35 million sale of license of WPCB-TV Greensburg/Pittsburgh, Pa. **Buyer:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** Cornerstone TeleVision Inc.; WQED Pittsburgh (George L. Miles Jr., president) **Note:** WPCB-TV's programming and call letters will move to ch. 16, formerly home to WQED's WQEX(TV). Sellers will split purchase price.

■ \$45 million (\$23.9 million cash + 750,000 shares of buyer's stock) for WTAM(AM)-WLTF(FM) Cleveland. **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner) **Seller:** Secret Communications LP (Frank E. Wood, president/limited partner) **Broker:** Star Media Group Inc.

■ \$5.7 million (\$4.5 million cash for FM; \$1.2 million cash for AM) for KFAM(AM) North Salt Lake City and KBKK(FM) Spanish Fork/Salt Lake City, Utah. **Buyer:** Jacor Communications Inc. **Sellers:** AM: General Broadcasting Inc. (David R. Williams, owner); FM: Garcia Broadcasting LLC

■ \$5.5 million for WOIC(AM) Columbia-WMFX(FM) St. Andrews/Columbia, S.C. **Buyer:** Clear Channel Communications Inc. (L. Lowry Mays, president) **Seller:** Capstar Broadcasting Partners Inc. (R. Steven Hicks, president/3.2% owner; Thomas O. Hicks, ultimate owner)

Note: Last week's Big Deals were mistakenly omitted from the box totaling the year's proposed station trades. They are included in the totals this week.

WKJB-FM Mayaguez, P.R.

Price: \$3.6 million

Buyer: El Mundo Broadcasting Corp., San Juan, P.R. (Argentina S. Hills, chairman/owner); owns WKAQ-AM-FM San Juan

Seller: WKJB AM-FM Inc., Mayaguez (Bechara family, owners); owns WKJB(AM) and WPRA(AM) Mayaguez

Facilities: 99.1 mhz, 50 kw, ant. 1,963 ft.

Format: Soft music

KPVS(FM) Hilo and KLUA(FM)

Kailua-Kona, Hawaii

Price: \$1 million

Buyer: Big Island Broadcasting Co. Ltd. (see combo item, above)

Seller: James A. Fakas, Kamuela; no other broadcast interests

Facilities: KPVS: 95.9 mhz, 50 kw, ant. 230 ft.; KLUA: 93.9 mhz, 5.3 kw, ant. 2,831 ft.

Formats: Both AC

RADIO: AM

KOFY(AM) San Mateo/San Francisco, Calif.

Price: \$15 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/San Francisco; is buying call letters of KSAN-FM San Francisco

and frequency of KYLD(FM) San Mateo/San Francisco

Seller: Pacific FM Inc., San Francisco (James Gabbert, principal); owns KOFY-TV-KDIA(AM) San Francisco

Facilities: 1050 khz, 50 kw day, 10 kw night

Format: Spanish

Broker: Kalil & Co. Inc.

WBDN(AM) Brandon, Fla.

Price: \$1.75 million

Buyer: Mega Broadcasting Corp., Englewood Cliffs, N.J. (Alfredo Alonso, president/50.5% owner); owns WNEZ(AM) New Britain/Hartford, Conn., and WURD(AM) Philadelphia

Seller: Michael Eskridge, Closter, N.J. (receiver)

Facilities: 760 khz, 10 kw day, 1 kw night

Format: News/talk

Amplification

Patrick Communications Corp. was the broker for buyer Susquehanna Radio Corp. in the \$44 million sale of the frequency of KYLD(FM) San Mateo/San Francisco and the call letters of KSAN-FM San Francisco from Chancellor Media Corp. ("Changing Hands," April 21).

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NetStar enters syndicated talk market

Hopes to develop shows targeted to 'overlooked' female audience

Radio

By Donna Petrozzello

Less than a year after leaving as executive producer of the *Dr. Laura Schlessinger Show*, Alan Fuller has reemerged to lead a new radio syndication venture, NetStar Entertainment Group.

Along with former Jacor Communications sales executive Steve Youlios, Fuller plans to create and distribute "compelling, informative and credible" talk radio shows about "issues that concern intelligent, everyday people most, beyond issues in the newspapers."

NetStar, Fuller says, intends to redress a "lack of creativity in national programming" and to develop shows available to networks and affiliate stations with an emphasis on attracting female listeners. "Women have been overlooked on news/talk stations because of the type of programs that have been offered in syndication," he says.

By targeting a female audience, NetStar can "represent product to advertisers who haven't been able to reach this niche [in radio] as effectively as they possibly can," Youlios says.

Fuller wants hosts and show concepts to lend distinction to NetStar's



Alan Fuller (l) and Steve Youlios are tailoring shows to women listeners with their NetStar.

programming. Rather than tapping local radio talent or "the next hot comedian" for a national job, he is looking for shows and hosts "with a strong message" and adds that some of the hosts may not be known in broadcasting circles.

"The radio airwaves continually have the same type of programming," says Fuller. "The key is to bring something new to radio versus trying to duplicate something that is already out there."

Fuller says NetStar is willing to take risks that may give traditional broadcasters pause. "As its own syndication entity, NetStar is designed to take risks and not worry about the reaction from group executives," he says. "It's designed to have the patience to launch a show and get it

up to full speed."

Fuller is the new company's chairman/chief executive, overseeing program development. Youlios is president/GM, primarily in charge of affiliate sales and advertising sales.

In addition to syndicating programming, NetStar will offer affiliate sales and services, ad sales representation and marketing for a number of outside program suppliers. NetStar also will create

and market spin-off products for syndicated shows and hosts, Youlios says.

NetStar plans to launch four shows—two from Los Angeles, one from Dallas and another from Los Angeles or Philadelphia, Fuller says. It wants to debut the first show in mid-June.

NetStar will operate its programming division from Los Angeles, while its sales headquarters will be in New York. ■

Local, national revenue up in March

Combined local and national radio revenue was up an average 13% across all markets in March 1997 compared with the same month a year earlier, according to a survey by independent accountants compiled by the Radio Advertising Bureau. On a three-month basis, combined revenue was up an average 11% for 1997 compared with first quarter 1996, the RAB reported.

Separately, national revenue was up an average 21% across all markets in March '97 compared with the same month last year. And national revenue increased 19% on average for the first quarter, the RAB reported.

The RAB tallied average double-digit growth in national revenue in March and first quarter 1997 for stations in the eastern, midwestern, southwestern and western U.S. Only stations in the Southeast reported single-digit growth, according to the RAB.

Local revenue improved an average 10% across all markets in March and were up an average 9% for the first quarter compared with the same period last year. Stations in the Southwest reported the steepest gains in local revenue—12% in March and 11% in the first three months. —DP

Miller finds home on radio

ABC Radio's newly fashioned "lifestyle talk for women" format on KTZN(AM) Los Angeles will debut a new show featuring comedian Stephanie Miller on May 19.

Miller's radio career includes co-hosting morning shows at WHTZ(FM) New York, WCKG(FM) Chicago and KFI(AM) Los Angeles. She also hosted a TV series, *The Stephanie Miller Show*, syndicated by Buena Vista Television in 1995.

ABC spokesman Bill Lennert characterizes Miller as "a liberal feminist, known for satiric comedy parodies." Lennert says ABC hopes to syndicate her show nationally starting this summer. —DP

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NBC anchor Tom Brokaw (r) who will deliver 'The Tom Brokaw Report' on Westwood One, is welcomed by Westwood Chairman Norm Pattiz.

Clear Channel posts 'most successful' 1Q

The quarter that ended March 31 was Clear Channel Communications' "most successful first quarter in the company's history," according to Clear Channel Chairman Lowry Mays. The company reported a 47% increase in broadcast cash flow, to \$35,234,135, compared with \$23,978,193 for first quarter 1996. It also posted an 83% increase in after-tax cash flow, to \$29,440,233, compared with \$16,079,286 last year. (Quarterly growth is based on a non-same-station basis.) For the 12 months that ended March 31, Clear Channel reported a 9% gain in net revenue and a 15% increase in broadcast cash flow, each on a same-station basis, compared with the 12 months that ended March 31, 1996.

'The Babe' moves to New York

ABC Radio Networks' syndicated Nanci Donnellan, aka *The Fabulous Sports Babe*, will begin broadcasting her four-hour weekday sports commentary show from ABC Radio studios in New York on May 12. For three years, Donnellan has worked from ABC-owned ESPN Radio Network studios in Bristol, Conn. Her show claims some 180 affiliates, including newly signed sports/talk EXTRA(AM) Tijuana, Mexico/San Diego.

WJFK-FM asks lesbians out

Talk WJFK-FM Washington afternoon hosts Don Geronimo and Mike

O'Meara of *The Don & Mike Show* hosted a "coming-out" party for lesbian listeners last Wednesday. The party coincided with the much-hyped lesbian coming-out episode of ABC-TV's *Ellen*. As part of the festivities, WJFK-FM hosted an "Ellen look-alike" contest for women and men.

Evergreen secures \$1.75 billion in credit

Evergreen Media Corp. has closed on a \$1.75 billion, eight-year senior credit facility led by Toronto Dominion Bank. The facility replaces Evergreen's previous \$625 million facility, according to Evergreen. Company officials say Evergreen plans to use the new lending facility to finance purchases of Viacom and Gannett Broadcasting radio stations, to cover corporate expenses and as working capital. Some 50 lenders are participating in the facility, including the Bank of New York, Bankers Trust Co., NationsBank and the Union Bank of California.

United Stations takes look back

United Stations Radio Networks will feature a nine-part retrospective series this summer on rock music recorded between 1965 and 1969. *I Want to Take You Higher* will coincide with an exhibition at Cleveland's Rock 'n' Roll Hall of Fame, which is co-producing the series with Ben Manilla Productions of San Francisco. United



Stations will act as the series distributor and sales agent, says Andy Dene-mark, the networks' vice president of programming.

WXKS-FM gives its annual 'Kiss'

Rock WXKS-FM Medford, Mass./Boston has scheduled its 12th annual "Kiss Concert" at Great Woods arena for May 31.

The concert, proceeds from which benefit The Genesis Fund to treat children with birth defects, is one of the largest radio station-organized events of its kind. Featured performers include Duncan Sheik, Shawn Colvin, Jon Bon Jovi and Cheap Trick. Each year, the Kiss Concerts have raised about \$50,000 for charity, with some \$500,000 donated since the event's inception.



Sheridan to shine 'The Light'

Pittsburgh-based Sheridan Broadcasting Corp. has created and plans to finance a 24-hour satellite-delivered gospel radio format, The Light. Sheridan also has founded a new corporate division, Sheridan Gospel Network, to oversee rollout of the new-format network. Sheridan Gospel Network President Steve Brisker calls the format "music-intensive with a minimum of talk and designed for maximum time spent listening." Sheridan Broadcasting also is co-owner of American Urban Radio Networks.

—DP



MJI Broadcasting's 'Brunch With Roberta Flack' traveled to Miami Beach for the Impact Super Summit Conference. With her are (l-r): Maurice Singleton, MJI director of urban programming, and comedian Steve Harvey.

Kids find a home on cable

Led by Nickelodeon, more programmers are targeting young viewers

By Paige Albiniak

The days when children wake up excited to watch Saturday morning cartoons on the Big Three broadcast networks are over. Kids can watch shows just for them all day, every day, and very few are on ABC, CBS or NBC.

The kids television market has moved over, in large part, to cable, led by Nickelodeon's success with original children's programming. From there it is jumping into merchandising, movies and theme parks. Programmers are fighting for kids' loyalty—and, eventually, their kids' loyalty and their kids' kids' loyalty. Discovery Kids and Fox Kids are the two most recent entries into this market.

At the beginning of April, Discovery launched a three-hour kids programming block on Sunday mornings to introduce kids to its coming digital kids network.

"The marketplace is wide open for nonfiction programming for young people," says Discovery Networks President Johnathan Rodgers. "It doesn't exist anywhere else in the concentrated form we offer it to our audience."

Rodgers explains exactly why programmers want to reach viewers early: "We want people to like and watch Discovery at as early an age as possible. Discovery Kids is aimed at kids ages 6 through 13. We want people to be viewers for the rest of their lives, so we aim at [that age group]."

Rodgers sees Discovery's particular expertise—nonfiction programming—as its ace in the hole: "We don't need to be Nick or Cartoon. There is no one doing factual programming in as concentrated a form as we are doing. We are filling a unique niche in the business that will continue to grow and grow."

Rodgers says Discovery Kids has no competitors because no one else does its programming the same way. But kids



Cable has become a kids' domain with various networks competing for young viewers, including (from top): The Cartoon Network's 'Big Bag,' the Family Channel's 'Madeline,' and Nickelodeon's 'Rugrats.'

have only so much free time, and television alone offers them many other places to spend that time, not to mention

the computer, or the soccer field.

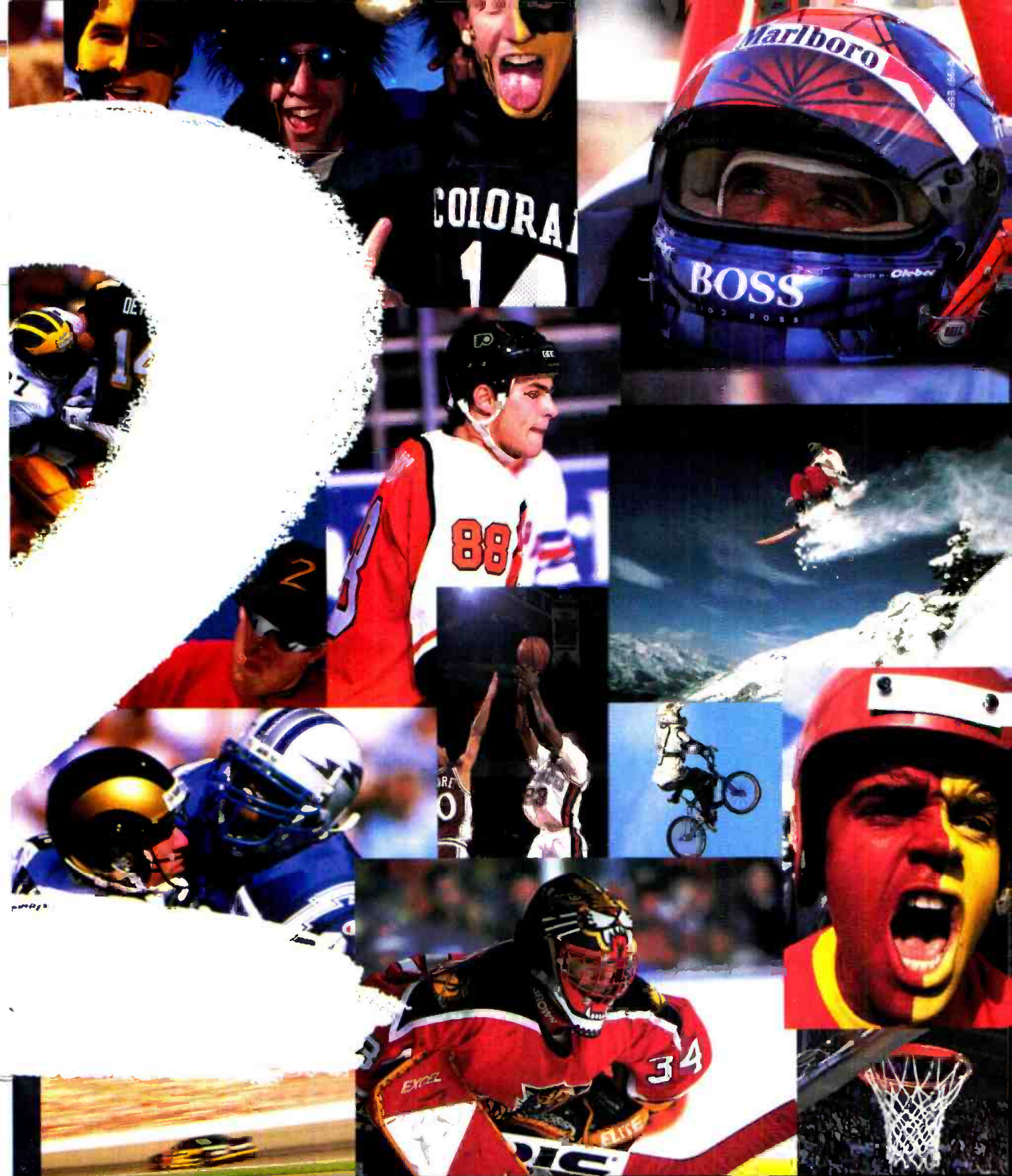
Still, media conglomerates want a piece of this lucrative market. News Corp. is reported to have signed off on a \$350 million–\$400 million deal to buy 30% of International Family Entertainment (B&C, April 28) because Chairman Rupert Murdoch is so eager to make the number-10-rated network, The Family Channel, his Fox Kids Network's cable home.

Should Murdoch get his wish, Fox Kids will be a powerful cable contender for Nickelodeon. Already many kids' favorite place to go on Saturday mornings and after school, Fox Kids currently runs 19 hours on Fox's broadcast network, four of which fall on Saturday mornings. It is now the only broadcast network with a significant kids presence on Saturday morning. It also has the highest-rated program in kids TV, *Goosebumps*, which beats even Nick's consistent top-10 cable performer, *Rugrats*, in the ratings.

In an April 19 survey, Fox Kids' Saturday morning lineup ranked number one in the 2-11 demographic, as well in 6-17. The network has won its 140th consecutive Saturday morning among the preschool/elementary age set since it first hit number one on Aug. 20, 1994. And the first episode of Fox's new kids show, *Power Rangers Turbo*, ranked number one on its April 19 premiere with a 4.9 Nielsen rating/21 share. Last Monday (April 28), Fox added it to its after-school lineup.

Back on cable, Cartoon Network is providing Nickelodeon with some close competition. The brainchild of Time Warner Vice Chairman Ted Turner, Cartoon rapidly has become the number-two kids cable network and the 25th cable network overall, according to Nielsen Media Research.

Cartoon's fast growth has helped it cut into the children's TV advertising



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pie. "I don't think the number-one player in any realm will ever have a complete lock on ads," says Cartoon Network President Betty Cohen. "No single advertiser will ever want to be held by one network. A lot of advertisers are happy that Cartoon is coming in as a strong number two."

As much as Cartoon may appeal to adults, the network focuses its efforts on kids. If some adults happen to love the cartoons too, well, Cohen isn't going to turn away viewers, but she wants the kids—young or old.

"One of our screening questions for how we do things is what would Bugs Bunny do in this situation," Cohen says. "These were things that were done by adults before there was children's TV...by people who were always in touch with 'the child within them,' as they say."

If Nickelodeon is the original programming champ, Cartoon gets the prize for making the most of what its got, which is quite a gold mine: Turner owns the Hanna-Barbera studio with its vast archives of timeless cartoons, such as *The Flintstones* and *The Jetsons*. The Time Warner/Turner merger afforded it access to Warner Bros.' archives, which means Bugs Bunny and all his friends can parade across the Cartoon Network. Finally, that merger gave Cartoon Network access to the Warner Bros. stores.

The most attractive aspect of kids programming may be the cross-branding and marketing opportunities the medium provides, a concept long mastered by Disney but adopted wholeheartedly—and successfully—by Nickelodeon.

"We've always been driven by the idea that Nick as a whole meant more than its parts," says Nick President Herb

Scannell. "We were driven by the idea that we were creating a brand."

Nickelodeon, founded in 1979, was the first with the philosophy of creating a network that kids could relate to. The result has been consistent domination of the top 10 in cable shows since 1995.

Scannell attributes that success solely to Nickelodeon's ability to stick to its core competency: kids. "I think Nick has been very clear about its mission and its audience. We never strayed from the idea of building the first network just for kids. That kind of clarity and focus has really resulted in our growth, which is why kids go to us first. We've become a rite of passage for a whole generation of kids."

An extension of this mission statement could be the addition of a national retail chain to attract generations of loyal fans, and their parents. Scannell says, following the lead of the Disney stores, Cartoon's Warner Bros. stores and Discovery's Nature Company chain.

Once a cable net has a store, it's a short step to cross-market its brands. Owning a theme park also helps: Warner Bros. owns amusement parks where people waiting in line watch the Cartoon Network before boarding a roller coaster.

The final frontier for some cable nets was the first frontier for Disney. Nickelodeon took its highly successful original programming capabilities to the big screen with "Harriet the Spy" from Nick Movies in July 1996.

The next movie coming from Nick is based on its hit series *Rugrats*. Scannell says it should be out in 1998. After that, Nick Movies will make a feature-length film from an *All That* sketch called "Goodburger," which features Nick stars Kenan and Kel. "My goal is to get out two or three movies a year," Scannell says.

Disney, perhaps the innovator of the cross-branding strategy for all sectors of the entertainment industry, follows a reverse strategy. It starts out with animated films, promotes the merchandise, releases the film on video and only then moves it to its cable network.

A total 27 million homes receive The Disney Channel, 22 million as an expanded-basic channel and 5 million as a pay channel. "It is not a volume goal for us," says Disney Channel President Anne Sweeney. "It is really and truly about being flexible with the

Jabs traded at FCC in Classic confrontation



Brian Bedol of Classic Sports is battling with Cablevision Systems over carriage of the fledgling network in Connecticut and Long Island.

Round two of the Classic Sports Network battle with Cablevision Systems is over, and only one round remains until the judge's decision.

Cablevision told the FCC last week that it did not tie carriage of the sports network in Connecticut or Long Island, N.Y., to an equity stake or exclusive distribution rights, as alleged by Classic Sports in March. Such bargaining tactics would violate the 1992 Cable Act.

Classic Sports' claims are based "on a distorted picture of its carriage negotiations" with the MSO, Cablevision says.

Cablevision admits it discussed the possibility of an interest in Classic Sports, but says such talks were "never implicitly or explicitly linked to CSN's requests for carriage." Cablevision says Classic Sports filed the complaint to force it to carry the network on its New York-area systems. Classic Sports is now carried on four Cablevision systems—two in

Massachusetts and two in Ohio. Cablevision maintains that there is nothing in its carriage arrangement with Classic Sports or under FCC regulation that compels additional carriage.

"The facts demonstrate that Classic Sports Network's own conduct has been a significant barrier to carriage in New York," Cablevision's statement says. "CSN has refused to make the service available to Cablevision at a rate consistent with what other start-up services receive for carriage in the New York [market]."

Cablevision also contends that Classic Sports' complaint is a blatant attempt to thwart the July launch of Cablevision's own sports nostalgia network, American Sports Classics. Cablevision says it was not a coincidence that the complaint was filed on the same day Cablevision announced its network in New Orleans at the NCTA Convention.

Classic Sports CEO Brian Bedol says: "Cablevision has not denied any of the crucial elements in our case; and, in fact, admissions contained in [Cablevision's] answer will be helpful to us before the FCC. Cablevision's response actually charts a road map of how it violated the intent of the 1992 Cable Act, and we plan to pursue this matter vigorously before the FCC."

—JS

cable network and having a healthy for-pay business." Nielsen Media Research's April count ranks Disney Channel the 35th cable network, including both pay and basic.

Disney is the only network per-

ceived as "for kids" that says it is not just targeting kids. Its recent expansion of *The Magical World of Disney* to 7 p.m. each night has been "enormously successful," Sweeney says. "Seventy-eight percent of kids told us that the

thing they wanted more of in their life was time with their families."

