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SPECIAL REPORT

CABLE's TOP 25 MSOs

Upward Bound at Charter

Closing in on the Top 10

Wood, Kent and Babcock

Bill Gates's TV strategy

Murdoch joins Primestar, snaps up Family Channel

Dennis Anctil, 26, in the living room of his Park Ridge, Illinois home. Here, in his favorite chair, Dennis watches espn2. In short, espn2 gives him the complete sports viewing experience. And that's why you'll find the network
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Fast Track

Must Reading from Broadcasting & Cable

June 16, 1997

TOP OF THE WEEK / 6

Microsoft invests $1 billion in Comcast Bill Gates turns his attention to digital TV with hopes of controlling the new digital set-top, the standards and the operating system, according to observers. / 6

Columbia TriStar Television Distribution has sealed off-network deals for 'The Nanny' in 40 markets. / 18

No joking matter What started as a casual remark by Comcast's Brian Roberts ended up with Microsoft agreeing to pump $1 billion into Comcast for the equivalent of 11.5% of its stock. / 8

All in the Family News Corp. buys The Family Channel for $1.9 billion. It will be part of its Fox Kids Worldwide, a 50-50 venture with syndicator Saban Corp. President Tim Robertson will continue to run the network; his father, chairman Pat Robertson, will become co-chairman with another co-chairman named by News Corp. / 12

CBS to close in-house TV rep The CBS-owned TV stations division will probably shut its in-house rep firm and place its estimated $500 million worth of national spot advertising business with an outside rep. / 15

Annenberg grades kids TV A study of kids TV from the Annenberg Public Policy Center could foreshadow difficulties for programers hoping their shows qualify as "core educational programing." / 21

BROADCASTING / 25

Los Angeles radio fixture Michael Jackson will be honored. / 34

Salhany takes aim at The WB UPN chief Lucie Salhany took some parting shots at what she called WB's narrower distribution and its lesser performance in key demographics. / 25

Changing hosts for CTTD games Chuck Woolery, long associated with *Love Connection*, will be back on the singles scene, hosting *The Dating Game*. Bob Eubanks returns to the show that made him famous, *The Newlywed Game*. / 26

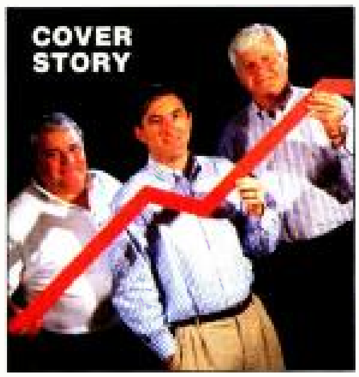
CABLE / 50

Murdoch gains key orbital slot Rupert Murdoch's $1 billion deal could turn News Corp. into the largest single shareholder in a restructured Primestar. / 50

Cable's 57 Million–Sub Club The top 25 cable operators account for most of the nation's cable subscribers. Here they are, ranked by size. / 36

Cable mergers draw fire in D.C. Tele-Communications Inc. may have a fight on its hands in Washington over its recent round of mergers, as Senate Commerce leadership sounded off. / 54

Sky was falling from outset News Corp. filed a countersuit seeking unspecified damages from EchoStar over the collapse of the $1 billion merger of the companies. / 56



Cover photo by Greg Kiger

Charter on the rise MSO Charter Communications has been acquisitive in good times and bad, recently boosting its subscriber count to more than 1 million, then adding US West Media's 230,000-sub cluster. The company's three leaders discuss their approach to buying. / 44

TECHNOLOGY / 60

HBO to launch HDTV in 1998 HBO plans to begin transmitting HDTV programing in summer 1998, making it the first national cable network to announce support of broadcasters' new digital television standard. / 60

KGTV goes DVCPRO in San Diego ABC affiliate KGTV(TV) San Diego is migrating its news acquisition from analog to digital with a $430,000 purchase of Panasonic DVCPRO gear, including 20 AJ-D700 camcorders, three AJ-LT75 laptop editors and 13 AJ-D750 studio VTRs. / 63

Telemedia / 64

Microsoft Sidewalk slips in Montreal The battle for the online city guide business is heating up with the summer pavement as Microsoft tries to steamroll its way onto the scene with its Sidewalk—after a short-lived launch in Montreal. / 64

PC/TV à la Bill Gates

Comcast deal is the latest evidence of Microsoft's quest to grab a large piece of TV action

By John M. Higgins and Richard Tedesco

NEW YORK

TV is getting too "smart" for Bill Gates to ignore. Digital cable converters, digital TV sets, Web-surfing TVs, TV-ready PCs and high-speed cable modems are pushing computing power and television together without much need for Microsoft Corp.'s software products. The prospect of this next wave of computing escaping the Microsoft chairman's current dominion over the personal computer is fueling the software giant's stalking of the TV business.

That push reached a crescendo last week with an agreement to put $1 billion into cable MSO Comcast Corp.—Gates's single largest investment. But Microsoft for years has worked to ensure a place in the evolution of TV, primarily through cable operators. Recent TV moves include getting into the fight over digital broadcast standards and buying WebTV.

And two years ago Gates tried to buy a piece of CNN before turning to NBC to create MSNBC. Go back four years and you find Microsoft's expensive and abortive plan to control cable and telcos' video-on-demand schemes with its Tiger video server system.

By selectively spending some of the $9 billion in cash sitting in Microsoft's checking accounts, media and computer executives say, Gates is hoping to turn development of these new paths into consumers' homes to the company's favor.

Ideally—for him at least—Gates would get a slice of the action from every move. Just as IBM and Compaq have to pay Microsoft a fee for putting the Windows 95 operating system on every PC they sell, Gates dreams of getting his software on every piece of advanced TV hardware.

Microsoft wants "control of the new digital set-top, control of the standards and the operating system," says Bear Stearns & Co. media analyst Ray Katz. "They want what the cable guy wants with television—to be the gatekeeper."

AP/Wide World Photos

Microsoft's bottom line
Estimated fiscal 1997 results
Revenue—$10.9 billion
Operating Income—$4.7 billion
Cash on hand—$9.1 billion
Source: Wall Street estimates, company reports

Continuing dominance of the software business, not some dream of becoming the next Murdoch or Turner-like media mogul, seems to be Gates's game, says Charlie Jablonski, senior vice president of engineering at NBC, which has partnered with Gates in the MSNBC news network and danced with him over digital TV standards.

"He doesn't seem to be into trophy plays," Jablonski says. "With MSNBC he wanted content that people could get to on a demand basis. Ask 'What time is it?' and you pay [him] a quarter."

Indeed, that's largely how Gates himself characterizes his Comcast deal. By acquiring an 11.5% nonvoting stake in the 4.3 million–subscriber operator, Gates isn't looking to run cable systems. He says the main motive was to accelerate MSOs' high-speed Internet plans. Microsoft already has a seat at the most important tables, from Cablelabs to @Home.

But Microsoft wants to go further, using its clout to fuel the enthusiasm—of Wall Street and PC hardware manufacturers—that is needed to make high-speed Internet via cable ubiquitous. Will investors stop penalizing MSOs for spending to rebuild their systems? Will Toshiba and Dell put cable modems in PCs leaving their plants?

"Brian [Roberts, president of Comcast Corp.] and I have been talking for a long time," Gates says. "How do we galvanize that?"

Roberts concurs. The main task of digital cable converters is to dramatical-

For Microsoft, a different kind of programing

Recognizing that he will need smart content to drive demand for his smart TVs, Gates has been pouring money into content-oriented ventures. The prime examples:

Microsoft Network
This is becoming Microsoft's template for TV-type content on the PC. MSN recently added 14 Web shows to its lineup of a dozen "channels." The PC user finds comedy and music shows that feature video and audio streamed via Microsoft's NetShow technology. Another season of new MSN content is due in the fall. The idea, ultimately, is to migrate some of this content from PC to TV.

MSNBC
This $470 million hybrid content venture with NBC has Microsoft sticking to its accustomed side of the media street: constructing the content on the MSNBC Website. It's a distinctly bicoastal structure, with Microsoft running its online editorial operation in Redmond, Wash. Content filters back and forth from that side to the cable side. Another showcase for Microsoft technology, MSNBC is attempting to set the standard in online news quality.

DreamWorks Interactive
A 50-50 joint venture of Microsoft and DreamWorks SKG, the multimedia company formed by Steven Spielberg, Jeffrey Katzenberg and David Geffen, its objective is the production of still-undefined multimedia content for as-yet-unnamed venues. This venture was announced in March 1995, and there's been no word since on what is in the works. But Microsoft bought a piece of DreamWorks as part of the deal.—**RT**


Steven Spielberg

ly expand channel capacity. They'll have computer memory, but 80% will be sucked up by electronic program guides such as StarSight, he says.

"They want to see it be more than a one-way channel expander," Roberts says. "They'd like to see a cable modem built in. They want it to do a lot of things."

In the fight over digital broadcast standards, Microsoft and other computer companies want to make sure that the next wave is compatible with the way that PCs handle video—HDTV or otherwise—and that they have access to the data streams that broadcasters are looking to push into homes.

Industry executives look at WebTV as the model. Vincent Grosso, director of interactive marketing at AT&T Easy Commerce, says that Microsoft agreed to pay $425 million for WebTV because of five patents that substantially improve the display of Internet content on a TV set. Now, electronics manufacturers that want to incorporate surfing capabilities directly into TV sets can turn to Microsoft for the software.

That software availability frames the conflict between Microsoft, on the one hand, and cable, broadcasters and telcos, on the other.

Microsoft's current model for the PC is to collect a tax for their operating system. If their software was integrated into TVs, they could try to use that same model to get $50-$100 a year from people that upgrade every year or so, executives estimated.

"Microsoft collects a fee at the client terminal and they want to commoditize communications," Grosso says. "By contrast, the telecommunications companies want to value connectivity as highly as possible and to devalue the terminal end."

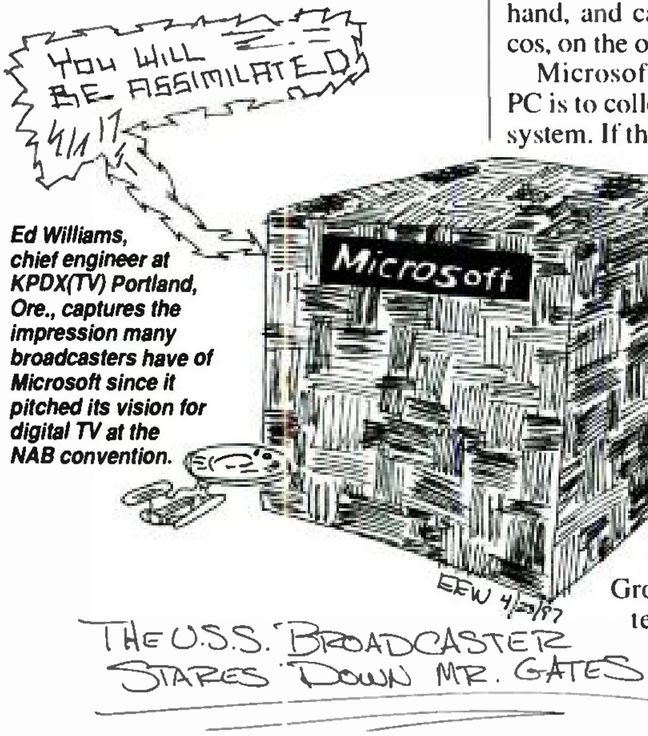
The nerds all but own the TV industry, says Paul Saffo, a director at the Institute for the Future. "Digital technology is penetrating the industry and broadcasters can't resist." He cites the National Association of Broadcasters convention, where TV station executives flocked to hardware vendors' booths.

"Barely five years ago the digital nerds were just a small group," Saffo says. "Now it's the center of the show."

Of course, Gates's track record isn't all successes. For years, the company's applications, such as Word and spreadsheet Excel, were considered substandard. Microsoft didn't find success through product excellence; rather, it bundled software with its operating systems and wore down competitors. The Tiger video servers were a bust, the bloated Windows system languished for almost a decade. (And has anybody used the Bob package lately?)

Duncan Davidson, managing partner of technical strategy consulting firm The McKenna Group, says that people mistakenly think of Gates as a visionary, when he's merely a marvelous businessman. "If you read his book, 'The Road Ahead,' it was obsolete when it came out and so bad it was almost embarrassing. The cover is prophetic. It is Bill Gates standing by a lonely highway that is going nowhere. He's missed the bus on the information highway." ■

Joan Van Tassel contributed to this report.



Ed Williams, chief engineer at KPDX(TV) Portland, Ore., captures the impression many broadcasters have of Microsoft since it pitched its vision for digital TV at the NAB convention.

Comcast deal is no joke

Offhand remark may have triggered $1 billion investment by Microsoft

By John M. Higgins

NEW YORK

It all started as a joke. In April, Comcast Corp. President Brian Roberts joined other cable executives making a pilgrimage to Redmond, Wash., to meet with Bill Gates. All had spent time with the Microsoft chairman before, so the conversation quickly turned to the MSOs' plans to deliver high-speed Internet service and the obstacles they face in rolling it out. Eager to see a fat consumer data pipe in millions of homes, the impatient Gates lamented operators' slow pace. "How do we get everybody into action?" he asked.

Roberts jokingly gestured to the other cable chieftains present, who included Tele-Communications Inc. Chairman John Malone and Time Warner Cable Chairman Joseph Collins, and said: "Bill, just buy 10 percent of everyone here." That, he said, would rally cable stocks, overcome Wall Street's skittishness about the heavy capital spending required and end PC hardware manufacturers' reluctance to fully commit.

"It was a joke," says one executive. But two days later, a senior Microsoft executive called Roberts and said that Gates was intrigued. And last week Microsoft stunned the market by agreeing to pump $1 billion into Comcast for the equivalent of 11.5% of its stock.

"A billion dollars of equity is a huge infusion," Roberts says. "It's going to spur others to want to invest in the industry."

The deal calls for Microsoft to buy the equivalent of 11.5% of Comcast. Part one is $500 million worth of nonvoting common stock at a rate of $20.29 per share, about 10% above Comcast's preannouncement trading price. Part two is $500 million worth of convertible preferred stock with the conversion price initially set at $23.54 per Comcast common share, escalating each year for seven years.

Comcast President Brian Roberts is getting his wish: Microsoft is buying 11.5% of his company.

Gates is a prom date many media and computer executives would love, bringing instant credibility and sizzle to a company. However, he has a sense of corporate ruthlessness that makes some cable executives wary about what Comcast might face down the road.

"We never wanted him to have a direct stake in us," says an executive of one MSO that has discussed ventures with Gates. "He uses words like 'annihilate, kill, destroy.'"

Even though Gates is pushing for faster deployment of cable modems, there are no strings attached to the money.

"We'll accelerate deployment of cable modems, but we are not changing in any way our approach toward cable," Roberts says.

But Roberts disputes one element of the negotiations. "I never joke; I have a humorous style," he says. ■

Deals drive cable stocks

Long-suffering cable investors finally have something to cheer about: a handful of mega-deals that are spurring cable stocks to begin playing catch-up with the longest bull market on record.

Prices of the top cable operators all were up solidly last week, with Cablevision Systems' eye-popping 41.5% jump—up $14.375—leading the pack. Cablevision's deal to buy Tele-Communications Inc. systems with 820,000 subscribers powered the increase, but other factors—such as Microsoft's $1 billion investment in Comcast—also helped.

Speaking of Comcast, its shares were up 17% ($3.125) for the week, thanks to Bill Gates's glowing endorsement of the future of broadband networks.

Likewise, it was a strong week for Time Warner, whose shares rose 6.4%, or $3. US West Media Group jumped on the selling opportunity and cashed in 4.4 million Time Warner shares to Salomon Bros. for more than $220 million.

Stocks in MSOs weren't the only ones to benefit from investor buoyancy bordering on euphoria. Cable equipment manufacturers General Instrument and Scientific-Atlanta also came along for the ride with S-A's shares climbing nearly 21% ($3.75) and GI's shares rising 14.7% ($3.50) for the week.

Even TCI, whose share prices have lagged the others, was up 12.8% ($1.9375) for the week. For the year, TCI shares are up more than 50%.

The only slacker was TCI Satellite Entertainment (TSAT), one of the Primestar Partners. Despite Primestar's $1.1 billion deal to buy News Corp.'s satellite assets and the roll-up of Primestar Partners into TSAT, TSAT shares declined 62.5 cents for the week. —PC

	June 6	June 12	Gain
Tele-Communications Inc.	$15.0625	$17	+$1.9375
Time Warner	$46.75	$49.75	$3
US West Media Group	$20.125	$22.25	+$2.125
Comcast Corp.	$18.25	$21.375	+$3.125
Cox Communications	$22.75	$26.125	+$3.375
Cablevision Systems	$34.625	$49	14.375
General Instrument	$23.75	$27.25	+$3.50
Scientific-Atlanta	$17.875	1.625	+$3.75

How Are Fox, Tribune & Other Groups Building a Comedy FRANchise?

One Nanny

So

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New York	WNYW	Fox
Chicago	WPWR	UPN
Boston	WLVI	WB
Detroit	WJBK	Fox
Minneapolis	KLGT	WB
Phoenix	KTVK	Ind
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Ratings likely to get content adds

NBC still says it will not adopt S, V and L labels

By Paige Albiniak
WASHINGTON

With the possible notable exception of NBC, broadcasters and cable networks hope to unveil this week a content-based TV program ratings system.

Politicians are jostling among themselves to claim credit for persuading most broadcasters to accept content ratings despite their vigorous protests.

The new system would expand the age-based system that has been in use since January. The age-based icons that appear in the upper left-hand corner at the start of each show would be augmented with content codes—S for sex, V for violence, L for language and D for suggestive dialogue.

Broadcasters, children's advocacy groups and lawmakers have a range of venues from which to unveil the expanded ratings system, depending on whom they want to credit with brokering the deal.

Senate Commerce Committee Chairman John McCain (R-Ariz.) and other lawmakers plan to meet with advocacy groups on Monday and industry representatives on Tuesday.

Vice President Gore, publicly a latecomer to this round of negotiations, plans a meeting on Wednesday. FCC Chairman Reed Hundt is holding a public hearing on the TV ratings Friday.

Republican and Democratic congressmen involved in the talks say the Vice President is "grandstanding." "You see a lot of people rushing to take credit for whatever changes may happen," says Ken Johnson, aide to House Telecommunication Subcommittee Chairman Billy Tauzin (R-La.). "But the real reason is the public hearing that we held in Peoria."

Tauzin plans to testify at the FCC hearings on Friday if Congress is in session. "The message he wants to deliver, is 'we told you we could solve this problem without legislative intervention, and, in fact, we have,'" Johnson says.

The industry oversight implementation group, headed by Motion Picture Association of America President Jack Valenti, is discussing changing the ratings once content extensions are added.

According to a source, a PG rating with an S, V or L attachment would mean something akin to "parental guidance suggested, with mild sex, violence or language." TV-14 with S, V or L attached would indicate medium-intensity content and TV-M with S, V or L attached would mean intense content. Clarifying the definition for Y7 remains a hang-up because of the violent nature of some cartoons. "If there's an agreement, everyone who agrees to it will go ahead [with the ratings system], even if NBC does not," a source says.

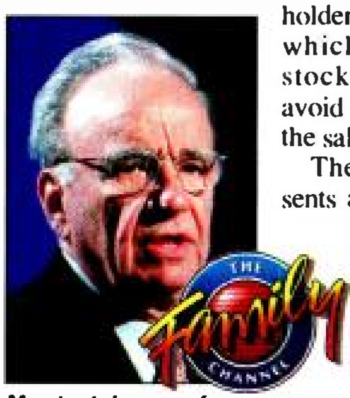
If the rest of the industry decides to adopt the content-based system, "we will have to see what happens," said an NBC spokesperson last Friday. "We would not rule out some sort of modifications to the system, assuming they don't include S, V and L." ■

News Corp. finally gets Family deal

Pays $1.9 billion for cable network; Tim Robertson remains president

By John M. Higgins
NEW YORK

Primed to use The Family Channel as its cable outlet for children's programing, a unit of News Corp. last week secured an agreement to take over International Family Entertainment Inc. for $1.9 billion.



Murdoch is one of Family's new owners.

The deal will be executed by News Corp.'s Fox Kids Worldwide Inc., a 50-50 venture with syndicator Saban Corp. While Family won't become a children's network or change its name, Fox Kids executives plan to program its daytime hours heavily with Saban product and other programs that have appeared on the Fox broadcast network.

After months of negotiations, IFE finally agreed to sell for $1.9 billion. The price comes to $35 per share in cash for all stockholders except for 21% shareholder Liberty Media Corp., which wanted preferred stock instead of cash to avoid capital gains taxes on the sale.

The deal, which represents a huge 17.9 times annual cash flow (far higher than the price paid for other established cable programers in recent months), was announced hours after News Corp. signed a letter of intent to fold its American Sky Broadcasting DBS venture into Primestar Partners.

Bill Sorenson, News Corp. senior VP, finance, told analysts that Saban owns 4,000 hours of children's programing, including the *Mighty Morphin Power Rangers*, *VR Troopers* and *The Tick*, giving Fox Kids plenty of material to work with. However, the company has not decided what to do in prime time, other than adding entertainment programing in the 10 p.m. slot being vacated by IFE Chairman Pat Robertson's *The 700 Club* religious talk show.

IFE President Tim Robertson (Pat Robertson's son) will continue to run the network, while his father will become co-chairman alongside another designated by News Corp. The company said it did not know what it would do with the MTM production and syndication unit.

The Walt Disney Co. also had been bidding for the company.

Two months ago the Robertsons had been seeking $45 a share for the stock they control, letting public shareholders settle for $25. Although they settled for less, the deal still represents an enormous payoff: Pat Robertson and trusts he controls will receive $134 million, and Tim Robertson gets $96.5 million. The father and son put up just $300,000 of their own money in 1990 to buy The Family Channel for $250 million from Robertson's ministry, the Christian Broadcasting Network. ■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House would give more time for DTV transition

Provision may not survive Senate

By Paige Albiniak

WASHINGTON

If the House Commerce Committee has its way, broadcasters who launch digital TV service may be able to hang on to their current analog channels far beyond 2006.

By a 27-23 vote, the Commerce Committee included language in the budget reconciliation bill that would allow stations to keep analog TV channels until more than 95% of people in their markets have digital TV sets or converter boxes, to receive digital signals.

In awarding each TV station a second channel for digital broadcasting last April, the FCC targeted 2006 for the return.

"Broadcasters will never be able to build enough digital towers by 2006 to completely convert to digital," says Ken Johnson, aide to Representative Billy Tauzin (R-La.), chairman of the House Telecommunications Subcommittee. "It's a massive undertaking. Billy's strategy is to give broadcasters a little breathing room to make this work."

The National Association of Broadcasters lobbied for the 95% solution, but the provision may not survive. In the Senate Commerce Committee, which considers similar legislation on Tuesday, Chairman John McCain (R-Ariz.) says 95% may be too high.

Consumer groups have been critical. "It's a backhanded way for broadcasters to try to keep both blocks of spectrum indefinitely," says Gigi Sohn, executive director of the Media Access Project. "And the notion that this is proconsumer is just a big, fat lie."

Despite the "breathing room" on the give-back date, the Commerce Committee measure still calls for raising $26.3 billion from the auction of the analog channels and other spectrum in 2001.