If what kids want is time with their families in front of the TV, then one thing is sure: They will have plenty to watch. ■

ESPN added to Your Choice

VOD network poised for digital rollout

By Joe Schlosser

Your Choice TV has added ESPN programming to its growing lineup of video on demand.

ESPN has agreed to supply the time-shifted television service with a mix of men's and women's college basketball, college football, NASCAR events, Major League Soccer, X Games coverage and a variety of other sports programming. Your Choice viewers will be able to order such events four hours after their conclusion at a cost of about one dollar.

Your Choice already has a deal with ABC for all ABC-produced programming, including news magazines and soap operas. The network has similar deals with Court TV, C-SPAN, HBO (for comedies and documentaries), National Geographic, PBS, the BBC, Discovery Channel, The Learning Channel and Animal Planet. John McCoskey, senior vice president of operations for Your Choice TV, says the network is in discussions with CBS and NBC.

With only one digital distribution deal in hand (with Cox Communications Inc.), Your Choice TV has retained rights to a lot of programming, but has yet to secure the national roll-out it wants. The network has tested its service on analog outlets for the past three years, but has found that digital set-top boxes are its most realistic outlet. Your Choice TV offers programming on six channels, so current analog services are generally reluctant to give it so much valuable channel space.

"Because we are a multichannel service, we are looking to take advantage of the digital set-top rollout," McCoskey says. "We are poised to take off when digital does."

McCoskey says Your Choice TV is currently in discussions with almost all the top MSOs in the country.

ESPN's vice president of programming production, John Kosner, says his network gets offers from hundreds of new-age technology services every year. He says Your Choice TV was one of the few that made sense from ESPN's



NASCAR racing is one of the ESPN events now on Your Choice TV.

standpoint.

"We think this is an important technology worth exploring," Kosner says. "They have gathered an impressive roster of programmers. We feel it is a good project to be a part of, and we'll see where it takes us."

As for getting top programs like *Seinfeld* and *Home Improvement*, McCoskey says it's a lot trickier than the consumer might think. But, he says, Your Choice TV will likely have all the top shows available on its pay-per-view service soon.

"The broadcast deals are very complex because we are dealing with a new right," he says. "We are dealing not only with the broadcasters and the networks but with the studios that produce them and have constant ownership in them as well." ■

DBS executives suddenly on defensive

In spite of problems, they say industry still delivers more than cable

By John M. Higgins

DBs executives are finding themselves in an unusually defensive posture, with different companies facing unique financial and operating snags.

At the Satellite Broadcasting Communications Association's Skyforum seminar last Tuesday, the senior DBS executives generally fidgeted in the glare of the industry's problems. EchoStar Communications Corp. Chairman Charlie Ergen, of course, faces the biggest crisis, as his deal to merge with

News Corp.'s American Sky Broadcasting has begun to crumble.

But other players have their own challenges. United States Satellite Broadcasting Inc. (USSB) and TCI Satellite Inc. have watched their stock prices collapse with no sign of recovery. PrimeStar Partners is trying to finalize a financial reorganization. AlphaStar suffers from near invisibility in the marketplace. And all of the players have experienced subscriber growth far lower than expected.

But the executives maintained that the industry will thrive because DBS

still can deliver dozens more channels than cable.

PrimeStar Chairman James Gray said that technology "gives us a four-year advantage over the competition that can't deliver even remotely what we have. That's what we need to focus on."

One of DIRECTV President Eddy Hartenstein's problems is the number of people stealing the service. The Hughes Communications unit's encryption system has been compromised by pirated smart cards widely available from hardware hackers. DIRECTV licenses its "conditional access" system, News

Datacomm (NDC)—the same one that parent company News Corp. is seeking to force EchoStar to use.

DIRECTV is tight-lipped about how many pirate dish owners it believes are out there, although cable network executives privately say they suspect the number to be 200,000.

"The NDC system, like any other conditional-access system—be it cellular or PCS—is going to have a group of

people who are hell-bent on trying to hack it," Hartenstein said.

He added that DIRECTV is almost finished mailing out new smart-card decryption keys to its 2.5 million subscribers for an updated scrambling scheme to be switched on this spring. In the meantime, Hartenstein said, DIRECTV is using various electronic countermeasures to impede pirates.

Stanley E. Hubbard, president of

companion service USSB, acknowledges that failure to deliver on aggressive subscriber forecasts has helped to slice his company's stock price from \$38 per share last summer to \$10. But he argued that the biggest influence currently is investors' misguided fear that ASkyB will provoke a price war. News Corp. "is viewed as some sort of unreasonable competitor who makes silly financial decisions," Hubbard said. ■

A&E taking 'Biography' to the movies

Will be channel's first domestically produced films

By Joe Schlosser

Trying to capitalize on *Biography*'s success, A&E will produce movies based on the concept of the flagship series.

The films likely will air on the cable network in fall 1998 and will be similar to the Academy Award-winning feature film "Ghandi," says Brooke Bailey Johnson, A&E Television Networks senior vice president of programing and production.

"We have a lot of different scripts in development," Bailey Johnson says. "We think films could be an interesting way of extending the *Biography* brand [and], based on our expertise in the doc-

umentary telling of life stories, that we might be able to take that into a dramatic telling of a life story."

The films will be the first domestically produced for the network, which relies heavily on original films from England and Europe. Bailey Johnson would not comment on any titles or any specific air dates for the films.

A&E also announced its programing slate for the upcoming season, which includes more than 130 original hours of the nightly *Biography*. New episodes include extensive looks into magic, Christianity and Hollywood's history. *Biography* is entering its 11th season.

Bailey Johnson, who says that A&E will increase its original programing in



prime time by 20%, reports that the network is now running more than 85% original programing. New shows for the fall include *Grand Tour* and *Sea Tails*. Specials include a Christmas concert with Judy Collins and a pair of figure skating programs.

Co-owned A&E network The History Channel will increase its original prime time programing by 40% next season. ■

TCI turns in good first quarter

By Price Colman

Tele-Communications Inc.'s focus on finances bore fruit in the first quarter as the company's core cable operations exceeded analysts' expectations on nearly every front.

Cash flow jumped 24%, to \$701 million from a year ago, free cash flow hit \$291 million versus a negative \$208 million in 1996's first quarter and the company dramatically reduced its debt-to-cash flow ratio to 5.14:1 from nearly 6:1 in the previous quarter.

"It seems that they're well ahead in meeting their goals and objectives to reduce costs and moderate leverage and, happily, they're meeting our guidelines," says Robert Nelson, analyst with Standard & Poors. A year ago S&P downgraded TCI's debt to non-

investment grade and earlier this year affirmed that rating. S&P and other debt rating agencies want to see continuing downward pressure on the debt-to-cash flow ratio before they'll review ratings and TCI has indicated it's shooting for a 4.5:1 ratio by year end.

Despite the company's strong first-quarter performance, there are lingering signs of weakness. TCI Communications (TCIC), which encompasses core cable operations, lost 83,000 basic cable subscribers during a quarter when it should have been growing its base. It also saw pay units—subscribers to premium services—drop by 1 million during the quarter as customers downgraded subscriptions.

And revenue, while rising 9% on a pro-forma basis to \$1.56 billion from the comparable period in 1996, was down 3% from the fourth quarter, largely the result of an expected drop

in ad sales in addition to troubling declines in revenue from PPV equipment rentals. Moreover, much of the dramatic increase in free cash flow came as the result of an even more dramatic reduction in capital expenditures, down 83% to \$82 million from the fourth quarter and down 79% from first quarter 1996.

Additionally, the strong cash flow benefited from possible one-time events—\$40 million from the repayment of a Sprint Spectrum PCS-related loan, \$17 million in cable network launch fees and use of equipment already in inventory that wasn't counted against first-quarter spending.

"They projected a pretty decent image of a company on the mend, but the execution risk remains [for digital]," says Tom Wolzien of Sanford C. Bernstein & Co. —John M. Higgins contributed to this story ■

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Irish eyes smile for CanWest

Canadian broadcast group CanWest is negotiating to take an as-yet-undetermined majority

stake in Ireland's first commercial terrestrial broadcaster, TV3, alongside local partners. Gerry Noble, vice president of operations, says CanWest would foot the majority of TV3's estimated \$24 million start-up costs. Noble, who says that TV3 is set to launch in the first half of 1998, predicts that it will break even by year two. The deal is still subject to Irish regulatory approval. TV3 will reach 85% of Ireland's 1.09 million TV homes at launch.

Televisa unveils board

Mexican media giant Televisa, owner of the Univision network, has unveiled its board of directors under new chairman/CEO Emilio Azcarraga Jean, son of Emilio Azcarraga Milmo, who died April 17. Azcarraga Jean replaces Guillermo Canedo White, who becomes chief corporate officer and president of the planned executive committee that will advise Azcarraga Jean. The most notable board appointment is David Evans, executive vice president of News Corp. and president of the Sky Entertainment Services Latin America DBS service, in which Televisa holds a 30% share. It's not known if Evans will also have a seat on the executive committee.

MGM signs German output deal

MGM has clinched its biggest overseas pay-TV output contract, with Germany's Kirch Group, only days after signing a deal to acquire the library, distribution and production assets of Metromedia Entertainment Group for \$573 million. Under the German deal, Kirch will have nonexclusive pay-TV rights for German-speaking territories until mid-1998, when MGM's current nonexclusive deal with German pay-TV network Premiere ends. Kirch then gets exclusive pay rights.

—by Nicole McCormick

50

PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of April 21-April 27, 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. World Champ. Wrestling	TNT	Mon 9:00p	2,730	3.9	2.8	6.0
1. Rugrats	NICK	Sun 10:00a	2,716	3.9	2.8	11.8
1. Rugrats	NICK	Mon 7:30p	2,714	3.9	2.8	6.8
1. Hey Arnold	NICK	Mon 8:00p	2,709	3.9	2.8	6.3
5. NBA/Wash. @ Chicago	TNT	Fri 7:58p	2,596	3.7	2.7	6.5
6. Rugrats	NICK	Tue 7:30p	2,537	3.6	2.6	6.6
6. Hey Arnold	NICK	Sun 11:00a	2,526	3.6	2.6	11.1
8. Angry Beavers	NICK	Sun 10:30a	2,396	3.4	2.5	10.3
8. Rugrats Passover	NICK	Thu 8:00p	2,384	3.4	2.4	5.6
10. Looney Tunes	NICK	Sun 9:00a	2,309	3.3	2.4	10.8
10. Movie: "Working Girl"	USA	Sun 3:00p	2,296	3.3	2.4	7.1
12. Doug	NICK	Mon 7:00p	2,247	3.2	2.3	6.0
12. Movie: "In the Best Interests of the Children"	LIF	Sun 4:00p	2,166	3.2	2.2	6.6
14. Rugrats	NICK	Wed 7:30p	2,137	3.1	2.2	5.4
15. Rugrats	NICK	Thu 7:30p	2,092	3.0	2.2	5.5
15. Secret World of Alex Mack	NICK	Tue 8:00p	2,085	3.0	2.1	5.1
15. My Brother and Me	NICK	Sun 1:00p	2,081	3.0	2.1	8.0
15. Aaahh!!! Real Monsters	NICK	Sun 11:30a	2,076	3.0	2.1	9.1
15. Movie: "Seduced by Madness Pt 1"	LIF	Sun 6:00p	2,031	3.0	2.1	5.3
15. Movie: "Seduced by Madness Pt 2"	LIF	Sun 8:00p	2,021	3.0	2.1	4.3
21. NASCAR Rain Delay	ESPN	Sun 1:00p	2,028	2.9	2.1	7.9
21. Are You Afraid of the Dark?	NICK	Wed 5:00p	2,017	2.9	2.1	7.3
21. World Champ. Wrestling	TNT	Mon 7:55p	2,015	2.9	2.1	4.8
21. Tiny Toons Adventures	NICK	Sat 9:30a	2,010	2.9	2.1	9.8
25. Rugrats	NICK	Sat 8:30p	1,982	2.8	2.0	10.4
25. Hey Arnold	NICK	Wed 8:00p	1,980	2.8	2.0	4.7
25. Doug	NICK	Tue 7:00p	1,951	2.8	2.0	5.3
25. Rugrats	NICK	Fri 7:30p	1,940	2.8	2.0	5.5
25. Rocko's Modern Life	NICK	Wed 5:30p	1,935	2.8	2.0	6.5
30. WWF Wrestling	USA	Mon 7:57p	1,926	2.7	2.0	4.2
30. All That	NICK	Sat 8:30p	1,889	2.7	1.9	5.0
30. My Brother and Me	NICK	Sun 7:30p	1,886	2.7	1.9	4.4
30. Kenan & Kel	NICK	Sat 8:00p	1,884	2.7	1.9	5.2
30. Rugrats	NICK	Sat 7:30p	1,871	2.7	1.9	5.5
30. Are You Afraid of the Dark?	NICK	Mon 5:00p	1,853	2.7	1.9	6.8
36. Tiny Toon Adventures	NICK	Sat 9:00a	1,851	2.6	1.9	9.2
36. Secret World of Alex Mack	NICK	Sun 6:30p	1,808	2.6	1.9	4.7
36. Doug	NICK	Thu 7:00p	1,785	2.6	1.8	5.0
36. Mystery Files of Shelby Woo	NICK	Sat 9:00p	1,784	2.6	1.8	4.5
40. NASCAR Winston Cup	ESPN	Sun 2:41p	1,792	2.5	1.8	5.9
40. Movie: "Predator"	TBS	Wed 8:05p	1,784	2.5	1.8	4.0
40. Tiny Toon Adventures	NICK	Sun 8:30a	1,776	2.5	1.8	9.8
40. Kenan & Kel	NICK	Sun 7:00p	1,773	2.5	1.8	4.4
40. Are You Afraid of the Dark?	NICK	Tue 5:00p	1,771	2.5	1.8	6.8
40. Kids Choice Awards	NICK	Wed 6:00p	1,769	2.5	1.8	5.1
40. The Statler Brothers Show	TNN	Sat 9:00p	1,756	2.5	1.8	4.6
40. Adventures of Pete & Pete	NICK	Sun 12:00p	1,742	2.5	1.8	7.4
40. Movie: "I'll Take Manhattan Pt. 2"	LIF	Sat 10:00p	1,670	2.5	1.7	4.8
49. Movie: "Predator 2"	TBS	Wed 10:20p	1,730	2.4	1.8	4.8
49. Doug	NICK	Sat 7:00p	1,658	2.4	1.7	5.2

Sources: Nielsen Media Research, Turner Research

Every Day's

Monday

Tuesday

Wednesday

Thursday

Friday



Friday, February 14, 1997

NOTHING HAS CHANGED BETWEEN US AND THE WARRIOR, LALLIS SAYS

US West today Group CEO Lellis said nothing has changed between the company and the Warrior, Lellis said. Lellis said the company is not in a position to make any more concessions to the Warrior. Lellis said the company is not in a position to make any more concessions to the Warrior. Lellis said the company is not in a position to make any more concessions to the Warrior.

SET UP FOR THE FUTURE

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Telemedia

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

Interactive

Full Service Network out of service

TW hopes to parlay lessons into VOD, Road Runner

By Dan Trisobell

In its experiment with its interactive network, Time Warner Cable has declared victory and pulled out. The Orlando, Fla.-based Full Service Network will close by the end of the year, Time Warner said last week, leaving Time Warner and Time Warner-watchers to disagree on FSN's legacy.

"The Full Service Network has demonstrated with great success that video on demand is a powerful business we believe can be deployed in the near future, based on strong customer demand and the decreasing cost of delivering video to the home," says Glenn Britt, president of Time Warner Cable Ventures. "The value of the Orlando experiment has been tremendous."

According to Time Warner, FSN provided the foundation for TW's Pegasus digital system and its Road Runner cable modem service. Time Warner late last month said it will issue a request for proposals to develop hardware and software for the Pegasus digital box "to support full video on demand and Road Runner to the television."

The Pegasus box being developed by Scientific-Atlanta, Toshiba and Pioneer will be used later this year to

deliver the first enhanced pay per view in digital format, Time Warner says. Additional capacity, according to Time Warner, will allow it to deliver full video on demand and Internet Protocol Web pages without hardware modifications.

Tammy Lindsay, FSN vice president, says that the closing of FSN "was always part of the ultimate plan," after "we learn[ed] what we could. The Full Service Network developed as R and D. As a company, we feel like we learned what we needed to know when it comes to digital services. We're going into phase two.



It's exciting to see it come full circle...the big plan coming together."

FSN President Tom Feige says that "we successfully overcame incredible challenges in becoming the first to converge technologies from the cable, computer and telephone industries to stream full-motion video on demand to

customers' homes.

But some who have watched the network develop since before its late-1994 launch—while agreeing that FSN was a learning experience—appear amused at Time Warner's assessment of the project as a success.

"If they were making lots of money they wouldn't be turn-

Online Games

The sweet spot in online gaming

Total Entertainment Network drops its price

By Dan Trisobell

The cost of playing games on the Internet has dropped once more, and the search for a workable business model continues.

In a move intended to raise its total number of users, and ultimately its revenue, Total Entertainment Network cut its flat-rate subscription price last week from \$29.95 to \$19.95, effective May 8.

Subscribers to TEN's hourly rate plan will continue to pay \$9.95 per month plus \$1.95 per hour. In addition, TEN announced a new version of the service, TEN 1.2, which will offer

e-mail, a Web browser and player-locate and page functions.

TEN's move follows an initiative from another major player, Mpath Interactive, which in February dropped its \$19.95 monthly fee altogether, although it retains a \$29.94 rate for its premium access.

TEN had doubled its \$19.95 rate on Jan. 1. "We've been planning this since earlier in the year," said Eric Lundberg, TEN's director of sales and interactive marketing. "It was not done in reaction to anything others have done in the marketplace," he said, referring to MPath, but he



While the Internet is a prime news and information source, the Web has now emerged as an entirely new entertainment medium. Already, the Net is loaded with websites highlighting movies, sports, music videos, animation and fun and games for kids.

On June 2, *Broadcasting & Cable* looks into Entertainment on the Internet. Our report will spotlight top showbusiness and leisure sites and examine related profit potential. We'll look at new technologies targeted to expand the Web's entertainment scene, and we'll report on the efforts to move the Web from the computer screen to the TV screen.

If you're looking to ride the crest of this entertainment webtide, you'll want to be part of this issue. With bonus distribution at Promax in Chicago, this issue gives your message access to 35,000 key players in television, cable, radio and multimedia and new technology — and event attendees. To make a big splash on the industry scene, call your sales representative to reserve your ad space today.

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ing it off," says one analyst.

"They spent a fortune," says another, estimating the cost in the millions. "It just did not pay off."

Generally, analysts tell a story of an ambitious—even

visionary—project that got lost amid changing times. Conceived as a far-reaching home shopping, video-on-demand and interactive service, FSN was preparing Time Warner to compete with

deregulated phone companies that were expected to offer their own broad array of bundled services.

Mary Frost, an analyst with Price Waterhouse's entertainment media and communications group says: "There was the specter of immense competition backed by immense amounts of money from the telcos. The reality turned out to be quite different. The phone companies' competition emerged elsewhere. They went after each other, instead of across industries."

"The marketplace has changed," says John Aronsohn, an analyst with The Yankee Group. "When the Full Service Network began, the cable com-

panies were up against the phone companies, who were going to enter the cable market and offer a full suite of interactive services. But the phone companies backed out long ago. The competitive impetus disappeared, and the development of interactive technology shifted to the Internet."

"It's true that there is some value in a company the size of Time Warner making some large strategic investment that does not pay off," says Dan Lavin, an analyst at Dataquest. "The technology was not there yet. And without the technology the content was not there. And it's clear that people don't want a lot of what's being offered." **TM**



Online Games continued

conceded that "it's a good move, considering their pricing change. We are trying to figure out the ideal price point. We didn't feel \$29.95 was it. At \$19.95, we feel we've hit the sweet spot. Obviously, sign-ups at \$29.95 were not as brisk as at \$14.95. So we looked for something in the middle. There's a price at which revenue and profit are maximized. There's not a tremendous difference between \$14.95 and \$19.95."

TEN gloated a bit when Mpath went to free access, commenting that its competi-

tor appeared to be struggling to find a business model that worked. Kristen Asleson, vice president and general manager of MPath's MPlayer, was more supportive: "Whatever they can do to grow the market is a good thing. We feel we're in this together. The more companies out there promoting the concept, the better it is for our industry. We're like television in the 1950s. CBS and NBC weren't competing. The real job was to get television into people's homes."

Asleson said the boost in ads more than offset revenue lost from subscriptions, although she contended that a

"healthy" portion of MPlayer's 75,000 registered users opt for the \$29.95 premium package. MPlayer is able to direct ads to advertiser-targeted users, based on information taken at registration. "The Internet is more exact than other mediums," she said. "We can run a filter on demographics; we can document our demographics. Say we sell ads to Intel. They start out knowing that our site is full of Pentium users. There's a tremendous market of people likely to upgrade to Intel's new chip."

Both MPath and TEN have other revenue streams. **TM**

Websites

E! Online gets facelift

By Joe Schlusser

If you want to chat about Howard Stern, *Talk Soup*, or maybe just gossip about Hollywood doings, E! Online is your place.

E! Entertainment Television has revamped its Website with new chat rooms, celebrity greeting cards and question-and-answer sessions with gossip columnists. The site has also overhauled its design interface and navigation—dumping its familiar tool bar from the top of each page. Now the left side of every

page is used for navigation, with detailed descriptions of all that goes on within the site.

"We were just looking to get rid of the tool bar and go more to navigation," says Lew Harris, E! Online's editor-in-chief. "But once we started monkeying around, we decided to make some other changes."

Instead of just having headings—such as "Gossip" and "Hot Spot"—atop the page in the tool bar, the left-hand navigation has three or four sub-headings for each room. Another reason for losing the tool bar, Harris says, was that it hindered



the site's advertising potential. A hot corner with quick information and an advertiser's logo is now in the upper right.

The area called "Fun and Games" now has the site's Shockwave games. Before the overhaul, all the site's games and a handful of other items were in "Hot Spot." The site adds a game every month. One is *Ask Marilyn Beck*. Beck, the syndicated Hollywood columnist, will answer questions daily and will contribute regular features and celebrity profiles. Her partner, Stacey Jenel Smith, will also add features and columns to the site.

The site has now added four new permanent chat rooms, including one dedicated to Stern, whose show airs nightly on the cable network. Other rooms are dedicated to fellow E! series *Talk Soup*, movies and gossip. **TM**

Technology

May 5, 1997

KCTS-TV buys new Sony HDTV camera

Seattle station is first purchaser of next-generation product

By Glen Dickson

KCTS-TV Seattle has purchased a Sony HDC-750 high-definition camera, making it the first North American owner of Sony's new HDVS production gear that debuted at NAB '97. The portable HDTV camera is due for delivery this month.

The PBS station, which also runs the experimental DTV station KCTS-HD, bought the HDC-750 to replace a Sony HDC-500 unit that was damaged in a helicopter accident. KCTS-TV had used the HDC-500, purchased in spring 1994, to produce a library of aerial HDTV footage,



KCTS-TV will use its new Sony HDC-750 camera for aerial HDTV productions.

some of which was shown by the ATSC and Harris Broadcast in HDTV demonstrations at NAB.

"We were on a contract job for a company in Pennsylvania, photographing a river," says Steve Welch, the station's director of HD production. "We were down close

to the water, and the helicopter's tail rotor struck a piece of unmarked baling wire that was strung across the river. The helicopter had to make an emergency landing in the river. Since we had the HDC-500 on a Tyler nose-mount under-

neath the helicopter, it was underwater for about three hours. Sony evaluated the camera and declared it a total loss because of circuitry damage."

Like its predecessor, the HDC-750 supports the 1,035-line interlace Japanese HDTV format, although Sony is developing sensor chips to support the 1080 I ATSC standard by late 1998. "We've purchased a provision to transition to 1080 I when that's available," says Welch.

KCTS-TV has also ordered Sony's HDW-700 high-definition camcorder, which Welch expects to be delivered in 12 to 18 months.

While the HDC-750 lists for \$119,700, KCTS-TV spent roughly \$190,000 for a complete remote HDTV camera package, including two 2/3-inch Canon lenses, a large viewfinder and a second camera control unit for remote

CHBC-TV buys VR300 server

CHBC-TV Kelowna, B.C., has purchased ASC Audio Video's new VR300 video server to play back spots for three stations.

CBC affiliate CHBC-TV, one of eight stations in the Western International Communications television group, will use the six-channel VR300 with 30 hours of storage to originate its own spots as well as those of BCTV affiliates in Okanagan and Kootenay.

"We're twin stick," says Larry Tisch, CHBC-TV's vice president of engineering. "The BCTV affiliates are an overcut situation, while CHBC is local origination."

The station's VR300, equipped with ASC's patent-pending FibreDrive networking architecture (a variation of the Fibre Channel protocol), will dedicate one channel for ongoing recording, three channels for playback and two channels for network delay.



CHBC-TV will use the ASC VR300 video server to play back spots for three stations.

CHBC-TV spent more than \$200,000 on the system, which will be delivered early this month. Tisch says he considered servers from Sony, Hewlett-Packard, Tektronix and BTS, but picked ASC's VR300 for the way it implemented Fibre Channel. The company's FibreDrive architecture uses Fibre Channel both as a networking protocol and as a high-bandwidth storage interface.

The new ASC disk-based system will replace a proprietary sequential switching system that CHBC-TV used to control 3/4-inch U-Matic tape machines. "This is a big leap forward for us," Tisch says.

The station will use ASC's RAIDsoft fault-tolerance software to control the VR300. Tisch says: "We weren't looking for a full automation package. All we need is basic machine control and digitizing stuff." —GD

truck production. Welch says a similar package for the HDC-500 (which Sony no longer makes) was purchased for \$350,000-\$400,000.

The new Sony camera, like KCTS-TV's old HDC-500, will be used mainly for producing aerial HDTV footage and remote documentaries that can also be downconverted for NTSC broadcast on PBS. The station will use two existing VTRs (a Sony UNIH1 [1/2-inch

analog] and a Panasonic D-5 deck equipped with an IID processor) to record off the HDC-750. Sony's portable HDTV editing deck isn't shipping yet, although Welch says it "did look good at NAB."

For now, the station will continue its current HDTV production scheme: It will record on D-5, downconvert to offline edit on an Avid, then take that EDL along with the original field tapes

for mastering on a Sony HDD-1000 one-inch machine at HD Vision in Dallas, HDLA in Los Angeles or Sony's High Definition Center in Culver City, Calif.

Recent KCTS-TV high-definition productions that will be shown in NTSC format on PBS this fall include *Chihuly over Venice*, a documentary about the renowned Seattle glassblower's trip to Europe, and *Over Ireland*, an aerial look at the Emerald Isle. ■

Cutting Edge

By Glen Dickson

WFMZ-TV, an independent in Allentown, Pa., has purchased 27 **Panasonic** DVCPRO camcorders and VTRs along with an AJ-LT75 laptop editor. The \$500,000 sale represents a total conversion of the station's Allentown and Reading, Pa., news operations to DVCPRO. WFMZ-TV is assigning seven AJ-D700 camcorders to Allentown and four to Reading. Ten AJ-D750 studio editing VTRs will be configured in edit suites in Allentown, and six additional AJ-D750s will be placed in Reading's studio and live truck. The laptop editor will be used in the live truck for field editing and for out-of-town assignments. "The AJ-LT75 makes the use of 4 x 4 vehicles for live shots more practical, an exciting prospect," says WFMZ-TV Chief Engineer John Savidge.

Sooland Cablecom, a Post-Newsweek cable operation in Sioux City, Iowa, has purchased a **JVC** Digital-S BR-D85 editing recorder for its online edit suite for use in commercial post-production. The Digital-S deck is being used with 3/4-inch and Betacam VTRs, an Echolab MVS5 switcher, a United Media DVS Duo

edit controller and a Pinnacle Alladin effects system. Regional production manager Paul Mueller says that a big selling point for Digital-S was its pre-read function, which allows the user to do layering and other effects with only two VTRs.

General Instrument is now manufacturing its 4DTV digital DTH receiver aimed at C-band transmission. According to Marc Tayer, vice president of business development for GI's satellite data networks group, the new receiver, which is compatible with both MPEG-2 digital and analog NTSC signals, has stirred a lot of interest in the backyard-dish market. "C-band has tremendous bandwidth," he says. "We're basically going to superimpose DigiCipher II signals into the analog C-band market."

Miami-based **Hero Productions** is completing a major renovation of its 65,000-square-foot broadcast center. Hero's post-production suite has been upgraded to digital with a Sony BME-300 digital DVE, three Betacam SX VTRs, a Sony BVE-2000 digital editor, a Betacam SP VTR with digital I/O, a Chyron Maxine character

generator, a Sony DVS-2000C digital switcher, a Sony XMW-S390 audio console and an Abekas A42 still store. A new A/B-roll edit room also has two Betacam SX decks and a Betacam SP VTR with digital I/O. Hero's new studio has Hitachi Z-2000 digital cameras and an IDEA 48-input lighting console, while the new control room has a Grass Valley 300 rotary wipe switcher, four Betacam SX VTRs, a Microtime three-channel Impact DVE, a Sony BVE 2000 editor and an Abekas A42 still store.

Telezign Design/Animation, New York, used its Alias 3D effects system to create an updated movie open for HBO. The animated open, designed in collaboration with HBO, depicts a water droplet hitting the surface of a lake and morphing into the characters of the HBO logo. "It took weeks to develop new techniques to make the water look real in a computer environment—capture the perfect reflection of the sun, the pattern of ripples," says Telezign technical director Joe Shingelo. "We had to build layers to refract light and reflect the water. When the HBO characters emerge, the water is translucent, so we needed to manipulate [the] point [at which] they



Telezign handled effects for this new HBO movie open.

would be seen."

Rainmaker Digital Pictures Group, Vancouver, BC, has purchased **Quantel's** high-end Henry V8 video effects editing system. The fully-configured Henry V8 has two hours of uncompressed digital storage and eight effects layers, and will be used by Rainmaker for such television shows as *The Outer Limits* and *Poltergeist*, as well as for effects-laden commercials.

"The extensive storage capacities of the Henry V8 will make it ideal for the increasing number of long-form effects projects we have taken on," says Rainmaker president Bob Scarabelli.

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See last page of classifieds for rates and other information

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National Avails Coordinator. KLTV, proud of East Texas, has an immediate opening in the Traffic Department. Responsible for handling all national sales orders, revisions, and discrepancies. Works closely with General Sales Manager and National Sales Rep. High School degree and one year related experience. Basic computer and math skills required. Prior broadcast knowledge helpful. Full benefits. Mail resume to KLTV, PO Box 957, Tyler, Texas 75710. EEO.

WGME, the CBS affiliate in Portland, Maine, has an opening for a National Sales Manager. Candidates should possess strong communication skills, a creative outlook on selling as well as being service oriented with exceptional interpersonal skills. Ideal candidate will have management or national rep experience and be able to direct all activities of our national rep firm including sales, marketing and positioning. Please send resume to Mary Lou Davis, WGME-TV, 1335 Washington Avenue, Portland, ME 04103. WGME is a member of the Guy Gannett Communications family and is an Equal Opportunity Employer. M/F.

WFLD, FOX owned/operated television station in Chicago is looking for an experienced Traffic Manager to assist with the day-to-day management/administration of the dept. To provide supervision and cross-training; assembly/finalization of daily FCC log; and placement and clearance of inventory. 2-3 years experience and prior supervisory experience. Familiarity w/FCC childrens guidelines/regulations. Working knowledge of Enterprise system software pref. Strong communications and organizational skills required. College degree preferred. For immediate consideration, send resume to Mary Talley, VP/ Human Resources, WFLD/FOX 32, 205 North Michigan Avenue, Chicago, IL 60601. No phone calls, no faxes, please. EOE/M/F/D/V.

National Sales Manager. WYZZ-TV, a Sinclair Communications, Inc., FOX affiliate in Peoria/ Bloomington, Illinois, is looking for an experienced National Sales Manager. Candidate must possess thorough understanding of ratings, research, pricing, and inventory management. A detailed understanding of Columbine is also essential. Must be highly motivated, detail oriented, creative, and have the ability to motivate and lead a national sales team. Successful applicant will have at least two years broadcast experience including management. Please forward resumes to Ted Stephens, General Manager, 4023 Fleur Drive, Des Moines, Iowa 50321. An Equal Opportunity Employer.

Local Sales Manager: Immediate opening in 35th market for bright, aggressive, motivated and detail-oriented manager. This person will direct the efforts of a local sales staff which sells two stations - an ABC affiliate and an independent. We need a creative individual able to maximize revenue using innovative approaches to developing revenue-generating projects that go beyond the numbers. Minimum two years LSM experience required. Send resume to Ellen Vaillancourt, GSM, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. WLOS-TV is a Sinclair Communications station and an equal opportunity employer.

Local Account Executive: WDZL, the WB affiliate in Miami, is looking for an experienced Account Executive who has it all: a high energy individual who has the desire to win and can perform in a highly competitive marketplace. The ideal candidate should possess excellent communication skills, a creative outlook on selling, be service oriented and have exceptional organizational skills. Knowledge of computer based television research tools a plus. If you are that person don't tell us why, show us! Reply to Local Sales Manager, 39WDZL, 2055 Lee Street, Hollywood, FL 33020. Fax: 954-921-6186. No phone calls please. EOE.

High growth group of stations in Texas looking for Director of Sales for its FOX, UPN and Cable News Channel. Potential candidates should have a degree in marketing or related field, demonstrated ability to conceptualize opportunities, develop solutions and execute. Additionally, candidates will possess the ability to teach and motivate local account executives with an emphasis on local direct accounts. The successful candidate must have the ability to manage complex inventories, accounts and satellite office. We have all of the tools in order to accomplish our mission of being the area's premiere information and entertainment choice. The successful candidate will work for a company that is truly employee centered. If you are experienced and ready to take the reins then contact: Mark McKay, VP&GM, FOX 51/FOX 30/UPN 22/48 and FOX4NEWS, 701 N. Access Road, Longview, TX 75602, or E-Mail FOX51@JUNO.COM EOE/M/F/ADA. www.fox51.com

High growth group of stations in Texas looking for Director of Sales for its FOX, UPN and Cable News Channel. Potential candidates should have a degree in marketing or related field, demonstrated ability to conceptualize opportunities, develop solutions and execute. Additionally, candidates will possess the ability to teach and motivate local account executives with an emphasis on local direct accounts. The successful candidate must have the ability to manage complex inventories, accounts and satellite office. We have all of the tools in order to accomplish our mission of being the area's premiere information and entertainment choice. The successful candidate will work for a company that is truly employee centered. If you are experienced and ready to take the reins then contact: Mark McKay, VP&GM, FOX 51/FOX 30/UPN 22/48 and FOX4NEWS, 701 N. Access Road, Longview, TX 75602, or E-Mail FOX51@JUNO.COM EOE/M/F/ADA. www.fox51.com

General Sales Manager: WMMP-UPN in Charleston, SC, a Max Media station, is seeking a sales executive to lead our sales team. Candidate should have strong people skills plus experience in revenue projection, inventory control and aggressive local revenue development. Experience with BMP, Media Audit, and VCI a plus. Send resume to Otis Pickett, GM, WMMP, P.O. Box 2167, Mt. Pleasant, SC 29465. EOE.

General Sales Manager. WTVM is offering an outstanding opportunity for a proven, aggressive and dedicated sales leader. The winning candidate will lead an experienced sales team in a progressive and growing southern market. Local sales, sales management and computer skills are required. Must be able to manage multiple projects, inventory and rates. Send resume to: Lee Brantley, General Manager, WTVM, PO Box 1848, Columbus, GA 31902.

Account Executive: WROC-TV 8 CBS affiliate in Rochester, New York seeks experienced account executives. Successful candidate must possess a minimum of four years television sales experience with proven ability to generate new business, develop advertising agency accounts, and be team oriented. Send cover letter and resume to WROC-TV, 201 Humboldt Street, Rochester, New York 14610, attention Dan Walding, General Sales Manager. EOE. M/F.

Director of Sales Promotions. Unique broadcast opportunity. Progressive major market independent is seeking a Director of Sales Promotions. Candidate must have experience in both single event promotions and direct sales. The selected person will work closely with our local sales staff and sales management developing and implementing special promotion events. This salary plus commission person will also actively use creative marketing skills to generate added value revenue for our clients and sales team. Candidate must be able to pay attention to details and follow projects through to their completion. Impressive verbal skills, written skills and a solid computer background are a must. Please no agency clones. Send resume to: KLGW WB-23, 1640 Como Avenue, St. Paul, MN 55108. Attn: D.P. EEO.

Account Executive needed at WTNZ FOX 43 in Knoxville, TN. Candidate needs strong work ethic and must be able to handle agency business and produce new direct business. 3-5 years of media experience required. If you are a team player with television or radio experience send resume to: Local Sales Manager, WTNZ FOX 43, PO Box 32516, Knoxville, TN 37901. EOE.

Account Executive - WMC-TV5, a market leading NBC affiliate, seeks a sales leader who can fulfill the revenue potential of strong station. History of "real" selling success and relationship skills with business owners and agency principles a must. Send resume and sales philosophy to: Susan Kelly, Local Sales Manager, 1960 Union Avenue, Memphis, TN 38104. WMC is an Equal Opportunity Employer and an Affirmative Action station.

HELP WANTED NEWS

NEWS DIRECTOR

NorthWest Cable News, a division of A.H. Belo, is the nation's highest rated and fastest growing regional news channel. Based in Seattle, we are seeking a News Director to lead and manage a 24-hour news operation. Must have a strong journalism and producing background; ability to teach and motivate a news staff; and possess creative, assertive, and visionary skills. Must be able to work with other dept. managers as a team. Minimum 5 years experience which includes a background in producing and management.

Send 2 copies of your resume to:



NORTHWEST CABLE NEWS
Attn: HR Dept., #97R22
333 Dexter Ave. N.
Seattle, WA 98109

EOE - M/F/D/V

Do You Think Out of the Box?

One of the most dynamic and energetic newsrooms in the country is looking for a dynamic and energetic Executive News Producer.

We want someone who is:

- journalistically sound
- a creative thinker
- competitive
- can handle late breaking decision making in a calm orderly fashion
- knows how to handle a big breaking story
- and has the production skills of a "Pinball Wizard"

If you're this person, please send a recent aircheck and a critique of it to:

Nancy Shafran
KPRC-TV
P.O. Box 2222
Houston, TX 77252



No phone calls please.
An Equal Opportunity Employer

POST-NEWSWEEK
STATIONS, INC.

Producer/Writer (CBS 2 Chicago). CBS 2 Chicago, the owned and operated CBS/Westinghouse station, is seeking a Producer/Writer. This position demands a creative, accurate and speedy news writer. In addition, this person must be able to produce news shows as needed. The producer must be able to conceive and execute a news program, direct and supervise staff, and help manage budget. We are looking for innovative, results-oriented leaders with three years experience, preferably in a top 20 market. CBS 2 Chicago is an Equal Opportunity Employer. Send resume and/or tape to Assistant News Director Joe Kolina at 630 N. McClurg Court, Chicago, IL 60611.

Journal Broadcast Group

Looking for an opportunity to work for one of America's best Broadcast Groups?

Fox-47 WSYM-TV in Lansing, Michigan is searching for aggressive and energetic news people to be a part of our start-up news operation. We are looking in all areas: anchors, reporters, photographers, producers and assignment editors. You will be working in a state-of-the-art facility and helping to "reinvent" news in Lansing. It's an opportunity to work in the Journal Broadcast Group, an employee owned company which also operates WTMJ-TV in Milwaukee and KTNV-TV in Las Vegas. We are dedicated to being the leader in television news in our markets.

If you're ready for a challenge and the rewards that go with it we want to hear from you.

Please send your resumé, tape and cover letter to:

Caryn Brooks, News Director
WSYM-TV
600 West Saint Joseph St., Lansing, Michigan 48933



FOX 47 IS AN EQUAL OPPORTUNITY EMPLOYER.

EXECUTIVE PRODUCER

KGO-TV/Channel 7 is seeking an experienced Executive Producer with proven production and managerial skills. Will supervise the production and editorial content of various newscasts and be responsible for coordinating overall promotional goals and objectives with the Promotion department. Must have at least 5 years major market television news production experience. Requires excellent writing, production and managerial skills. Application deadline is May 23, 1997. Send resume, cover letter and videotape to:

KGO Television
900 Front Street
San Francisco, CA 94111
EOE

Wanted: Live, Local, Late Breaking Reporter. Are you hot? Can you go live? Do you want to back up anchor? If yes, send letter and tape to: Steve Schwaib, WTOG, 365-105th Terrace, NE, St. Pete, FL 33716. No calls. Send tapes ASAP. An EEO employer. M/F.

NEWSCHANNEL 6 WTVR-TV Richmond, VA

ASSISTANT NEWS DIRECTOR

Hands-on product person needed to help lead our aggressive team. Excellent opportunity in top 50 market. Resume, tape and statement of news philosophy to Rob Gizek, News Director.

REPORTER

If you're a creative storyteller with hustle and love daily ENG/SNG live shots, send sample reel with hard news, enterprise stories, live work and personal letter to Rob Gizek, News Director.

NEWSCAST PRODUCER

Creative, organized individual to produce weekend newscasts. Please send resume and sample tape (VHS preferred) to Mike Bergin, Executive Producer.

VIDEOGRAPHER

We're looking for a visual storyteller with hustle. N.P.P.A. environment with Beta, SNG. Teamwork with reporters/producers and frequent live work a must. Send resume and reel to Jack Rusak, Chief Photographer.

REPORTER/VIDEOGRAPHER

We're looking for an aggressive beat reporter to specialize in key-area coverage. If you're a self-starter who enjoys the advantages of being a "one person band," send resume/reel to Rob Gizek, News Director.

Include a personal letter explaining your interest. For all of the above positions, contact WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. Please specify the position for which you are applying when addressing your material. Pre-employment drug screen required. WTVR-TV is an Equal Opportunity Employer. M/F.

EXECUTIVE PRODUCER

Position of a lifetime!

RNN is on the move again. "We The People" is our new interactive public affairs program that needs a strong production hand to lead it. You will be responsible for idea meetings; writing; coordination of producers, bookers and researchers; mobilization of film crews in the tri-state area; and maintaining a close relationship with our network News division for sharing of ideas and resources.

You must be Worldwide Web-savvy as it relates to viewer interactivity and be able to lead your staff to the best possible research available on the Web. We also need a technical wiz who knows how to work with engineers, operations and production personnel in three live locations, including New York City and Washington, D.C. And you must be able to do this daily; the program runs Monday thru Thursday.

If you'd like to see We The People, look for us Monday-Thursday at 7 pm EDT live on the Web; access through our home page www.rnntv.com and follow the instructions for downloading software to see our Live Broadcast.

We are accepting resumes and tapes at



RNN
721 Broadway
Kingston, NY 12401
Attn: DJ Brumfield.

News Director: NBC affiliate needs a very aggressive news director. Will consider executive producer or assistant news director who produces a high energy, high content newscast. Rush your resume and VHS tape to Box 01138 EOE.

Reporter. Are you an aggressive go-getter reporter who lives and breathes news? WJW FOX 8 Cleveland is looking for you. We're searching for a reporter who tells stories from a personal point of view rather than relying on official sound bites. Requires 3-5 years on-air reporting experience including live shots; strong writing and research skills; computer literacy. Send resume and non-returnable tape of recent news stories to: WJW TV Human Resources, Attn: Reporter Opening, 5800 South Marginal Road, Cleveland, OH 44103.

Professional: Immediate on-air positions available at Metro Networks' Atlanta studio. Openings include studio traffic reporters, airborne traffic reporters, news reporters and producers. Candidates should possess related knowledge and experience in a medium to major broadcasting market. Looking for team-oriented individuals who want to be part of a rapidly growing team. Please send tape and resume to: Chris Monroe, DO, Metro Traffic Control, 3300 Buckeye Road, Suite 750, Atlanta, GA 30341. No calls please.

Senior Producer-KTHV Little Rock. Supervises all show producers. Works with all departments to develop and implement the news look and feel. Must be very creative person with good writing and copy editing skills. Attention to detail a must...good people skills, strong production and graphic skills required. We're looking for a leader who can make all our shows extraordinary. Recent VHS show tape and resume to: John Rehauer, P.O. Box 269, Little Rock, AR 72203. 501-244-4556. Gannett Station. EOE.

Producer. KGAN TV, a CBS affiliate and Guy Gannett Communications station seeks enthusiastic creative thinker with solid organizational and writing skills to produce our weekday morning newscasts. Prefer degree and 1 year producing experience. To become part of our winning team, send non-returnable tape, writing sample and resume to: Jon Okerstrom, KGAN TV, PO Box 3131, Cedar Rapids, IA 52406. EOE.

Newscast Director/Technical Director. Top-notch live newscast director with technical directing skills needed at ABC affiliate in Charleston, SC. Operation of video switcher, still store, character generator and related equipment required. Computer editing skills a plus. Pre-production of topical newscast opens, bumpers and promos. Send resume to Tim Weeks, Production Manager, WCIV-TV, PO Box 22165, Charleston, SC 29413. EEO/MF.

News Director: WIFR, the Benedek owned CBS affiliate in Rockford, IL is seeking experienced news veteran to lead its staff. The right individual will be responsible for five daily newscasts in a very competitive market. Strong leadership skills is a must. The ability to recruit, train and critique is also critical. Send resume to Bob Smith, Vice-President and General Manager, WIFR-TV, 2523 North Meridian Road, Rockford, IL 61101. EOE.

Meteorologist/Environmental Reporter. Qualified and competent weather anchor/reportable to present factual, timely, accurate and responsible weather information needed. Must have previous experience and expertise as weather anchor/reporter, meteorologist in a broadcast environment. Must have an exceptional knowledge of weather. Prefer meteorology or atmospheric science degree and AMS seal holder. Working knowledge of the WSI 9000 system preferred. Ability to participate in ad-lib conditions, including but not limited to "live" newscast conditions. Basic journalistic reporting and presentation skills, including fact gathering, story research and electronic news gathering story production. To apply, send resume and tape by 6/20/97 to Box 01135 EOE.

Executive Producer. KJRH-TV in Tulsa seeking producer with strong news judgement and communication skills. Responsibilities include overseeing newscast and working with other news managers to develop long-range news coverage plans. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. No phone calls please. EOE.