The administration is pushing language that would require broadcasters and other spectrum users who did not pay for their spectrum at auction to pay fees to cover any shortfall.

NAB's Jim May says he "will not rest until we knock out anything related to fees in this budget package."

A Senate Commerce Committee spokesperson says McCain is "opposed to spectrum fees," and that "he believes they are another tax."

The House Commerce Committee measure attempts to raise the auctions' value by giving broadcasters incentives to bid on the analog TV channels when they go on the auction block.

Scott Robinson

Broadcasters may get more time to convert to digital, which will require many stations to buy expensive towers, such as this one in Washington.

The committee would relax the FCC's duopoly rules, which bar broadcasters from owning two television stations in one market. Broadcasters who bid on the returned analog spectrum would be able to own two UHF stations or a UHF and VHF station in the same market. Ownership of two VHF stations would continue to be banned.

A provision would also eliminate the prohibition against owning newspapers and stations in the same market.

Liberalizing the long-standing rules is intended to increase revenue, proponents say.

The budget resolution package now goes to the House floor, after a quick reconciliation stop in the Budget Committee. ■

Hundt agrees to put alcohol inquiry on hold

WASHINGTON—FCC Commissioner Rachelle Chong last week axed a proposed inquiry into broadcast alcohol advertising from this week's FCC's meeting agenda.

FCC Chairman Reed Hundt did not immediately grant Chong's request to stall a vote on the inquiry. But late Friday he agreed to remove the item from the agenda, an FCC source said.

Hundt had hoped to hold a vote on the inquiry at the June 19 meeting. FCC tradition allows each commissioner an opportunity to pull an item from a meeting agenda, although Hundt initially planned to spend the weekend deciding whether he would stick with the practice.

"It would be an absolute break from the way the agency has operated," one source said of the prospect that Hundt might leave the item on the agenda.

"The expertise to examine the effects of liquor advertising on underage persons clearly resides at the Federal Trade Commission," Chong said last week in discussing her wish to pull the item from the agenda. "As a fiscally responsible commissioner, I believe the FCC ought to be focusing on the unfinished tasks that remain before it in implementing the Telecommunications Act of 1996."

Hundt still can place the inquiry on the agenda for the FCC's July meeting. However, Commissioner James Quello then would be able to ask that it be pulled. Quello, who for months has opposed FCC action on the alcohol issue, last week applauded Chong's move. "The matter is being handled competently by the FTC," Quello said. "The only downside is that the FCC will not get to claim credit for resolving the issue." **—CM**

CBS may close rep firm

Word in and outside company is that Karmazin will move TV out of house

By Steve McClellan

The CBS-owned television stations division will probably shut its in-house rep firm and place its estimated $500 million worth of national spot advertising business with an outside firm.

That was the word (which CBS TV Stations President Jonathan Klein would neither confirm nor deny) circulating inside and outside CBS last week. But the word from one company insider was, "It's almost certain to happen within the next year."

The impetus for the switch comes from CBS Vice Chairman Mel Karmazin, who last month took control of the television station group. Earlier this year, he farmed out CBS's national radio spot business to Interep Radio Store.

Such a move on the TV side looks good—at least on paper—for several reasons, sources say. The first has to do with Wall Street and boosting Westinghouse's stock price. "Wall Steet loves to see body-count reductions," says one executive familiar with the contemplated move. CBS's in-house TV rep firm employs more than 200 people in New York and in sales offices around the country.

Sources at competing firms, albeit with a vested interest in seeing CBS put its national spot business out for bid, say the network's rep firm underperforms, in terms of the dollars it generates, considering the ratings the TV stations deliver.

Meanwhile, Karmazin made his first major management changes within the station group last week, naming Ed Goldman vice president and general manager of WBZ-TV Boston, replacing Bill Haber, who moves to a business development post within CBS Cable.

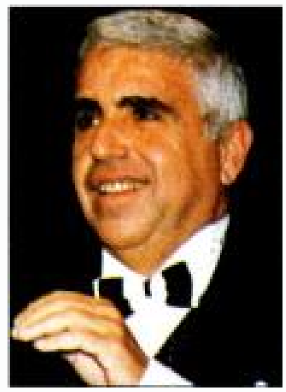
Goldman was general manager of WBZ(AM) and before that ran the 16 CBS news and information radio stations. But Goldman has an extensive TV background too. He served as president, Group W Television Sales, from 1986 to 1993, and station manager of WBZ-TV from 1993 to 1995, when he was simultaneously general manager of WBZ(AM). Ted Jordan, general manager of co-owned WODS(FM), will add oversight of WBZ(AM) to his duties.

There's wide speculation that Karmazin will soon make management changes at other major-market O&Os, including WCBS-TV New York, which placed fourth in the household ratings race in the May sweeps.

Reached last week, Klein declined comment on possible management changes or on the situation with the in-house TV rep. He also did not comment on a reported meeting with Karmazin in which he received a new set of revenue targets for the last half of the year.

"I'm not going to comment on any meeting that Mel and I have had," said Klein. "I have a real good feeling going forward. The goal is to try to maximize revenues and ratings. Mel brings a different way of looking at things and new approaches. I can learn a lot from that."

In Boston last week, Goldman confirmed he's received a new set of "aggressive" revenue goals for the third quarter for WBZ-TV. "One way or another we are going to make them," he said.



Among Mel Karmazin's changes at CBS is anticipated closing of its in-house TV rep firm.

Goldman describes Karmazin's approach as revenue driven, somewhat different from the cost-containment philosophy that drove Westinghouse stations in the early '90s. "He's saying he expects responsible cost management but that's not necessarily the issue here," says Goldman.

At WBZ-TV, everything is basically up for review, said Goldman, including all newsroom activity and what he calls "the branding of the station." Goldman plans to "take some risks and make some changes" to improve the station's performance.

He also said Karmazin is encouraging station managers to "invest in performance, to be aggressive about program acquisitions and event opportunities that can make money." Goldman said the only caveat to the spend-money-to-make-money strategy, as far as Karmazin is concerned, says Goldman, is, "you just have to be right."

Also last week, Karmazin appointed Farid Suleman to the new post of senior VP/chief financial officer of the new CBS Station Group. Suleman had been CFO of CBS Radio Group, and before that, Infinity Broadcasting. ■

NBC spending $26 million on DVCPRO for O&Os

NBC has picked Panasonic's DVCPRO as the new ENG tape format for its 11 owned-and-operated stations, making it the second network ownership group to choose Panasonic's compact digital format for local news operations. In April, CBS signed a $24 million deal to convert its 13 O&Os to DVCPRO.

In a multiyear deal worth an estimated $26 million, Panasonic will supply NBC stations with a full range of DVCPRO component digital gear, including camcorders, laptop editors, nonlinear editors, and studio and editing VTRs. WNBC(TV) New York, KNBC(TV) Los Angeles, WMAQ-TV Chicago and WRC-TV Washington will begin conversion this year.

The deal is a blow to Sony, which leads the analog ENG market with its Betacam format and has been trying to compete in the digital world with Betacam SX. Although NBC O&Os were already Panasonic customers with M-2 tape, Sony had hoped they would pick SX when they went digital.

"We're disappointed, of course," says Larry Kaplan, Sony's senior vice president of broadcast systems. "This deal is not unlike [the CBS deal]—it's the station group, not the network—but we wish it would have been us."

Kaplan says Sony still hopes to sell SX to network news operations, which use predominantly studio gear. But without question, the less expensive DVCPRO is quickly becoming the digital field format of choice. Kaplan says that Sony's inability to deliver some key pieces of its SX line, such as a laptop editor, have hurt SX's chances.

"They need it now," he says. "We have to say we don't have it now—that was a driver with NBC." —GD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Drescher, 'Drew' on move

By Joe Schlosser

HOLLYWOOD

Columbia TriStar Television Distribution has sealed off-network deals for *The Nanny* in 40 markets, but has yet to strike a deal in Los Angeles. Meanwhile, *Drew Carey* has landed in New York and Chicago.

Last month, CTTD announced syndication deals for *The Nanny* in New York on WNYW(TV) and in Chicago on WPWR-TV.

The Nanny has now found homes in Phoenix on KTVK(TV), Detroit on WJBK-TV, Boston on WLVI-TV, New Orleans on WVUE(TV) and Orlando, Fla., on WOFL(TV). The show is set to debut in syndication in fall 1998. Financial terms of those deals were not released.

"The prices in the markets are strong, and I think the marketplace as a whole is strong," says CTTD President Barry Thurston. "We've been getting the access we wanted and the time periods we've desired in almost every market."

Thurston says Columbia is shopping *The Nanny* on a market-by-market basis rather than doing large group deals. He says the sitcom will probably wind up primarily on WB, UPN and Fox O&Os. Big Three network affiliates will likely add *The Nanny* as well, Thurston says.

CTTD officials say they are close to a deal in Los Angeles. "We've got a couple of offers already," says Thurston. "We're just trying to get the best time period and right deal done." KTTV (TV) is a likely candidate, sources say.

Thurston says the Big Three affiliates in Los Angeles should not be counted out. One source says CTTD officials first asked for $80,000 per episode in Los Angeles, but have come down since then.

"It was a party people didn't really come to play at because the price level they established was too aggressive," one source says. CTTD will likely wind up in the $40,000-$45,000 range in Los Angeles, sources say. Thurston had no comment.

Another sitcom has also started down the syndicated road; Warner Bros.' *The Drew Carey Show*.

Carey has landed its first two markets in New York and Chicago on WNYW and WGN-TV respectively. (KTTV is likely in *Carey*'s future as well.) It is set to go into syndication in fall 1999. The ABC sitcom has also been picked up by Superstation TBS and will air on the cable network beginning in September 2002. Both Turner and Warner Bros. are owned by Time Warner.

WNYW, the Fox affiliate in New York, reportedly paid $175,000 per episode for *Carey*, while Tribune Broadcasting's WGN-TV anted up $150,000. Financial terms of the TBS deal were not released.

Sources say TBS's deal is similar to others the network has already done for *Friends* and *The Fresh Prince of Bel-Air*. All three shows are distributed by Warner Bros. Domestic Television. ■

Closed Circuit

WASHINGTON

Full plate for NAB

NAB board members will turn their attention to the newspaper/broadcast crossownership restriction when they meet in Washington June 21-24. NAB has not taken a position on the restriction, although some companies—including Tribune and Gannett—have stepped up efforts to eliminate the ban on common ownership of newspapers and broadcast properties. Also on the board's agenda: TV ratings, digital TV, the Satellite Home Viewer Act and spectrum auctions.

That's the spirit

Distilled Spirits Council President Fred Meister did not waste any time praising Rachelle Chong's decision to ask that an inquiry into broadcast alcohol ads be removed from the June 19 FCC meeting agenda. Meister's statement in support of Chong arrived on B&C's fax machine even before Chong stated that she was seeking to pull the item. "Since the beginning, Commissioner Chong has been the voice of reason," Meister said.

Did we forget to mention..

In its profile last Thursday of News Corp./Fox Television Stations Chairman Rupert Murdoch, ABC's *Nightline* didn't have to disclose Disney/ABC's competition with the mogul, ABC News spokeswoman Eileen Murphy says. "We do it [disclosure] all the time where we're doing a story that has some relation to the parent company." But that wasn't the case this time. "It was a profile of Mr. Murdoch that was done fairly, and our parent company had nothing to do with the story," she says. Among the items that went unmentioned, according to the transcript: Disney's unsuccessful bid against Murdoch for The Family Channel. "The producers of *Nightline* were not aware of that," Murphy says. After an analyst criticized Murdoch for lack of creativity by airing sports (Murdoch is trying to buy the Los Angeles Dodgers), Disney's interest in a baseball team (the California Angels) and a hockey team (the Mighty Ducks) was not disclosed. Another *Nightline* interviewee was a VP for ESPN International. That's the ESPN owned by ABC. Steve Bornstein, president, ABC Sports, did note in the show that Murdoch is "a dangerous competitor."

NEW YORK

News to me

One hot rumor last week was that Scott Herman, VP and general manager, WINS(AM) New York, and VP, news, CBS Radio Networks, was in line for the top post at WCBS-TV New York, either replacing current general manager Bud Carey or in a higher post in which Carey would report to him. But reached last week, Herman said that if he is in line for such a job, no one has told him. "I have not had one conversation with anybody about a role on the TV side," says Herman. Herman, said to be highly regarded by CBS Vice Chairman Mel Karmazin, says he hasn't even thought about a TV role. "I've got plenty to do with the two jobs I have now." For his part, Carey says he's not terribly worried about his job security. "I look forward to helping turn [the station] around," he says.


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Hundt raps Grossman public TV plan

FCC chairman says proposal to let noncommercial stations air spots is 'bad idea'

By Chris McConnell

WASHINGTON

Proposals to run commercials on public TV "should be rejected out of hand," Reed Hundt says.

Discussing a proposal by former PBS president Lawrence Grossman to raise revenue with limited advertising, the FCC chairman says that resorting to commercials would undermine the purpose of noncommercial television.

Reed Hundt says plans for commercials remind him of "Sharp's or O'Doul's."

"There's a bad idea born every minute," Hundt said during a speech last week, adding that the idea of placing commercials on noncommercial television "reminds me of Sharp's or O'Doul's."

The proposal, supported by some public stations, calls for running programs with commercials on Fridays from 9 p.m. to midnight and on Saturdays from 7 p.m. to midnight. Stations would use the added revenue to pay for new shows.

"Clearly something has to be done," says Grossman, who points out that public television's core shows have hardly changed in two decades. Grossman says he has been talking for months with public TV stations about the proposal, which is modeled on the example of an English television station.

Several noncommercial broadcasters say they are interested in the idea. "Some invigorating new programing would be welcome," says Michael Hardgrove, president of KETC(TV) St. Louis. "We need an infusion of new, high-quality product," says Hal Bouton, president of WTVI(TV) Charlotte, N.C.

Bouton and Hardgrove insist that the public broadcasters at least need to consider any proposal to address funding shortfalls. Hardgrove concedes that the bulk of public broadcasters oppose commercials on philosophical grounds, but he is disappointed with Hundt's call to reject the idea.

"We have an obligation to have an open mind," Hardgrove says. Adds Bouton: "I think we need to begin thinking out of the box."

Other broadcasters agree, although they say they have not reviewed the specifics of Grossman's proposal. Wayne Godwin, president of WCET(TV) Cincinnati, cites the costs that stations will face in building digital transmission facilities and says: "You don't dismiss an idea like this out of hand." A PBS spokesperson says the proposal raises "very important questions that need to be addressed."

But some predict that commercials would irritate public TV viewers. "It won't work here," says Charles Sydnor, president of WCVE-TV Richmond, Va. "Anytime you start interrupting a program with commercials, it's no longer public television."

Rep. Billy Tauzin wants broadcasters to pay into a public TV trust fund.

Airing the commercials on public TV stations would require an OK from the government. And FCC officials are unsure whether they could grant such a request without permission from Congress.

Representative Billy Tauzin (R-La.), meanwhile, has been developing his own plan to fund public television. His proposal calls for commercial broadcasters to pay into a trust fund that would support the noncommercial stations.

Tauzin, chairman of the House Telecommunications Subcommittee, has said he hopes the initiative would provide funding for public TV while relieving commercial broadcasters of existing or future public interest obligations, such as educational programing requirements or offering free airtime for candidates.

"The line has become increasingly fuzzy over the years," Tauzin spokesman Ken Johnson says, referring to the underwriting announcements that appear on public TV and the public interest obligations placed on commercial broadcasters. "One is beginning to look like the other."

Tauzin has been discussing the planned PBS proposal since late May. However, Johnson says a bill may not emerge until July 30.

Several noncommercial broadcasters are interested in the idea, although some doubt that the commercial stations would want to foot the bill for noncommercial programing. "A trust fund's a great idea," says WTVI's Bouton. "Where's the money coming from?"

Hundt has said he would like the money to come from spectrum auctions rather than from payments by commercial broadcasters in exchange for providing public interest programing. "We've got to have the commercial stations continue to deliver public interest programing," Hundt said last week. He insisted that educational programing needs to remain on the most popular channels, where viewers will see the shows. Hundt likened the idea of placing such shows on a separate channel to creating "an educational ghetto."

"He is the king of regulators," Johnson says of Hundt's opposition to the plan. Johnson also maintains that commercial broadcasters still would provide public interest programing, such as local news.

Grossman voices interest in Tauzin's proposal, maintaining that despite requirements for educational programing, "the public interest notion is something without substance." Grossman also is unconcerned about Hundt's objections to his plan, saying he is happy to see a public debate on the issue: "You can't beat something with nothing. It's producing a debate that has to be confronted." ■

Shifting personnel atop FCC

WASHINGTON--More changes could be in store for the FCC once Reed Hundt makes his exit.

New chairmen often have brought in new bureau and office chiefs with them. Longtime observers say the next changing of the guard at the top of the commission could mean a similar shake-up, and several expect additional members of the Hundt FCC class to depart before the next chairman moves in.

Several already have. The list of Hundt FCC recruits who have left includes former International Bureau chiefs Scott Harris and Donald Gips, former Wireless Telecommunications Bureau chief Michelle Farquhar, former chief economists Michael Katz and Joseph Farrell and former Public Affairs directors Karen Watson and Susan Lewis Sallet. Chief Counsel Julius Genachowski is expected to leave later this month.

Several more Hundt recruits remain. Among the top FCC staffers either hired by the Hundt FCC or promoted during his tenure: Cable Services Bureau Chief Meredith Jones, Mass Media Assistant Bureau Chief Saul Shapiro, Common Carrier Bureau Chief Regina Keeney, Wireless Telecommunications Bureau Acting Chief Dan Phythyon, Office of Legislative Affairs Director Karen Kornbluh, Competition Division Chief John Nakahata, Common Carrier Bureau Deputy Chief Mary Beth Richards and Peter Cowhey, who heads the International Bureau.

Nakahata and Phythyon say they plan to stay. Shapiro says he is weighing his options; others offer no comment on their plans for the post-Hundt FCC.

Several sources add that, in the past, new chairmen have generally made changes to the Mass Media Bureau's leadership. Such was not the case during the Hundt years, however, as longtime FCC official Roy Stewart continued to serve as the bureau's chief.

In the Office of General Counsel—another site for frequent turnover between chairmen—Hundt appointed William Kennard as the commission's top lawyer. That job will be changing hands regardless of the change in chairman, because Kennard has been nominated to serve as a commissioner.

In another move, Compliance and Information Bureau Chief Beverly Baker last week said that she will leave next month. Baker, an 18-year veteran of the FCC, has served as Compliance and Information Bureau chief since August 1994. **—CM**

Annenberg grades children's television

Study says many kids programs have little educational value

By Elizabeth A. Rathbun
WASHINGTON

Broadcasters have wide latitude in deciding what shows to label educational. But ABC's *New Adventures of Winnie the Pooh*, NBC's *NBA Inside Stuff* and CBS' *Secrets of the Cryptkeeper's Haunted House* don't cut it, says the Annenberg Public Policy Center of the University of Pennsylvania.

Which shows make the cut? *Bill Nye the Science Guy* (on PBS and syndicated) tops that list, followed by *New Adventures of Captain Planet* (syndicated), *Gladiators 2000* (syndicated), *Nick News* (Nickelodeon and syndicated), *PE TV for Kids* (syndicated), *Madison's Adventures Growing Up Wild* (syndicated), *Bananas in Pajamas* (syndicated), *News for Kids* (syndicated), *C-Bear and Jamal* (Fox) and *Hang Time* (NBC).

Besides *Pooh*, *Inside Stuff* and *Secrets*, some of the other shows weighing down the bottom of the list as "minimally educational" are Fox's *Life with Louie* and the syndicated *Oscar's Orchestra*, Annenberg researcher Amy Jordan says.

PBS's 'Bill Nye' gets a good grade.

Of studied shows that are defined by commercial broadcasters as educational, 22% "could not be considered educational by any reasonable benchmark," the report says. About 43% were rated "highly educational," while about 35% were moderately educational.

Broadcasters need to know what's educational and what's not. Starting in September, the FCC is requiring them to air three hours a week of "core educational programing" if they want to facilitate their stations' license renewals. Since Jan. 2, they have been required to identify such programing—on the air and in program guides—with an on-air "E/I" symbol, for educational/informational.

But in its new regulations, the FCC stops short of defining E/I. The regs say only that a program must have education as a significant purpose that "furthers the positive development of children 16 years of age and under."

With all but two of Annenberg's top 10 "highly educational" shows provided by syndicators, network affiliates may have cause for concern this fall. Most—if not all—affiliates are relying on their networks for educational fare, according to Annenberg's report, released last Monday at its Second Annual Conference on Children and Television in Washington.

"We're playing a guessing game" about what the FCC will consider suitably educational, says Rosalyn Weinman, executive VP, broadcast standards and content policy, NBC. And "there are a lot of questions about Annenberg['s objectivity]." NBC, she says, is comfortable meeting "the bar that is set for us by outside educational consultants from the top universities."

The easiest solution for nervous broadcasters would be to have every show prescreened at the FCC, says David Donovan, vice president, legal and legislative affairs, Association of Local Television Stations. But that, he says, "would also be completely unconstitutional. We're caught in a never-never land."

With no government agency tapped to monitor broadcasters' "educational" claims, Annenberg says it wants to establish "reasonable benchmarks" that broadcasters can use in evaluating kids programing. Other groups also are doing so, Annenberg says.

"So many people set themselves up as judges of programs. It certainly doesn't surprise me that Annenberg would do so as well," says ABC spokeswoman Julie Hoover.

While she declined further comment because she had not received a copy of the center's report, "we intend to meet that commitment" of supplying educational children's shows, she says.

"One of the most difficult things is getting a definition [of educational]," says Jim Hedlund, president, Association of Local TV Stations. But what broadcasters would find most helpful is a list of shows that are clearly *not* educational, although they may be identified as such. Annenberg did not supply such a list in its report; researchers disclosed some of those findings to reporters only when asked.

"Our concern all along has been that

Picks of the litter

Following (listed by network) are the best of the high-quality educational children's programs that aired during the 1996-97 season, according to the Annenberg Public Policy Center of the University of Pennsylvania:

BET
Teen Summit

Cartoon Network
Big Bag

The Disney Channel
Amazing Animals
Animal Adventures
Charlie Brown and Snoopy
Grounding Marsh
Ready or Not
Under the Umbrella Tree

The Learning Channel
Iris, Happy Professor
Rory & Me

Nickelodeon
Blue's Clues
Gullah Gullah Island
Mr. Wizard's World
Nick News (also syndicated)
Richard Scarry (also on Showtime)

PBS
Arthur
Bill Nye the Science Guy (also syndicated)
Bloopie's Buddies
Book of Virtues
Just for Me
Kidsongs
Kratt's Creatures
Lambchop's Play-along!
Mister Rogers Neighborhood
Newton's Apple
Numbers Alive
Puzzle Place
Reading Rainbow
Sesame Street
Shining Time Station
Story Time
Voyage of the Mimi
Wishbone

Syndicated
Gladiators 2000
Madison's Adventures Growing Up Wild (pictured above)
News for Kids
PE TV for Kids
Why Why Family

TBS
Feed Your Mind

Kids tune in at all times

Nickelodeon's 'Nick News' airs at 5:30 a.m. weekdays.

Watching TV is second only to sleeping in occupying children's time, according to a survey by the Annenberg Public Policy Center. After sleeping 8.8 hours, kids 2-17 spend 2.1 hours a day in front of the TV.

Schoolwork is next (1.3 hours), followed by reading (.99 hours) and using a home computer (.87 hours).

Nearly 70% of households with rules say they limit the number of hours kids can watch TV. That cuts down on the amount of TV viewing by 16 minutes a day. Only 12.5% of parents think there is "a lot" of good television available for kids.

Parents also claim they closely monitor what their children see. Nearly 66% say they provide a "great deal" of supervision over their children's TV viewing. However, just 49% of all parents say they "almost always" watch TV with their kids. Another 43.2% say they do so only "once in a while."

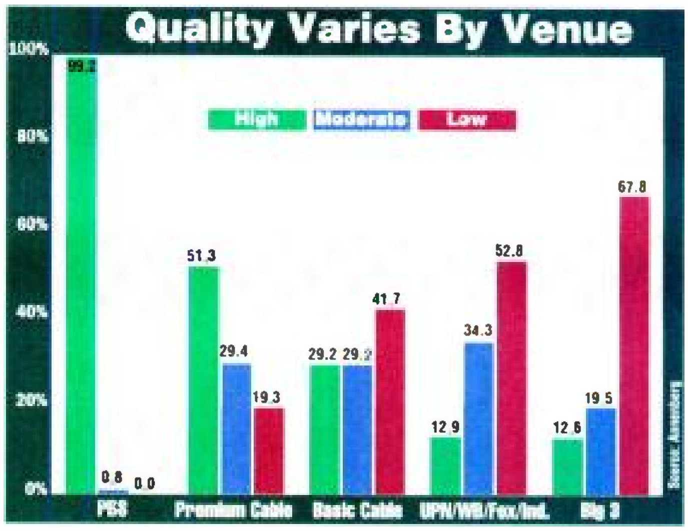
Other inconsistencies are apparent in the survey responses. While 8% of parents say they bar their kids from watching MTV—particularly *Beavis and Butt-head* (barred by 21% of the parents surveyed)—nearly 53% of 10-17-year-olds report watching MTV regularly. Of this age group, 26.3% say they secretly watch shows of which their parents would not approve.

Only 34.7% of parents say they use the new TV ratings system to help them decide what their kids watch, although 69.5% say they are aware of it. As for the "E/I" designation on educational or informational shows, only 2.4% of parents know what the letters stand for. Yet 2.8% say they use E/I to guide their child's viewing.

Pollsters interviewed 1,228 parents of 2-17-year-olds, and 297 children ages 10-17. The subjects were interviewed by telephone. **—EAR** you're going to have some do-gooders in there [telling us what to do] because we're making an effort to make the show entertaining," Hedlund says. These "do-gooders" seem to think that "the show's educational only if it's a 1 rating [and] deadly dull," he says.

Among the other shows identified by commercial broadcasters as educational, but that didn't make Annenberg's top 10 list: CBS's *Bailey Kipper's POV*, *Beakman's World* and *CBS Storybreak*; NBC's *Saved by the Bell* (also syndicated) and *California Dreams*; ABC's *ABC Weekend Special* and *Brand Spanking New Doug*; Fox's *Bobby's World*, and the syndicated *News for Kids*, *Dream Big*, *Sing Me a Song with Belle*, *Jack Hanna's Animal Adventures*, *Why Why Family*, *Gerbert* and *Ghostwriter*.

Since the study was conducted, "We have a whole new schedule and it's totally educational, as you know," CBS spokesman Michael Silver says.



PBS leads both cable and over-the-air broadcasters when it comes to presenting high-quality children's shows, according to the Annenberg Public Policy Center. Researchers' assumptions about what shows are 'best' for children allows more shows to be labeled high- and moderate-quality as opposed to educational.

Annenberg defines a highly educational show as one that:

- clearly lays out a valuable lesson so it can be easily comprehended by the target audience;
- consistently conveys the lesson, and/or makes the lesson an integral element of the program;
- presents the lesson in an engaging and challenging way, and
- allows members of the target audience to see the lesson's usefulness in their own lives.

In compiling its study of the "State of Children's Television" in the 1996-97 season, Annenberg last December gathered one week's worth of children's programing from 21 channels in Philadelphia, including 31 shows specifically deemed educational by the seven commercial broadcast stations there.

Annenberg found a large selection of children's programs offered—1,063, although some are duplicate titles.

But Annenberg says most of the shows designed to reach 5–11-year-olds (two-thirds of the total) are "violence-laden with no educational value." The one-quarter designed for preschoolers is of "overwhelmingly high quality," but the preteen/teen audience is "virtually ignored by programers," its report says. ■

National rules could hurt local kids programing

Locally produced children's shows are likely to suffer under the FCC's new children's TV rules.

A number of network affiliates say they will cut back on locally produced children's programing and reduce their community efforts because of the rules, according to a recent study by the Annenberg Public Policy Center.

This isn't so among independents and affiliates of The WB and UPN, however, "who have a greater interest in maintaining a child audience," the report says.

"Now, with both network and syndicated programs in abundant supply, locally produced programs are either too expensive or left without an available time slot," Annenberg found in surveying employes of 28 representative stations across the country. Network fare will fill most affiliates' children's programing needs starting this fall, the report notes. This too will discourage local or syndicated productions that previously filled more than three hours a week of such programing.

Annenberg found that the amount of educational programing which network affiliates air will drop from the 3.6 hours per week that aired in February and March to 3.2 hours this fall. Netlets will increase their hours from 4.2 to 5; independents, from 3.4 to 3.5.

Some broadcasters already have cut back locally. "It's been a long time since there's been any local children's production" in San Diego, says Penny Martin, director of programing, research and station compliance for NBC O&O KNSD(TV) there. **—EAR**

Newspapers omit coverage of kids TV

It's no secret that newspapers largely ignore children's shows when they cover television, the Annenberg Public Policy Center says. But parents indicate they need to know more, and newspapers are failing to fill that need.

"Newspapers have...lost much of [their] credibility with parents," a recent Annenberg report says. More than 53% of parents surveyed say newspapers are not helpful when it comes to deciding which shows their children can watch. Critics are more likely to cover daytime talk shows. "Even when critics do cover children's television, they rarely give a reason for recommending or panning a show," Annenberg found in its review of TV critics' and columnists' articles in nine major daily newspapers dated Aug. 1, 1995–Feb. 22, 1997. Items about children's shows often failed to give the channel.

Rather than relying on newspapers, parents say they use their own judgment; *TV Guide*, which carries the E/I (educational or informational) designation that newspapers omit, and word of mouth.

But it's not all newspapers' fault, Annenberg says. "Broadcasters are not notifying newspapers...about the educational programing they are producing." Nor is the E/I designation completely trustworthy. "Newspapers have a right to be concerned about their own credibility with their readers," the report says.

Annenberg concludes that a service that compiled a single comprehensive list of educational programing would be helpful to newspapers. **—EAR**

Washington Watch

Edited by Chris McConnell

Eliminate newspaper crossownership, says Gannett's Curley

Leaving newspapers out of the industry competition to buy broadcast licenses is unfair, Gannett Chairman John Curley said last week. Speaking at a Media Institute luncheon, Curley said his company has had to stay out of the radio station accumulation frenzy because of its newspaper properties. "We couldn't be a player anymore," he said, calling for the elimination of the crossownership rule. Curley conceded that the commission is unlikely to ax the rule without prodding from Congress. Even so, he hopes the new FCC commissioners will take an interest in eliminating the rule. He also maintained that newspaper-owned TV stations tend to supply more local news. "Gannett has long put its dollars into local news and programing," Curley said. Asked about FCC Chairman Reed Hundt's recent call for a government and industry examination of TV news ethics, Curley said, "I'll restrain myself.... I suspect he thinks everything he says makes sense. Most chairmen do."

FCC tracking cable competition

The FCC has launched its latest investigation into the state of cable competition. In its 1996 report, the commission found that cable still held 89% of all multichannel video programing subscribers. This year, the FCC is asking for information on changes in the market since last year, as well as data on the impact of the 1996 Telecommunications Act on video competition. Comments on the FCC inquiry are due July 23.

More push for more PSAs

FCC Chairman Reed Hundt has picked up support in his push for more public service announcements. Retired General Colin Powell this month told broadcasters at the ABC affiliates meeting that they are not running enough of the messages. And late last month House Speaker Newt Gingrich (R-Ga.) told a mayors' conference that TV networks could afford to chip in some more airtime to combat drugs. Citing the $600,000 that *Seinfeld* stars are drawing for each episode, Gingrich said that if the networks can afford those salaries, they can afford more time for antidrug spots. "They ought to do it as citizens, because Americans have been pretty darn good to the networks," the Speaker said.

WBDC-TV fined $115,000

The FCC this month hit WBDC-TV Washington with a $115,000 fine for exceeding limits on commercials during children's programing. The commission issued its "notice of apparent liability" after the station admitted to exceeding the commercial limits 450 times between Nov. 30, 1993, and March 29, 1996. In its letter to the station, the FCC called the number of violations extraordinarily high. "Indeed, this is the second-highest number of violations of the children's television commercial limits since the limits became effective on Jan. 1, 1992," the commission said. (The highest number was 581 violations, for which KTTU-TV Tucson, Ariz., received a $125,000 fine.) In addition to the fine, the FCC ordered WBDC-TV to report on its compliance with the commercial limits on a quarterly basis.

Leased-access activity

With a new set of leased-access pricing rules in place, the FCC's Cable Services Bureau has issued a series of rulings on disputes between cable operators and programers seeking to lease cable channels. In one pair of decisions, the bureau ordered Time Warner Cable to provide Car TV with leased-access channels and also ordered Time Warner to provide Life Sharing Inc. with leased-access channel rates based on the commission's new formula for calculating the rates. The bureau also ordered cable systems to account for past rates charged to leased-access programers. Jones Intercable was ordered to recalculate the leased-access charges incurred by Engle Broadcasting since Feb. 26, 1996, and Adelphia Cable Communications was ordered to provide Advantage Video & Marketing with an accounting of all leased-access services provided to the programer since April 1995. In another ruling, the bureau rejected Coaxial Communications' effort to impose a 13-week programing commitment on Matthews Media Production in order to secure a part-time lease. The bureau also said Century Communications must make a case for imposing insurance requirements on Lorilei Communications. In two more rulings, the bureau denied two petitions by Lorilei charging operators with leased-access rule violations.

Minority control question in Connecticut

The FCC plans to hold a hearing before an administrative law judge to determine whether Astroline Communications Co. has misrepresented its status as a minority-controlled entity. In 1984 the company purchased WHCT-TV Hartford, Conn., under the FCC's minority distress sale policy. The policy allows stations with contested licenses to sell their licenses to minority-controlled entities at 75% or less of the station's fair-market value. Shurberg Broadcasting of Hartford, which had filed a competing application for the station, has maintained that Astroline was not a true minority-controlled entity. The FCC says Shurberg "has raised a substantial and material question of fact" concerning Astroline's minority status.

EEO fines

The FCC has fined MyStar Communications Corp. $12,000 for violations of the commission's equal employment opportunity policies. The commission issued the notice of apparent liability as part of a decision to renew the licenses of WMYS(AM)-WTPI(FM) Indianapolis and WZPL(FM) Greenfield, Ind. The commission also has fined WDOD-AM-FM Chattanooga $11,000 for EEO violations.

Salhany skewers competition

Outgoing UPN chief takes aim at The WB

By Lynette Rice

Departing UPN chief Lucie Salhany turned last week's opening address to affiliates into a final attack on rival The WB, lambasting the network for its narrower distribution and lesser performance in the 18-34 adult demo.

Salhany—wearing earrings that said "Love" and "Success" but also a brooch featuring Michigan J. Frog impaled on a dagger—cited three "lies that Warner Brothers tries to pass off as the truth." The first, she said, was the network's claim that it was a "pure broadcast network," when it uses superstation WGN and the "proposed WeB as a crutch for additional coverage."

The WB's second alleged lie was saying it beat UPN last season in the key adult demos when UPN, she said, outperformed its rival by 36% in 18-34 and 54% among adults 18-49. Salhany also took issue with The WB's choice in "family" dramas for fall—*Dawson's Creek*, a coming-of-age show about teens.

Reached after the speech, WB spokesman Brad Turell said Salhany sounded "desperate" and showed "no class" for wearing the frog brooch—which the UPN chief said arrived by mail in a brown package with no return address.

One UPN affiliate head defended Salhany's strong comments, saying it was time the CEO set the record straight.

"The network has won from the very beginning, and it continues to win," the general manager said.

Viacom chief Sumner Redstone also took a stab at The WB, accusing it of downplaying "the huge edge we have on them in distribution." Redstone said, "We not only have the reach, we also have the shows and the creative power to keep expanding our program lineup without losing our focus."

The network's distribution head Kevin Tannehill said UPN had upgraded affiliations in Portland, Me., by adding the primary affiliate WWLA(TV). Previously, the network had a secondary in the market with WPXT(TV). The network also has renewed affiliate agreements with WUXP(TV) Nashville and WUPN-TV Greensboro, N.C.

Sumner Redstone and Lucie Salhany took jabs at The WB.

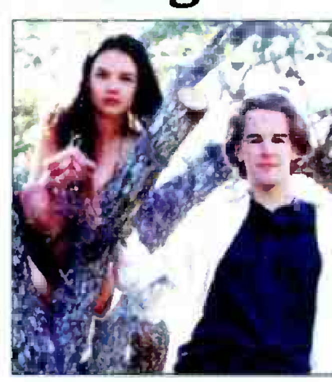
Still missing from the list of stations that have renewed is Sinclair, one of the network's largest station groups. Industry sources believe Sinclair could be holding out to see how the network performs come fall.

UPN's "most valuable players" announced by Tannehill were KTXH(TV) Houston, WLMT(TV) Memphis, WUPL(TV) New Orleans, WWOR-TV New York, and WGNT (TV) Norfolk, Va. UPN's affiliate of the year was WBFS-TV Miami.

Beyond picking up four new shows for fall, UPN will roll out two more shows for midseason 1997-98—*Macio* from Paramount and *Veronica's Video* from Columbia TriStar and "Jamie's dad," a reference to veteran TV writer Jay Tarses—Entertainment President Michael Sullivan announced.

"I think it was a very good meeting. I think there was a very limited amount of unhappiness expressed by the affiliate body and that, in itself, is a good thing," said Al DeVaney, general manager of UPN affiliate WPWR-TV Chicago. ■

Interest in 'Creek' rising



WB's 'Dawson's Creek' is creating preseason publicity.

The new season for the two newest networks is still two months away, but at least one WB drama is getting plenty of preseason attention. At last week's UPN affiliate meeting in Los Angeles, chief executive officer Lucie Salhany attacked the new WB drama *Dawson's Creek*, saying it was a poor example of The WB's self-proclaimed family brand. Salhany said she would not watch the Columbia TriStar drama with her 13-year-old son, despite the WB's plans to schedule it in the 8 p.m. time slot. The first episode of the drama—which has generated plenty of buzz among ad reps as one of the most sought-after shows for fall—includes a covert discussion about masturbation and a story line that has a teenage boy pursuing an affair with his high school teacher. "Ms. Salhany's comments are of no concern to us," said Garth Ancier, The WB's entertainment president. "What is relevant is that the quality of *Dawson's Creek* has already become the talk of the advertising buyers, the Hollywood creative community and the international television buying community. I'm certain that Ms. Salhany's comments will not deter anyone from enjoying *Dawson's Creek*." —LR

CTTD games get new hosts... and here they are!

Eubanks returns to 'Newlywed Game'; Woolery tapped for 'Dating Game'

By Joe Schlosser

Columbia TriStar Television Distribution has renewed *The Dating Game* and *The Newlywed Game* for year two on over 100 stations, including in 12 of the top 20 markets. It is bringing back a couple of familiar faces to help raise the shows' profile.

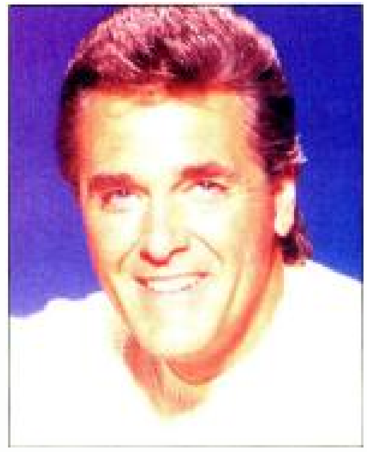
Newlywed Game host emeritus Bob Eubanks is returning, and relationship game show veteran Chuck Woolery is taking the helm of *The Dating Game*. That means *The Dating Game*'s Brad Sherwood and *Newlywed*'s Gary Kroeger are out after only one season, in which the hour block averaged a 1.1 Nielsen rating.

"I think there was some enthusiasm on the part of the stations initially, but unfortunately there wasn't the same enthusiasm in terms of viewers," says Bill Carroll, vice president, director of programing, Katz Television Group.

Efforts to attract a younger demo with Sherwood and Kroeger didn't live up to expectations, CTTD officials say. The combined shows failed to top a 2.0 rating in any market last season. At WNYW(TV) New York the hour generated a 1.0/3 share during the May sweeps, while it generated only a .9/4 on Philadelphia's WTXF(TV).

CTTD is banking on Eubanks and Woolery to improve on those numbers.

"Their history in the game show world has illustrated a style that audiences simply love," says Russ Krasnoff, executive vice president, programing, CTTD. "Chuck and Bob have the ability to bring back the unpredictable and comedic side to these shows to which viewers have responded."



Chuck Woolery is 'Dating.'

Eubanks was *The Newlywed Game*'s original host back in 1966, staying with the show on and off until 1988. Woolery was the host of *Love Connection* for 11 seasons before co-hosting *Home and Family* on The Family Channel.

Carroll says bringing in the familiar faces will force stations to take another look at the shows, which in their current format would likely have been canceled. The block has cleared two Fox affiliates, San Francisco and Chicago, and CTTD is trying to pitch the shows in Los Angeles and New York, sources say.

"I think they will now be faced with getting the bigger markets signed on in the next couple of weeks," Carroll says. "I doubt they'll go forward if they don't get into New York and Los Angeles." ■

SYNDICATION MARKETPLACE

Magic sidekick

Comedian Barry Sobel will be Magic Johnson's sidekick for the former NBA player's new late-night talker. Sobel has had his own show on Comedy Central and has appeared in several movies, including "That Thing You Do" and "Doc Hollywood." Production begins in July. The show is slated for syndication in midseason 1997-98.

Baby Huey in the flesh

Harvey Entertainment Co. is developing a children's live-action series starring classic animated character Baby Huey. George McGrath, original writer for *Pee-Wee's Playhouse* and *Big Top Pee-Wee*, has signed on to co-produce and to be the live-action show's writer. Kerry Broom, VP of creative affairs for Harvey, says the show will be similar to *Pee-Wee's Playhouse*. Baby Huey will be a costumed character surrounded by a number of "babysitters" and playmates. Production is set to begin in September on the half-hour. Broom hopes Huey will be sold as a strip by midseason 1997-98. —JS

NSS POCKETPIECE

Top-ranked syndicated shows for the week ending June 1, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Buena Vista I	13.0/173/98
2. Wheel of Fortune	10.9/228/99
3. Jeopardy!	8.7/215/97
4. Home Improvement	8.2/230/98
5. Century 16	7.5/204/98
6. Seinfeld	7.2/222/95
7. Oprah Winfrey Show	7.0/224/98
8. Entertainment Tonight	5.7/188/95
8. Simpsons	5.7/204/96
10. Xena: Warrior Princess	5.6/226/98
11. Hercules, Journeys of	5.1/232/99
12. Nat'l Geog on Assignment	5.0/175/98
13. Star Trek: Deep Space Nine	4.9/237/98
14. Rosie O'Donnell Show	4.7/226/99
15. Montel Williams	4.6/195/97

Solomon tapped for Universal

Ken Solomon has been named president of Universal TV, replacing Tom Thayer, who is vacating the post for an exclusive, multiyear development deal with the studio (B&C, June 9). Solomon hails from DreamWorks SKG, where he has served as the co-head of TV since 1995, overseeing first-run program development and production as well as domestic sales and marketing. "Ken is an incredible piece of manpower, and we're delighted he's joining our team at Universal," said Greg Meidel, chairman of the Universal TV Group. "With the extensive relationships he's built within the creative community from his years at Paramount, Disney and Fox, I'm confident he will energize our network division." Previously, Solomon served as executive vice president of network distribution at Fox. He also worked with Meidel in the early '90s, in the company's syndication arm, Twentieth Television. —LR

Global scraps shopping net

Behind on payments to vendors, company lays off employes

By Steve McClellan

The plug has been pulled on Global Shopping Network, the New York–based home shopping company that claimed 7 million–8 million subscribers nationwide. Sources report that GSN laid off 250 employes without notice on June 6, and most of the rest of its 300-plus staff last week.

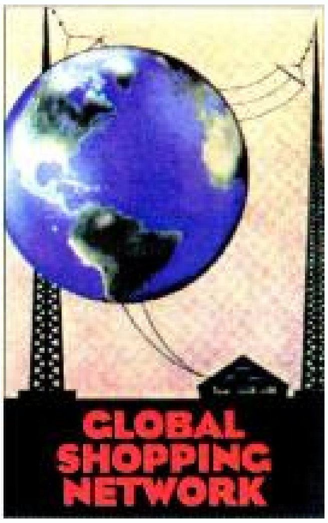
The company was reportedly several months behind in payments to some vendors, including Chelsea Studios, where GSN produced its home shopping programs.

Sources also say GSN lost its transponder slot from GE Americom on Satcom C-4. GSN President Barbara Laurence would not comment.

Kent Lilley, president of Knoxville-based Shop at Home, a competing home shopping company, confirmed it had made a deal to program GSN's owned stations, including KCNS-TV San Francisco and WRAY-TV Raleigh-Durham, with Shop at Home programing.

Global has agreed to buy five other TV stations (applications are pending at the FCC): KNWS-TV Katy, Tex. (Houston); WNDS(TV) Derry, N.H. (Boston); WOAC(TV) Canton, Ohio (Cleveland); WPMC(TV) Jellico, Tenn. (Knoxville), and WBSV-TV Sarasota, Fla. (Tampa).

One of those pending deals—for WNDS—has fallen through. WNDS General Manager Donna Cole confirms that the station's principal owners grew tired of giving Global extensions on its closing date and terminated the sale transaction June 9.



WNDS retained all of its syndicated programing contracts and has reverted to the mainstream independent program schedule it had in place before its April 4 switch to home shopping. It airs a mix of new and old syndicated shows, including *Star Trek, The Simpsons, Baywatch, Judge Judy* and *Beverly Hills, 90210*.

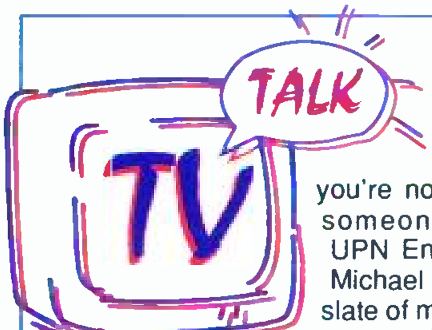
"We have 15 phone lines coming into the station and they've been jammed all week with calls from viewers congratulating us on the return to our independent programing schedule," Cole says.

But executives at at least one other station—WBSV-TV—still hold out hope that Global will go through with the purchase. "We expect it to take place, and unofficially we have been told it will," says Danford Sawyer, general manager of the station. Shop at Home will also program WBSV-TV for now, Sawyer says, because the time brokerage agreement with Global is transferable.