Producer/Director. The candidate for this position will be responsible for all aspects of directing live, fast paced, news programs utilizing a Technical Director. 2 to 3 years experience as Director/TD required, prior newscast operation experience a plus. Producing experience sufficient to oversee special programs and related on-air productions is also required. Must be proficient in technical directing live programs and performing multiple producer/director tasks. Must have a working knowledge of Ampex Century switcher, ADO, and associated equipment generally found in top 50 market control rooms. (Still Store, CG, prompter, etc.) Please send resume and tape (if applicable) to David Jones, Director of Engineering and Operations, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420. No phone calls please. EOE.

News Anchor. BELO station in Sacramento has an immediate opening for a Primary News Anchor to co-anchor and report for our prime time newscasts. If you can read but can't write, and you can anchor but can't report, *don't apply*. But if you have at least 5 years of major market experience anchoring and reporting and you are an excellent writer who is a team player, get thee to FedEx ASAP. Send non-returnable tape and resume to: News Director, KXTV, P.O. Box 10, Sacramento, CA 95812-0010. No phone calls, really. EOE. Drug testing.

Executive Producer - News. WISN-TV, an ABC affiliate, is looking for a newsroom leader to drive all newscasts with active writing, great storytelling and strong visuals. Ideal candidate will be a high energy level person who can motivate an entire staff and isn't afraid to take chances. Must have a minimum of five years news producing experience. Other management experience is also preferred. EOE. No phone calls. Send resumes to Ron Petrovich, News Director, P.O. Box 402, Milwaukee, WI 53201.

Executive Producer/Morning Show. WJW FOX 8 Cleveland is looking for an individual who can handle the day to day supervision of the morning show content and personnel. EP approves all formats, line-ups, production elements and scripts. Minimum 4 years experience producing newscasts; supervisory experience. Send resume and non-returnable tape of a recent newscast to: WJW TV Human Resources, Attn: Executive Producer/AM Opening, 5800 South Marginal Road, Cleveland, OH 44103.

Director. Central Texas television station seeks a talented director for morning newscasts and production. Responsibilities include directing weekend newscasts. Bachelor's degree in communications and two years experience, or commensurate experience, required. Familiarity with Ampex AVC-33, ADO 2000 and Abekas DVEous necessary. Knowledge of Chyron infinit! and Quantel Picturebox a plus. Lighting and editing skills desired. Must be able to obtain a Texas drivers license and have a good driving record. Ability to lift and carry 50 lbs. and climb a fifteen foot high ladder required. Send resume, non-returnable demo tape with director's track and salary requirements to Box 01137 EOE. Position closes 5/16/97.

Medical News Reporter/Producer. The Orbis Broadcast Group, the largest and most comprehensive production company in the Midwest, and the nation's leading producer of broadcast and corporate medical programming, is seeking a full-time reporter/producer with at least 3 years experience in medical news reporting. Excellent writing and production skills a must. Send resume and reel on vhs to: Ketan Shah, The Orbis Broadcast Group, 100 S. Sangamon, Chicago, IL 60607.

General Assignment Reporter. ABC affiliate in Charleston, SC looking for good story-teller. Demonstrated reporting, editing, writing and interviewing skills mandatory. Knowledge of journalistic standards essential. Computer skills a plus. Degree in journalism or related field and two years television news reporting experience required. Send resume and non-returnable tape to Deborah Tibbetts, News Director, WCIV-TV, PO Box 22165, Charleston, SC 29413. EEO/MF.

Executive Producer: You have significant producing experience. You are a newsroom leader. You have unique ideas on story and newscast development. You want to lead a group of aggressive producers. We are the #1 NBC affiliate searching for such a newsroom leader, one who can help create and communicate a vision. If this fits, tell me how you would do it. Tapes/resumes to Human Resources Director, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

Chief Photographer: Successful candidate will lead staff of 10 shooting and editing on latest Beta gear. Must have 3-5 years experience shooting and editing quality news video. Live experience required. Previous management skills preferred. *Reporter:* Must have 2-3 years experience as full-time TV news reporter, showing solid writing and creative storytelling. Demonstrated skill at live reporting. Resumes, tapes and references to: Holly Steuart, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610.

Associate Producer (News). Do you love news? Can you write clear, strong copy? FOX 8 Cleveland would like to hear from you. AP duties include writing news stories, separating scripts, running teleprompter. May field produce. Will be expected to learn how to produce various newscasts. Requires strong writing and communication skills. Will be tested for writing ability, grammar and basic knowledge of newsgathering. Send letter, resume and newswriting samples. WJW TV Human Resources, Attn: AP Opening, 5800 South Marginal Road, Cleveland, OH 44103.

Assistant News Director. Top 25 NBC affiliate searches for #2 in news. WTHR-TV (Dispatch Broadcast Group), the NBC affiliate, and market-leader in news coverage, is searching for an Assistant News Director. Candidate must be innovative, smart, dedicated, a great people motivator and a strong content manager. Minimum seven years television news experience as manager and producer. Experience in major market news departments, and B.S. degree required. If you have a demonstrated management and leadership history and can guide the superior coverage of breaking news as well as the discovery of interesting news relevant to the viewer, send a cover letter and current resume to WTHR-TV, Human Resource Dept., 1000 N. Meridian Street, Indianapolis, IN 46204. Equal Opportunity Employer. Women and minorities are encouraged to apply. Smoke-free, drug-free environment.

HELP WANTED PROMOTION

A TOP OPPORTUNITY FOR A TOP NOTCH PROMOTION WRITER/PRODUCER



New York's WABC-TV seeks an experienced and dedicated Promotion Writer/Producer. This tough job requires a talented pro with experience in news topical promotion, movie, episodic and station image promotion.

You: a strong writer, an imaginative producer, visually creative with a great graphic sense and excellent post-production skills.

We: offer a competitive benefits package, loads of opportunities and exposure in the #1 market.

Lots of pressure, tight deadlines, a great job! If you have the skills, a positive attitude and are a team player, rush your resume and non-returnable demo reel (beta preferred) to:

Brigitte McCray
WABC-TV
7 Lincoln Square
6th floor
New York, NY 10023-0217

*No phone calls or faxes please
 We are an Equal Opportunity Employer*

Promotion Producer: Promotion Producers: Want to be part of a WB affiliate team with "attitude" in the 34th market? If you are wildly creative with 1 year experience writing, producing, and editing entertainment and image this job is for you. Beta editing skills a must. Off line editing skills a plus. Send non-returnable resume tape and salary expectations ASAP to: CSD Mgr., P.O. Box 4, Cols. OH 43216. No phone calls. EOE.

Senior Promotion Writer/Producer: If you love news promotion. NewsChannel 36 wants you! WTVQ-TV, Lexington, Kentucky's ABC affiliate seeks an experienced and creative Writer/Producer to join an aggressive television promotion team. Candidate must have a minimum of two years promotion experience. Strong news topical promotion skills and an ability to create compelling news image promotions are essential. Editing and computer skills preferred. Minimum of Bachelor's Degree in Writing, Broadcast Communications, Advertising, or related field required. Send resume and reel to: Human Resources, WTVQ-TV, PO Box 55590, Lexington, KY 40555-5590. EEO. M/F pre-employment drug test required.

Promotion Assistant. WTVM-TV, a Raycom Media station. Promotional writing skills and creativity a must! Broadcast production background preferred. Must be organized and able to handle multiple projects. Responsibilities include writing/producing topicals, TSRs and POPs, and efficient scheduling of promotional material on daily logs. BS in Broadcasting, Journalism, English or Communications. Resume and tape (VHS or M2): Operations Manager, WTVM-TV, 1909 Winton Road, Columbus, GA 31906.

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 Kscope, 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.

The Maslow Media Group is accepting resumes for Promo Producers and Executive Producers. We are also seeking Sales and Marketing Professionals with broadcast or production house experience. Applicants must be willing to relocate for some of the positions. No calls. Please fax resumes to: 703-841-9355. 24 Hour Job Hotline: 301-870-9100.

Great job in beautiful Western market: TV Promotion Manager. Manage two person department in all facets of station, sales and outside promotion. Overall creative skill, including writing and production, are necessary. Send resume and demo reel to: Kelly Sugai, General Manager, KIVI Television, 1866 East Chisholm Drive, Nampa, ID 83687. EOE.

HELP WANTED MARKETING

GBC

New Media Developer/Marketer

Be at the apex of the convergence of the broadcasting and internet industries! Granite Broadcasting, owner of eleven geographically diverse television stations, is currently seeking a creative, motivated individual for the position of New Media Developer/Marketer from its corporate headquarters in New York City.

Responsibilities include: developing content, as well as promotional and marketing material for Granite's eleven web sites (see www.granitetv.com); helping coordinate efforts between the station Internet Account Executives; interacting with all outside content providers. College degree is required, Marketing degree desirable.

Advertising or marketing experience along with desktop publishing skills are very desirable. Technical facility is not required. This position reports to the President of the Corporation but requires a goal oriented individual who is used to working independently. This position carries a salary plus exciting travel opportunities.

Please direct all inquiries to: Leslie Hinkson at leslie@granitetv.com or Granite Broadcasting Corporation, 767 Third Avenue, New York, New York 10017

GRANITE BROADCASTING IS AN EQUAL OPPORTUNITY EMPLOYER

Marketing Consultant: WFXG-TV, FOX 54, one of the nation's top FOX affiliates, seeks a talented professional with 3-5 years television experience that wants to advance their career. Must be self motivated and aggressive with a thirst for knowledge. Must be able to develop and implement marketing strategies for local advertisers. If you are looking for high commissions and great product to sell, send your resume to: General Sales Manager, PO Box 204540, Augusta, GA 30917. EOE.

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

Send resume/tape to:

**Box _____,
 245 West 17th St.,
 New York, New York 10011**

HELP WANTED TECHNICAL

Harris, a \$3.6 billion Fortune 500 Corporation, has an immediate Proposal Engineer position available in our Quincy, IL facility.

This position requires working closely with the Area Sales Manager and our Customers. This critical position requires a success driven technical professional who will be responsible for the entire sales/bid quotation process including technical compliance statements, pricing, and vendor product interface information.

The ideal candidate will have a professional self presentation, a technical BS degree, expert knowledge of IBM compatible PC's, and 5 years of current experience working with AM FM and TV broadcast transmission systems including but not limited to: conducting transmission line calculations, having a working knowledge of AV processing and distribution equipment, test equipment, and knowledge of both domestic and international AC power requirements. Familiarity with Harris equipment, and fluency in written and spoken Spanish would be a plus.

Harris Corporation offers a competitive starting salary, with a comprehensive benefits package and opportunities for advancement.

If qualified, please send resume (including salary history/requirements) in confidence to **Mr. Shawn Oberreiter, Supervisor, Human Resources, Harris-Broadcast, P.O. Box 4290, Quincy, IL 62301.**

An Equal Opportunity Employer M/F/D/V

JOHN F.X. BROWNE & ASSOCIATES, P.C.

SEEKING TELECOMMUNICATIONS CONSULTANTS

CONSULTING ENGINEERS

Consulting firm has **IMMEDIATE** openings for engineers at three levels:

SENIOR ENGINEER: Heavy TV transmission background. Knowledge of DTV proceedings. Prefer BSEE (P.E. a plus) or equivalent. Experience with FCC/FAA filings. 10 yrs experience in broadcast engineering.

STAFF ENGINEER: BSEE (equiv. educ. plus experience considered). Good computer skills. Broadcast radio/TV experience.

FIELD ENGINEER: Experience in broadcast/communications facility design/operation/maintenance. Familiarity with performance evaluations, interference resolution and propagation measurements. Willing/able to travel.

Send resumes in confidence:

**John F.X. Browne & Associates, PC
500 N. Woodward Avenue #350
Bloomfield Hills, MI 48304
Fax: 810-643-6027 or
202-293-2021
www.jfxb.com**

The Maslow Media Group is accepting resumes for Chief Engineers/Satellite Engineers for major broadcast and production facilities. Applicants must be willing to relocate for some of the positions. No calls. Please fax resume to: 703-841-9355. 24 Hour Job Hotline: 301-570-9100.

Television Chief Engineer. Growing NBC affiliate seeks qualified "hands on" engineer to assume the role of Chief Engineer. Requirements include: FCC General license, experience with UHF transmitter, studio equipment, and video tape maintenance. Excellent opportunity with growing, aggressive station. EOE. Resumes to: David Boyer, WICD, 250 South Country Fair Drive, Champaign, IL 61821.

Satellite Teleport in the San Francisco bay area is seeking a job applicant for the position of Teleport Technician. Qualified applicants have at least 2 years of operations experience in a satellite teleport or broadcast facility. Applicants with broadcast TV or military telecommunications experience will also be considered. Experience will include performing C and Ku uplink/downlink services, and familiarity with transmission scheduling/coordination. Experience with computers or some technical maintenance experience are both a plus. We are seeking a team player with strong communication skills and the ability to grow and learn new technology. No phone calls are being accepted with regard to this position. Please send resume with references to Human Resources Dept., 5200 Huntington Ave., Suite 300, Richmond, CA 94804. Resumes may also be faxed to 510-525-2746.

Project Engineer to assume development responsibilities for custom video technology and all aspects of hardware development from design through manufacture. BSEE with 5 years experience in development of video equipment. Knowledge of NTSC video & familiarity with TV broadcast technology. Excellent organization, communications, & documentation skills. More information on company and S-M-A-R-T™ project at www.sriresearch.com. Send resume to: SRI, Engineering, 111 Prospect St., Westfield, NJ 07090 or fax 908-233-1192.

Henry / FX Editor Wanted. Red hot opportunity to join one of the nation's premier facilities, Video Post & Transfer in Dallas. We're looking for a Henry Editor with smokin' credentials to work with the best agencies in America. Contact Steve Ference or Curt Miller, 214-350-2676 about this sizzling opportunity.

National Mobile Television, the nation's largest provider of remote television facilities, is looking for qualified maintenance engineers to be based in our Los Angeles office. NMT will offer the right individuals a chance to grow with the industry's leader, while enjoying a competitive compensation package. If you think you're up to the challenge contact: Frank Coll, VP Western Div., NMT-LA, 1933 Del Amo Blvd., Torrance, CA 90501. Fax: 310-782-9949. EOE.

Maintenance Technician. Skilled technician position available requiring 5-10 years TV studio systems maintenance experience. Candidate should have working knowledge of Grass Valley Switchers, Quantel Graphics equipment, Chyron and Abekas Digital Effects systems. Please send resumes to KCNC-Human Resources, 1044 Lincoln Street, Denver, CO 80203. EOE/MF.

Maintenance Engineer. Great weather. Great people. Cost of living inexpensive. Sony and GVG 3/4 a must. Minimum 2 years experience. FOX affiliates. Resumes - Fax 915-655-8461. Women and minorities are encouraged to apply. EOE.

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.

Engineer. Microspace Communications Corporation, subsidiary of Capitol Broadcasting Company, Inc. in Raleigh, North Carolina, is currently undertaking a special DBS project to distribute local television stations on satellite. We are in need of an engineer to oversee all technical aspects of the project. This person must be knowledgeable in satellite, direct-to-home technologies. Expertise should include digital encoding systems (MPEG2/DVB and DSS), uplink hardware, and consumer antenna/receiver technologies. Must have experience with conditional access systems and understand how that integrates into satellite transmission networks. Experience in the operations of a remote network control system will be helpful. Experience in Ku-band is optimal, but Ku-band expertise is acceptable. This person should have a hands-on approach to setting and meeting deadlines. This position is temporary, but could be full-time if the project goes forward. Fax resume to Capitol Broadcasting Company, Corporate Human Resources, 919-890-6011 or mail to Corporate Human Resources, Capitol Broadcasting Company, PO Box 12800, Raleigh, NC 27605. EOE/MF.

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.

Chief Radio/TV Engineer. Major duties include management of engineering section of Educational Broadcast Services including technical operation and Chief Operator of KAMU-TV/FM. Requires eight years broadcast experience to include three years supervisory experience. Master's degree preferred. Salary \$43,000-\$48,000/yr. commensurate with experience and excellent benefits. To apply, send letter of application, resume and at least three professional references. Refer to job #970828. Texas A&M University, Employment Office, College Station, Texas 77843-1475. Affirmative Action / Equal Opportunity Employer Committed to Diversity.

HELP WANTED PRODUCTION

DIRECTOR OF CREATIVE SERVICES

WLS-TV, the ABC-owned station in Chicago, is looking for a Creative Services Director with a proven track record of consistently delivering breakthrough creative on-air and in all other media.

Applicants must be able to clearly demonstrate their marketing and communications skills, and be able to motivate and lead a team of talented writer/producers and graphic designers.

Qualified candidates should have a minimum of 5 years successfully managing a creative department, and should be well-versed in media planning and research. A strong background in news promotion is a must.

Please send your resumé and reel to:

Emily Barr
President / GM
WLS-TV
190 N. State Street
Chicago, IL 60601



No phone calls, please.
Women and minorities are encouraged to apply. EOE.

TRIBUNE BROADCASTING HAS OPENINGS FOR PROMOTION PRODUCERS.

Ready for a top ten market station, state-of-the-art facilities... and a chance to create on-air 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 1800
Chicago, IL 60611
Equal Opportunity Employer

On-Line Video Editor. A well established full service video production, post production and duplication facility in the mid-Michigan area is looking for an experienced, creative on-line Editor with good client skills. This team player must have at least five years real world experience as an on-line editor. Must have knowledge of Digital Betacam pre-read editing, Sony DVW A500 and DVW 500 Digital Betacam decks as well as a DVS-2000C Switcher, DME-3000 effects unit, Sony series 2000 edit controller and a GVG Dubner 20K graphics station. Must be responsible, dependable, mature and outgoing. Please send resume, references and video reel to PO Box 1234, Okemos, MI 48805.

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.

Director. KCRG-TV9 has an opening for a Director. Position requires three or more years directing live newscasts and special projects. Successful candidate must be News oriented, able to direct clean, live newscasts and programs. Position requires hands-on experience and thorough knowledge of studio and news production, experience with Grass Valley switchers, and digital effects helpful. If you're a team player and have great people skills, send resume, and latest newscasts to: Lee Ulrich, KCRG-TV, Second Avenue, at 5th Street, S.E., Cedar Rapids, Iowa 52401. EOE.

Creative Services Senior Producer: Minimum of two years experience producing compelling news promotion and dynamic Station Image spots. We are looking for an aggressive senior writer/producer to make some big waves on-air! Candidate should be a stand out producer who is resourceful and who knows how to creatively "get to the point" with promotion spots. Working knowledge of marketing strategies and demographics is preferred. AVID editing and 3D graphic center on site. Send demo reel with detailed credits and resume to: Scott Brady, Creative Services Director, WDAF-TV FOX 4, 3030 Summit, Kansas City, MO 64108. WDAF is a FOX O&O and EOE.

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.

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 PROGRAMMING

**DIRECTOR OF PROGRAMING/
BROADCAST SERVICES**

WFTV, Cox Broadcasting's #1 station in Orlando and one of America's best ABC affiliates is looking for a creative, hands-on manager to guide and oversee critical station services. If you have a successful track record that includes strong relationships with TV program distributors, exceptional marketing skills, local programming, station projects and events planning at the station level, an ability to work with and direct people to reach new heights and a desire to be part of a first class station management team, this could be the job for you. We're looking for someone with great ideas and enthusiasm to help us grow even stronger. If that's you, send your resume to:

David B. Lippoff • V.P. & G.M.
WFTV Channel 9
490 E. South Street
Orlando, FL 32801



EOE/M/F/ADA

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.

Radio news director with five years local, network experience seeks TV news anchor position. Seven-year winner of Associated Press awards. Replies to Box 01134 EOE.

Female TV Sports Anchor/Reporter. Tap the potential, reap the rewards! Skilled writer who can do all production aspects seeks on-air position. Will satisfy true sports fans yet appeal to everyone. Will relocate. Send requests for tape, resume and references to Box 01132 EOE.

SITUATIONS WANTED MANAGEMENT

Television General Manager/Group Operator. Major-market television general manager and major group executive seeks to return to broadcasting after years of managing own business. Impeccable resume and references. Seeking successful television operator wishing to improve ratings, market perception, and bottom line. Reply to Box 01126.

PROGRAMMING SERVICES

ENIGMA THEATER

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

Call for details
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Seeking Contract and Co Production Work
Two studios Live and Ultimate/Virtual
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CABLE

HELP WANTED NEWS

BAY NEWS 9. Time Warner's new 24-hour local news channel will launch this fall in the Tampa Bay area. Exciting opportunities exist for experienced individuals who enjoy a challenge, have a strong desire to succeed and who have fun doing their job.

NEWS DIRECTOR

Must have exceptional people skills. You must be a motivator and a teacher. Manages the daily operation of the news department and includes supervision of staff, management and development of the department's budget, determination of programming and evaluation of equipment needs to produce quality news programming for a growing top 20 market. Position requires a minimum of five years experience in television news. Requires familiarity with technical equipment used in the news gathering and production process.

MANAGER OF OPERATIONS & ENGINEERING

Responsible for all aspects of operations and maintenance and modification of a highly automated, digital, video server-based news production facility. Individual will hire, train and supervise all maintenance and technical personnel. Individual will be responsible for developing maintenance programs and to budget and track all department expenses. Position requires a minimum of 5 years broadcast engineering and maintenance experience and a degree in Engineering. Working knowledge of digital signal equipment including routers, switchers, digital effects and VTR's is preferred. Must have basic knowledge of automation systems as well as knowledge of video server systems. Design experience is a plus. Must be familiar with satellite, microwave and fiber systems. PC experience necessary.

PROMOTIONS MANAGER

We are looking for an individual with unique creative abilities who loves promotions and an exciting challenge. Responsible for developing and maintaining an effective, positive image for BAY NEWS 9. Works under the guidance of the General Manager and the marketing and sales group. Manages creative services including on air and on channel promotions. Also involves editing promotional spots. Requires 2-3 years television advertising and promotion experience. Undergraduate degree in marketing, broadcasting or equivalent background.

Submit resumes with salary history/requirements and/or demo tape to:

**General Manager
Bay News 9
11500 Ninth Street North
St. Petersburg, Florida 33716**



EQUAL OPPORTUNITY EMPLOYER

HELP WANTED TECHNICAL

OPERATIONS ENGINEER



Cox Communications is seeking an Operations Engineer for its CableRep Advertising Division. Extensive PC software and hardware skills and significant experience with network operating systems is desired. In addition, experience with ad insertion systems and video equipment, knowledge of ad industry traffic and billing systems, and a college degree are preferred. The position requires frequent travel. Successful candidates will have a blend of the above skills, the ability to interact with all levels of management, and a proven record of success. Resumes should be directed to: CableRep Engineering, 1400 Lake Hearn Drive, Atlanta, GA 30319 or faxed to (404) 843-5992. No phone calls please. Cox Communications is an Equal Opportunity Employer.

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.

Engineer - Position oversees technical operations and utilization of company's assets. Provides problem solving expertise and training for field engineering and operations personnel, and maintains ad insertion equipment and communication network within the organization. Requires 3-5 years working knowledge of PC/Network operations, experience managing capital budgets and projects, and prior supervisory experience. Bachelors Degree preferred. Send resume to CableRep Engineering, 3965 Fifth Avenue, Suite 430, San Diego, CA 92103 or fax 619-683-4110.