Global agreed to buy WOAC for more than $23 million from Paxson Communications. Commenting last week, Paxson Communications Chairman Lowell "Bud" Paxson said, "If they don't buy it, we will sell it to someone else." Global made a 10% down payment, Paxson said.

It was Global's default last month on a deal to acquire Paxson's option to buy WNGM-TV Atlanta for $5 million that raised questions in industry circles about the state of Global's finances. A week later, Global President Laurence confirmed the company had indefinitely postponed plans to go forward with an initial public debt and equity offering (B&C, May 26).

At the time, Laurence said that "bridge loans," from company chairman Rachamin Anatian could be accessed to keep the company afloat until the IPO was completed. But last week a source said, "Those bridge loans never came through." ■



Family affair

You know you arrived as a top Hollywood TV executive when you're no longer referred to as someone's daughter. When UPN Entertainment President Michael Sullivan announced his slate of midseason shows at last week's affiliate meeting in Los Angeles, he referred to the comedy *Veronica's Video* as created by "Jamie's father—Jay Tarses." Jamie Tarses—ABC's entertainment president—used to be referred to as the daughter of the veteran TV writer responsible for such shows as *Days and Nights of Molly Dodd* and *Buffalo Bill*.

Fox stripes

Stephen Weinheimer has been named senior vice president of promotion production for Fox. In the newly created post, Weinheimer will be responsible for production of the network's on-air promotion. Weinheimer has served Fox as vice president, on-air promotion operations, since 1990. Elsewhere at Fox, Nancy McIsaac Redford, formerly director of development for Fox Kids and storyMakers Productions, the in-house unit that develops Fox-owned kids and family shows, was named associate vice president, programing and public affairs, for Fox Kids Network.

Gumbel to host Emmys

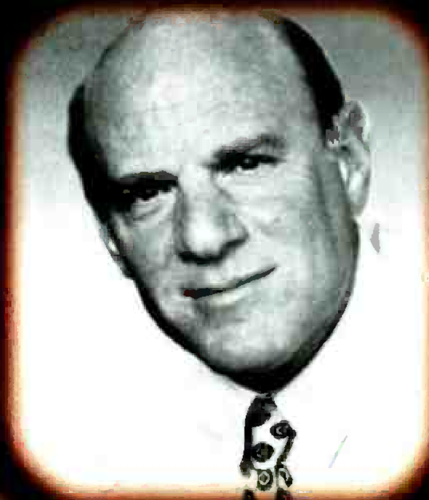
Former *Today* anchor Bryant Gumbel has been tapped as the host of the prime time Emmy awards, scheduled for Sept. 14 on CBS. Gumbel, whose show debuts next fall at 9 p.m. Wednesday on CBS, isn't the first newsperson to host; Jane Pauley, Hugh Downs and David Brinkley are among the past hosts.

New Borg

Look for a new Borg on UPN's *Star Trek: Voyager* next fall. Actress Jeri Ryan, a former series regular on the canceled NBC drama *Dark Skies*, is set to portray "Seven of Nine," a Borg brought aboard the Federation starship when her ties to the Collective have been eliminated. The character will be introduced in the season premiere episode, "Scorpion, Part II." **—LR**

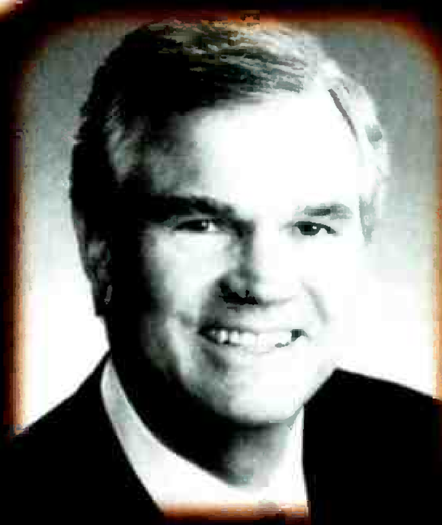
CTAM '97

NATIONAL MARKETING CONFERENCE ORLANDO JULY 20-23



Barry Diller
Chairman & CEO
HSN, Inc.

August A. Busch IV
Vice President/Marketing
Anheuser-Busch, Inc.



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Broadcasting & Cable PEOPLE'S CHOICE

Ratings according to Nielsen
June 2-8

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 38	abc	CBS	NBC	FOX	UPN	WB
MONDAY	**5.8/10**	**8.7/15**	**8.1/14**	**8.2/14**	**2.7/5**	**2.8/5**
8:00	78. You Gotta See This! 4.7/8	21. Cosby 9.2/16	43. NBC Monday Night Movie—A Friend's Betrayal 6.8/12	30. Fox Movie Special—Tombstone 8.2/14	97. In the House 2.8/5	97. 7th Heaven 2.8/5
8:30		27. Ev Loves Raymd 8.8/15			92. Mal & Eddie 3.1/5	
9:00	50. World Music Awards 6.3/11	20. Cybill 9.3/16			103. Sparks 2.5/4	97. Buffy/Vampire Slayer 2.8/5
9:30		24. Murphy Brown 9.0/15			106. Goode Bhvr 2.3/4	
10:00		33. Chicago Hope 7.8/14	13. Dateline NBC 10.6/19			
10:30						
TUESDAY	**7.7/14**	**6.2/11**	**8.5/15**	**5.1/9**	**2.3/4**	
8:00	58. Roseanne 5.9/11	67. Promised Land 5.5/10	40. Mad About You 6.9/13	73. Fox Tuesday Night Movie—Rising Sun 5.1/9	95. Moesha 2.9/6	
8:30	49. Life's Work 6.4/11		53. Smthng So Right 6.2/11		105. Homeboys 2.4/4	
9:00	17. Home Imprvmt 10.2/17	46. CBS Tuesday Movie—Face of Evil 6.6/11	29. Frasier 8.3/14		109. Burning Zone 1.9/3	
9:30	25. Spin City 8.9/15		34. Caroline in/City 7.7/13			
10:00	37. NYPD Blue 7.5/13		9. Dateline NBC 11.0/19			
10:30						
WEDNESDAY	**8.2/15**	**7.0/12**	**11.6/[illegible]**	**3.4/6**	**3.1/5**	**2.6/5**
8:00	63. Grace Undr Fire 5.7/12	35. The Nanny 7.6/15	73. NewsRadio 5.1/10	87. Party of Five 3.6/7	93. The Sentinel 3.0/6	101. Sister, Sist 2.6/5
8:30	53. Coach 6.2/12	61. Pearl 5.8/11	50. Men Bhvg Badly 6.3/12			100. Parent'Hood 2.7/5
9:00	23. Drew Carey 9.1/16	39. CBS Wednesday Movie—The Rockford Files: Blessing in Disguise 7.1/12	2. NBA Finals Game 2—Utah Jazz vs. Chicago Bulls 15.1/27	89. Party of Five 3.3/5	91. Star Trek: Voyager 3.2/5	101. Jamie Foxx 2.6/5
9:30	28. Ellen 8.7/14					103. Wayans Bro 2.5/4
10:00	18. PrimeTime Live 9.8/17					
10:30						
THURSDAY	**5.6/10**	**6.4/12**	**11.8/22**	**3.9/7**		
8:00	85. High Incident 5.4/10	71. Diagnosis Murder 5.3/10	16. Friends 10.3/20	85. Martin 3.7/7		
8:30			15. NewsRadio 10.4/19	83. Living Single 3.9/7		
9:00	67. Vital Signs 5.5/10	63. Moloney 5.7/10	3. Seinfeld 14.6/26	83. New York Undercover 3.9/7		
9:30			5. Suddenly Susan 12.2/21			
10:00	58. Turning Point 5.9/11	32. 48 Hours 8.0/15	7. ER 11.6/21			
10:30						
FRIDAY	**8.6/17**	**5.3/10**	**11.6/23**	**3.7/7**		
8:00	46. Step by Step 6.6/14	76. Dave's World 4.8/10	25. Dateline NBC 8.9/19	88. Sliders 3.4/7		
8:30	45. Boy Meets World 6.7/14	80. Life and Stuff* 4.4/9				
9:00	35. Sabrina/Witch 7.6/15	61. JAG 5.8/11	4. NBA Finals Game 3—Chicago Bulls vs. Utah Jazz 14.2/27	82. Millennium 4.1/8		
9:30	43. Clueless 6.8/13					
10:00	6. 20/20 12.0/22	63. Nash Bridges 5.7/10				
10:30						
SATURDAY	**3.1/6**	**7.2/14**	**4.7/9**	**5.6/11**		
8:00	93. Lois & Clark 3.0/6	67. Dr. Quinn, Medicine Woman 5.5/12	72. The Pretender 5.2/11	76. Cops 4.8/10		
8:30				66. Cops 5.6/11		
9:00	95. Leaving L.A. 2.9/6	40. Early Edition 6.9/14	79. NBC Saturday Night Movie—Clean Slate 4.5/9	58. America's Most Wanted: AFB 5.9/12		
9:30						
10:00	89. Spy Game 3.3/7	21. Walker, Texas Ranger 9.2/18				
10:30						
SUNDAY	**5.8/10**	**11.1/20**	**13.9/25**	**5.6/10**		**1.6/3**
7:00	85. Second Noah 3.7/8	8. 60 Minutes 11.2/23	38. NBA Showtime 7.2/16	80. Beyond Belief: Fact or Fiction? 4.4/9		113. Nick Freno 1.0/3
7:30						112. Parent'Hood 1.1/3
8:00	73. Am Fun Hm Vid 5.1/9	9. Touched by an Angel 11.0/20	1. NBA Finals Game 4—Chicago Bulls vs. Utah Jazz 16.9/30	56. The Simpsons 6.0/11		110. Steve Harvey 1.8/3
8:30	53. Am Fun Hm Vid 6.2/11			56. King of the Hill 6.0/10		108. Steve Harvey 2.0/3
9:00	40. ABC Sunday Night Movie—Without Consent 6.9/12	9. CBS Sunday Movie—Our Son, the Matchmaker 11.0/18		48. The X-Files 6.5/11		107. Unhap Ev Af 2.1/3
9:30						111. Life w/Roger 1.4/2
10:00						
10:30			30. Men Bhvg Badly 8.1/14			
WEEK AVG	**6.4/12**	**7.6/14**	**10.2/19**	**5.1/9**	**2.7/5**	**2.2/4**
STD AVG	**9.0/15**	**9.5/16**	**10.4/18**	**7.5/12**	**3.1/5**	**2.6/4**

Changing Hands

The week's tabulation of station sales

Proposed station trades

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

THIS WEEK:		
TVs	$6,200,000	1
Combos	$44,388,140	4
FMs	$7,100,000	4
AMs	$72,500,050	2
Total	$130,188,190	11
SO FAR IN 1997:		
TVs	$2,874,118,000	55
Combos	$4,762,229,904	157
FMs	$1,341,891,298	192
AMs	$174,746,395	98
Total	$9,153,385,597	504
SAME PERIOD IN 1996:		
TVs	$2,069,643,896	46
Combos	$3,342,721,290	180
FMs	$956,967,753	195
AMs	$83,772,404	103
Total	$6,453,105,343	524

Source: BROADCASTING & CABLE

TV

KLDO-TV Laredo, Tex.
Price: $6.2 million
Buyer: Entravision Communications Co. LLC, Los Angeles (Walter F. Ulloa, managing member/8.15% owner; Valley Channel 48 Inc., 38.3% owner; Cabrillo Broadcasting Corp., 18.83% owner [Philip C. and Wendy Kruidenier Wilkinson, owners]). Entravision/Ullua own/are buying nine TVs, two FMs and one AM.
Seller: Panorama Broadcasting Co., Laredo, Tex. (Oscar Laurel, principal); no other broadcast interests
Facilities: Ch. 27, 3,720 kw visual, 372 kw aural, ant. 220 ft.
Affiliation: Telemundo

COMBOS

KISS-FM San Antonio, KLUP(AM) Terrell Hills/San Antonio and KSMG(FM) Seguin/San Antonio, Tex.
Price: $30 million
Buyer: Cox Broadcasting Inc., Atlanta (Nicholas D. Trigony, president; Robert F. Neil, president, Cox Radio Inc.); owns KCYY(FM), KKYX(AM) and KCJZ(FM) San Antonio; is buying WAGG(AM)-WENN(FM) Birmingham, WBHK(FM) Warrior/Birmingham and WBHJ(FM) Tuscaloosa, Ala. (see item below). Cox owns/is buying nine TVs, 34 FMs and 17 AMs in 12 markets.
Seller: Rusk Corp., Houston (J.H. Jones, president); no other broadcast interests
Facilities: KISS-FM: 99.5 mhz, 100 kw, ant. 1,112 ft.; KLUP: 930 khz, 5 kw day, 1 kw night; KSMG: 105.3 mhz, 100 kw, ant. 1,240 ft.
Formats: KISS-FM: AOR; KLUP: MOR; KSMG: AC

WALY(FM) Bellwood/Altoona, WJAC(AM)-WKYE(FM) Johnstown, WVSC-AM-FM Somerset and WWPA(AM) Williamsport and WVRT(FM) Jersey Shore/Williamsport, all Pa.
Price: $9,238,140 ($4.725 in debt; $3,913,140 for common stock; $600,000 in preferred stock)
Buyer: Forever Broadcasting LLC, Altoona, Pa. (Donald J. Alt, Kerby E. Confer, each 40% owner); owns nine FMs and seven AMs
Seller: Winston Radio Corp., Johnstown, Pa. (Michael F. Brosig Sr., principal)
Facilities: WALY: 103.9 mhz, 3 kw, ant. 984 ft.; WJAC: 850 khz, 10 kw; WKYE: 95.5 mhz, 57 kw, ant. 1,060 ft.; WVSC(AM): 990 khz, 10 kw day, 75 w night; WVSC-FM: 97.7 mhz, 3.5 kw, ant. 430 ft.; WWPA: 1340 khz, 1 kw; WVRT: 97.7 mhz, 6 kw, ant. 295 ft.
Formats: WALY: AC; WJAC: real country; WKYE: AC; WVSC(AM): C&W; WVSC-FM: AC; WWPA: talk, sports; WVRT: oldies

KGVO(AM) and KLCY(AM)-KYSS-FM Missoula, Mont.
Price: $4.5 million
Buyer: EKD Broadcasting LLC, Chicago (Aaron Shainis, 96% equity manager; Bruce Buzil, 4% equity manager). Buzil is 4% equity manager of American Cities Broadcasting LLC, which is buying KGHL(AM)-KIDX(FM) Billings and KCAP(AM)-KZMT(FM) Helena, Mont. Buzil owns KVIK(FM) Decorah, Iowa; is buying KNEI-AM-FM Waukon, Iowa.
Seller: Western Broadcasting Co., Missoula (Mark E. Ward, principal)
Facilities: KGVO: 1290 khz, 5 kw; KLCY: 930 khz, 5 kw day, 1 kw night; KYSS-FM: 94.9 mhz, 15 kw, ant. 2,509 ft.
Formats: KGVO: news/talk; KLCY: entertainment & talk; KYSS-FM: hot country

KSPI-AM-FM Stillwater, Okla.
Price: $650,000
Buyer: Stillwater Broadcasting LLC, Springfield, Mo. (John B. Mahaffey, administrative member). Mahaffey owns 42.8% of KTTR(AM)-KZNN-FM Rolla, Mo.; has applied to build FM in Warsaw, Mo.
Seller: North Central Corp., Stillwater (James R. and L.F. Bellatti, principals)
Facilities: AM: 780 khz, 250 w day; FM: 93.7 mhz, 16 kw, ant. 886 ft.
Formats: AM: beautiful music; FM: AAA

RADIO: FM

WMMA-FM Lebanon/Cincinnati, Ohio
Price: $3 million
Buyer: American Radio Systems Corp., Boston (Steven B. Dodge, chairman/29.6% owner); owns WKRQ(FM) Cincinnati; is buying WGRR-FM Hamilton/Cincinnati. ARS owns/is acquiring 81 FMs and 29 AMs in 20 markets.
Seller: McMurray Communications, Lebanon (Marilyn McMurray, president); no other broadcast interests
Facilities: 97.3 mhz, 2.15 kw, ant. 387 ft.
Format: Oldies
Broker: Media Venture Partners

WEMG-FM Crete/Chicago, Ill.
Price: $1.8 million
Buyer: Crawford Broadcasting Co., Blue Bell, Pa. (Donald B. Crawford, president/owner); owns WYCA(FM) Hammond, Ind./Chicago and WEJM-FM Lansing/Chicago, Ill. Crawford owns/is buying eight FMs and 16 AMs.
Seller: Eugene Crane, Chicago (trustee in bankruptcy of Word of

Continues on page 78

Birch begins dual-diary test

Pilot survey in Des Moines hopes to result in cheaper alternative to Arbitron

Radio

By Donna Petrozzello

BirchResearch, the latest radio research venture from Tom Birch, launched a radio-measurement pilot survey last week using a dual-diary method.

Birch says he'll use two diaries in Des Moines, Iowa, to measure listening habits and consumer behavior. The first diary, a "radio-only" book, asks respondents to note their listening habits over seven days. The second, a "radio/qualitative" diary, asks them about their household size, use of competing media and retail shopping habits during the same period.

The Des Moines survey will target adults 12-plus and is slated to sample 1,500 residents over nine weeks. Half of the sample will complete the radio-only diary, with the remainder completing the radio/qualitative diary.

The dual-diary approach should provide a "definitive measure of the effect of adding qualitative questions to the end of a seven-day radio diary," Birch says.

The survey is Birch's first venture into radio ratings since his tenure as chairman of Birch/Scarborough Research ended in 1990. Birch says he wants to launch his service in as many as five markets by fall 1997, then roll out the service starting in 1998 to some 50 markets.

Birch says he wants to develop a radio ratings service that costs 40%-50% less than Arbitron charges stations in the top 100 markets for its service. He also wants to deliver survey results 12 times per year, as opposed to quarterly as Arbitron does for most of the 260-plus markets it surveys.

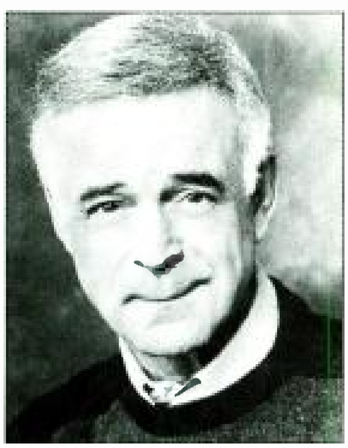
"Broadcasters want discounts," he says. "We'd like to offer an alternative to Arbitron for broadcasters who are price-sensitive and are not able to get the kind of deal they want from Arbitron."

Birch notes that there are similarities shared by his Des Moines radio/qualitative diaries and Arbitron's qualitative diaries. Arbitron introduced sample qualitative diaries asking respondents about their consumer and media usage behaviors in 132 markets starting with its spring 1997 survey that began March 27. ■

Michael Jackson: King of talk

Los Angeles radio fixture to be honored as NARTSH host of the year

By Donna Petrozzello



Michael Jackson's 30-year career will be celebrated.

Celebrating more than 30 years on the air at KABC(AM) Los Angeles this year, Michael Jackson has become a radio institution for Southern Californians.

For the rest of the country deprived of Jackson's weekday mid-morning conversations with world and national leaders, artists, authors and entertainers, his inquisitive style and engaging dialogue have earned him the moniker "the dean of talk radio."

Jackson says he'd rather be thought of as "the best in talk radio," a goal for which he consistently strives. There are some who think he is already there.

Jackson's accolades include four Golden Mike awards, seven regional Emmys and 13 Emmy nominations for a former local TV interview series, honors from the Queen of England and the French Legion, and a star on the Hollywood Walk of Fame. His show is often a first stop for U.S. presidents and touring musicians alike as they pass through Los Angeles.

This week, Jackson will be lauded by the National Association of Radio Talk Show Hosts as its 1997 Talk Show Host of the Year at NARTSH's annual convention at the Century Plaza Hotel in Los Angeles June 19-21.

At the closing ceremony, NARTSH will give its Freedom of Speech award to David Brudnoy, weeknight host at WBZ(AM) Boston.

Of all the honors and high-profile interviews he has achieved, Jackson says he's most proud that "a large bulk of my listenership are the people who were forced as kids to listen on the way to school because their parents listened."

Jackson, a native of England, got his start at the highly disciplined South African Broadcasting Corp. when he moved with his parents to South Africa in his teens. From the SABC—where Jackson worked in pretape days, when nearly everything on the air was done live—he went to the British Broadcasting Corp.

At the BBC, Jackson successively worked as a radio game show host, a DJ on Radio Luxembourg, a TV show announcer and a children's TV show host. Two years later he departed for America.

After arriving in New York, Jackson took a northbound train, determined to disembark in a town that sounded decidedly American. He got off at Springfield, Mass., and promptly landed an on-air job at the local radio station. From Springfield, he moved to San Francisco, where he worked overnights at then-KEWB(AM) and honed his style of talk, almost by accident.

"I worked from midnight to six a.m. and I had two phones," says Jackson. "If kids blocked both phones so that I couldn't take any calls, I had to spend the night talking to listeners. This happened often enough to teach me a lot. And it made me appreciative of being on the air in the daytime."

From San Francisco, Jackson moved to Los Angeles, where he got a job at KNX(AM), only to lose it months later when he refused management's request to stop talking about the ongoing Watts riots. "I learned to stick to my guns, but I also learned that none of us is above being fired," Jackson says.

Soon after, Jackson found work at KHJ(AM) and KHJ-TV, but was fired from those stations as well before settling in at KABC in 1967. Jackson says he initially felt as though his role in talk radio was to "burp the listener. You were really there to answer the phone and engage the listener in what they wanted to talk about," says Jackson. "There were restrictions on topics: you couldn't talk about race, religion or sex, and the public didn't want to talk about politics.

"Gradually, all of these topics crept into talk radio," says Jackson. "And as the format began to succeed, management released the reins."

With that freedom, he says, came talk about subjects not previously open to scrutiny over the public airwaves—as well as loudly voiced opinions. Out crept "right wing" political talkers who used their mike as a "bully pulpit." They have "turned America off" politics, he says.

While he's pegged as a liberal by some, Jackson says his guests know that "even if their views differ from mine, they'll get a fair hearing and they'll find a hospitable place" on his show, despite their agenda. "I feel my job is to make every call into a short story."

A veteran who has seen talk trends come and go, Jackson thinks the popularity of political talk may be waning and that niche talk formats, such as self-help and improvement, may be on the rise: "There's room for it all, and we may see narrowcasting in talk radio. More and more stations are demanding diversity, and that's a good idea."

Although an early attempt at national syndication through ABC Radio's talk network years ago netted modest success, Jackson says he's eager to attract a national, and perhaps global, radio audience. "I'm ready," he says. Now may be the time. Jackson says he is in negotiations with KABC about his position.

"We have the technology, and the language of communication worldwide is English," says Jackson. "It may or may not be with KABC. I'll do it wherever possible and may combine it with TV." ■

RIDING GAIN

Liddy celebrating Watergate anniversary

Washington rebel turned radio host G. Gordon Liddy celebrates the 25th anniversary of the Watergate break-in tomorrow (June 17) by broadcasting live midday from the Premier Hotel in Washington. The Premier was formerly the Howard Johnson, Liddy's headquarters during the Watergate break-in. Liddy's show airs to 250 stations from WJFK(FM) Washington.