HELP WANTED MARKETING

Marketing Manager for CableRep Advertising - Does San Diego sound good to you? The primary purpose of this position is be the liaison between marketing/production staff and the General Manager to facilitate smooth and continuous communication. You will be responsible for maximizing utilization of sales resources including research, promotions, production and sales materials. As well as to develop and implement positioning strategy to elevate CableRep product perception in the market. Knowledge of Windows applications, Nielsen, and Cablescaen a must. 3-5 years prior management experience. Bachelor's degree or equivalent work experience. Send resume to CableRep Advertising, Attn: Marketing, 3965 Fifth Avenue, Suite 430, San Diego, CA 92103 or fax 619-683-4110.

HELP WANTED SALES

General Sales Manager - The primary purpose of this position is to lead the advertising sales effort to ensure sales budgets are met. Staff is selected and developed to effectively support the operation. Develop and implement sales processes to provide for smooth and timely work flow throughout the sales department and maximize revenue and new business development for continued growth of the operation. 3-5 years prior sales management experience, preferably in cable, broadcast or radio sales. Bachelor's degree or equivalent work experience. Send resume to CableRep Advertising, Attn: GSM, 3965 Fifth Avenue, Suite 430, San Diego, CA 92103 or fax 619-683-4110.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Coordinator and Instructor of Technology. College of Journalism and Mass Communications, University of Nebraska-Lincoln. Position: Technology Instructor and Coordinator. This is a one-year appointment, with possibility of renewal every year if performance is satisfactory. Responsibilities: Manage on a day-to-day basis the college's start-of-the art technological infrastructure; maintain and update existing systems; design and install new technology as required; teach in the area of interactive media and in other areas as needed and qualified, up to a maximum of four credit hours per semester; serve as adviser on technology-based projects. Other duties include working as a consultant to the Daily Nebraskan student newspaper to train staff to use technology and to maintain paper's technological infrastructure. Qualifications: Master's degree required. Extensive knowledge of new communication technologies and experience with hands-on systems maintenance required. University teaching experience in communication highly desirable. Minorities and women are especially encouraged to apply. Salary: competitive. Starting Date: July 1, 1997. Application Deadline: Review of applications will begin June 6, 1997, or until position is filled. Application Procedure: Send letter of application, curriculum vitae, copy of academic transcript, and names, addresses and phone numbers of at least three references to: Nancy Mitchell, Chair, Search Committee for Technology Position, College of Journalism and Mass Communications, University of Nebraska-Lincoln, Lincoln, NE 68588-0130. The University of Nebraska-Lincoln is committed to a pluralistic campus community through Affirmative Action and Equal Opportunity and is responsive to the needs of dual career couples. We assure reasonable accommodation under the Americans with Disabilities Act; contact Nancy Mitchell at 402-472-5647 for assistance.

Assistant Professor/Broadcast Journalism. Tenure-track. Ph.D. in mass communication or closely related field and broadcast experience required. Excellent teaching facilities in new building include video/radio production suites, Macintosh/PC labs, full local network connection, television studio, affiliate of CNN Newsource, for student news program broadcast on city cable; student radio station. Send application, vita, official transcripts of all college degrees, three recommendations to David Muschell, Box 44, Georgia College & State University, Milledgeville, Georgia 31061. Deadline: May 15 or until position filled; beginning September 1, 1997. An Equal Opportunity/Affirmative Action/American Disabilities Act Institution. Women, African-Americans, and other minorities are encouraged to apply.

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Home Typists. PC users needed. \$45,000 income potential. Call 1-800-513-4343 Ext. B-7833.

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Call
Sandra Frey
at
(212) 337-6941



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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.

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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.

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E-Mail: CCRcollect@AOL.com

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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.

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; TOC—transfer of control; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Hartford, Conn. (BTCCT-940316KE)—61 Licensee Inc. for WTIC-TV: TOC from Hartford Television Inc. to J. William Grimes (at licensee's request). *April 15*

Chicago (BAL-970310GE)—Infinity Broadcasting Corp. for WJD(AM): voluntary AOL to Chicago Stations Trust (Henry M. Rivera, trustee). *April 8*

Provo, Utah (BTC-970401EC)—Positive Communications Inc. for KSRK(AM): voluntary TOC to Micro Communications Inc. *April 15*

Filed

Astoria and Florence, Ore.; Longbeach, Wash. (BTC-970414EA, D, BTCH-97041-4GK, EB)—Coast/Lower Columbia Broadcasting Co. Inc. for KVAS(AM), KCST-AM-FM; KKEE(FM): involuntary TOC from Charles A. Farmer (deceased) to Elizabeth Farmer (personal representative). *April 24*

NEW STATIONS

Returned

Spencerport, N.Y. (BPED-970212MC)—WXXI Public Broadcasting Council Inc. for noncommercial FM at 90.9 mhz. *April 15*

Nacogdoches, Tex. (BPED-960802ME)—American Family Association for noncommercial FM at 91.7 mhz. *April 23*

San Angelo, Tex. (BPED-960528ME)—Angelo Christian Ministries Inc. for noncommercial FM at 89.3 mhz. *April 15*

Granted

Hutchinson, Kan. (BPCT-950703KE)—Three Feathers Communications Inc. for TV at ch. 36, ERP 3.467 kw visual, ant. 324 m., on existing KSAS-TV tower 4 mi. S of Halstead, Kan. *April 2*

Kirkville, Mo. (BPED-961226MA)—Truman State University for educational FM at 88.7 mhz. *April 21*

Albion, Neb. (BPH-960726MA)—David M. Kelly for FM at 92.7 mhz. *April 18*

Diamondville, Wyo. (BPH-950906MN)—Jerold T. Lundquist for FM at 105.3 mhz, 50 kw, ant. 3 m. *April 23*

Filed

Thomasville, Ala. (BPED-970417MC)—Nationwide Inspirational Broadcasting (Jonathon Yinger and Michael B. Gliner, co-owners, 503 Wood St., Fenton, Miss. 48430)

for FM at 90.1 mhz, 5 kw, ant. 133 m., .24 km E of Hwy 43, 3.4 km N of Grove Hill, Ala. Nationwide has applied to build FM in Flint, Mich. Yinger has interests in WLTV(AM) Fort Wayne, Ind., and WLCM(AM) Charlotte, WLOV(AM) Detroit and WSNL(AM) Flint, Mich.; has applied to build FM in Frankenmuth, Mich. Gliner owns WASG(AM) Atmore and WZEW-FM East Brewton, Ala.; WZNO(AM) Pensacola, Fla.; WREN(AM) Topeka, Kan.; WBAJ(AM) Blythe-wood, S.C.; is buying WNVY(AM); has applied to build FM in South Tucson, Ariz. *April 17*

Foothill Farms, Calif. (BPED-970411MD)—Stockton Christian Life College Inc. (Kenneth F. Haney, president, 9019 West Lane, Stockton, Calif. 95208) for FM at 90.1 mhz, .13 kw, ant. 57 m., 5831 Rosebud Lane. College owns KCJH-FM Stockton. *April 11*

Homestead, Fla. (BPED-970417MF)—Evangelical Crusade of Fishers of Men Inc. (Philius Nicolas, president, 1488 New York Ave., Brooklyn, N.Y. 11210) for FM at 91.7 mhz, 10 kw, 100 m. *April 17*

Bolingbroke, Ga. (file number not available)—Bolton-Taylor Broadcast Partners (Leonard Bolton, general partner/51% owner, 1013 Skyline Drive, Griffin, Ga. 30224) for FM at 102.1 mhz.

Bolingbroke, Ga. (BPH-970408MB)—Corp. of Mercer University (R. Kirby Godsey, president, 1400 Coleman Ave., Macon, Ga. 31207) for FM at 102.1 mhz, 3 kw, ant. 100 m., .7 km SE of intersection of Rogers Church and Maynard Mill rds. *April 8*

Griffin, Ga. (BPED-970416MB)—Second Baptist Church Inc. (S. Edward Hoard, president, PO Box 708, Griffin, Ga. 30224) for FM at 91.7 mhz, 4 kw, ant. 77.6 m., .8 km W of US 19 Bypass on W. Poplar St. Hoard is limited partner in WKEU(AM) Griffin. *April 16*

Mt. Vernon, Ga. (BPH-970407MI)—FM Radio LC (Kenneth R. Noble II, president/90% owner, PO Box 27224, Richmond, Va. 23261) for FM at 101.7 mhz, 6 kw, ant. 100 m., 2.9 km

N of US 280 on Hwy 29, Higgston, Ga. Noble owns WGXL(FM) Carolina Beach, N.C. *April 7*

Peachtree City, Ga. (BPED-970416ME)—Augusta Radio Fellowship Institute Inc. (Clarence T. Barinowski, president, 3213 Huxley Drive, Augusta, Ga. 30909) for FM at 91.7 mhz, 1.5 kw, ant. 100 m., Hwy 95 1 mi. S of intersection with Old Hwy 85, S of Senoia, Ga. Institute owns WLPE(FM) Augusta, WPWB(FM) Byron, WLPT(FM) Jesup and WGPB(FM) Vidalia, all Ga., and WLPB(FM) Florence, S.C.; has applied to build FMs in Bolingbroke, Donalsonville and Mount Vernon, Ga., and Forest Acres, S.C. Barinowski owns WLPF(FM) Ocilla, Ga., and WLGP(FM) Harkers Island, N.C. *April 16*

Peachtree City, Ga. (BPED-970416MF)—Life Radio Ministries Inc. (Joseph C. Emert, president, PO Box 100, Lovejoy, Ga. 30250) for noncommercial FM at 91.7 mhz, 10 kw, ant. 100 m., Hwy 85, Senoia, Ga. Life owns WVVV(FM) Griffin, Ga. *April 16*

Agana, Guam (BPH-970403MA)—Sorensen Pacific Broadcasting Inc. (Rex W. and Kathleen A. Sorensen, 96.2% owners, PO Box GM, Agana, Guam 96910) for FM at 101.9 mhz, 12 kw, ant. 153 m., atop Mt. Barrigada. Sorensen owns KGUM(AM)-KZGZ(FM) Agana, and KPXP(FM) Garapan, Saipan. *April 3*

Agana, Guam (BPH-970407MZ)—Joseph G. Calvo (115 Chalan Santo Papa, Agana, Guam 96910) for FM at 101.9 mhz, 6 kw, ant. 291 m., atop Mt. Alutom, 5.9 km SW of Agana. Calvo has applied to build another FM in Agana. *April 7*

Mililani Town, Hawaii, Antigo, Wis. (BPCT-970328KL)—HTV/HTN/Hawaiian Television Network Ltd. (CT Ryder, president/91.4% owner, PO Box 1239, Kula, Hawaii 96790) for TVs at ch. 60, 100 kw visual, ant. 84 m., 1 mi. S of Kunia, Hawaii (Mililani Town); ch. 46, 5,000 kw visual, ant. 109 m., 4.72 km from Antigo. HTV has applied to build TV in Waimanalo, Hawaii. *March 28, 31*

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,821
Commercial FM	5,442
Educational FM	1,865
Total Radio	12,128
VHF LPTV	543
UHF LPTV	1,407
Total LPTV	1,950
FM translators & boosters	2,751
VHF translators	2,285
UHF translators	2,692
Total Translators	7,728

Service	Total
Commercial VHF TV	556
Commercial UHF TV	632
Educational VHF TV	124
Educational UHF TV	241
Total TV	1,553

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	68.3%

*Based on TV household universe of 97 million
Sources: FCC, Nielsen, Paul Kagan Associates
GRAPHIC BY BROADCASTING & CABLE

Millilani Town, Hawaii (BPCT-970331KL)—Henry Kana'e (631 Imi Dr., Wailuku, Hawaii 96793) for TV at ch. 60, 290 kw visual, ant. 606 m., Palikea Communications Site, Palahua Rd. near Waipahu, Hawaii. *March 31*

Millilani Town, Hawaii (BPCT-970331KO)—Lightning Bolt Broadcasting Co. Inc. (Gary Dixon, president/owner, 173 Hakui Loop, Lahaina, Hawaii 96761) for TV at ch. 60, 1,500 kw visual, ant. 579 m., Palikea Ridge Communications Site, .6 km NE of Akupu, 4.7 km ENE of Nanakuli, Hawaii. *March 31*

Millilani Town, Hawaii; Midland, Tex. (BPCT-970331KW, SA)—George S. Flinn Jr. (see item, above) for TVs at ch. 60, 28 kw visual, ant. -30 m., near SW corner of intersection of California Ave. and Hwy 99 (Millilani Town); ch. 18, 1,665 kw visual, ant. 197 m., 1 km WSE of intersection of Hwys 20 and 302 (Midland). *March 31*

Millilani Town, Hawaii (BPCT-970331LR)—Haole Girl TV Inc. (Debra Probst, president/owner, 284 Front St., Lahaina, Hawaii 96761) for TV at ch. 60, 270 kw visual, ant. 606 m., atop Palikea Ridge, 4.8 km NE of Nanakuli, Hawaii. *March 31*

Millilani Town, Hawaii (BPCT-970331LS)—Mark Brown (PO Box 5618, Ketchum, Idaho 83340) for TV at ch. 60, 1,000 kw visual, ant. 579 m., atop Palikea Ridge near Waipahu, Hawaii. *March 31*

Millilani Town, Hawaii (BPCT-970331LT)—Diana S. Atkin (32510 Scandia Dr., Running Springs, Calif. 92382) for TV at ch. 60, 150 kw visual, ant. 606 m., atop Palikea Ridge, 4.8 km NE of Nanakuli, Hawaii. *March 31*

Millilani Town, Hawaii (BPCT-970331LU)—Ebony Broadcasting Inc. (Barbara Martin, president/owner, 300 Ethan Court, San Ramon, Calif. 94583) for TV at ch. 60, 500 kw visual, 579 m., Palikea Ridge Communications Site SE of Palua, Hawaii. *March 31*

Pocatello, Idaho; Goldfield, Nev. (BPCT-970328KF, G)—Harris Broadcasting Co. (Stephen R. Harris, Gloria M. Petroni-Harris, co-owners, 417 W. Plumb Lane, Reno, Nev. 89509) for TV at ch. 25, 50 kw visual, ant. 313 m., Howard Mtn., 3.5 mi. SE of Pocatello (Pocatello); ch. 7, 23 kw visual, 448 m., Brock Mtn., 1 mi. S of Tonopah, Nev. (Goldfield). *March 28*

Pocatello, Idaho; Two Rivers, Wis. (BPCT-970328KK, BPH-970414ME)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 19 Rolling Ridge Rd., Northfield, Ill. 60093) for TV at ch. 15, 5,000 kw visual, ant. 338 m., Lot 13, Howard Mtn. Communications Site (Pocatello); FM at 97.1 mhz, 2.55 kw, ant. 155 m., .9 km N of Elmwood Rd., .5 km E of SR 42 (Two Rivers). For KM's holdings, see "For the Record," April 21. *March 28, April 14*

Pocatello, Idaho (BPCT-970331KV)—Ball Enterprises Inc. (Roger Ball, president/owner, 2235 E. 25th St., Idaho Falls, Idaho 83404) for TV at ch. 15, 5,000 kw visual, ant. 304 m., Howard Mtn. *March 31*

Fairbury, Ill. (BPH-970407M4)—Livingston County Broadcasters Inc. (J. Collins III and Candace J. Miller, joint 86% owners, 315 N. Mill St., Pontiac, Ill. 61764) for FM at 107.7 mhz, 14 kw, ant. 100 m., .5 km W of CR

1600E on Livingston-McLean County Line Rd. Broadcasters owns WDWI-FM Dwight and WPOK(AM)-WJEZ-FM Pontiac, Ill. *April 7*

Fairbury, Ill. (BPH-970407MK)—Todd P. Robinson (2321 Devonshire Rd., Ann Arbor, Mich. 48104) for FM at 107.7 mhz, 25 kw, ant. 100 m., Lawndale Township, Ill. Robinson owns 20% of WOSN(FM) Indian River Shores, Fla.; has applied to build TVs in Pocatello, Idaho, and Billings, Mont. (see item, above); for other applications, see "For the Record," March 10. *April 7*

Fairbury, Ill. (BPH-970407MT)—Jerald L. Scott (c/o 1300 N. 17th St., 11th Floor, Rosslyn, Va. 22209) for FM at 107.7 mhz, 6 kw, ant. 172 m., 413 Chestnut St. *April 7*

Winfield, Kan.; Mt. Sterling, Ky.; Rapid City, S.D. (BPED-970418MA, not available, BPED-970416MC)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, Miss. 38801) for FMs at 91.9 mhz, .25 kw, ant. 119 m, 3 mi. E of Winfield (Winfield); 88.1 mhz, .3 kw, ant. 53 m., 805 Indian Mound Drive (Mt. Sterling); 88.3 mhz, .25 kw, ant. 119 m., 2425 Golden Eagle Drive (Rapid City). For association's holdings, see "For the Record," April 21. *April 18, March 21, April 16*

Gladstone, Mich. (BPH-970403MC)—Todd Stuart Noordyk (101 Huron Ct., Negaunee, Mich. 49866) for FM at 105.5 mhz, 6 kw, ant. 83 m., atop Soo Hill, 2.9 km NW of Escanaba, Mich. *April 3*

Gladstone, Mich. (BPH-970407M2)—Lakes Radio Inc. (Thomas A. Koser, president/71% owner, 701 Pine Dr., Rice Lake, Wis. 54868) for FM at 105.5 mhz, 4.6 kw, ant. 115 m., 7054 K Lane, Escanaba, Mich. Lakes Radio owns WCHT(AM)-WGLQ(FM) Escanaba, Mich. Koser owns 80% of WRLS-FM Hayward, Wis.; 70% of WOBT(AM)-WRHN(FM) Rhinelander and WHTD(AM) Three Lakes, Wis.; 67% of WJMC-AM-FM Rice Lake and company that has applied to build FM in Barron, Wis. *April 7*

Billings, Mont.; Grand Forks, N.D. (BPCT-970331KF, G)—Rapid Broadcasting Co. (Gilbert D. Moyle, president/6.7% owner, PO Box 2860, 2504 W. Main St., Rapid City, S.D. 57709) for TVs at ch. 14, 5,000 kw visual, ant. 190 m., near Sacrifice Cliff, Coburn Rd.; ch. 27, 5,000 kw visual, ant. 595 m., .6 km S of SR 18, 6.75 km W of Blanchard, N.D. (Grand Forks). *March 31*

Billings, Mont. (BPCT-970331KJ)—Meridian Communications Co. (co-owners Suzanne E. and Perry C. Rogers, 455 Capitol Mall, No. 604, Sacramento, Calif. 95814) for TV at ch. 14, 1,500 kw visual, ant. 212 m., 1.5 mi. E of intersection of I-94 and I-90, south of 90. Meridian has CP to build TV in Lake Havasu City, Ariz. *March 31*

Billings, Mont. (BPCT-970331LV)—Steven K. Bruggeman (1824 Forrest Park Dr., Billings, Mont. 59102) for TV at ch. 14, quarry off Hogan Rd., .5 mi. from I-90, 8 mi. E of Billings. Bruggeman owns 6% of KSVI-TV Billings. *March 31*

Billings, Mont. (BPCT-970331LZ)—John C. Siegel (650 California St., 7th Floor, San Francisco, Calif. 94108) for TV at ch. 14, 5,000 kw visual, ant. 99 m., 1736 Coburn

Rd. Siegel is senior VP/shareholder, Chris Craft Industries Inc., which owns 96% of BHC Communications Inc. BHC owns Chris Craft Television Inc., which owns KCOP(TV) Los Angeles; WWOX-TV Secaucus, N.J./New York, and KPTV(TV) Portland, Ore.; and 56.1% of United Television Inc. (of which Siegel is chairman), which owns KUTP(TV) Phoenix; KBHK-TV San Francisco; KMSP-TV Minneapolis; KMOL-TV San Antonio, Tex., and KTVX(TV) Salt Lake City. *March 31*

Ely, Nev. (BPCT-970331LY)—Sunbelt Communications Co. (James E. Rogers, president/72.5% owner, 1500 Foremaster Lane, Las Vegas, Nev. 89101) for TV at ch. 3, 5 kw, visual, ant. 284 m., atop Saxton Peak 3.5 mi. ESE of Ely. *March 31*

Farmington, N.H. (BPH-970407MH)—Mad River Broadcasting LLC (James P. Williams Jr, principal, 816 N. Main St., Laconia, N.H. 03246) for FM at 106.5 mhz, 1.5 kw, ant. 138 m., 1.3 km W of intersection of Hornetown and Ten Rod rds. Williams owns 75.7% of WLKZ(FM) Wolfeboro, N.H.; 26.5% of company that owns WJZN(FM) Vergennes, Vt., and has TBA with WBTZ(FM) Plattsburgh, N.Y.; 21% of WXLQ(FM) Fitchburg, Mass.; has LMA with WVFM(FM) Campton, N.H. *April 7*

Farmington, N.H. (BPH-970407MN)—Robert L. Demers for FM at 106.5 mhz, .48 kw, ant. 252 m., on Blue Job Mtn., 5 km E of Strafford, N.H. Demers owns 58.3% of WTSN(AM) Dover-WBYY(FM) Somersworth, N.H. *April 7*

Farmington, N.H. (BPH-970407MO)—Farmington Radio Partners (co-owners Dennis Jackson, Robert Vinikoor, 19 Boas Lane, Wilton, Conn. 06897-1031) for FM at 106.5 mhz, 2 kw, ant. 226 m., Industrial Communications & Electronics Inc. tower, Chesley Mtn., 10 Rod Rd. Jackson jointly owns WQQQ(FM) Sharon, Conn., and WXXK(FM) Lebanon, N.H.; owns 52.4% of applicant for FM in Jewett, N.Y.; is 50% GP in WMEX(FM) Westport, N.Y. and applicant for FM in Rosendale, N.Y. *April 7*

Farmington, N.H. (BPH-970407M3)—Carter Broadcasting Corp. (Kenneth R. Carberry, president/owner, 20 Park Plaza, Boston, Mass. 02116) for FM at 106.5 mhz, .57 kw, ant. 232 m., on Chelsey Mtn. 3 km S of Farmington. Carter Broadcasting owns WROL(AM) Boston, WACE(AM) Chicopee and WCRN(AM) Worcester, Mass.; WLOB(AM) Portland and WRUM(AM)-WWMR(FM) Rumford, Me., and WRIB(AM) E. Providence, R.I. *April 7*

Farmington, N.H. (BPH-970407MA)—Green Mountain Educational Fellowship Inc. (William Wittik, president, PO Box 126, Hartford, Vt. 05047) for FM at 106.5 mhz, .9 kw, ant. 171 m., Blue Job Mtn. Rd., Stafford, N.H. *April 7*

Farmington, N.H. (BPH-970407MB)—Northeastern Educational Radio Fellowship Inc. (John Harrison, president/33% owner, 27 Jones Ave., Hampton, N.H. 03842) for FM at 106.5 mhz, .5 kw, ant. 175 m., Blue Job Rd., Stafford, N.H. *April 7*

Farmington, N.H. (BPH-970407MC)—Pioneer Valley Educational Fellowship Inc. (Marcus Farrington, president/33% owner, 41 Russell St., Hadley, Mass. 01035) for FM at 106.5 mhz, .95 kw, ant. 165.6 m., Blue Job Rd.,

Strafford, N.H. April 7

Farmington, N.H. (BPH-970407ML)—Gary P. Marshall (88 Dudley Rd., Brentwood, N.H. 03833) for FM at 106.5 mhz, .29 kw, ant. 287 m., Chesley Mtn., 4 km from Farmington. April 7