Westwood One realigns affiliate relations

Following weeks of rumored executive shuffling after Westwood One Inc. agreed to manage the CBS Radio Networks product, Westwood One announced a realignment of staff and territory for its affiliate relations division last week.

Nick Kiernan was named senior vice president of the affiliate relations division. He will oversee the creation of five district teams to be managed by senior regional directors: Lynn McIntosh, Northeast; Bob Leeder, Southeast; Dino Masi, North central; Mary McCarthy, South Central, and Erle Younker, West.

Each regional team will have sales personnel representing Westwood One news, sports, talk and entertainment programing and services.

'House of Love' outreach

Last week's dance party sponsored by WKTU(FM) New York kicks off the station's year-long initiative to donate $100,000 to New York-area nonprofit organizations and to recognize area volunteer agencies. Each month, WKTU will profile a local volunteer organization and donate $5,000 to the cause from a "KTU House of Love" fund. Housing Works and Gilda's Club were last week's charities.—DP

Special Report

Top 25 MSOs

CABLE'S 57 MILLION SUB CLUB

The top 25 cable operators don't account for all American cable subscribers, just most of them. All together, the 25—ranked here by subscribership—account for 88%, or 57 million, of the 65 million cable homes in the U.S. If you have programing or hardware to sell, this is where you go.

The list is a snapshot. Top 25 membership and the pecking order is continually changing. If just some of the pending deals are consummated, number 12 Charter Communications will break into the top 10, Cablevision will overtake Cox in fifth place and Tele-Communications Inc.'s hold on the top will slip significantly.

1. Tele-Communications Inc.
2. Time Warner Cable
3. US West Media Group
4. Comcast
5. Cox Communications
6. Cablevision Systems
7. Adelphia Cable Communications
8. Jones Intercable
9. Century Communications
10. Marcus Cable
11. Suburban Cable
12. Charter Communications
13. Falcon Cable Television
14. Prime Cable
15. InterMedia Partners
16. TCA Cable Television
17. Cable ONE
18. Fanch Communications
19. Multimedia Cablevision
20. Triax Telecommunications
21. C-TEC Cable Systems
22. Rifkin & Associates
23. Service Electric Cable Television
24. Tele-Media Corp.
25. SBC Media Ventures

The pay-to-basic ratio listed for each company is the ratio of total pay subscriptions to basic subscribers.

1 Tele-Communications Inc.

Englewood, Colo.
(303) 267-5500

Top executive: John C. Malone
Ownership: NYSE:tcoma,tcomb
Subscribers: 14,370,000 (as of 5/97)
Homes passed: 23,777,000
Penetration rate: 60%
Pay-to-basic ratio: 108%

2 Time Warner Cable

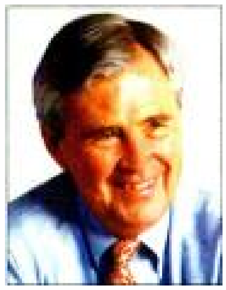
Denver
(203) 328-0600

Top executive: Joe Collins
Ownership: Time Warner—NYSE:twx; US West Media Group—NYSE:umg
Subscribers: 12,300,000 (3/97)
Homes passed: 18,000,000
Penetration rate: 68%
Pay-to-basic ratio: 65%

Special Report

Top 25 MSOs

3 US West Media Group
Denver, Boston
(617) 742-9500

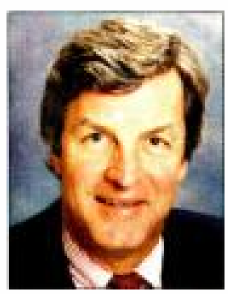


Top executive: Amos "Bud" Hostetter Jr.
Ownership: U S West Media Group—NASDAQ:umg
Subscribers: 5,250,000 (5/97)
Homes passed: 8,300,000 (5/97)
Penetration rate: 63%
Pay-to-basic ratio: 83%

4 Comcast
Philadelphia
(215) 665-1700

Top executives: Brian Roberts *(pictured)* and Tom Baxter
Ownership: NASDAQ:cmcsa, cmcsk
Subscribers: 4,312,000 (3/97)
Homes passed: 7,900,000
Penetration rate: 62%
Pay-to-basic ratio: 92%

5 Cox Communications
Atlanta
(404) 843-5000

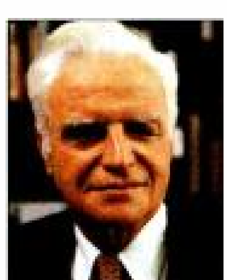


Top executive: Jim Robbins
Ownership: NYSE:cox
Subscribers: 3,282,000 (4/97)
Homes passed: 5,037,000
Penetration rate: 65%
Pay-to-basic ratio: 61%

6 Cablevision Systems
Woodbury, N.Y.
(516) 364-8450

Top executive: James L. Dolan
Ownership: ASE:cvc
Subscribers: 2,865,000 (4/97)
Homes passed: 4,416,000
Penetration rate: 65%
Pay-to-basic ratio: 150%

7 Adelphia Cable Communications
Coudersport, Pa.
(814) 274-9830



Top executive: John Rigas
Ownership: NASDAQ:adlac
Subscribers: 1,856,000 (12/96)
Homes passed: 2,625,000
Penetration rate: 71%
Pay-to-basic ratio: 50%

8 Jones Intercable
Englewood, Colo.
(303) 792-3111

Top executive: Glenn R. Jones
Ownership: NASDAQ:joina
Subscribers: 1,488,000 (4/97)
Homes passed: 2,365,000
Penetration rate: 62%
Pay-to-basic ratio: 80%

9 Century Communications
New Canaan, Conn.
(203) 972-2000

Top executive: Leonard Tow
Ownership: NASDAQ:ctya
Subscribers: 1,231,000 (5/97)
Homes passed: 2,600,000
Penetration rate: 59%
Pay-to-basic ratio: NA

10 Marcus Cable
Dallas
(214) 521-7898

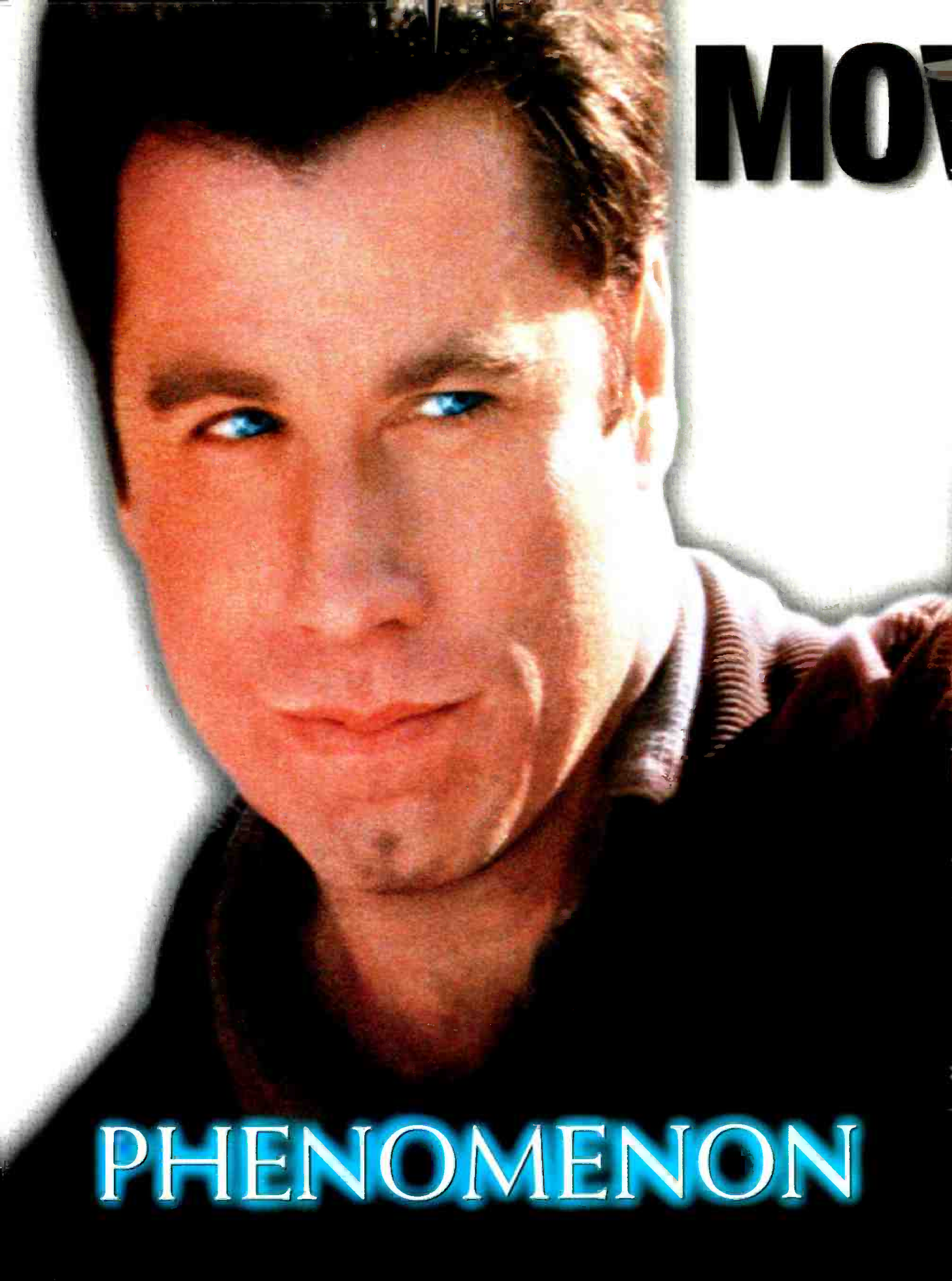
Top executive: Jeff Marcus
Ownership: Goldman-Sachs & Co., Hicks, Muse, Tate & Furst Equity, Freeman Spogli and Co. and other private investors
Subscribers: 1,198,000 (5/97)
Homes passed: 1,874,000
Penetration rate: 64%
Pay-to-basic ratio: 56%

11 Suburban Cable
Oaks, Pa.
(610) 650-1000

Top executive: H. F. "Jerry" Lenfest
Ownership: Lenfest family
Subscribers: 1,153,000 (3/97)
Homes passed: 1,515,000
Penetration rate: 76%
Pay-to-basic ratio: 65%

12 Charter Communications
St. Louis
(314) 965-0555

Top executives: Barry Babcock *(pictured)*, Jerald Kent and Howard Wood
Ownership: Kelso & Co., Charter House Group International and Babcock, Kent & Wood
Subscribers: 1,073,000 (5/97)
Homes passed: 1,920,000
Penetration rate: 56%
Pay-to-basic ratio: 54%


MOV
PHENOMENON


VIES TOO BIG
TO MISS!
STARZ!
an encore network
RANSOM
THE ROCK
MICHAEL
THE NUTTY PROFESSOR
THE PREACHER'S WIFE
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Special Report Top 25 MSOs

13 Falcon Cable Television

Los Angeles
(310) 824-9990

Top executives: Marc Nathanson
Ownership: Falcon Holding Group
Subscribers: 1,053,000 (3/97)
Homes passed: 1,302,000
Penetration rate: 80%
Pay-to-basic ratio: 29%

14 Prime Cable

Austin, Tex.
(512) 476-7888

Top executives: Robert Hughes
Ownership: institutional investors
Subscribers: 859,000 (4/97)
Homes passed: 1,489,000
Penetration rate: 53%
Pay-to-basic ratio: 87%

15 InterMedia Partners

Nashville
(615) 244-2300

Top executive: Robert J. Lewis
Ownership: TCI, institutional investors
Subscribers: 827,000 (4/97)
Homes passed: 1,100,000
Penetration rate: 63%
Pay-to-basic ratio: 66%

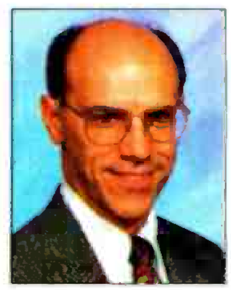
16 TCA Cable Television

Tyler, Tex.
(903) 595-3701

Top executive: Robert M. Rogers
Ownership: NASDAQ:tcat
Subscribers: 703,000 (4/97)
Homes passed: 925,000 (4/97)
Penetration rate: 76%
Pay-to-basic ratio: 65%

17 Cable ONE

Phoenix
(602) 468-1177



Top executive: Thomas O. Might
Ownership: Washington Post—NYSE:wpo
Subscribers: 635,000 (6/97)
Homes passed: 858,000
Penetration rate: 74%
Pay-to-basic ratio: 64%

18 Fanch Communications

Denver
(303) 756-5600
Top executive: Robert C. Fanch
Ownership: Robert C. Fanch
Subscribers: 506,000 (5/97)
Homes passed: 738,000
Penetration rate: 69%
Pay-to-basic ratio: 38%

19 Multimedia Cablevision

Wichita, Kan.
(316) 262-4270

ICE Brief No. 03556-pc

YOU DIDN'T SEE THIS. YOU DIDN'T READ THIS. DO WE UNDERSTAND EACH OTHER?

Our Mr. Cohen

Listen carefully–we haven't got much time. We're ICE℠ –the Information, Communications, and Entertainment Practice of KPMG.

Every day, we're involved in a number of activities concerning highly sensitive issues like IPO strategy, new venture analysis, and Internet business solutions – as well as audit and tax planning.

Here's how we work. When a situation arises, just one phone call to an ICE contact (officially, just for the record, we call them "partners") can pull together a team of professionals versed in the various disciplines of your business–whether it be finance, accounting, information technology, or telecommunications, to name just a few. In fact, as we speak, we're all over the world advising, fixing, re-engineering, and creating strategies for ICE-related clients of every size and type.

This briefing is now over. We'll get in touch when we can.

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

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

KPMG

INFORMATION, COMMUNICATIONS & ENTERTAINMENT

Good advice whispered here.℠

Homes passed: 580,000
Penetration rate: 65%
Pay-to-basic ratio: NA

Top executive: Michael Burrus
Ownership: Gannett—NYSE:gci
Subscribers: 470,000 (5/97)
Homes passed: 766,000
Penetration rate: 61%
Pay-to-basic ratio: 69%

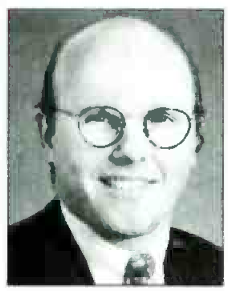
20 Triax Telecommunications

Denver
(303) 333-2424

Top executive: James DeSorrento
Ownership: DeSorrento and other investors
Subscribers: 450,000 (4/97)
Homes passed: 656,000
Penetration rate: 69%
Pay-to-basic ratio: 63%

21 C-TEC Cable Systems

Princeton, N.J.
(609) 734-3737



Top executive: David C. McCourt
Ownership: NASDAQ:ctex, ctexb
Subscribers: 379,000 (5/97)

22 Rifkin & Associates

Denver
(303) 333-1215

Top executive: Monroe Rifkin
Ownership: Seven partnerships; Monroe Rifkin, general partner
Subscribers: 317,000 (4/97)
Homes passed: 468,000
Penetration rate: 71%
Pay-to-basic ratio: 54%

23 Service Electric Cable Television

Mahanoy City, Pa.
(717) 773-2585

Top executive: Margaret Walson
Ownership: Walson family
Subscribers: 296,000 (5/97)
Homes passed: 409,000
Penetration rate: 72%
Pay-to-basic ratio: 37%

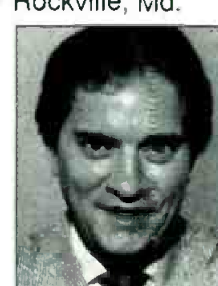
24 Tele-Media Corp.

Pleasant Gap, Pa.
(814) 359-3481

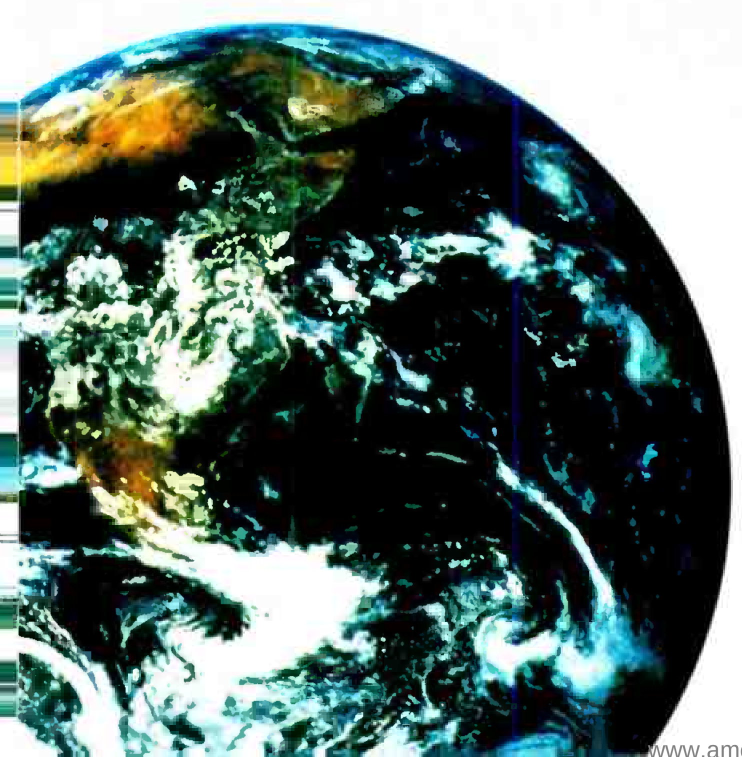
Top executive: Robert E. Tudek
Ownership: Robert E. Tudek
Subscribers: 279,000
Homes passed: 363,000
Penetration rate: 77%
Pay-to-basic ratio: 31%

25 SBC Media Ventures

Rockville, Md.
(301) 294-7600



Top executive: Bob Gordon
Ownership: Southwestern Bell—NYSE:swb
Subscribers: 275,000
Homes passed: 417,000
Penetration rate: 66%
Pay-to-basic ratio: 100%



Charter on the Rise

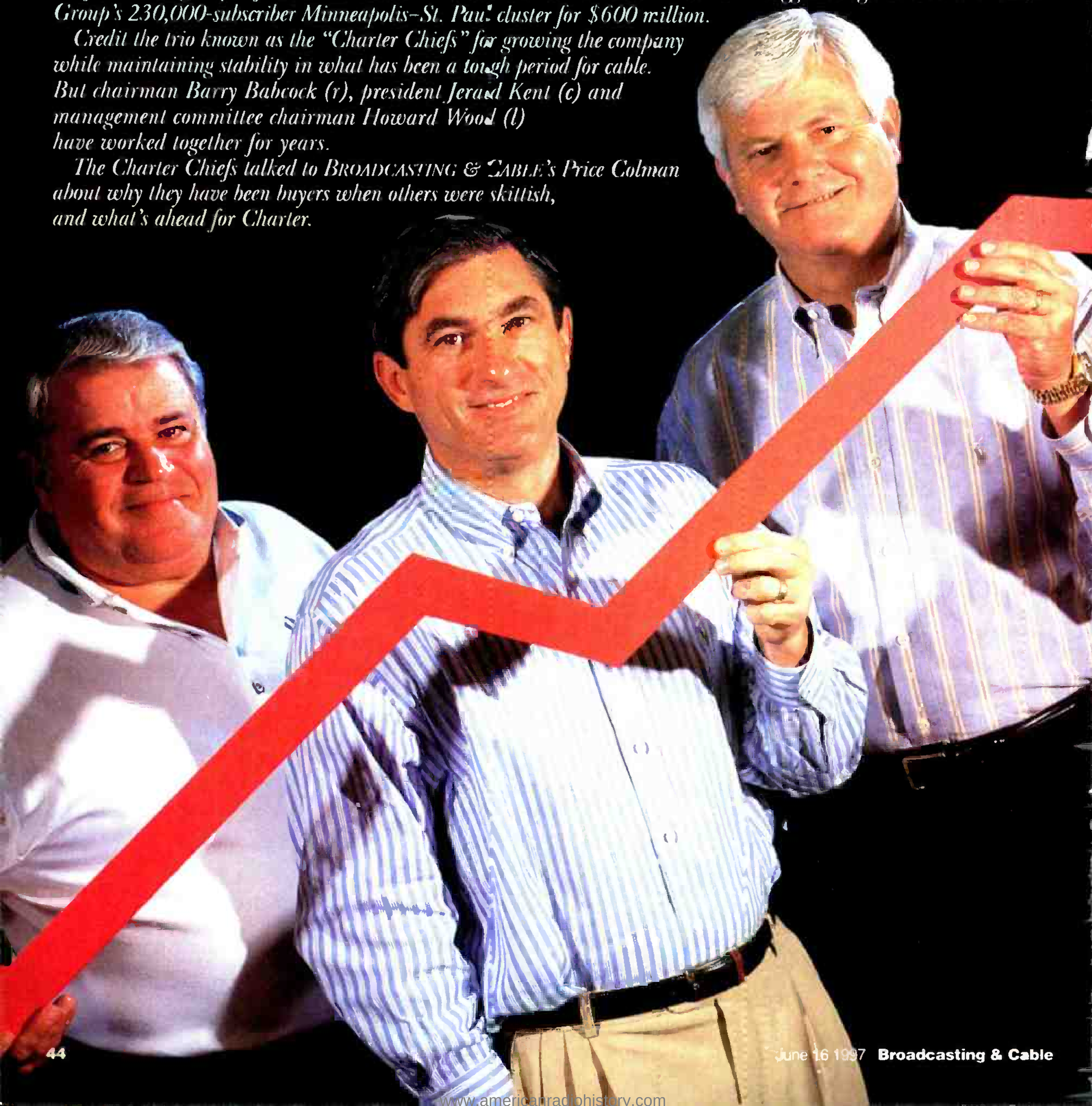
Microsoft Corp. and Tele-Communications Inc. rocked media markets last week with separate $1 billion deals, cheering dealmakers who had been lamenting the slowdown in big cable acquisitions.

But throughout the drought, one player has been acquisitive in good times and bad: Charter Communications Inc. Executives from the St. Louis–based MSO, armed with growing pools of "outside money"—institutional investors that have otherwise shunned cable—could be found circling any sizable system group headed for the auction block.

After boosting its portfolio to more than 1 million subscribers, Charter has now snagged a big one: US West Media Group's 230,000-subscriber Minneapolis–St. Paul cluster for $600 million.

Credit the trio known as the "Charter Chiefs" for growing the company while maintaining stability in what has been a tough period for cable. But chairman Barry Babcock (r), president Jerald Kent (c) and management committee chairman Howard Wood (l) have worked together for years.

The Charter Chiefs talked to BROADCASTING & CABLE*'s Price Colman about why they have been buyers when others were skittish, and what's ahead for Charter.*



Which was more surprising to you: Microsoft buying into Comcast, or TCI buying into Cablevision?

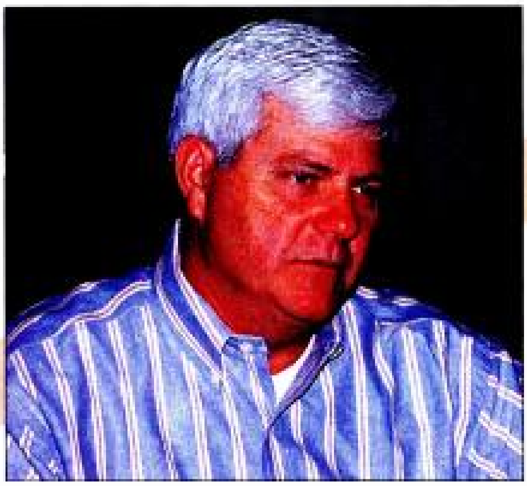
Babcock: I don't think either one was surprising, but of the two, probably the Microsoft deal because [Bill] Gates had been looking for a long time and hadn't done anything. Clearly TCI is talking to a lot of people, so the fact that they announced that deal is not a surprise to me.

If the deals are starting to flow, are opportunities going to dry up or become too expensive for you?

Babcock: It depends. Some opportunities may dry up because of price. But other opportunities may open because consolidation may be accelerating. If you're making a deal based on a joint venture or trading systems, prices aren't that much of a factor. There are plenty of opportunities that could still be there.

Will the Microsoft/Comcast deal galvanize the cable industry and speed rollout of high-speed data services, as Bill Gates and Brian Roberts hope?

Babcock: I would put a different spin on it. I think that the Microsoft/Comcast deal is the equivalent of the Bell Atlantic/TCI announcement. Obviously, one would hope for a different outcome. But the significance of the Microsoft/Comcast deal is not that someone is putting $1 billion into Comcast but that Bill Gates and Microsoft are putting $1 billion in. It reaffirms what we and others have been saying for some time: that the cable pipeline is the best pipeline into the home. Only time will tell, but I think it will be a galvanizing event in the financial markets. My gut tells me that the Microsoft/Comcast announcement will be a bellwether deal in terms of cable valuations in financial markets. We've seen the mentality work before, both positively and negatively. I think you're going to see that mentality started again, and maybe it's about time financial markets started seeing some positive aspects of cable that we've been preaching about for some time but no one has been paying attention to.



Greg Kiger

"We've had a lot of opportunities come our way that we didn't expect. We have been buying properties in a market where there weren't very many buyers."

—Barry Babcock

You've often cast yourselves as contrarians regarding cable. Does that still apply?

Babcock: When we started out, our business plan was to get just 300,000 subscribers in five years. We've thrown that out the window. Our business plan has always been to buy some systems that we thought made sense for us, that fit into our philosophy about operating, and nothing's really changed. What has happened is that we've been lucky. We've had a lot of opportunities come our way that we didn't expect. We have been buying properties in a market where there weren't very many buyers. I don't think it's so much that we're contrarian as it is that there are circumstances that prevent others from being in the market who would like to be in the market.

In buying aggressively, you've loaded up on debt at a time when paring debt is the mantra for other MSOs.

Kent: We think now is a unique time for us to be a buyer. There's little competition, compared to the late '80s. Now, public companies are besieged by shareholder requests to deleverage. Their stocks are trading from 7 to 8.5 times cash flow. It's difficult for public companies to use their stock to buy properties at private market values at approximately 10 times cash flow.

In terms of debt, since we started the company, we have borrowed nearly $2 billion. We did a high-yield offering that was successful. We have enjoyed significant subscriber growth—companywide—close to 4 percent on an annual compounded growth rate basis. We continue to have double-digit cash-flow growth. We've done about seven bank credits in the last eight months, and all have been oversubscribed.

What has driven your growth, and how big is too big?

Wood: I think you're limited only by how well you can keep your organization progressing in light of acquisition. With Charter, it's not what it appears. When we made the first acquisition from Hallmark, that brought back to us many of the operating people we had trained who were part of our culture in the prior company [Cencom]. If that had not been the case, we could not have kept pace with the rate of growth.

Can you get too big? This industry does not necessarily have boundaries. Even smaller companies will survive in this environment. If you build your culture—put the organization together—there is no reason you can't operate any number of subs effectively.

You have a long history together. What do you agree on? What do you disagree on?

Babcock: We've known each other since the late 1970s. As Howard is fond of saying, it's pretty rare for partnerships to work for any period of time. The reason ours works is that we have the same view on issues such as integrity, work ethics, how we manage people and the importance of customer service. Charter has a strong culture, as did Cencom. The other aspect that is important is that all three of us have different personalities, talents and abilities. We complement each other well, and we've learned to defer to each other's strengths. I think that has made us a strong, agile, effective organization.

Wood: Jerry brings to the table an ability to deal with the financial side of the organization, and he has the ability to find the detail problems. When you're growing at 50 percent a year, whatever it happens to be, somebody has to make sure that we don't blow a gasket. Barry has an excellent facility in terms of things outside [the company], as well as with people. His background is in law. Jerry is an accountant. I'm an accountant. My interest—and consequently, my experience—is in organizational behavior. I like to see organizations get built. We act as a check and balance on each other. We don't always agree. We

Greg Kiger

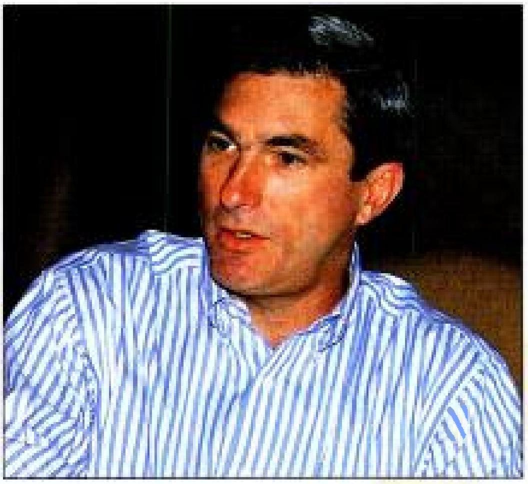
holler at each other once in a while.

Jerry, your turn.

Kent: Howard is good at helping us develop our younger people, and in structuring the organization to accommodate growth. My strength is in the daily running of the company. Barry has two strengths. He's good at relationships on the outside and in representing the company in industry affairs. Second, Howard and I are closer to type A personalities. We are quick to draw. Barry is more inclined to say, "Let's sit back and think about things." He's our reality check.

Timing is everything. How about insight into the sense of timing, in light of the recent acquisitions in Long Beach and Minneapolis–St. Paul?

Babcock: We've been lucky, and that has played a big part. The timing of our acquisitions has been contrary to what's been going on in the cable market, for a few reasons. When we got into this, reregulation had just hit and there was no action in the cable market. Another reason that we've been as successful as we have is that we have the ability to meet the needs of sellers. We have purchased properties for which we were the only bidder. We've had a long-standing policy not to be greedy. We're willing to pay a fair price even in a buyer's market because it's more important to have those properties than it is to haggle. That was the situation with US West.



Greg Kiger

"Our biggest operational challenges are rebuilds and upgrades, in a timely manner, and fending off competition."
—Jerald Kent

Jerry talked about how you look at acquisitions and valuations. Will you tell us what you're looking at?

Wood: Minneapolis was roughly 10-times cash flow. Long Beach was less than that, but the reasoning behind that was that it was a stock deal with low tax basis in assets. When we look at a cash-flow multiple, there are several things we take into account. First, how many subscribers per headend are there? What state is the plant in? Does it require rebuild? How much do we need to spend to upgrade it? And certainly, the tax situation. Are you buying assets for which you get a full step-up in tax basis? Or are we buying stock for which there is minimal step-up? One other factor that is critical to us is whether the seller is willing to leave money in the transaction. We have, over time, had sellers leave in more than $300 million of seller paper. Depending upon the terms under which they're willing to leave it, that can be attractive to us.

Babcock: We are willing to work an acquisition, even when it appears there's little chance it will succeed. The two acquisitions that you mentioned, Long Beach and Minneapolis, are two good examples. We're the clean-scrubbed kid that shows up all of a sudden when everybody thought someone else was going to buy the property.

You mentioned pending transactions. Will you share what you are looking at?

Wood: We're looking to expand, and we want to buy into new markets where we have size and clout to be a major presence, à la Minneapolis.

Will you identify geographic regions?

Wood: We're basically coast-to-coast. We're in 18 states, and that's where we are focused.

Do you have a clustering strategy?

Kent: We have three major financial investors that have committed significant amounts of capital, in addition to our long-standing partner Gaylord. If you break out the properties that we manage, you need to look at the different ownership structures. Charterhouse Group International was an investor in our old company, Cencom, since 1983, and sold out only when we sold to Hallmark in 1991. With them, we have been totally focused on the southeastern U.S. It's a suburban, second-tier market strategy through which we felt safe from competition. With Charterhouse, we have acquired more than 400,000 subscribers solely in the southeastern U.S.

Then we have Kelso & Co., a merchant banker that we teamed up with when we repurchased the bulk of our properties from Hallmark. Like Charter House, they have committed nearly 20 percent of their fund to us, a house limit for both those funds. With Kelso, we've had an urban strategy. We have 230,000 subscribers in St. Louis. We now have nearly 250,000 subscribers in the Los Angeles metropolitan market. And we have 100,000 subscribers in the Northeast, in both the Hartford and New York markets. With Kelso, we have more than half a million customers in the top 25 metro markets of the U.S.

Now we have teamed with Warburg Pincus in the Minneapolis acquisition, with Warburg Pincus as the lead investor, and Kelso also is investing. That will further our urban strategy.

The argument for size is economies of scale. On the programing side, this must help you.

Wood: There are obvious savings, such as programing, that come from size, but the way I look at it goes back to the organization itself. We are regionalized. We now have four regions, and will probably have five with Minneapolis. We give those regions autonomy from an operating point of view. Size allows you to create a region with a sufficient number of subs so that you can hire a higher-quality regional organization—therefore, better management. Therefore, better performance. Size is, in many respects, not negative, in terms of control.

What are you doing to improve operations?

Kent: Our biggest operational challenges are rebuilds and upgrades, in a timely manner, and fending off competition. We have SNET [Southern New England Telephone] in Connecticut. We have PacTel in California. We have a utility overbuilding us in Georgia. We have DBS and MMDS in other markets. Competition is clearly becoming more intense. We use customer surveys throughout our systems to rate our ser-

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vice—picture quality, programing, all aspects of the cable business. We use those surveys to target individual localized systems to make improvements. If we do that, we won't have to worry about competition. Competition will have to worry about what we're doing.

How are you dealing with DBS in areas where it's a threat?

Babcock: We treat DBS as a serious competitor everywhere. How do you compete? You compete with programing. You compete on customer service. You compete on providing service to the whole house, and on price. We have not been impacted by DBS to any significant degree because we provide a good product to our customers. As you know, satellite has weaknesses, and we try to educate our customers about those weaknesses. One of the true weaknesses of the satellite business is that they have no service infrastructure. That's something that we're good at and that the satellite guys are not.

Greg Kiger

"We're looking to expand, and we want to buy into new markets where we have size and clout to be a major presence, à la Minneapolis."

—Howard Wood

What are you doing with system upgrades and advanced services?

Kent: What we have found is that as long as you provide 50-plus channels of video services, and good customer service, DBS is not that big a competitor. In those systems where we are less than 450 megahertz, we are upgrading and rebuilding. Certainly, in metro markets we are targeting 750 megahertz. We are a believer in the cable modem. We have two [trials] up and running in California. In the suburban and second-tier markets, we're targeting from 550 to 750 megahertz, depending upon the cost of upgrade versus rebuild.

Spell out your stance on advanced services.

Babcock: We want to enhance the core cable business. As we go forward, we want to add things—products and services—and package things around that core service, a) to gain customers, and b) to keep the ones we've got. We've been careful not to build expectations that we can't meet. We're moving slowly. Both hybrid modems and two-way modems are going to be a healthy revenue stream for us. We're looking at other businesses. Long distance is an area of resale that we think we can get into soon. We're working on a deal to do that. But the core business is still what's important.

What's going on with cable modems?

Kent: In Riverside, California, we have a one-way trial with GI SurfBoard. We have a trial in Los Angeles with two-way Com 21 modems. As opposed to developing an entirely new infrastructure, we entered into some alliances. Earthlink is an Internet service provider that is one of the largest in the country, and they have a base in Los Angeles. We have teamed with them to provide the navigation, but more important, the back-office customer support, because one of the problems of Internet access service is that some phone calls typically can take more than 20 minutes.

Second, we have an alliance with CompUSA. They do the actual installations on a relatively inexpensive basis. For us, it's an easy way to ensure that virtually 90-plus percent of the installations are going to be on the first trip. The trials have gone well, and we are doing full commercial rollouts at the end of June. We also are looking to try out a service in Connecticut. We hope it will be @Home. In our Atlanta suburbs, we are targeting another trial of Internet access. And here in St. Louis, we are looking at an Internet access trial.

You have not mentioned digital cable. What are your plans?

Babcock: We're rolling out some digital this year. We're uncomfortable now because it's still coming together. We're not sure what it's going to look like. But we are rolling it out in some of our systems. As we learn about it and become more comfortable with it, it will become an integral part of our programing offering.

Are you considering participation in TCI's Cable Plus program?

Kent: Cable Plus is not high on our agenda. We view digital as combating DBS [for] customers who tend to be videophiles. The problem with Cable Plus is that, at least at this point, it seems to be an expensive product.

We talked about your acquisition strategy. TCI is reportedly looking at selling a sizable chunk of its St. Louis–area system. Are you a bidder?

Kent: I'm not aware that they're looking to sell their St. Louis operations. Should they decide to do a joint venture and team up with us in St. Louis, we certainly are interested.

Babcock: But it's not a done deal or a sure thing.

If a buyer with deep pockets offered you 10 times or more cash flow for Charter, how would you respond?

Wood: Nyet.

Not for sale?

Wood: Not for sale at 10 times.

Is there a price that could be right?

Wood: Everything has a price. I mean that facetiously. We've got many subscribers in the top 20 metropolitan markets. Frankly, I think that those subscribers are worth more in tomorrow's cable industry than 10 times.

Babcock: If somebody said, "I want to buy Charter," the first thing we probably would say is, "Does that include the management group?" If the answer was, "We don't really need you guys," then our answer would be, "We're really not interested."

Wood: Everybody thought that at Cencom we were just financial players. We had TCI as a partner. Obviously, what we were going to do was dump this thing on TCI, and we were going to walk. Nothing could have been further from the truth. Had the financial resources that were available when we started Charter been available when we sold Cencom, we never would have sold Cencom to Hallmark. My point is that we are an operating company. We're not a financial player. The market has always treated us as a financial player, and still does.

Would you be comfortable managing a mature company?

Babcock: I don't know if we would ever be comfortable sitting on the nest egg. The beautiful thing is that right now we're acquiring a lot of systems because there's a window of opportunity. If that window closes tomorrow, we still will be happy to be in this business.

Wood: The cable industry is not a mature industry. We haven't experienced competition until recently. The industry has all kinds of potential income streams that have not been tapped. We've still got roughly 30 percent of homes that are potential customers. You've got public markets to consider. The private market has been good to us. But we're becoming a big company.

What's the single biggest mistake you've made at this company?

Babcock: The biggest mistake we made was completely underestimating opportunities and growth that we could achieve when we started the company. Our crystal ball was way off.

Kent: We have made two forays outside of our core cable business that did not have a lot to do with the cable business. You can look at both of them and say they were failures. One was in a CD-ROM publishing company and one was in radio. I think the lesson from that is to stick with our knitting.

You've avoided the cable programing business to this point.

Babcock: We obviously have many opportunities come across our desks. We basically said no to those opportunities. A part of this is that maybe we've learned our lesson about staying with our core business. But another part, and a significant part, is that new programing services by and large are risky ventures. Never say never, but I don't see that in the immediate future.

Where do you see Charter a year from now?

Babcock: We will continue to be opportunistic. We will continue to grow if the opportunities are there. Otherwise, we will be a medium-size MSO that is beginning to be a large MSO. A year from now we may be a little bigger, but we're certainly going to be concentrating on the important aspects of the plain old cable business. ■

COMING UP

June 23
Top 25 Radio Groups

June 30
Top 25 TV Groups

July 7
Top 25 Media Companies

Murdoch goes from big to bit DBS player

News Corp. could get biggest Primestar stake, but will lack voting power, board seats

By Price Colman

Rupert Murdoch has raised the white flag on his aggressive DBS plans, and Primestar Partners has finally captured the key orbital slot it had long pursued in its attempts to become a high-power player in the satellite game.

ASkyB's uplink operation in Gilbert, Ariz., won't be part of the Primestar/News Corp. deal. Instead, Tele-Communications Inc. is buying it for an undisclosed price. Work on the center, worth an estimated $130 million, began last August, and the center is expected to be operational by November. Although TCI plans to operate it, "it's too early to say how it will be used," TCI spokeswoman Lela Cocoros says.

In a $1.1 billion deal that could turn Murdoch's News Corp. into the largest single shareholder in a new Primestar, Primestar gets ASkyB's 28 high-power frequencies at the crucial 110 degree orbital slot and two Loral satellites. While News Corp. could end up owning the largest single chunk of the restructured Primestar —31.3%— Murdoch would have neither voting power for his shares nor seats on the new company's board.

In a precursor to the Primestar/News Corp. transaction, Primestar announced the restructuring of its six partnerships into a single company. That company, Primestar Inc., will take the place of what's now TCI Satellite Entertainment Inc. (TSAT).

The Primestar/News Corp. deal, long awaited and finally announced last Wednesday, is far from done, however. For now, it's in letter-of-intent form only, short of a definitive agreement, and substantial regulatory hurdles are ahead. (See story, page 54).

That's not the only potential problem. Sources say EchoStar Communications Corp., already embroiled in a legal battle with News Corp. over the meltdown of their proposed merger (see story, page 56), may be preparing to sue Primestar and its partners individually for interfering with EchoStar's News Corp. deal.

Even though News Corp. agreed to indemnify Primestar against EchoStar's $5 billion breach-of-contract lawsuit, that doesn't prevent EchoStar from suing Primestar and its partners directly. Sources also say EchoStar has indicated it would be willing to settle out of court with Primestar in return for Primestar's 11 frequencies at 119 degrees, long-term programing agreements at favorable prices and a hefty chunk of cash, perhaps as much as $500 million.

At a DBS conference in Denver, EchoStar Chairman Charlie Ergen spoke out against the Primestar/News Corp. deal, calling it an anticompetitive move by the "cable cartel."

When asked about the possibility of additional lawsuits, EchoStar spokeswoman Judianne Attencio said: "All we are saying is EchoStar intends to vigorously oppose this anticompetitive combination on many levels. EchoStar contends it is contractually entitled to use the 28 frequencies at 110. We've got some options."

Murdoch was initially enthusiastic about the News Corp./EchoStar merger, but his ardor cooled once cable operators began refusing to talk to Fox programing people. Thus, a deal with Primestar represents detente between Murdoch and cable operators—an essential outlet for News Corp. programing. For Primestar, it means moving to a smaller dish, increasing channel capacity and going head to head with competitors DirecTV and EchoStar.

Primestar's market share is in the mid-30% range now, and "with these capabilities, we'll be able to increase market share past 40 percent," says Jim Gray, chairman of Primestar Partners.

Murdoch, apparently recognizing that his DBS options were fast diminishing, was willing to go with a deal where he'd end up with no votes, no board seats and very little say in the new company.

"News Corp.'s relationship will be a very passive one from this point forward," says Gray. "This is not a merger, it's an acquisition of assets from them in exchange for nonvoting securities. They will not have a strong influence on the management of Primestar or the strategies we would use."

What Murdoch did get was carriage for newly acquired International Family Entertainment's Family Channel on Primestar's medium-power service and carriage of FX and Fox News Channel on the eventual high-power service. News Corp.'s Fox Kids Worldwide

(owned in partnership with children's programer Saban) signed a $1.9 billion merger agreement with IFE Wednesday.

In addition, Tele-Communications Inc. is buying ASkyB's uplink operation near Phoenix for an undisclosed price. TCI's purchase of the center, with an estimated value of $130 million, gives News Corp. cash to take away from the deal.

Terms of the restructuring call for current Primestar partners TSAT, Time Warner/Newhouse, MediaOne, Cox and Comcast to get a combination of stock and cash for the subscribers they contribute to the new company, except for TSAT, which will become the repository for all the partner's Primestar assets. While the cash payments—based on the debt per subscriber TSAT holds—won't be final until the deal closes, partners would get an estimated $500 per sub. Time Warner/Newhouse, with 545,000 subscribers at last count, could walk away with roughly $272.5 million; MediaOne, $77.5 million; Cox, $75 million, and Comcast, $72.5 million. GE Americom, with no subscribers, would end up with a 4% equity stake.

In addition, holders of TSAT super-voting (10 votes per share) series B shares will get three seats on the new board, as will Time Warner Satellite Services; Cox, Comcast and MediaOne will each get one. Two board seats will go to independent representatives.

> **"We have not closed the door to local signals. We're going to take a hard look at that, but it's something we'll consider later."**
>
> —Jim Gray

Dan O'Brien, president of Time Warner's satellite division, will become president/COO of Primestar Inc., with Jim Gray serving as interim chairman/CEO through the transition. John Goddard, former Viacom Cable CEO, leads a transition committee consisting of TSAT President/CEO Gary Howard, Gray and O'Brien.

With terms of the complicated restructuring finally forged, the principals can focus on the deal with News Corp. and what it means for the new company. Assuming the deal passes muster with lawmakers and regulators, the first priority will be to launch a high-power service from the 110 slot. That could come late first quarter or early second quarter of next year, Gray says.

The current plan calls for three satellites—two from News Corp., one from TSAT subsidiary Tempo—each with 14 transponders in the 110 slot. One would be used as backup, although Gray raises the possibility that the additional capacity could be used to deliver local signals, as the News Corp./EchoStar Sky joint venture envisioned.

"We have not closed the door to local signals," says Gray. "We're going to take a hard look at that, but it's something we'll consider later."

One thing that's not an option: use of News Corp. subsidiary New Digital Systems' conditional-access technology. Gray says Primestar will use General Instrument's DigiCipher II encryption technology.

It also appears that the Cable Plus strategy that Howard and TSAT were developing has been mothballed and may well be dead.

"We're reevaluating the Cable Plus product," Gray says. "There's still a significant market for it. But now that we have the opportunity to bring new products to market, we want to take a step back and look at that. We could continue to launch it at 119 or we could launch at 110."