Hanover, N.H. (BP-970328AB)—Koor Communications Inc. (Robert L. Vinikoor, president/66% owner, PO Box 2295, New London, N.H. 03257) for AM at 720 khz, 50 kw day, .5 kw night, E of SR 120 and Etna Rd., S of N. Labombard Rd., Lebanon City, N.H. Koor owns 51% of WNTK(AM) Newport, N.H. March 28

Peterborough, N.H. (BPED-970417MJ)—Northeastern Educational Radio Fellowship Inc. (John Harrison, president, 27 Jones Ave., Hampton, N.H. 03842) for FM at 88.1 mhz, .09 kw, ant. 398 m., atop Monadnock Mt. April 17

Ithaca, N.Y. (BPED-970411MC)—Colleges of the Seneca (Richard H. Hersh, president, 300 Pulteney St., Geneva, N.Y. 14456) for FM at 90.1 mhz, 4.2 kw, ant. -96 m., 805 S. Aurora St. College owns WEOS(FM) Geneva. April 11

Lyon Mountain, N.Y. (BPED-970416MD)—St. Lawrence University (Edgar B. Wilson, chairman, Romoda Dr., Canton, N.Y. 13617) for FM at 89.7 mhz, .19 kw, ant. 675 m., at summit of Lyon Mtn., 4.3 km SE of Village of Lyon Mountain. University owns WXLH(FM) Blue Mountain Lake, WSLU(FM) Canton, WSLU(FM) Malone, WXLG(FM) North Creek, WXLU(FM) Peru, WSLU(FM) Saranac Lake and WSLU(FM) Watertown, all N.Y. April 16

Robbins, N.C. (BPH-970327MF)—Deep River Radio (33.3 partners Millard V. Younts, Peter W. Lechman, Jeffrey D. Southmayd, 6802 Patterson Ave., Richmond, Va. 23226) for FM at 103.1 mhz, 6 kw, ant. 100 m., 2.8 km SW of Glendon, 1.4 km E of Rd. 1629. Younts owns 50% of WNDU(FM) White Stone, Va. Lechman owns WBOP(FM) Churchville, Va.; has interest in application for FM in Machias, Me. Southmayd jointly has interest in WAPP(FM) Berryville and WBPP(FM) Strasburg, Va., which are being sold (see "Changing Hands"). March 27

Robbins, N.C. (BPH-970326MV)—Richard Feindel (622 W. Chisholm St., Sanford, N.C. 27330) for FM at 103.1 mhz, 6 kw, ant. 100 m., .45 km ESE of intersection of CR 1638 and 1629 near Putnam, N.C. Feindel owns WWGP(AM)-WFMA(FM) Sanford, N.C. March 26

Robbins, N.C. (BPH-970327MD)—Woolstone Corp. (Alan L. and Mary B. Button, co-owners, PO Box 1087, Angier, N.C. 27501) for FM at 103.1 mhz, 6 kw, ant. 100 m., on CR 1639, .82 km W of CR 1640 near Putnam, N.C. March 27

Robbins, N.C. (BPH-970327ME)—Robbins Sun Broadcasting (Jon Robinson, 3880 Spurr Rd., Lexington, Ky. 40511) for FM at 103.1 mhz, 6 kw, ant. 100 m., E of Rte. 705 2.5 km NW of Robbins. March 27

Grand Forks, N.D. (BPCT-970331KE)—North American Broadcasting Co. (John C. Carsey, president/70% owner, 1100 Guadalupe, Austin, Tex.) for TV at ch. 27, 5,000 kw visual, ant. 500 m, 3 mi. S of Mayville on Rte. 18. March 31

Grand Forks, N.D.; Midland, Tex.; Antigo,

Wis. (BPCT-970331KY, Z, LA)—Continental Broadcasting Corp. (Robert Price, owner, 45 Rockefeller Plaza No. 3201, New York, N.Y. 10020) for TVs at ch. 27, 3,000 kw visual, 144 m., on side of KZLT-FM tower, .2 km SE of SR 220 as it crosses County Ditch 123, Bygland, Minn. (Grand Forks); ch. 18, 1,750 kw visual, ant. 120 m., Rte. 349, 1 mi. S of 120, Midland Rural Division (Midland); ch. 46, 3,000 kw visual, ant. 150 m., on side of WHDG(FM) tower, 1.1 km ESE of intersection of SRs T and 47 near Summit Lake, Wis. (Antigo). March 31

Millersburg, Ohio (BPED-970326MC)—Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 N. LaSalle Blvd., Chicago, Ill. 60610) for noncommercial FM at 90.5 mhz, 5 kw, ant. 114 m., Pleasant View Church, I-62, 4.1 km WSW of Winesburg, Ohio. For Moody's holdings, see "Changing Hands," March 17. March 26

Pastillo, P.R. (BPED-970325MH)—Beautiful Public Radio (Frederick Gauthier, president, PO Box 154, San German, P.R. 00683) for noncommercial FM at 90.1 mhz, .15 kw, ant. -55 m., .8 km E of Hacienda Amelia on N side of Ponce Guayama Hwy. Gauthier owns CP for AM in Mulberry, Fla.; has applied to build FM in Fredericksted, Saint Croix, V.I. March 25

Abilene, Tex. (BPED-970331MB)—Christian Broadcasting Co. Inc. (L. Jack Hill, president, 1001 Cedar Crest, Abilene, Tex. 79601) for FM at 88.9 mhz, 6 kw, ant. 194.3 m. CBC owns KGNZ(FM) Abilene; has applied to build FM in Lubbock, Tex. March 31

Athens, Tex. (BPED-970417MA)—American Family Association for noncommercial FM at 88.1 mhz, 38 kw, ant. 150 m., 12.5 mi. SE on US 175, E to Ranch Rd. 2588, right on Ranch Rd. 4 mi. Association has applied to build FM in Mount Sterling, Ky.; has dismissed application to build FM in Nacogdoches, Tex. (see item, above). April 17

Beaumont, Temple and Waco, Tex. (BPED-970417MB, E, G)—American Educational Broadcasting Inc. (Carl J. Auel, president/33.3% owner, 1601 Belvedere Rd., No. 204 E, West Palm Beach, Fla. 33406) for non-commercial FMs at 88.1 mhz, 25 kw, ant. 66 m., .34 km S of Hwy 105, 6 km W of Sour Lake, Tex. (Beaumont); 88.5 mhz, .25 kw, ant. 188 m., E corner of RM 2484 and Eagle Nest Rd., 15 km SE of Killeen, Tex. (Temple); 88.1 mhz, 100 kw, ant. 84 m., .5 km N of Hwy 7, 8 km W of Kosse, Tex. (Waco). For Auel's holdings, see "For the Record," April 7. April 17

Farmersville, Tex. (BPH-970401MO)—North American Broadcasting Co. (John C. Carsey, president/70% owner, 1100 Guadalupe, Austin, Tex.) for FM at 92.1 mhz. April 4

Farmersville, Tex. (BPH-970402MH)—Galen O. Gilbert (PO Box 492, Sulphur Springs, Tex. 75483) for FM at 92.1 mhz, 6 kw, ant. 100 m., N of SR 981 1.1 km N of Blue Ridge, Tex. Gilbert owns KSWM(AM) Aurora, Mo., and 51.7% of Altus Radio Inc., which owns KWHW(AM)-KRKZ(FM) Altus and KTJS(AM)-KOTZ(FM) Hobart, Okla.; has applied to build FM in Shell Knob, Mo. April 2

Farmersville, Tex. (BPH-970402MI)—La Nueva Cadena Radio Luz Inc. (Israel, San Juana E. and Isaac Eliud Tellez, each 33.3%

owners, 2702 Pine at Louisiana, Laredo, Tex. 78043) for FM at 92.1 mhz, 6 kw, ant. 100 m., 1.2 km S of Frognot, Tex. Israel and San Juana E. Tellez own 33.3% of KTNB(FM) Kenedy, Tex.; have applied (with Isaac Tellez) to build FMs in Bracketville and Hebronville, Tex. April 2

Midland, Tex. (BPCT-970331KI)—Media Properties LP (11840 N. Dragoon Springs Dr., Tucson, Ariz. 85737) for TV at ch. 18, 5,000 kw visual, ant. 115 m., 415 W. Wall St. Media Properties Inc. (William L. Yde III, president/33.3% owner) owns 75% of Media Properties LP. March 31

Midland, Tex. (BPCT-970331KM)—Chaparral Broadcasting LLC (Brent Philip Boswell, manager/51% owner, 1 Texas Tower, 109 N. Oregon, No. 1106, El Paso, Tex. 79901) for TV at ch. 18, 5,000 kw visual, ant. 385 m., 2 mi. SSW of intersection of Farm Rds. 1787 and 1788. Boswell owns 5.9% of application for TV in Selma, Ala. March 31

Midland, Tex.; Wittenberg, Wis. (BPCT-970331KN, K)—GMA Broadcasting Corp. (Richard H. Heibel, president/owner, 12 Glenmoor Pl., Hilton Head, S.C. 29926) for TV at ch. 18, 5,000 kw visual, ant. 200 m., 1113 E CR 150 (Midland); ch. 55, 5,000 kw visual, ant. 284 m., SE corner of Landing and Star rds. (Wittenberg). GMA has applied to build FM in Fairbury, Ill. Heibel has applied to build FM in Hicksville, Ohio. March 31

Midland, Tex. (BPCT-970331KP)—Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner, 601 Clearwater Park Rd., West Palm Beach, Fla. 33401) for TV at ch. 18, 5,000 kw visual, ant. 142 m., 6 km NE of intersection of SR 349 and CR 120. For Paxson's holdings, see "Changing Hands." March 27

Midland, Tex. (BPCT-970331KR)—New Century Communications (D. Jeanette Bennett, Judy K. Querio, Tim S. Riggan, Delores A. Stokes, co-owners, 2809 Maxwell, Midland, Tex. 79705) for TV at ch. 18, 5,000 kw visual, ant. 277 m., 1.5 km NE of intersection of Hwys. 1213 and 349. Querio owns 40% of KSKN-TV Spokane, Wash. March 31

Mt. Enterprise, Tex. (BPH-970403MN)—OARA Inc. (Kenneth R. Reynolds, president/owner, PO Box 11196, College Station, Tex. 77842) for FM at 99.9 mhz, 1.5 kw, 195 m., 1.8 km N of intersection of US 259 and SR 315. OARA owns KWSK(FM) Daingerfield and KAGG(FM) Madisonville, Tex.; has applied to build FMs in Blossom, Pittsburg, San Angelo and Winona, Tex. Reynolds also owns KROO(AM)-KLXK-FM Breckenridge, Tex. April 3

Salt Lake City (BPET-970331SB)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, 4124 Baldwin Sq., Memphis, Tenn. 38117) for TV at ch. 26, 1,700 kw visual, ant. 51 m., 1.6 km from Camp Williams, Utah. BCI has applied to build TVs in Selma, Ala.; Nogales, Ariz.; Memphis, and Ogden, Utah. For Flinn's holdings, see "Changing Hands," April 7. March 31

Bennington and Wallingford, Vt. (BPED-970417ML)—Green Mountain Educational Fellowship Inc. (William Wittik, president, PO Box 126, Hartford, Vt. 05047) for FMs at 88.1 mhz, .55 kw, ant. 271 m., atop Woodford Mtn.

(Bennington); 91.5 mhz, 1 kw, ant. -164 m., East St., Rutland, Vt. (Wallingford). *April 17*

Deltaville, Va. (BPED-970403ML)—Hampton Roads Educational Telecommunications Association Inc. (Keith L. Massie, senior VP—operations, 5200 Hampton Blvd., Norfolk, Va. 23508) for FM at 92.3 mhz. *April 3*

Deltaville, Va. (BPH-970407MV)—Cobbs Creek Broadcasting GP (partners/each 33.3% owners J. Phillip Goldman, James E. Campana, Russell C. Powell, 10300 Attems Way, Glen Allen, Va. 23060) for FM at 92.3 mhz, 6 kw, ant. 91 m., .2 km SW of Cobbs Creek, Rte. 198. Goldman owns 15% of company that has TBA with WPTG(FM) West Point, Va.; 10% of buyer of WAWB(TV) Ashland, Va. Campana owns 89% of buyer of WAWB; 15% of company that has TBA with WPTG. *April 7*

East Wenatchee, Wash. (BPED-97032-7MC)—Douglas County Educational Radio Association (Thomas W. Read, president, PO Box 31000, Spokane, Wash. 99223) for non-commercial FM at 88.1 mhz, .6 kw, ant. -40.3 m., northernmost point of Wenatchee Heights, 1.5 mi. from Wenatchee. Read owns KSPQ(FM) Dishman, KGDN(FM) Pasco and KTRQ(FM) Quincy, all Wash.; 55% of KTWI(AM) Ephrata, Wash.; has CP to build KTAC(FM) Ephrata. *March 27*

Antigo, Wis. (BPCT-970328KH)—Kenneth R. Simmons (739 Spruce St., Verona, Wis. 53593) for TV at ch. 46, 3,200 kw visual, ant. 143 m., County Hwy T, 3.3 km E of U.S. 45, Upham Township, Wis. *March 28*

Siren, Wis. (BPH-970325MD)—Alan R. Quarnstrom (1104 Cloquet Ave., Cloquet, Minn. 55720) for FM at 105.7 mhz, 6 kw, ant. 100 m., .25 mi. NE of Karlsborg Cemetery. For Quarnstrom's holdings, see "For the Record," Jan. 20. *March 25*

Siren, Wis. (BPH-970326MT)—Charles R. Lutz (PO Box 85, Shell Lake, Wis. 54871) for FM at 105.7 mhz, 6 kw, ant. 100 m., .25 mi. NE of Karlsborg Cemetery. Lutz owns WGSW(AM)-WGMO-FM Shell Lake, Wis. *March 26*

Siren, Wis. (BPH-970326MU)—Lightwood Broadcasting Co. (James J. Wychor, Altin R. Paulson, co-owners, 11 Pleasant View Lane, Circle Pines, Minn. 55014) for FM at 105.7 mhz, 6 kw, ant. 100 m., .5 km S of Yellow Lake, .5 km N of CR AA. Wychor owns 7% of KWOA-AM-FM Worthington, Minn. *March 26*

Wittenberg, Wis. (BPCT-970331KX)—Innovative II Television Inc. (Robert E. McAllan, president/14.3% owner, 1210 Remsen Mill Rd., Neptune, N.J. 07753) for TV at ch. 55, 1,480 kw visual, ant. 284 m., .4 mi. WSW of junction of Hwy Q and Landing Rd., Hewitt Township, Wis. McAllan owns 33.2% of applicant for FM in Sun Valley, Nev.; 30% of Innovative Television Inc., which has applied to build TV in Vicksburg, Miss., and has interest in Press Broadcasting Co. Inc. (which owns WKCF(TV) Clermont, Fla., and WBSS(FM) Millville and WBUD(AM)-WKXW(FM) Trenton, N.J.). *March 31*

FACILITIES CHANGES

Dismissed

Dubuque, Iowa (BPH-950719ID)—Iowa Communications Investments Inc. for KGGY

(FM): change ERP to 6 kw, ant. to 85.3 m. *April 4*

Returned

Delano, Calif. (BPH-970130IC)—Tape Networks Inc. for KDNO(FM): change ant., TL, ERP, class. *April 18*

Baton Rouge (BP-961105AA)—East Baton Rouge Parish School Board for KBRH(AM): change power, ant. *April 9*

Granted

Oneonta, Ala. (BPH-961127IE)—Blount County Broadcasting Service for WKLD(FM): change ant. *March 25*

Nome, Alaska (BP-960924AA)—Catholic Bishop of Northern Alaska for KNOM(AM): change power. *April 17*

Flagstaff, Ariz. (BMPED-961114ID)—Joy Public Broadcasting Corp. for KJTA(FM): change ERP, ant., TL. *April 23*

Cedar Creek, Fla. (BMPED-960327IB)—Cedar Creek Public Radio Inc. for WKSG(FM): change ant., TL, ERP. *April 23*

Edgewater, Fla. (BMPED-960712IE)—Mims Community Radio Inc. for WKTO(FM): change ERP. *April 23*

Vernon Hills, Ill. (BMP-961007AB)—Polnet Communications Ltd. for WNVH(AM): change TL. *April 9*

Goshen, Ind. (BPED-960828MA)—Goshen College Broadcasting Corp. for WGCS(FM): change ERP, ant., TL, class. *April 3*

Belle Plaine, Iowa (BMPH-970220IC)—Cynthia A. Siragusa for KXPW(FM): change channel from C to A. *April 8*

Ottumwa, Iowa (BP-961118AE)—FMC Broadcasting Inc. for KLEE(AM): change power, ant. *April 2*

Sioux City, Iowa (BPH-961122IE)—Donald A. Swanson for KTFC(FM): change ant., TL. *March 25*

Wellington, Kan. (BPH-960826IL)—Johnson Enterprises Inc for KWME(FM): change ERP, ant. *April 4*

Radcliff, Ky. (BPH-961106IC)—W&B Broadcasting Inc. for WASE(FM): change ant., TL, ERP. *March 14*

Lake Arthur, La. (BMPH-961023IA)—G. Dean Pearce for FM at 107.3 mhz: change channel from C2 to C3. *April 15*

Detroit (BPCT-950330KF)—CBS Inc. for WWJ-TV: change ERP to 5,000 kw visual, ant. to 327 m., TL to 20931 Myers Rd., Oak Park, Mich. *April 21*

Kalamazoo, Mich. (BMPED-970107IH)—Cornerstone Baptist Educ. Ministries for WAYK(FM): change CP to 10 kw, ant. 121 m., TL. *Jan. 28*

Lumberton, Miss. (BMPH-960916ID)—Stone-Lamar Broadcast Services Corp. for WLUN(FM): change ERP, ant., TL. *March 28*

Branson, Mo. (BPED-961224IC)—Vision Ministries Inc. for KLFC(FM): change ant. *April 16*

Omaha (BMPED-970205IE)—Omaha Community Broadcasting for KNOS(FM): change ant., TL, ERP. *April 17*

Chateaugay, N.Y. (BMPH-961203IA)—Carti-

er Communications Inc. for WYUL(FM): change ant., ERP. *April 1*

Hudson, N.Y. (BMPED-931110MB)—Sound of Life Inc. for WHVP(FM): change ERP, ant., TL. *April 23*

Syracuse, N.Y. (BMP-961218AA)—Wolf Radio Inc. for WOLF(AM): change TL, ant. *April 21*

Biltmore Forest, N.C. (BMPH-961218IA)—Biltmore Forest Radio Inc. for WZRO(FM): change TL. *March 21*

Charlotte, N.C. (BMPEX-960209IB)—Columbine Investments Inc. for experimental station: change channel. *April 2*

Greensboro, N.C. (BPH-961206ID)—Radio License LP for WOMG-FM: change ant., TL. *April 4*

Columbus, Ohio (BPED-960509MB)—Spirit Communications Inc. for WUFM(FM): change ERP, class, ant. *March 25*

Sulphur, Okla. (BPH-960726IC)—DFWU Inc. for KFXT(FM): change ant., TL, ERP, class. *April 4*

Banks, Ore. (BPH-961206IG)—American Radio Systems Corp. for KBBT-FM: change ant., ERP, TL. *April 9*

Lake Oswego, Ore. (BPH-961206IF)—Radio Systems of Miami Inc. for KKJZ(FM): change ant. *April 7*

Columbia, Pa. (BAL-970124EE)—Hadley Media Corp. for WNZT(AM): voluntary AOL to Lancaster County Association for the Blind. *April 4*

Philadelphia (BTCH-961001GP, Q)—EZ Philadelphia Inc. for WIOQ(FM) and WUSL(FM): voluntary TOC to American Radio Systems Corp. *April 4*

Tobyhanna, Pa. (BPH-961113IA)—Keymarket of Nepa Inc for WKRF(FM): change ant., TL, ERP. *April 7*

Hot Springs, S.D. (BMLH-960823ID)—Mt. Rushmore Broadcasting Inc. for KZMX-FM: change channel to C2. *April 14*

Cleveland, Tex. (BPH-961121IB)—Texas Classical Radio Inc. for KRTK(FM): change ant. *March 31*

Hempstead, Tex. (BMPH-951130IG)—Farmers Communications for KEZB(FM): change ERP to 9.2 kw, ant. to 166 m, TL, class to C3. *April 4*

Junction, Tex. (BMPH-970221IC)—Robert L. Meadows for KAHQ(FM): change TL. *April 8*

Charlottesville, Va. (BMPH-970326ID)—Spectrum Broadcasting Corp. for WUMX(FM): change ant., TL, ERP. *April 4*

Waynesboro, Va. (BMPED-961002IA)—Positive Alternative Radio Inc. for WPVA(FM): change ant., TL. *April 17*

Woodstock, Va. (BPH-960812IC)—Ruarch Associates LP for WAZR(FM): change ant., ERP. *April 1*

Warrenton, Va. (BPH-960926IB)—Radio Broadcast Communications Inc. for WINX-FM: change ERP. *April 3*

Green Bay, Wis. (BMPED-961211IA)—Board of Regents of University of Wisconsin Sys. for WHID(FM): change ant. *April 7*

Merrill, Wis. (BPH-960520IB)—Roberts Broadcasting Inc. for WMZK(FM): change channel from C3 to C2. *March 31*

Laramie, Wyo. (BPH-961024IA)—Montgomery Broadcasting LL for KIMX(FM): change ant., class, ERP. *April 4*

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Birmingham, Ala. (BMPED-970326IE)—Briarwood Presbyterian Church for WLJR(FM): change ant., TL. *April 15*

Cherokee Village, Ark. (970410IB)—KFCM Inc. for KFCM(FM): upgrade to class C3. *April 24*

Salem, Ark. (BPH-970410IC)—Bragg Broadcasting Inc. for KSAR(FM): change frequency from 100.9 mhz to 95.9. *April 28*

Davis, Calif. (970410MF)—University of California for KDVS(FM): change ERP, ant., TL. *April 25*

East Porterville, Calif. (BMPH-970407IB)—Azia's Entertainment Inc. for KOUJ(FM): change ant., TL, ERP. *April 24*

Modesto, Calif. (BP-970327AA)—Pete Pappas Co. for KTRB(AM): change day TL. *April 4*

Novato, Calif. (BMPCT-961009KE)—North Bay Television Inc. for KWOK(TV): change ant. to 402 m., TL to Burdell Mtn., .1 mi. N of Novato city limits. *April 8*

Sacramento, Calif. (970328ID)—Diamond Radio Inc. for KRYR(FM): change ant. *April 15*

Hartford, Conn. (BPED-970404IA)—Hartford Board of Education for WOTO(FM): change ERP. *April 21*

Inverness, Fla. (970408AB)—WINV Inc. for WINV(AM): change city of license, power, ant. *April 16*

St. Petersburg, Fla. (BPED-970411IC)—Moody Bible Institute of Chicago for WKES(FM): change ant., TL. *April 28*

Hogansville, Ga. (BMPH-970403IE)—Janz Broadcasting Inc. for WZLG(FM): change ant., ERP. *April 24*

Hilo, Hawaii (BP-970411AC)—Big Island Broadcasting Co. for KIPA(AM): change power. *April 22*

Boise, Idaho (BP-970415AE)—Pacific Northwest Broadcasting Corp. for KBOI(AM): change night ant. *April 24*

Loves Park, Ill. (970414AA)—Angelo Joseph Salvi for WLUV(AM): change day power. *April 22*

Mount Vernon, Ill. (BPH-970326IA)—Daniel S. Stratemeyer for WAJT(FM): change ant., ERP. *April 8*

Rockford, Ill. (BMPED-970326IC)—Faith Academy for WFEN(FM): change ant. *April 14*

Woodstock, Ill. (BPH-970331IA)—Pride Communications LLC for WZSR(FM): change ant., ERP. *April 28*

Alta, Iowa (BMPH-970324IG)—Buena Vista University for FM at 97.5 mhz: change ant., TL. *April 14*

Bettendorf, Iowa (970408MC)—Connoisseur Communications LP for KORM(FM): change ant., TL. *April 25*

Lamoni, Iowa (BMPH-970324IE)—Lifestyle Communications Corp. for KASD(FM): change channel from C3 to C2. *April 14*

Hartford, Ky. (970328AA)—Starlight Broadcasting Co. Inc. for WSNR(AM): change community of license. *April 8*

Stamping Ground, Ky. (BPH-970310IC)—Scott County Broadcasting Inc. for WKYI(FM): change ant., TL, ERP. *April 8*

Baker, La. (BMPH-970331IF)—Guaranty Broadcasting Corp. for WBBU(FM): change class from A to C3. *April 24*

Hammond, La. (BPH-970331IB)—Pearl Broadcasting Corp. for WHMD(FM): change TL. *April 28*

Houlton, Me. (BPH-970410ID)—County Communications Inc. for WHOU-FM: change ant, ERP. *April 28*

Mackinaw City, Mich. (BPH-970311IA)—Power Pager Inc. for WLJZ(FM): change ant., TL, ERP. *April 8*

Taylor, Mich. (970319AE)—Bell Broadcasting Co. for WCHB(AM): change night power, ant. *March 28*

Tuscola, Mich. (970328IG)—Faircom Flint Inc. for WBBN(FM): change ant., ERP. *April 15*

La Crescent, Minn. (BMPH-970319IA)—White Eagle Broadcasting Inc. for KQEG(FM): change ant., TL, ERP. *April 8*

Marshall, Minn. (BPH-970324ID)—Paradis Broadcasting of Marshall Inc. for KBJJ(FM): change ant., TL, ERP. *April 8*

Redwood Falls, Minn. (BPH-970320IE)—CD Broadcasting Corp. of Redwood Falls for KLGR-FM: change ant., class, ERP. *April 8*

Union, Miss. (BMPH-970320ID)—Broadcasters & Publishers Inc. for WZKS(FM): change ERP. *April 8*

Missoula, Mont. (BMPED-970403IC)—Faith Communications Corp. for FM at 91.1 mhz: change main studio location. *April 28*

Albuquerque, N.M. (BPED-970313IE)—Board of Regents, University of New Mexico, for KUNM(FM): change ERP. *April 8*

Lake Success, N.Y. (970403ID)—WYNY License Corp. for WKTU(FM): change ant., TL, ERP. *April 15*

New City, N.Y. (970319AC)—Odyssey Communications Inc. for WRKL(AM): change night power, ant., hours of operation. *March 28*

Burgaw, N.C. (BP-970411AB)—Grace Christian School for WVBS(AM): change ant., TL. *April 18*

Wilmington, N.C. (BPH-970324IC)—Cape Fear Radio Co. for WMNX(FM): change ant., TL. *April 8*

Cortland, Ohio (BMP-970407AB)—Miklos and Maria Kossanyi for WKTX(AM): change TL, power, ant. *April 16*

Englewood, Ohio (BPH-970324IF)—Palm Beach Radio Broadcasting for WBTT(FM): change ant., TL, ERP. *April 14*

St. Marys, Ohio (970311IA)—Lima Broadcasting Co. for WLWZ(FM): change ant., TL, ERP. *April 17*

Claremore, Okla. (BMPH-970404IB)—Michael Stephens for KTFR(FM): change ant., TL, ERP. *April 24*

Cannon Beach, Ore. (BMPH-970324IH)—Broad Spectrum Communications Inc. for

KCBZ(FM): change ant., TL, ERP. *April 14*

Cherryville, Ore. (970313MN)—Educational Media Foundation for KLVF-FM: change ERP, ant., TL, class. *March 28*

Easton, Pa. (BP-970407IC)—Patterson Allentown Licensee Corp. for WEEX(AM): change ant. *April 24*

Fort Matilda, Pa. (BPH970415IB)—Tele-Media Broadcasting Co. for WKFN(FM): change ant., TL, ERP. *April 28*

Vega Baja, P.R. (BP-970319AD)—Vega Baja Broadcasting Corp. for WEGA(AM): change ant. *March 28*

Columbia, S.C. (970327II)—Emerald City Radio Partners LP for WNOK(FM): change ant., ERP. *April 15*

Sioux Falls, S.D. (BPH-970320IF)—Midcontinent Radio of S.D. Inc. for KRRO(FM): change TL. *April 14*

Commerce, Tex. (BMPH-970310IG)—Blue Bonnet Radio Inc. for KEMM(FM): change channel to C2. *April 4*

Dallas (970327IA)—Infinity Broadcasting Corp. for KYNG(FM): change ant., TL. *April 15*

Dallas (BPH-970409ID)—Infinity Broadcasting Corp. for KRBB(FM): auxiliary station. *April 28*

Dallas (BPH-970327IA)—Infinity Broadcasting Corp. for KYNG(FM): change ant., TL. *April 24*

Fort Worth (BPH-970326IB)—Infinity of KOAI-FM Licensee Corp. for KOAI(FM): change ant., TL. *April 8*

Hallettsville, Tex. (BMPH-970306IB)—Hill Country Radio for FM at 99.9 mhz: change ERP, ant., TL. *March 26*

Houston (BP-970415AC)—Arlite Broadcasting Inc. for KEYH(AM): add 185 w night. *April 24*

Jacksonville, Tex. (BPCT-960723LG)—Region 56 Television Network Inc. for KETK-TV: change ERP to 5,000 kw visual, ant. to 472 m., TL to 1 km NW of Gallatin, Tex. *March 26*

Rosenburg-Richmond, Tex. (BMP-970319AB)—Tichenor License Corp. for KRTX(AM): change night power, TL, ant. *March 28*

Terrell, Tex. (BPH-970325IB)—KTLR Broadcasting Inc. for KTLR-FM: change TL. *April 8*

Wheeler, Tex. (BPED-951211IZ)—Wheeler Educational Broadcasting Foundation for KPDR(FM): change main studio location. *March 25*

Midvale, Utah (BPH-970319IB)—Quarry Mountain Broadcasting Inc. for KOMB(FM): change ant., TL, ERP. *April 8*

Sweet Briar, Va. (970417MD)—Sweet Briar College for WUDZ(FM): change ant., TL, ERP, frequency, class. *April 24*

Goldendale, Wash. (BPH-970411IA)—Colin B. Malcolm for KYTT(FM): change channel to C2. *April 28*

Hoquiam-Aberdeen, Wash. (BPH-970328IE)—Spencer Broadcasting for KGO-FM: change channel from A to C3. *April 28*

Naches, Wash. (BMPH-970415IC)—KYKA Inc. for KZTA(FM): change ant., ERP. *April 28*

South Bend, Wash. (970326IH)—Jodesha

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Broadcasting Inc. for KFMV(FM): change channel from C2 to C3. *April 15*

Elkins, W.Va. (970411B)—Marja Broadcasting Corp. for WDNE-FM: change ant., TL, main studio, ERP, frequency, class. *April 24*

Laramie, Wyo. (BPH-970314B)—Pacific Broadcasting for KKNQ(FM): change channel from C3 to C2. *April 1*

Charlottesville, Va. (970328IF)—Spectrum Broadcasting Corp. for WUMX(FM): change ant., TL, ERP. *April 15*

CALL-SIGN ACTIONS

Dora, Ala.—J.T. Roberts Broadcasting Inc. for new FM: change to WJIT(FM). *March 28*

Lubert, Ala.—Brantley Broadcast Associates for WDHT(FM): change to WMHS. *April 18*

Tuscaloosa, Ala.—Taylor Communications Corp. for WACT-FM: change to WRTR(FM). *March 31*

Show Low, Ariz.—Arizona Board of Regents for new FM: change to KAUL(FM). *April 1*

Camden, Ark.—New Horizons Ventures Inc. for KOSG(AM): change to KNHD. *April 11*

Merced, Calif.—Clarke Broadcasting Corp. for KLOQ(AM): change to KTFN. *March 31*

Middletown, Calif.—Moonbeam Inc. for KRAZ(FM): change to KGRP. *March 31*

Modesto, Calif.—Sainte Ltd. for KCSO(TV): change to KUVS. *March 28*

Sacramento, Calif.—American Radio Systems Corp. for KXOA(AM)-KOPT(FM): change to KOPT-AM-FM. *April 15*

Santa Ynez, Calif.—Grape Radio for KAGA(FM): change to KRAZ. *March 31*

Sima Valley, Calif.—Lotus Oxnard Corp. for KWNK(AM): change to KVCA(AM). *March 28*

Grand Junction, Colo.—MBC Grand Broadcasting Inc. for KJYE-FM: change to KJYE(FM). *April 1*

Ignacio, Colo.—KUTE Inc. for new FM: change to KUTE(FM). *April 1*

Macon, Ga.—Taylor Communications Corp. for WOTK(AM): change to WLCG. *March 31*

Warner Robins, Ga.—WIKS-FM for WYIO(FM): change to WLCG-FM. *March 31*

Warrenton, Ga.—Don and April Beard for new FM: change to WRFN(FM). *April 8*

Waycross, Ga.—American Family Radio for new FM: change to WASW. *April 18*

Wallace, Idaho—Hawkeye Radio Properties Inc. for new FM: change to KOWK(FM). *March 31*

Chicago—Infinity Broadcasting Corp. for WJJD(AM): change to WSCR. *April 8*

Chicago—Personal Achievement Radio Inc. for WSCR(AM): change to WYPA. *April 8*

Auburn, Ind.—Frank S. Kovas for WIFF(AM)-WGLL(FM): change to WGLL(AM)-WGL-FM. *March 31*

Columbia City, Ind.—IRP Inc. for WDJB(FM): change to WSHI. *April 14*

Roanoke, Ind.—Frank S. Kovas for WGL-FM: change to WYSR(FM). *March 31*

Vincennes, Ind.—American Family Association

for WAQO(FM): change to WATI. *April 4*

Lamoni, Iowa—Lifestyle Communications Corp. for KASD(FM): change to KIC. *April 18*

Rock Valley, Iowa—AQ Radio Partnership for KDUT(FM): change to KHK. *March 31*

Clinton, Ky.—River County Broadcasting Inc. for new FM: change to WCBF. *April 18*

Hawesville, Ky.—WLME Inc. for WKCM-FM: change to WXCM(FM). *April 9*

Newburg, Ky.—Gore-Overgaard Broadcasting Inc. for WXKN(AM): change to WNAI. *April 18*

Baker, La.—Guaranty Broadcasting Corp. for WBBU(FM): change to WGGZ. *April 18*

Basile, La.—Third Partner Broadcasting Inc. for KSIG-FM: change to KOIS(FM). *March 31*

Baton Rouge—Guaranty Broadcasting Corp. for WGGZ(FM): change to WDGL. *April 18*

Rayne, La.—Broadcast Partners Inc. for KCRL(FM): change to KSIG-FM. *March 31*

Belfast, Me.—Star Broadcasting of Maine Inc. for WWFX(FM): change to WEBR(FM). *March 24*

Howland, Me.—Moon Song Communications Inc. for WSNV(FM): change to WVOM. *April 18*

Flint, Mich.—Midwest Broadcasting Corp. for WTAC(AM): change to WSNL(AM). *March 31*

Glen Arbor, Mich.—David C. Schaberg for WTHM(FM): change to WJZJ(FM). *March 31*

Grand Rapids, Mich.—Clear Channel Com-

munications Inc. for WCUZ(AM): change to WTKG. *March 28*

Rogers City, Mich.—Ives Broadcasting Inc. for WELG(FM): change to WHAK-FM. *April 1*

Caledonia, Minn.—Marathon Media of Minnesota LP for KSOF(FM): change to KHTW. *April 11*

New Bloomfield, Mo.—New Life Evangelistic Center Inc. for new FM: change to KNLG(FM). *April 1*

Big Sky, Mont.—Mountain Broadcasting Inc. for new FM: change to KBFN(FM). *March 28*

Bozeman, Mont.—Reier Broadcasting Co. Inc. for KATH(FM): change to KOB-FM. *April 11*

Falls City, Neb.—KNZA Inc. for new FM: change to KLZA(FM). *April 11*

Las Vegas—Lotus Broadcasting Corp. for KORK(AM): change to KBAD. *April 4*

Lebanon, N.H.—Radio South Burlington Inc. for WVRN(FM): change to WXXK(FM). *March 31*

Newport, N.H.—Mountain View Broadcasting Inc. for WXXK-FM: change to WVRN(FM). *March 31*

Las Cruces, N.M.—World Radio Network for new FM: change to KRUS. *April 18*

Santa Fe, N.M.—Minority Broadcasters of Santa Fe Inc. for new TV: change to KAUC(TV). *April 11*

—Compiled by Elizabeth A. Rathbun

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Second that emotion

EDITOR: I want to join in the extravagant and graceful compliment paid you by Willard Walbridge ("Open Mike," April 14) for your typically brilliant "First Amendment 101" editorial of March 3.

Of all the journals and publications that profess to serve our profession *only* BROADCASTING & CABLE seems determined to extend to us the freedoms, privileges and responsibilities that accrue to our colleagues in the public (read: printed) press.

You don't suffer compliments—or fools—very well, but BROADCASTING & CABLE is truly sui generis and thus absolutely invaluable to all of us.

Incidentally, the only fault I find with Mr. Walbridge's brilliant letter is the appellation "corporate consultant" that he chose to describe himself. It should have read "wise man and statesman."

But you know that. And that's why you ran his marvelous mis-sive...and published the great editor-

ial that prompted his approval and enthusiasm.

And our gratitude.—William O'Shaughnessy, president/editorial director, Whitney Radio, Westchester, N.Y.

'Beautiful' thoughts

EDITOR: The April 14 letter from Phil Stout about "beautiful music"—formatted FM stations is 100% on target.

For years, such stations were the mainstay of FM radio; every market had several. Here in Los Angeles in the 1970s, KBIG and KJOL (now KSYR) both had such formats and regularly scored in the top five stations; one or the other would often be number one. Now at least a dozen stations fight it out with the same lackluster "AC" formats, hardly differentiable, dividing up the market into very small shares. One station with a beautiful music format would have it all to themselves. Even if it is called a niche, it's a great big empty niche right now, screaming out for satisfaction.—Barry Friedman, Santa Monica, Calif.

Datebook

THIS WEEK

Through May 7—*Claritas Inc.* 7th annual Precision Marketing Conference. Disney Yacht and Beach Club, Orlando, Fla. Contact: (703) 812-2700.

May 6—"Liquor Advertising and the Electronic Media," a *Cato Institute* policy forum. The Cato Institute, Washington. Contact: Heather Anttila. (202) 789-5229.

May 6—"How to Meet Customer Expectations and Build Your Value," breakfast seminar presented by the Rocky Mountain chapter of *Women in Cable & Telecommunications*. TCI Bldg., Denver. Contact: Julie Luplow. (303) 338-9902.

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—42nd annual Genii Awards presentation and roast, presented by the Southern California chapter of *American Women in Radio & Television*. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 506-8675.

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

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 15—"A Celebration of Diversity," formal cocktail reception to benefit the Five Points Media Center presented by the Rocky Mountain chapter of *Women in Cable & Telecommunications*. Grant Humphrey's Mansion, Denver. Contact: Jeanette Criscione. (303) 355-7603.

May 15—Chicago chapter of *Women in Cable & Telecommunications* open house. House of Blues, Chicago. Contact: (630) 894-4959.

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*. Marriott Marquis Hotel, New York City. 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—"Radio Meets New Media," *International Radio & Television Society Foundation* breakfast seminar. Time-Life Bldg., New York City. Contact: John Kienker. (212) 867-6650.

May 21—24th annual Daytime Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Radio City Music Hall, New York City. Contact: Harry Eggart. (212) 586-8426.

May 21-24—37th annual *Broadcast Cable Financial Management Association* conference. Hyatt Regency Embarcadero, San Francisco. Contact: Mary Teister. (847) 296-0200.

May 22—*Federal Communications Bar Association* luncheon featuring Supreme Court Justice Antonin Scalia. Capital Hilton Hotel, Washington. Contact: Paula Friedman. (202) 736-8640.

May 26-28—*Brasil Link '97*. Brazilian pay-TV conference and exposition. Rio Centro, Rio de Janeiro. Contact: (281) 342-9826.

May 29—*Foundation for Accounting Education of the New York State Society of CPAs* 1997 Entertainment and Sports Conference. Holiday Inn Crowne Plaza, New York City. Contact: (800) 537-3635.

JUNE

June 2-5—*Electronic Industries Association/Consumer Electronics Manufacturers Association* international spring consumer electronics show. Georgia World Congress Center, Atlanta. Contact: Cynthia Upson. (703) 907-7674.

June 4-7—15th annual *National Association of Hispanic Journalists* convention. Westin Hotel, Seattle. Contact: Bobbi Smith. (202) 662-7168.

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 McMillan. (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—Fred Friendly First Amendment Award, presented by *Quinnipiac College* to Ted Koppel. Metropolitan Club, New York City. Contact: (203) 281-8655.

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—"Convergence: Defining the Future Through the Eyes of the Consumer," third annual *Price Waterhouse Entertainment Media and Communications Group* Global Roundtable. New York Marriott Marquis, New York City. Contact: (212) 597-3737.

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 13-15—"Audio on the Internet," *Audio Engineering Society* 14th International Conference. Bell Harbor International Conference Center, Seattle. Contact: Jennifer Friedman. (213) 857-9100.

June 16-17—1997 Forum on Cable/Telco Video Franchising, presented by *Strategic Research Institute*. Georgetown University Conference Center, Washington. Contact: (800) 599-4950.

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 19—*Federal Communications Bar Association* luncheon featuring FCC Commissioner Rachelle Chong. Capital Hilton Hotel, Washington. Contact: Paula Friedman. (202) 736-8640.

June 19-20—Marketing and Revenue Management Conference for Television Stations, co-sponsored by the *National Association of Broadcasters* and *Maxagrid International*. Omni Dallas Hotel Park West, Dallas. Contact: (800) 738-7231.

June 19-21—Talk Radio '97, educational conference, convention and exhibition presented by *The National Association of Radio Talk Show Hosts*. Century Plaza Hotel & Towers, Los Angeles. Contact: (617) 437-9757.

June 20-22—"Civic Journalism: Doing It Daily," workshop sponsored by the *Radio and Television News Directors Foundation* and the *Pew Center for Civic Journalism*. Tiburon Lodge & Conference Center, San Francisco. Contact: Melissa Monk. (202) 331-3200.

June 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.

SEPTEMBER

Sept. 17-20—*National Association of Broadcasters* Radio Show. New Orleans Convention Center, New Orleans. Contact: (202) 429-5419.

Sept. 17-20—*Radio Television News Directors Association* international conference and exhibition. New Orleans Convention Center, New Orleans. Contact: Rick Osanski. (202) 467-5200.

Sept. 25-27—*Society of Broadcast Engineers* national meeting and 25th annual Central New York *SBE* regional convention. Four Points Hotel and Conference Center, Syracuse, N.Y. Contact: John Poray. (317) 253-1640.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Fifth Estate Made for TV

A career in teaching may have been the family tradition, but Linda DeKoven discovered her calling during a childhood trip to *The Carol Burnett Show*.

It was a friend's father who granted DeKoven, then a high school junior, a coveted behind-the-scenes visit to her favorite CBS comedy.

"That day, I got bitten," DeKoven recalls. "I went to college, and during the summers I'd come home and work in the entertainment industry."

"At the time, it was drilled into my head that I should have a profession. Teaching was a profession, and it was a good profession for a woman. 'It's something you can always [fall] back on,' my parents used to say."

There's no sign of her retreating to a classroom just yet. As NBC executive vice president, miniseries and motion pictures, DeKoven is credited with the network's number-one status in long-form programming. During the 1995-96 season, NBC had the top five miniseries and the top six made-for-television movies, including *Gulliver's Travels* and *Serving in Silence: The Margarethe Cammermeyer Story*. The network also had 18 of the top 21 movies in the key young-adult demos.

"Every time we win, I just breathe this great sigh of relief. It means that we really listen to the audience here, we don't listen to the critics," she says.

When DeKoven moved back home to Los Angeles after earning an elementary education degree from the University of Arizona in 1975, finding a teaching position was the last thing on her mind. She was looking for a job—any job—in TV. CBS was the first to offer an opportunity, but it was secretarial.

"I did move around in that capacity to a number of different places," she recalls, "but I was frustrated. I wanted to run a network. I didn't understand; I had this college degree, I felt like I knew a lot, so why was I a secretary?"

The network's casting department provided DeKoven with her first glimpse into movies of the week—inspiration that ultimately led to her teaming with fellow climber Pam Carter to form Carter-DeKoven productions. Within months, the two had sold five movies based on ideas that they found in magazines or books.

"We worked as network producers, selling TV movies to the networks in the afternoons, and in the mornings we would work



"Every time we win, I just breathe this great sigh of relief. It means that we really listen to the audience here, we don't listen to the critics."

Linda DeKoven

Executive VP, miniseries and motion pictures for television, NBC Entertainment, Los Angeles; b. March 21, 1954, Chicago; BA, elementary education, University of Arizona, 1975; administrative work, CBS, 1977-79; various industry jobs, 1979-85; Carter-DeKoven Productions, Los Angeles, 1985-87; director of network TV development, Walt Disney TV, Los Angeles, 1987-88; VP of creative affairs, Landsburg Co., Los Angeles, 1989; VP, movies and miniseries, Lorimar TV, Los Angeles, 1989-93; senior VP, miniseries and motion pictures, NBC, Los Angeles, 1993-96; current position since 1996; m. David Israel, Aug. 8, 1987

as receptionists for doctors or shrinks. We really roughed it. It wasn't so much the scripts. We had been gifted with a very good commercial sense."

A two-year development gig with Walt Disney TV followed. Then DeKoven landed a vice president's position at the Landsburg Co., where "I could get my hands dirty and work in production," she says. "Ultimately I knew that I probably was more gifted as an executive, but to be a good executive it's important to have worked in the field."

After joining NBC in 1993 (she was the first hire of West Coast President Don Ohlmeyer), DeKoven made it her goal to improve the original movie form.

"We've made an effort to change the point of view. Traditionally, the movie of the week is about a mother and [her] daughter, who is in peril; the story was about how a mother was going to get her daughter out of that situation."

"What we did three years ago was change the point of view to the daughter. What was happening to her? What did she have to do to get herself out of a bad situation and into something better?"

DeKoven doesn't deny the mounting competition from cable when it comes to original movies. NBC, which produces more than 50 movies a year, often can't compete with an HBO production that has millions invested in an all-star lineup.