Gray also acknowledges that Primestar might be willing to sell those frequencies, particularly if it meant allaying regulatory concerns. ■

THE NEW PRIMESTAR

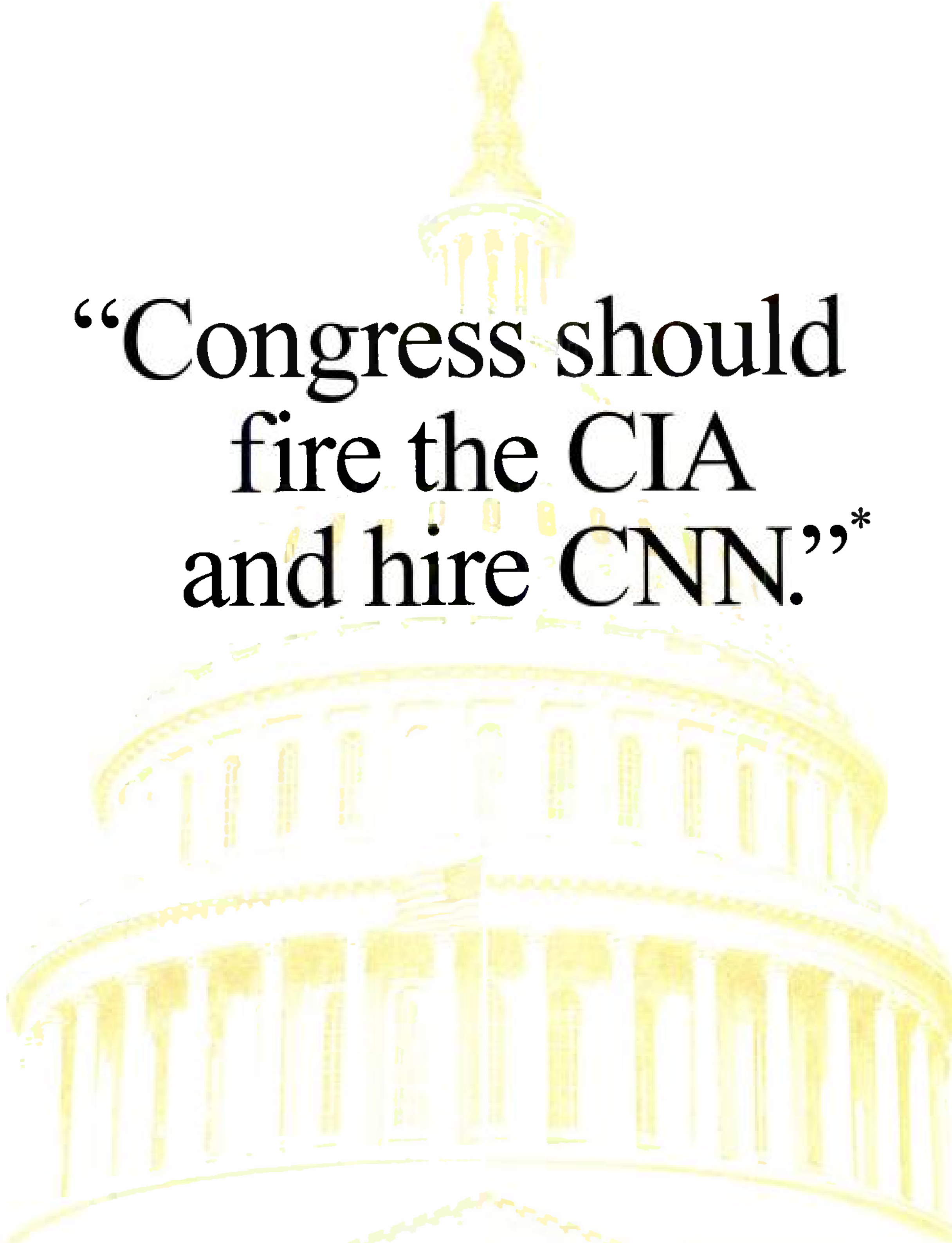
OWNERSHIP AND VOTING RIGHTS

Primestar partners	Percentage of ownership	Common Shares Outstanding (208M)	With News Corp.'s conversion of shares (260M)*	With News Corp.'s conversion of shares + debt (303M)**	Voting power
Current TSAT stockholders:	37%	(76.96M)	29.6%	25.4%	38%
Time Warner/ Newhouse	30%	(62.4M)	24%	20.6%	30%
MediaOne (UMG)	10%	(20.8M)	8%	6.9%	10%
Cox	9%	(18.72M)	7.2%	6.2%	10%
Comcast	10%	(20.8M)	8%	6.9%	10%
GE Americom	4%	(8.32M)	3.2%	2.7%	2%
News Corp.	0%	0	20%(52M)	31.3%(95M)	0%

Note: Totals may not equal 100% because of rounding.

* *based on News Corp. converting 52 million shares of convertible preferred stock to common stock*

** *based on News Corp. converting 52 million shares of convertible preferred stock and $500 million in debt to 43 million shares of common stock*



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TCI/Cablevision numbers puzzle Wall Street

TCI appears to be valuing Cablevision stock at triple market value

By John M. Higgins

Cable and Wall Street executives are confused about Tele-Communications Inc.'s deal to trade its metro New York City systems for a third of Cablevision Systems Corp., groping to explain why TCI is placing such a huge valuation on the Woodbury, N.Y.–based operator's stock.

The deal is a coup for Cablevision, sharply boosting its presence in the New York City suburbs, Chairman Charles Dolan's major market. But it may be an even bigger score because TCI agreed to value Cablevision's stock at $109 per share.

"It doesn't make any damned sense," says one bond analyst. "It looks like TCI is valuing Cablevision stock at triple the market price."

Cablevision's stock was trading at just $34.63 before the deal was announced. The stock price did shoot up 41%, to $49, on the news. Still, even that rise leaves a $600 million gap between the price TCI seems to be getting and the value of its systems.

Since it is unlikely that TCI Chairman John Malone would cut a deal that gives so clear an advantage to the other side, observers expect a second step to emerge that would account for the huge value gap. One possibility: a special deal involving Cablevision's sports networks and TCI's Liberty Media Inc. unit.

One source involved in the deal acknowledged that "there is another shoe to drop," but would not elaborate.

Acquisitions where stock is part of the currency are generally pegged to the shares' market price or at a slight premium to market. That's true in US West Media Group Inc.'s takeover of Continental Cablevision Inc., Comcast Corp.'s buyout of E.W. Scripps & Co.'s cable unit, plus TCI's 1995 takeover of TeleCable Corp.

"It's a private market value transaction," said TCI treasurer Bernard Schotters, acknowledging that the stock was priced at the estimated breakup value of Cablevision's assets. But he wouldn't explain why, although he noted that in TCI's buyout of Knight-Ridder's interest in their TKR Cable partnership, the publisher agreed to value TCI's stock at $18 per share when it traded at $12.

Cablevision offered no explanation either. Securities analysts said that Cablevision President James Dolan and Vice Chairman William Bell ducked the question on a conference call.

The deal calls for TCI to hand over systems serving 820,000 subscribers in Westchester and Rockland counties, N.Y., northern New Jersey and a small slice of Long Island. In exchange, TCI will receive 12.2 million shares of Cablevision Class A stock and will shed $669 million in debt.

So what's the deal worth? The properties are generating about $200 million in annual cash flow. Analysts said recent deal valuations of 10 times cash flow would make them worth about $2 billion.

The most common way is to value the stock according to market price before the announcement—$34.63 per share. That would leave the stock portion at $422 million. Adding the debt brings the number to $1.1 billion. Even accounting for the post-deal price rise, the value goes to only $1.4 billion.

Malone is instead pricing the stock at private market value, but a value even greater than the $105 per share Charles Dolan turned down from US West two years ago. "Either Malone is selling out cheap, 5.5 times cash flow, or he's pricing Cablevision at $109 per share," said one equities analyst. "I don't understand."

More deals are coming. The Cablevision transaction is one of eight that TCI is trying to cut with operators. The goal is to push some of the giant MSO's systems—and debt—into other hands, with the expectation of giving the systems better management and improving TCI's balance sheet.

For example, TCI put systems serving 166,000 subscribers in metro Buffalo, N.Y., and Ohio into a venture with Adelphia Communications Corp., which is rolling in systems serving 298,000 subscribers. Details were not disclosed, but sources said TCI is unloading more than $200 million of debt onto the venture. ■

Cable mergers draw fire from Washington

By Paige Albiniak

Tele-Communications Inc. could well have a fight on its hands in Washington over its recent round of mergers.

Senate Commerce Committee leadership sounded off loudly about the mergers on C-SPAN's *Washington Journal* last Thursday.

"We are seeing mergers and consolidations with the telecommunications industry, rather than competition," said Senate Commerce Committee Chairman John McCain (R-Ariz). "That should be very disturbing to all of us." Senate Commerce ranking member Ernest Hollings (D-S.C.) agreed with McCain and said the antitrust division of the Justice Department needs to "wake up."

The nation's largest MSO must simultaneously convince skeptical regulators and lawmakers to approve two big deals: TCI's acquisition of a 33% interest in Cablevision Systems, the sixth-largest MSO, and the satellite TV merger of Primestar Partners and News Corp.'s ASkyB. TCI Satellite Entertainment, spun off from TCI last year, initially will be the largest investor in Primestar with a 38% stake.

The deals have been structured to avoid as much regulatory hassle as possible. Even so, the Justice Department, Federal Trade Commission, FCC, Congress and the Securities and Exchange Commission will be taking hard looks at the deals and TCI's central role in each.

TCI already is shoring up its lobbying defenses. It hired powerful public relations firm Powell Tate, run by former Carter press secretary Jody Powell and former Nancy Reagan press secretary Sheila Tate, to run interference in Washington. Primestar already retains Washington lobbying firm Public Strategies.

Consumer groups and satellite TV competitors will certainly encourage the scrutiny.

"This is just further evidence of concentration in the industry," says Mark Cooper, director of research at the Consumer Federation in Washington. "There is no competition for cable today. There will be none tomorrow, particularly with Murdoch caving in."

"Anyone who doesn't want cable rates to go up is going to have to be against [the Primestar/ News Corp. deal]. That kind of crossownership is unheard of, and I think it's a big step back," says Charlie Ergen, chairman of partner EchoStar, which News Corp. spurned in favor of Primestar. EchoStar slapped News Corp. with a $5 billion lawsuit after News Corp. backed out last month.

Ergen does not plan to go away quietly. He was making the rounds on Capitol Hill last Wednesday, the day the Primestar deal was announced. "We'll certainly make our views known. We'll make sure key lawmakers understand.... In the end, it's American consumers who'll make their voices known."

Because it combines the nation's biggest cable operators and one of the world's largest media conglomerates, the Primestar deal will attract the most attention. And News Corp.'s $1.9 billion purchase of International Family Entertainment, including full ownership of The Family Channel, will further complicate the antitrust analysis.

The FCC will look at competition, foreign ownership and spectrum concentration. Justice will turn an antitrust eye on DBS/cable crossownership, vertical integration and programing access.

"We are going to take a very careful look at any deal presented to us by looking at the effects on competition in the multichannel video services market," says Peter Cowhey, chief of the FCC's International Bureau. The FCC also will consider program access issues, "especially if this involves News Corp. and Primestar in a special relationship."

Representative Billy Tauzin (R-La.), chairman of the House Telecommunications Subcommittee, says he will examine the deal to determine whether it will make cable prices rise. Tauzin also says he wants to make sure the deal doesn't violate a law dictating how much of its own programing an

Senate Commerce Committee Chairman John McCain (R-Ariz.) and ranking minority member Ernest Hollings (D-S.C.) blast recent cable mergers on C-SPAN's 'Washington Journal.'

operator can air over its systems.

To kill the deal, however, Ergen and other Primestar critics need to demonstrate that the merger would keep News Corp. from launching a competitive cable service. In that context, said one antitrust regulator, they will have to show that a competitive News Corp. would cause subscription fees of cable and other satellite companies to fall significantly.

The regulator doubts such a case can be made. "It's too hard to prove that Murdoch will actually build a competitor for cable...that would have an effect on cable rates in the future."

At the FCC, Primestar will have to deal with rules that restrict one company from holding too large a part of the three satellite slots that cover the full continential United States (CONUS). News Corp.'s ASkyB, through a partnership with MCI Telecommunications Inc. owns 28 high-power frequencies in one CONUS slot, for which it paid $682.5 million.

Primestar's parent company, TCI Satellite Entertainment, owns Tempo, which has 11 frequencies in one high-power CONUS slot. The partners have proposed selling those 11 frequencies and keeping News Corp.'s 28 frequencies. The divestiture should satisfy regulators, says Doug Shapiro, media analyst at Deutsche Morgan Grenfell.

That News Corp. is an Australian company raises foreign ownership questions. News Corp. is selling ASkyB, which is 20% owned by MCI, to Primestar for $1.1 billion in nonvoting stock and debt. In return, News Corp. can eventually exchange its nonvoting preferred stock for nonvoting common stock, which will give it a 31.3% stake in the company, 6.26% of which will be owned by MCI. This keeps News Corp.'s stake at 25.04%, just over the 25% cap. And the pending British Telecom purchase of MCI could make the entire 31.3% stake foreign owned.

Whether the 25% cap applies to satellite providers is unsettled. The FCC last December exempted the satellite companies, but the White House has asked the agency to reexamine the ruling.

TCI's Cablevision deal will bring up issues of antitrust, for possibly stifling competition, and horizontal integration, for owning too many programing interests, sources say.

Complainants also could cite the 1992 Cable Act, which includes a rule that states no one cable operator can serve 30% or more of the nation's subscribers. That rule has been stayed by the courts, but no one has ever exceeded the limit, says Bill Johnson, deputy bureau chief of the FCC's cable bureau.

TCI serves 16 million subscribers, and Cablevision serves nearly 2.5 million. This rule's attribution limit is 5% ownership, unless there is a majority shareholder. Once the attribution limit is attained, all the subscribers in the new company count against the 30% cap. TCI and Cablevision's 18.5 million subscribers would be 35.1% of the nation's nearly 65 million cable subscribers.

TCI denies this will be the case, however.

"With respect to the Cablevision deal, it is making TCI smaller," says Bob Thomson, senior vice president at TCI. "In that context, it should be readily approvable."

Program access issues also may be looked at because of a 1992 Cable Act requirement that says 40% of a cable operator's programing cannot be occupied by content in which the operator has an attributable interest, which is more than 5% ownership. For example, TCI cannot fill its systems with programing from Encore, Starz!, Discovery Network, BET and other programers in which it owns large stakes.

This rule depends, however, on the structure of the board and other factors that the commission will have to look at, says Johnson.

Whether that law will apply to TCI's planned investment in Cablevision remains to be seen. Cablevision owns various stakes in different programing interests, such as Rainbow and some regional sports networks, and has other stakes pending, such as a 50% interest in Madison Square Garden, which Cablevision is acquiring from ITT.

John M. Higgins and Price Colman contributed to this story

Sky was falling from outset

In countersuit, News Corp. says EchoStar merger was going sour early on

By Price Colman

The $1 billion merger of News Corp. and EchoStar Communications Corp. was melting down barely a month after it was announced, News Corp.'s countersuit against EchoStar alleges.

Indeed, even as News Corp. Chairman Rupert Murdoch was testifying before the Senate Commerce Committee on April 10 about how the Sky DBS venture would revolutionize the multichannel video world, the merger was essentially dead.

In what's shaping up to be a long and costly court battle, News Corp. last week filed its own version of how what was supposed to be the DBS deal of the century fell apart. The suit seeks unspecified damages from EchoStar.

News Corp.'s lawsuit is essentially a point-by-point response to EchoStar's $5 billion breach-of-contract lawsuit against News Corp., filed in Denver federal court last month.

EchoStar officials declined to comment, at least for now, on the filing. Predictably, News Corp.'s countersuit claims it was EchoStar, not News Corp., that sank the deal.

"Almost immediately after execution of the (Feb. 20) [l]etter [of] [a]greement, [EchoStar Chairman Charlie] Ergen and EchoStar, at Ergen's direction, began negotiating in bad faith and making unreasonable demands..." News Corp.'s lawsuit says.

News Corp. claims, for instance, that while the two companies mutually rescinded the original merger agreement, EchoStar sought to structure a new agreement in such a way that it "created several serious negotiating obstacles." Among those, News Corp. claims, were EchoStar demands seeking to give "Ergen control over EchoStar and the merged DBS businesses of EchoStar and ASkyB."

Among the alleged transgressions by EchoStar and Ergen listed in the News Corp. suit: failure to disclose that an EchoStar subsidiary and a senior employe had been convicted of illegally exporting satellite antenna parts; refusal to negotiate "commercially acceptable" terms for a $200 million loan from News Corp.; refusal to negotiate an agreement on the budget and five-year business plan for the merged companies.

The public straw that broke the deal was EchoStar and Ergen's "refusal to honor their agreement and assurances to accept News Corp.'s technology," namely News Corp. subsidiary News Digital Systems' conditional-access technology.

The bottom line in News Corp.'s countersuit is that EchoStar has no legal basis for suing News Corp. because there was no contract—EchoStar and Ergen had already breached it.

High-profile Denver lawyer James Nesland, who successfully defended Neil Bush in the Silverado S&L prosecution, is representing News Corp. ■

Politics makes Turner/CBS movie bedfellows

Media politics as much as financial benefits spurred TBS Inc. to cut CBS in on its exclusive TV rights deal to 15 theatrical releases, according to executives familiar with the deal. TBS broke ground by opening up a broadcast window for the titles from corporate sibling Warner Bros., which were initially intended to be exclusive to TNT and TBS Superstation for four years. CBS is paying $60 million for the limited broadcast rights. Time Warner Inc. Vice Chairman Ted Turner boasted last winter about securing exclusive rights to the titles, including "Batman & Robin"; "Michael," starring John Travolta; "Contact," starring Jody Foster, and "Conspiracy Theory," starring Mel Gibson. But even as Turner gets more aggressive about theatricals, he and Warner executives want to be careful not to provoke a war with broadcasters, who remain important customers for the studio's TV shows and movies. "It helps keep everyone at least a little bit happy," said one Time Warner executive. The biggest movies will still premiere on TBS or TNT. But six months later, CBS will get a 15-month window for one prime time run, at which point the movies revert to the cable programer. For some lesser films, like the fizzling "Father's Day," starring Robin Williams and Billy Crystal, CBS gets first crack within 12 months. TBS executives were happy with their first outing in the package (see "Headendings," page 58). **—JMH**

HEADENDINGS

'Shawshank' redeems

TNT's TV network premiere of "The Shawshank Redemption" drew a 4.9 Nielsen rating/8.1 share. According to Turner Research, that makes it the highest-rated theatrical film on basic cable this year, the most-watched movie ever on TNT and highest-rated program on basic cable for the week. Turner says the film outdrew three NHL Stanley Cup final games. A repeat telecast delivered a 3.8/10.8.

Showtime ad campaign

Joining the programers who are taking advantage of the Big Three broadcast networks' summer doldrums, pay cable service Showtime is launching a new ad campaign to trumpet four new original series. The network plans to spend $10 million—a lot by Showtime standards—primarily on ads in *TV Guide*, *Entertainment Weekly*, *People* and other magazines. Those ads will be accompanied by local broadcast and cable spots in six markets, outdoor ads in New York and Los Angeles plus national cable spots. Len Foggee, Showtime executive VP for creative/marketing services, says the "All Out Summer" campaign will kick off June 23 and run through September, emphasizing the network's mix of theatrical movies, boxing and such original series as *The Hunger*, *Fast Track*, *Stargate SG-1* and *Dead Man's Gun*.

Pet project

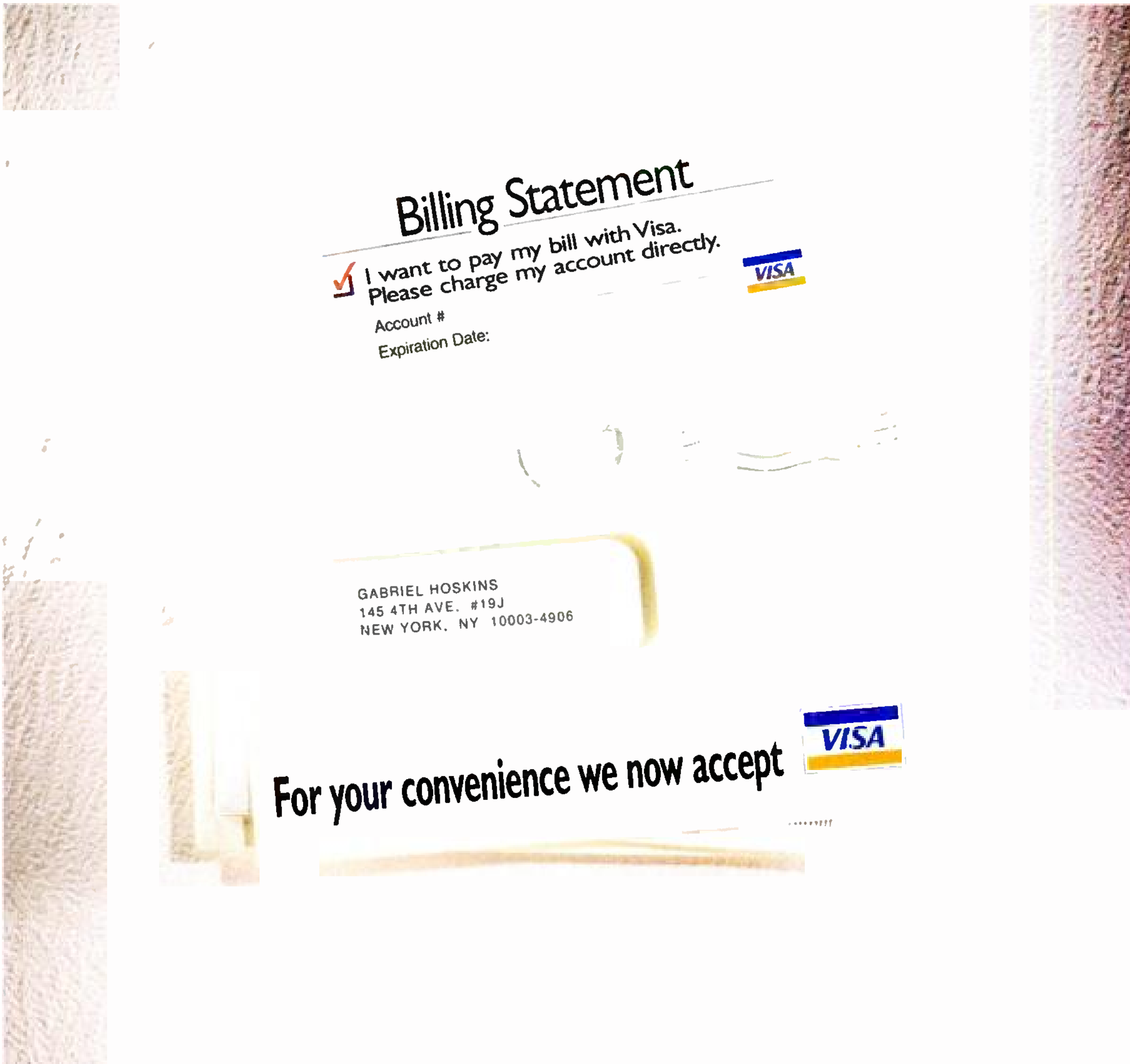
A new cable network venture by Michael Marcovsky is My Pet TV Network, to be distributed as leased-access, one-hour daily programing starting Aug. 4. A 90-day preview is scheduled for 15 markets. The programing lineup includes *Hollywood's Rich & Furry*, a look at celebrities and their pets; *Two Tails Up*, a roundup of films that feature animals, and *Furriest Home Videos*. Other programing provides an array of information and entertainment for pet owners. Pet TV is designed as an advertiser-supported service with a single-channel-tier premium concept. The service is expected to launch as a 24-hour, full-service channel in May 1998. Marcovsky, who will serve as president of Pet TV, was president of Nostalgia Network from 1990 to 1995.