Still, DeKoven notes, *Serving in Silence* was seen by a much larger audience than it would have reached on cable. And it came with its own star power: Glenn Close played Cammermeyer in the drama, which was developed by Barbra Streisand. Streisand is set to develop another two-hour movie for NBC, based on the life of freshman U.S. Representative Carolyn McCarthy.

May sweeps could prove a smooth ride for DeKoven. The miniseries *The Odyssey* is expected to generate winning numbers, and hopes are also riding on *Robin Cook's Invasion*. NBC will likely take its 10th consecutive sweeps—thanks, once again, to help from the long-form department.

It's difficult to be number one. I pace in and out of the room, eating a lot of malted milk balls. I become a complete wreck...it's amazing I don't weigh 300 pounds," DeKoven says, laughing. We've had this very nice winning streak. I don't know how long it will last, but I've certainly enjoyed the ride."

—LR

BROADCAST TV



Gordon

Bruce Gordon, director, finance, administration and planning, KABC-TV Los Angeles, joins WTVD(TV) Durham, N.C., as president/GM.

Doug Miller, anchor, WOWK-TV Huntington,

W. Va., joins KXTV(TV) Sacramento, Calif., as morning show anchor/reporter.

Kristi Shearer, weekend anchor/reporter, KWCH-TV Hutchinson/Wichita, Kan., named reporter.

Carla Carpenter, assistant news director, WLS-TV Chicago, joins WPVI-TV Philadelphia as news director.

Appointments at WFLA-TV Tampa, Fla.: **John McQuiston**, free-lance reporter,



McQuiston



Seymour

WBTW(TV) Florence, S.C., joins as weekend sports anchor; **Merv Seymour** joins as general assignment reporter.

Appointments at Katz Continental Television, New York: **Tom Fiore**, sales executive, named sales manager; **Jennifer Cameron** joins as research analyst; **Randi Goldklank**, sales executive, named sales manager; **Christine Ciafa**, sales assistant, Katz National Television, New York, named research analyst.

Tom Edwards, executive producer, KTWO-TV Casper and KKTU(TV) Cheyenne, both Wyoming, named news director.

Appointments at Maryland Public Television, Owings Mills/Baltimore: **Hanna Lee Byron**, secretary, appointments, Maryland Governor Parris Glendening, joins as director, corporate communications and government affairs; **Janice Wil-**

son, VP, corporate support, Public Broadcasting Service, Alexandria, Va., joins as senior VP, marketing and development.

Melissa Knollinger, news producer, WEWS(TV) Cleveland, joins WKBD(TV) Detroit as producer, *Ten O'Clock News*.

Raymond Brune, supervising producer, KTLA Morning News, Los Angeles, joins ABC News as executive producer, *World News Now*, in L.A.

PROGRAMING



Rose

Michael Rose, president/CEO, Times Mirror Multimedia, joins GRB Entertainment, Studio City, Calif., as COO.

Sheryl Fuchs, associate director, media relations, ABC Daytime, joins Procter &

Gamble Productions Inc., New York, as associate director, public relations.

David Tetreault, marketing consultant, Columbia TriStar Television, joins Warner Bros. Corporate Marketing & Advertising Services, Burbank, Calif., as manager, station marketing.

Dewey Wigod, managing editor, film and tape, SFM Entertainment, New York, named VP, production services.



Kendall

Dan Kendall, VP, network distribution, Fox Broadcasting Co., New York, joins Los Angeles office as VP, network distribution and cable operations.

Paul Saleh, VP/treasurer, Honeywell Inc., Minneapolis, joins The Walt Disney Co., Burbank, Calif., as senior VP/treasurer.

Appointments at Cabin Fever Entertainment, Greenwich, Conn.: **Scott McMillan**, regional sales manager, PolyGram Video, joins as Midwest regional sales manager; **Jeff Plain**, senior VP, purchasing, Moovies Inc., joins as Northeast regional sales manager; **Craig Van Gorp**, VP, sales, Atlanta

Public Radio International elects board members

Five new members have been elected to the Public Radio International board of directors for four-year terms: **Douglas Carlston**, chairman, Broderbund Software Inc.; **Katherine Jensen**, president/GM, WCPN(FM) Cleveland; **Brent Magid**, director, corporate and strategic development, Frank N. Magid Associates Inc.; **Deedie Potter Rose**, president, Dallas Museum of Art; **Garrick Utley**, CNN contributor, foreign affairs. Public Affairs International is based in Minneapolis.

office, named senior VP.

RADIO



Hildebrandt

Steve Hildebrandt, associate general counsel, CBS law department, New York, named VP/general counsel, CBS Radio.

Gene Romano, operations manager, WDVE(FM) and WDX(FM) Pittsburgh, joins Jacor

Communications Inc., Cincinnati, as director, programming.

Scott Packard, most recently with CBS Radio, joins One-on-One Sports, Chicago, as VP, network sales.

Ray Marshall, program director, WFMK(FM) East Lansing, Mich., named operations manager, Liggett Broadcast Inc. (owner); **Pam Jodway**, senior marketing services manager, Coca-Cola Bottling Co., joins Liggett Broadcast Inc. as director, marketing.

Appointments at ABC Radio Networks, Dallas: **Robin Rhodes**, national manager, affiliate marketing, and **Ken Halford**, chief engineer/director, *American Country Countdown with Bob Kingsley*, named national director and co-producer, respectively. Halford will continue as chief engineer/director in addition to his new responsibilities.

Tom Haymond, general manager, *Radio Ink* magazine, joins Atlantic Star Communications Group as market manager for five radio properties in Melbourne/

Titusville/Cocoa, Fla.

David Greene, senior producer, *Only a Game*, WBUR(FM) Boston, joins National Public Radio, Washington, as senior producer, *Wait, Wait...Don't Tell Me* (in development).

Karen Chase, morning drive anchor, Associated Press Radio, and **Pam Coulter**, reporter/anchor, CBS Radio Network, join ABC Radio News, as correspondent/news anchor, New York, and reporter/editor, Washington, respectively.

CABLE

Lisa Preston, account supervisor, Angotti, Thomas, Hedge Inc., joins USA Networks, New York, as director, advertising, Sci-Fi Channel.

Appointments at E! Entertainment Television, Los Angeles: **Barbara Pepe**, manager, field production, named director, special projects, international production; **Karen Kaufman**, international sales executive, named director, sales, international development.



Carry

Appointments at USA Networks, Los Angeles: **Joan Carry**, VP/senior counsel, entertainment public relations, Cohn & Wolfe, joins as VP, entertainment media relations; **Matthew Marcus**, senior publicist,

New York office, moves to Los Angeles office as manager, entertainment media relations.

Sandra Jostes, senior account executive, ESPN, Chicago, named director, affiliate sales and marketing, Central region.

Appointments at Outdoor Life and Speedvision Networks, Stamford, Conn.: **Len Spagnoletti** and **Mike Gannon** join as VPs, advertising sales, Western and Eastern region, respectively; **Wendell Burton**, VP, Western region sales, Interactive Imaginations, San Francisco, joins as senior account manager.

Mike Hoffer, marketing manager, TCI, St. Louis, joins Marcus Cable, Dallas, as field sales manager; **Margaret Moseley**, manager, community and government relations, Maryland Cable, Lanham, Md., joins as manager, government relations.

William Furrelle, director, sales and affili-

ate relations, Playboy TV/UK, named VP, sales and affiliate marketing, Eastern region, Playboy Entertainment Group, New York and Atlanta; **Marc Brown**, director, on-air promotions, Playboy TV, named VP.



Bearden

Rebecca Bearden, executive director, international television research, 20th Century Fox, joins MTV Networks Latin America, Miami, as VP, research and strategic planning.

Randall McKey, VP, affiliate sales, Western region, A&E Television Networks, Los Angeles, joins New York office as VP, affiliate sales.

John Holdridge, VP, southeastern sales, New World/Genesis Distribution, joins Eyemark Entertainment, Atlanta, in same capacity.

ASSOCIATIONS/LAW FIRMS

Matt Polka, VP/general counsel, Star Cable Associates, Pittsburgh, joins the Small Cable Business Association, Pleasanton, Calif., as president.

Appointments at Consumer Electronics Manufacturers Association, Arlington, Va.: **Robbi Lycett**, staff director, operations, named VP, consumer electronics shows; **Cindy Hoag**, director, administration, National Trade Productions Inc., joins as director, project management.

Bill Grantham, consultant/writer/publisher, joins Rosenfeld, Meyer & Susman LLP, Beverly Hills, Calif., as associate.

Mark Lipp, broadcast lawyer, joins Ginsburg, Feldman and Bress, Washington, as shareholder.

ALLIED FIELDS

Alan Gabay, consultant, direct response television, Lifetime Television, New York, named VP, licensing and merchandising.

Margaret Dumais, director, marketing and licensing, Interaktion Inc., Pacific Palisades, Calif., joins MTM Consumer Products, Studio City, Calif., as director, consumer products.

Appointments at Universal Pictures, Universal City, Calif.: **Bahman Naraghi**, senior director, corporate development,

as senior VP, planning and operations; **Eric Hughes**, creative executive, production, Turner Pictures, joins as VP, production; **Jeffrey Sakson**, executive director, national publicity, named VP; **Elizabeth Gengl**, director, national publicity, named executive director.

Appointments at BMI: **Patricia Wright**, director, human resources, Opryland Hospitality and Attractions, joins as VP, human resources, Nashville; **Sandro Pugliese** joins as associate director, online communications, New York.

Lisbeth Barron, executive director/head, media and entertainment corporate finance team, SBC Warburg Inc., joins Bear, Stearns & Co. Inc., New York, as senior managing director, media and entertainment corporate finance group.

Carol O'Connor, senior VP, Communications Equity Associates Inc., Munich, joins London-based affiliate CEA International Ltd. as director.

Appointments at Saban Entertainment, licensing and merchandising department, Los Angeles: **Sharon Markowitz**, manager, toys & sporting goods Disney licensing, joins as senior director; **Frank Keating** joins as marketing director.

Edward Sotto III, executive producer/VP, Walt Disney Imagineering, Glendale, Calif., named executive VP/senior VP.

Doug Gleason, VP, publicity and promotion, 20th Century Fox International, joins Metro-Goldwyn-Mayer Inc., Santa Monica, Calif., as senior VP, marketing, consumer products division.

TELEMEDIA

Herman Rush, and **Howard and Gail Sonnenschein**, television producers, form New Tech Entertainment LLC, Beverly Hills, Calif., to create unique commercial entertainment programming for the Internet.

Appointments at PC Meter LP's advertiser and media services division, York, N.Y.: **Douglas McFarland**, executive VP/GM, FreeMark Communications Inc., joins as senior VP/GM; **Michael Naples**, president/CEO, Advertising Research Foundation, joins as senior adviser.

David Lee Hankin, counsel, Brown, Raysman, Millstein, Felder and Steiner technology law firm, joins Columbia TriStar Interactive, Los Angeles, as VP, business affairs.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Net revenue for the Big Three TV networks was up 2.57% in first quarter 1997, to \$2.25 billion, according to figures compiled by Ernst & Young and released by the Broadcast Cable Financial Management Association.

The early-morning daypart was up the most on a percentage basis with a 10.4% gain, to \$91.4 million. The kids daypart took the biggest hit—a 9.2% drop, to \$19.6 million. Prime time was up 3.3%, to almost \$1.1 billion; late night was up 4.3%, to \$106.8 million; sports was up 1.19%, to \$499 million, and news was up 3.3%, to \$192.6 million.

Like River City LP before it, **Sinclair Broadcast Group Inc. may permanently own TV and radio stations in St. Louis**, the FCC said last Thursday. River City's joint operation of ABC affiliate KDNL-TV and WVRV(FM) Wilmore, Ky./East St. Louis and KPNT(FM) St. Genevieve/St. Louis has saved \$300,000 a year, Sinclair told the FCC. Sinclair said it would use that savings to air a local weekly 30-minute children's program and an hour more per

week of local nonentertainment programming on KDNL-TV. Sinclair also will donate a scholarship to an area college for a minority majoring in communications. River City has held a permanent waiver of the one-to-a-market rule for the stations since 1995, but waivers do not carry over when a station changes hands. Sinclair bought River City in April 1996.

Senators Joseph Lieberman (D-Conn.) and Sam Brownback (R-Kan.) are asking their colleagues to sign a letter calling on **the broadcast TV networks to commit to "recreating a safe haven** for family viewing." In a letter circulating on Capitol Hill, the two senators applauded CBS President Les Moonves for living up to his promise of setting aside the first hour of his network's prime time lineup for programs suitable for family viewing. A similar letter sent last year in conjunction with the Parents Television Council was signed by a bipartisan group of 20 senators and 55 House members. Lieberman and Brownback have introduced

legislation that would give the TV industry an antitrust exemption to set up a programming code of conduct.

NAB President Eddie Fritts defended the industry's record on PSAs last week.

Responding to requests by FCC Chairman Reed Hundt on the total time and dollar value of broadcast PSAs, Fritts said the value of PSAs and other station public service activities "amounts to billions of dollars every year." Fritts also maintained that there is no downward trend in the time devoted by networks to PSAs. "Even if the number of PSAs should decline—which it has not—there would be no need for the Congress or the commission to take any action," Fritts said in the May 1 letter to Hundt. Advertising Council President Ruth Wooden, meanwhile, wrote Hundt to say that some of the current announcements should not count as PSAs. "Since they are sponsored by a commercial entity and not a...nonprofit organization, they should be logged as promotions," Wooden said. In a response, Hundt

agreed: "Networks are using 'PSA' time to promote their celebrities and programs."

Representative Charlie Norwood (R-Ga.) last week introduced a bill aimed at keeping low-power TV stations on the air. The measure would create a new "Class A" license for low-power stations. The licenses would afford stations the option of moving to spectrum in another market if they were forced off the air in their current markets.

The Newspaper Association of America has petitioned the FCC to eliminate newspaper/broadcast crossownership restrictions. "If they were ever needed, these restrictions clearly are an anachronism in the modern, highly diversified and technologically advanced media marketplace," the group said to the FCC. The petition follows last week's bill by Senate Commerce Committee Chairman John McCain (R-Ariz.) to lift the ban on local broadcast/newspaper combinations. The petition also comes as Tribune Co. is

Newsport dropped from Rainbow, Liberty team

Newsport—Rainbow Programming and Liberty Media's sports news channel—has been dissolved, the first victim of the sports news wars.

Rainbow officials admit that the network was a financial loser and say the majority of its transponder space will now be filled by soon-to-be-launched American Sports Classics. Newsport will officially be put to rest on July 9, the same day American Sports Classics is set to roll out. Sources say Newsport lost \$40 million in its three years of existence.

Rainbow is, and will remain, sole owner of American Sports Classics despite its partnerships with Liberty in Newsport, Prime Network and three regional SportsChannel networks in Philadelphia, San Francisco and Chicago. Newsport counts 9 million subscribers nationally, with 2 million of those on Cablevision systems. American Sports Classics will continue its planned launch on Cablevision's eight regional SportsChannel

networks on July 9.

Five million of Newsport's subscribers will start receiving American Sports Classics on its launch day, Rainbow officials say. The other 4 million are up for grabs, and Rainbow is negotiating with operators about maintaining the carriage.

All Newsport employees, including on-air talent, are guaranteed positions within Rainbow's networks, which include American Sports Classics, Romance Classics, American Movie Classics, Bravo and eight regional SportsChannel networks. Rainbow officials say they have been working for the past few weeks with the employees on new assignments.

Officials from both CNN/SI and ESPNEWS would not comment on Newsport's demise, but they acknowledged that there will be more room for their networks to grow. Some industry analysts say other regional and possibly national sports news networks may fall as well. —JS

waging a court battle to keep WDLZ(TV) Miami and the Fort Lauderdale Sun-Sentinel. The FCC earlier this year denied the company's request for a permission to own both the newspaper and TV station permanently.

The Justice Department wants to know whether bidders for PCS spectrum broke the rules during the FCC's spectrum auctions. A spokesperson for the department's antitrust division says Justice is investigating "the possibility of anticompetitive conduct" by PCS bidders.

WMAQ-TV Chicago 10 p.m. news co-anchor Carol Marin made good on her threat to quit last week if the station stuck with plans to hire controversial talk show host Jerry Springer as a commentator for the newscast. Marin announced her resignation on last Thursday's newscast. Springer is slated to debut tonight. WMAQ-TV co-anchor Ron Magers, who also reportedly threatened to leave, had not done so as of deadline Friday. In a statement, the station made no mention of the controversy, but wished Marin well in her new endeavors.

NCTA President Decker Anstrom sent a letter to association members last week stating his position against running ultimate fighting programming on cable: "In the end, I share [TCI President] Leo [Hindery's] and [Cablevision CEO] Jim [Dolan's] view that this programming, premised on the proposition that beat-

CAI, telcos set divorce terms

Ailing CAI Wireless Systems Inc. revised terms of its divorce from once-enthusiastic backers Bell Atlantic Corp. and Nynex Corp., with the telcos taking a stiff loss on the deal.

CAI cut a deal to buy back the equivalent of a 45% interest in the wireless cable operator at a steep discount from the telcos' investment.

Once the East Coast cornerstone of the two telcos' grand Tele-TV programming venture with Pacific Telesis Inc., CAI is sagging. Bell Atlantic and Nynex have soured on digital video, and Tele-TV has collapsed. CAI's stock has plunged more than 80%, from \$8 per share to \$1. The company is burning cash at the rate of more than \$100 million annually.

The telcos' Banx Partnership granted CAI an option to buy \$100 million of CAI bonds and high-dividend preferred stock that would give them a majority stake in the company. CAI would have to pay just \$30 million in cash plus \$10 million in nonvoting preferred stock. Not only is that a 60% loss from Banx's initial investment two years ago, but Securities and Exchange Commission filings show that, as recently as December, the telcos expected CAI to buy the securities at a premium to face value.

The deal also immediately extinguishes Bell Atlantic and Nynex's rights to operate CAI's wireless MMDS spectrum, available in Boston, Pittsburgh, and Albany, Syracuse and Buffalo, N.Y. The telcos will also relinquish their hold on CAI's spectrum in New York and Washington.

CAI said that it is still in discussions to find new partners, but did not disclose any details. —JMH

ing a human being into unconsciousness qualifies as entertainment, does not deserve to have a place beside the wonderfully diverse and quality cable programs that have earned our welcome in America's homes."

Discovery Communications and BBC Worldwide Ltd. reached an agreement to launch Animal Planet in the UK and parts of northern Europe on July 1 and in Latin America Oct. 6. The two entities also are launching a nonfiction entertainment network in the same regions. The networks will be programed and distributed by Discovery's London and Miami offices. Discovery officials say the plan is to bring both nets up to par with Discovery Channel regional numbers: it has 13.2 million subs in northern Europe and 6.9 million

in Latin America.

Arbitron canceled its spring 1997 radio listener survey for Grand Forks, N.D., after the majority of residents evacuated their homes because of massive flooding last month. Arbitron says researchers were unable to

come up with an adequate sample of residents.

Comsat Chairman C.J. Silas resigned from the company for health reasons following his recent open-heart surgery, according to the company. Edwin Colodny, Comsat's director since 1992, will replace Silas.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"The boss wants to know who put the DBS dish up out back."

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting-Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. Reg. U.S. Patent Office

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Incorporating The Fifth Estate TELEVISION Broadcasting

Quello's army

Last week's Washington dinner honoring Jim Quello started out as a sedate, polite, dignified event that was designed for, oh, about 350. That was before the invitations went out. By the time the dinner was moved from the Mayflower to the Omni Shoreham the count had topped 1,000 and the host, FCC Chairman Reed Hundt, was joking that the next move would be to the USAir Arena.

Jim Quello's friends and admirers might well have filled that venue too: his 23-year career at the FCC has been one long stanza of ascending applause. Starting as a Detroit broadcaster who couldn't even get the endorsement of this page the first time around, he's come to be a commissioner and chairman whose reputation has soared well past his years.

Some of that drawing power attaches to the FCC itself, of course, which has emerged from the bureaucratic backwaters to become the town's hottest agency, borne up by the national importance of the industries it regulates. But it wasn't the agency that was the attraction last Wednesday; it was the man.

James H. (for Henry) Quello, like Jimmy Cagney and Knute Rockne, is a genuine American hero whom it's tempting to describe in clichés: *He's an open book. What you see is what you get. He tells it like it is.* Coming from a fittingly humble Italian background, he went to war in Europe, survived six amphibious landings during 32 months overseas (five years' service overall) and emerged a lieutenant colonel. He married Mary Elizabeth Butler, the coach's daughter and his college sweetheart, and has stayed by her side for 59 years. If anyone in the room last week exceeded his popularity, it was she.

We agreed in the newsroom the other day that he should have run for Congress: he wouldn't be leaving in 1997. As it is, he may not leave anyway. The Boss (as he's known to a loyal legion of lawyers who've worked for him over the years) told the crowd last week that for him it wasn't a retire-

ment party—that he had no intention of leaving until his successor was qualified. And who knew when that might be?

One thing's for sure: It can't be long enough for broadcasters. Jim Quello has been their best friend from the moment he set foot in 1919 M Street. From their point of view, there is no successor in sight.

□ □ □

Twenty years ago, BROADCASTING magazine quoted Jim Quello on his philosophy about public service. With that subject uppermost in the minds of broadcasters and regulators these days, it bears repeating:

"Public service in its broadest terms is a many-aspect thing [comprising] service to listeners (and consumers) by scrupulously policing your advertising, service to your clients through conscientious and skilled counsel on the use of media, establishing a personality as a good neighbor with a highly developed civic consciousness—supporting civic and welfare and educational campaigns, performing many vital information services every day, impartially educating the public on current social and economic problems, promoting better human relations. All this is not only worthwhile but essential. There is no doubt that public service pays in increased community and audience acceptance, in increased listener believability, in prestige and [in] stature."

That sounds like more than 5% to us.

Uncommon service

Gina Kenney, Richard Metzger, Larry Atlas, John Nakahata, Jon Garcia, Kathy Levitz, Mindy Ginsburg, Joe Farrell, Greg Rossten. Few of those are household names in these pages; they, among others too numerous to mention, are the backbone of the FCC's Common Carrier team that is bringing the telephone industry's universal service and access charge proceedings to a vote. Even at arms length, they're our Fifth Estaters. As the world will find this week, they've performed an heroic job.

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Broadcasting & Cable
The Newsweekly of
Television and Radio
Founded 1931

Peggy Conlon, vice president/group publisher
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Cahners Publishing Co.

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Broadcasting & Cable: 800-554-5729
Broadcasting & Cable Yearbook: 800-521-8110

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technology

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

Sending The Right Signals

Technological advances have put transmitters into the spotlight like never before. Transmitter sales are robust, with stations now spending large sums to replace aging equipment or to upgrade their coverage area. And with digital transmission on the horizon, broadcasters are also busily preparing for HDTV. On the radio side, as the spectre of DAB fades, stations are extremely bullish on buying analog equipment.



On July 21, *Broadcasting & Cable* tunes into Transmission. We'll look into the latest developments in this arena and provide a prognosis on today's crop of experimental HDTV stations.

If you manufacture transmitters — or support HDTV — you'll want to be part of this special report. Your message will reach leading decisionmakers in television. To send a clear signal about your position in the industry, contact your advertising sales representative to reserve your space today. ●

Special Report: Transmission
Issue Date: July 21 ● Ad Close: July 11

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Special Report: Transmission

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