50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of June 2-8, 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	Rating U.S.	Cable Share
1.	Movie: "Shawshank Redemption"	TNT	Sun	8:00p	3,496	4.9	3.6	8.1
2.	NASCAR/Pocono 500	TNN	Sun	1:00p	3,342	4.8	3.4	13.7
3.	NHL/Philadelphia @ Detroit	ESPN	Sat	8:00p	3,127	4.4	3.2	8.4
3.	NHL/Detroit @ Philadelphia	ESPN	Tue	8:00p	3,123	4.4	3.2	7.5
5.	Rugrats	NICK	Mon	7:30p	2,705	3.9	2.8	6.9
6.	Movie: "Shawshank Redemption"	TNT	Sun	11:06p	2,688	3.8	2.8	10.8
7.	World Champ. Wrestling	TNT	Mon	9:00p	2,653	3.7	2.7	6.0
7.	NHL/Philadelphia @ Detroit	ESPN	Thu	8:00p	2,621	3.7	2.7	6.5
9.	Rugrats	NICK	Sun	10:00a	2,523	3.6	2.6	11.5
10.	Rugrats	NICK	Tue	7:30p	2,432	3.5	2.5	6.5
11.	Hey Arnold	NICK	Mon	8:00p	2,380	3.4	2.5	5.8
12.	Doug	NICK	Mon	7:00p	2,351	3.3	2.4	6.2
12.	Angry Beavers	NICK	Sun	10:30a	2,346	3.3	2.4	10.7
12.	Rugrats	NICK	Sat	10:00a	2,345	3.3	2.4	11.5
15.	Are You Afraid of the Dark?	NICK	Mon	5:00p	2,262	3.2	2.3	7.8
16.	Angry Beavers	NICK	Sat	10:30a	2,180	3.1	2.2	10.4
16.	Secret World of Alex Mack	NICK	Tue	8:00p	2,155	3.1	2.2	5.5
18.	Rugrats	NICK	Thu	7:30p	2,114	3.0	2.2	5.9
18.	Rugrats	NICK	Wed	7:30p	2,101	3.0	2.2	5.9
18.	Hey Arnold	NICK	Sat	11:00a	2,084	3.0	2.1	10.2
21.	World Champ. Wrestling	NICK	Mon	7:55p	2,082	2.9	2.1	5.1
21.	Doug	NICK	Tue	7:00p	2,050	2.9	2.1	5.8
21.	Rugrats	NICK	Fri	7:30p	2,014	2.9	2.1	6.1
24.	Hey Arnold	NICK	Sun	11:00a	1,976	2.8	2.0	9.3
24.	Hey Arnold	NICK	Wed	8:00p	1,952	2.8	2.0	5.3
24.	M. Sendak's Little Bear	NICK	Mon	12:00a	1,949	2.8	2.0	9.5
27.	Rugrats	NICK	Sat	7:30p	1,929	2.7	2.0	6.0
27.	Rocko's Modern Life	NICK	Mon	5:30p	1,922	2.7	2.0	6.1
27.	Rupert	NICK	Fri	10:00a	1,916	2.7	2.0	11.6
27.	Blues Clues	NICK	Wed	9:30a	1,911	2.7	2.0	12.0
27.	Tiny Toon Adventures	NICK	Mon	6:30p	1,900	2.7	2.0	5.2
27.	My Brother and Me	NICK	Sun	12:30p	1,874	2.7	1.9	8.4
27.	Rugrats	NICK	Sat	8:30a	1,871	2.7	1.9	10.7
34.	J. Henson's Muppet Babies	NICK	Mon	10:30a	1,859	2.6	1.9	11.1
34.	M. Sendak's Little Bear	NICK	Wed	12:00p	1,856	2.6	1.9	9.9
34.	Kenan & Kel	NICK	Sat	8:00p	1,854	2.6	1.9	5.4
34.	J. Henson's Muppet Babies	NICK	Fri	10:30a	1,846	2.6	1.9	11.4
34.	Blues Clues	NICK	Fri	9:30a	1,837	2.6	1.9	11.0
34.	M. Sendak's Little Bear	NICK	Fri	9:00a	1,830	2.6	1.9	10.8
34.	Doug	NICK	Thu	7:00p	1,796	2.6	1.9	5.4
34.	Blues Clues	NICK	Thu	9:30a	1,790	2.6	1.8	10.9
34.	Movie: "Moment of Truth: A Child..."	LIF	Mon	9:00p	1,773	2.6	1.8	4.2
43.	Blues Clues	NICK	Mon	12:30p	1,785	2.5	1.8	8.1
43.	Allegra's Window	NICK	Mon	11:00a	1,778	2.5	1.8	10.3
43.	Doug	NICK	Wed	7:00p	1,774	2.5	1.8	5.3
43.	Looney Tunes	NICK	Sun	9:00a	1,771	2.5	1.8	8.6
43.	Are You Afraid of the Dark?	NICK	Wed	5:00p	1,766	2.5	1.8	6.9
43.	Rocko's Modern Life	NICK	Wed	5:30p	1,762	2.5	1.8	6.4
43.	Gullah Gullah Island	NICK	Wed	11:30a	1,758	2.5	1.8	10.3
43.	Are You Afraid of the Dark?	NICK	Tue	5:00p	1,755	2.5	1.8	6.7

Sources: Nielsen Media Research, Turner Research



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HBO to launch HDTV in 1998

MSOs remain noncommittal since standards questions still are unresolved

By Glen Dickson

HBO plans to begin transmitting HDTV programing in summer 1998, making it the first national cable network to announce support of broadcasters' new digital television standard. (The MSG regional sports network says it will start airing HDTV in 1999.)

The announcement represents an about-face for the premium cable network. Just last month, Robert Zitter, HBO's senior vice president of technology operations, predicted that widescreen SDTV, not HDTV, would be HBO's future transmission format (B&C, May 12).

Although Zitter still thinks HDTV will be slow to evolve, he says that HBO decided it was smart to get in on the ground floor. "The people who will be early adopters of HDTV are HBO subscribers today," he says. "A lot of them already own larger-screen TV sets. Typically, they've looked to HBO over the years to do technology things early. If they are going to be the ones buying [the new DTV sets], we want to keep that leadership role in the consumer's mind."

HBO will launch an East and West Coast HDTV feed of its main programing service to complement its existing multiplex of 16 digital feeds. The HDTV service will be transmitted via new satellite capacity and will have no impact on existing HBO feeds. "We continue to strongly believe in multiplexed standard-definition digital TV," says Zitter.

Whether any cable subscribers will be watching HBO in HDTV remains to be seen. The two largest MSOs, TCI and Time Warner Cable, expressed enthusiasm about HBO's technology leadership, but said they have to explore operational and business issues before committing to carry the service.

"As part of the industry, we encourage the programing," says TCI spokeswoman Lela Cocoros. "We're reviewing our operational situation to see how we can accommodate it. We're certainly going to listen to our customers."

Time Warner Cable spokesman Mike Luftman says that if HBO provides HDTV, Time Warner will probably carry it. "But the big picture is important here too," he says. "Broadcasters need to step up to the plate and provide firm commitments to provide HDTV signals. We believe that HDTV is coming on, and we'll provide it when our customers want it."

Since more than 70% of its program-

Fox building new uplink in L.A.

Andrew will handle $4 million job in Century City

By Glen Dickson

In a move to consolidate its satellite distribution operations with other Fox entities, Fox Tape has awarded Andrew Corp. a $4 million contract to design and construct a new satellite uplink facility in Los Angeles.

The facility will accommodate up to 20 C-band uplink chains along with Andrew 9.3-meter earth-station antennas and will be located on the 20th Century Fox Studio lot in Century City, where Fox programing and publicity are based. That represents a move for Fox Tape—which provides distribution services for Fox Broadcasting, Fox Sports and Twentieth Television—from its current uplink site in Hollywood.

According to Andy Setos, executive vice president of technology for News Corp.'s news technology group, the lease for the Hollywood location (still owned by Metromedia) is up, and a growing Fox decided it would make sense to locate its broadcast and cable distribution in Century City. The new facility will be equipped with three transmit antennas and will be capable of both analog and digital transmission. Andrew will supply equipment shelters to house transmit electronics, an uninterruptible power supply, several receive antennas and a fully redundant fiber interconnect with the new all-digital Fox Network Center, also located on the studio lot.

"The Fox Network Center will house all the physical operations of the Fox Broadcasting company," says Setos. He adds that Fox Tape may move some existing transmission equipment from Hollywood to the new site, which is under construction. Trial operation is scheduled to begin in September, and Fox will officially switch all transmission to Century City at 5 p.m. PT on Dec. 31.

"It could be a fun New Year's Eve," kids Setos, adding that construction on the Century City facility is well ahead of schedule. ■

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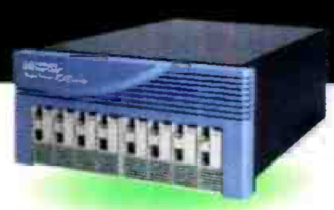

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ing is originated on 35mm film, HBO already has a large supply of HDTV-compatible material. The network will show all theatrical and HBO-produced movies in HDTV, while other HBO original programing will be upgraded to high-definition as the number of HDTV households grows. But HBO still has to create separate technical facilities in New York City and Hauppauge, Long Island, to support the HDTV service, including HDTV film-to-tape telecines; control rooms with the requisite encoding, routing and switching equipment, and HDTV-compatible transmission gear.

HBO also will have to secure new satellite capacity, either one or two transponders, and select a headend equipment vendor to produce an integrated receiver/transcoder that will allow affiliates to receive the HDTV signals and remodulate them for transport over their cable systems. HBO affiliates will have to buy their own HDTV receiving equipment to carry the service, but the network doesn't plan any additional costs to affiliates for HDTV.

With so many technical questions left to be answered, Zitter admits that the mid-1998 target date may slip a little: "We want to go forward to launch these services at the earliest possible date, which is probably 12 months from now. But essentially, none of this equipment has been manufactured before, and some of it needs to be finalized. We'll have to evaluate the equipment choices and work with manufacturers. They've proposed equipment, but nobody's been stepping up to buy it."

Zitter says HBO will spend the next few months selecting vendors, with key areas being HDTV encoders, HDTV encryption gear and tape formats. HBO also isn't sure in which HDTV format it will transmit—1080 interlace, 1080 progressive or 720 progressive—and Zitter says the types of infrastructure equipment that are available probably will dictate that decision. "If consumers are buying ATSC sets [which will support all 18 DTV formats], we can do whatever we want," he says.

However, the interface between digital set-tops and digital TV sets is still undefined. Although the Consumer Electronics Manufacturers Association and the NCTA have formed a joint engineering committee to address the interface issue, CEMA spokesman Jonathan Thompson says no progress has been made recently: "There are still a lot of questions."

Zitter says that most MSOs are buying General Instrument digital set-tops, which have a digital data port that should allow HDTV pictures to be passed through the set-top and decoded by a DTV set.

On the other hand, Time Warner Cable's first-generation Pegasus digital set-tops won't have a digital data port, although Jim Chiddix, Time Warner Cable's chief technical officer, says the Pegasus boxes could be modified to support HDTV. "Since there's no market, we wouldn't make HDTV boxes now," Chiddix says.

With all the uncertainty surrounding the consumer side of the HDTV equation, Encore Chairman John Sie says he is happy to let HBO be the HDTV pioneer among premium movie services: "It's very nice for HBO to be out in front. We are not sure how the consumer electronics side is going to shake out vis-à-vis the various standards still permissible under the Grand Alliance."

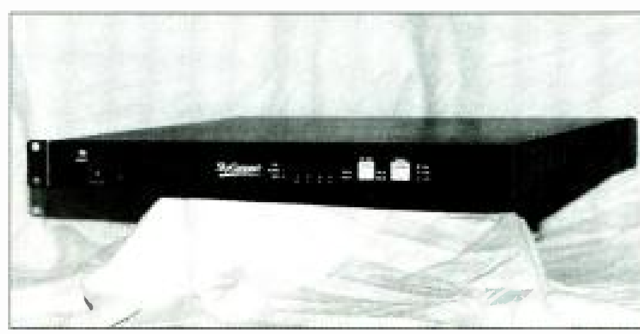
Sie says that Encore instead is focusing on rolling out its digital NTSC multiplex on TCI's ALL TV digital cable systems in Hartford, Conn.; Mount Pleasant, Ill.; and Fremont, Calif., as well as Pacific Telesis' digital MMDS service in Los Angeles and Orange County, Calif.

"We feel very strongly that offering an NTSC studio-quality picture to customers [by being digital to the home] is a tenfold increase in quality [from] what they get today," he says. ■

TCI bets on Sky-Connect in Reno

MPEG-2 digital ad insertion system will serve 10 headends

By Glen Dickson



TCI Media Services will use a SkyConnect digital system to insert spots at some of its Reno headends.

TCI Media Services has purchased SkyConnect's Mediaplex digital ad insertion system for 10 cable headends in its Reno operation. The headends serve nearly 160,000 subscribers.

The new SkyConnect gear, based on Digital Equipment Corp.'s MPEG-2 Mediaplex server, will allow TCI to digitally insert spots on 16 to 24 channels. The gear will replace Starnet MPEG-1.5 digital systems that TCI Reno is using at eight headends to insert spots on 12 to 16 channels; another two headends later will be converted to digital. The eight remaining small headends in Reno will remain analog.

According to Tom Mochel, TCI Media Services general manager in Reno, SkyConnect's new HE-240 insertion system was a selling point. Similar to the company's HE-140 headend server, currently used by Adlink in Los Angeles, the HE-240 is priced lower because it uses SkyConnect's new SC 4-Plus four-channel combined switch and decoder component. The HE-240 and HE-140 systems are fully compatible. TCI Reno will install the HE-240 in eight headends and the HE-140 in the other two.

"The newer model is more affordable," says Mochel, who expects to have the systems up and running by the first week in August. TCI already uses SkyConnect digital systems to distribute spots from two headends in Santa Cruz, Calif.

TCI Reno will use fiber to distribute spots from a central MPEG-2 encoding station to headends in the Reno metro area, while a WAN setup for distribution via frame relay probably will be used for the other sites. Mochel says each Mediaplex server can store 200-400 thirty-second spots. ■

KGTV goes DVCPRO in San Diego

McGraw-Hill station to install news server in 1998

By Glen Dickson

ABC affiliate KGTV(TV) San Diego is migrating its news acquisition from analog to digital with a large purchase of Panasonic DVCPRO gear. The order, valued at $430,000, includes 20 AJ-D700 camcorders, three AJ-LT75 laptop editors and 13 AJ-D750 studio editing VTRs, all of which should be delivered by the end of June.

The McGraw-Hill Broadcasting station will use the DVCPRO equipment to produce news for KGTV newscasts and for the cable service NewsChannel 15, a joint venture with Cox Cable. KGTV produces four and a half hours of news on weekdays and one and a half hours each weekend day, while the 24-hour NewsChannel 15 features several hours of original programing daily along with reruns of KGTV newscasts. According to KGTV's 10-year contract with Cox, the station will produce original programing for 50% of the cable channel's airtime by 2006.

The DVCPRO camcorders will replace aging Betacam SP cameras. The DVCPRO laptop editors will be installed in the station's three ENG trucks for field editing. For now, KGTV's DVCPRO studio decks will be used in conjunction with Beta SP VTRs—the station will perform tape-to-tape edits on the DVCPRO studio decks and then dub air reels for playback on Beta SP.

"We'll still be editing to SP until we finish the installation of a server for news," says Ron Jennings, KGTV engineering director. "There will be no server until late 1998, assuming we have enough capital to do it. With the DTV stuff on top of us, who knows where the capital's going to go."

KGTV will replace its Betacam SP field cameras with DVCPRO digital camcorders.

KGTV plans to install a Tektronix Profile as its news server, which should allow DVCPRO tapes to be downloaded into disk-based storage at 4X real time. The station already uses a Profile to cache and play back news bumpers and opens for NewsChannel 15.

For news production, Jennings wants to use the Tektronix server to store footage for nonlinear editors and play back finished packages to air through a newsroom automation system. Since KGTV already uses NewStar automation, Jennings is considering the Tektronix/EditStar solution that allows for cuts-only editing at journalist workstations, with final edits coming on dedicated nonlinear editors. Currently, KGTV reporters cut tracks on 3/4-inch decks, but those are being replaced with Betacam SP as part of the DVCPRO conversion.

Because KGTV has an existing base of Betacam SP equipment, Jennings say he considered Sony's backward-compatible Betacam SX digital format along with DVCPRO: "SX was a little costly, and I didn't like Sony's spin on MPEG 4:2:2. It's a Sony-ism, and it didn't seem to fit into the 'standard,' or lack thereof [for MPEG-2 compression]." ■

Cutting Edge

By Glen Dickson

Satellite radio proponent WorldSpace has signed agreements with **Hitachi, Panasonic, Sanyo and JVC** for those companies to produce portable digital radios that will receive the WorldSpace service. WorldSpace plans to launch its first satellite in mid-1998 over Africa and the Middle East, followed by satellites for Asia, Latin America and the Caribbean.

Telezign, New York, has completed a station redesign project for Oakland, Calif., Fox affiliate KTVU(TV), including IDs, promos and news opens and graphics. The IDs and opens feature custom-designed wind chimes hung from a variety of San Francisco settings; the Fox 2 logo within a swimming pool, which required the use of an underwater camera; a San Francisco Bay mist rolling across the Golden Gate Bridge to reveal the station's logo, an effect achieved with 200 pounds of dry ice, and the city's traffic pattern in the shape of the station's number 2, achieved through 3-D computer modeling. Computer animation for the news opens and graphics was developed with Adobe Photoshop, Illustrator and After Effect software and completed in the Alias/Wavefront environment; compositing and color correction were performed with a Discreet Logic Flame.

Telezign completed the station redesign of KTVU San Francisco.

Leitch is providing fiber-optic input/output products to China Central Television for its broadcast of the official return of Hong Kong to China on July 1.

Online Guides

Microsoft's Sidewalk finds Montreal streets slippery

Company remains upbeat for future of competitive online guides

By Richard Tedesco

The battle for the online city guide business is heating up with the summer pavement as Microsoft tries to steamroll its way onto the scene with its Sidewalk.

Although it stumbled in its short-lived launch of Sidewalk Montreal, Microsoft projects a positive outlook about its other early entries, in Seattle and New York. Customer and advertiser reaction has been stronger than anticipated for New York Sidewalk, according to Frank Schott, Sidewalk general manager for Microsoft, who says the climate wasn't right in Montreal.

Microsoft now plans to combine Sidewalk launches for Munich, Sydney and other cities with Microsoft Network to contain costs.

Domestic plans to roll out Sidewalk will proceed this year, with launches planned for Boston near the end of June, the Twin Cities next month and San Francisco toward the end of the summer. The Minneapolis—St. Paul area is prime because of its relatively high education profile and correspondingly high PC penetration rate. Microsoft sees San Francisco as hot territory too, notwithstanding the presence of eGuide from the San Francisco *Chronicle* and *Examiner*.

"We're laser-like, focused on being a trusted friend on the lookout for things to do," says Schott.

But it's Microsoft's money, more than the quality of Sidewalk's content, that figures to keep the software giant firmly planted in the city guide game, according to Bill Bass, analyst with Forrester Research in Cambridge, Mass. Bass sees Sidewalk as a bridge for Microsoft to build its Expedia travel and Carpoint online businesses. So Sidewalk remains on the online landscape, whether it makes or loses money.

Microsoft hopes to trip the light fantastic on the sidewalks of New York.

Bass sees as many as five city guides sustaining themselves in larger markets. He counts those established by local newspapers as online extensions of their local franchises and those created by the Big Three broadcast networks for affiliates. None is necessarily a money-making venture. Microsoft has a natural ally in NBC, which will lead to some variation on Sidewalk for local NBC affiliate stations participating in Interactive Neighborhood sites.

One independent player, CitySearch, is banking on alliances with local newspapers, as well as an emphasis on community service connections and information beyond local entertainment. "We've done this successfully in a lot of cities," says Kristin Brown, CitySearch general manager of new markets.

CitySearch recently linked with the *Washington Post* and the *Toronto Star* to create Web guides in those cities. It presently maintains online guides in 10 cities and plans to double that by year's end. It bought into the New York market last year with its acquisition of the editorially rich MetroBeat guide.

America Online also has pursued the newspaper partner strategy, aligning with the The Tribune Co. to drive its Digital City entry into Chicago, Fort Lauderdale and Orlando. It has signed with the *Seattle Times* and the *Minneapolis Star-Tribune* to create versions of Digital City for those markets.

Whether those partnerships are enough to sustain CitySearch and AOL remains to be proven. Forrester's Bass figures it takes $2 million per year to maintain the online city guides, and that there's only enough advertising to make one such vehicle viable in each venue. "The ones that won't tank are the ones where the financials won't matter to them," says Bass.

A player of Microsoft's size won't have trouble catching up to CitySearch in reach, as it rolls out the Sidewalk in Denver, San Diego, Houston and Washington before year's end. And Microsoft realizes there's only so much room for these guides in each market. "Long term, you probably would expect one or two leaders to emerge," says Schott. "Right now there really isn't great content on the Web. We're making the greatest commitment to quality and, of course, there's the technical heritage."

And, of course, there's also all that money Microsoft presumably won't mind losing as it stakes a larger localized claim in cyberspace. *Tm*

Law & Regulation

Recording industry moves against 'Net

RIAA sues to shut down sites in California, Texas and New York

By Richard Tedesco

The Recording Industry Association of America filed civil actions with several major recording labels last week to shut down three pirate music-archive Websites.

The suits, filed in California, New York and Texas, sought temporary restraining orders and preliminary injunctions to stop the sites from illegally downloading libraries of full-length songs without clearance from copyright holders. As of midweek, two of the sites were gone and the third had ceased the practice, says Steven D'Onofrio, RIAA executive vice president and director of anti-piracy. RIAA says the pirating practice is widespread.

Over the past 18 months, D'Onofrio says, the RIAA has sent out dozens of information letters and cease-and-desist letters to sites that offer downloads of music and encourage uploads to their sites. "We've got hundreds of these sites that we've located with hundreds of recordings on each," he says.

One site located by the RIAA recorded 27,000 hits in a month, according to the site's own counter. And the on-screen invitations to PC users are anything but subtle, with one pirate posting a message saying, "Leech what you want. I don't care. Just try to be nice and upload something."

Almost all of the sites have been offering the recordings in near CD-quality sound. Some of the sites voluntarily shut down in response to the RIAA letters, but certain sites shut down only to reappear on other servers, according to D'Onofrio, who says the current legal action is intended to stop the practice by example. "We hope this litigation sends a message out there," he says. "If it doesn't change, we'll have to consider future use of our [legal] remedies."

Companies participating in the three civil actions cover virtually all of the major recording labels, including A&M Records, Arista Records, Atlantic Recording Corp., Capital Records, Geffen Records, Island Records, London Records, Maverick Recording Co., MCA Records, PolyGram Records, Sony Music Entertainment, Universal Music Group and Warner Bros. Records. *Tm*

AOL's mall grows with CUC deal

AOL is looking to create an online megamall.

America Online built itself a bigger online shopping mall and further broadened its revenue base last week in a $50 million deal with CUC International.

The three-year pact will launch CUC's NetMarket Internet commerce service on AOL sometime in mid-1998. As part of AOL's Shopping Channel, CUC's shopping services will provide AOL with an exclusive fee-based discount club. In addition, the two companies plan to cross-promote each other's services in online promotions, direct mail and telemarketing. "Advertising and commerce are getting very, very blurry," says Bob Pittman, AOL president.

AOL and CUC already had a relationship, with CUC's Shoppers Advantage on AOL for several years. But the $50 million up front buys it a more significant presence before AOL's 8 million subscribers. That payment covers AOL's cost of setting up CUC on its service, but primarily represents credit against future transactions in which CVC will be sharing revenue with AOL.

The deal is a further dramatic extension of AOL's strategy to transform its business model from one that primarily relies on subscriptions. In an earlier deal, it drew $100 from Tel-Save as a commission in anticipation of long-distance phone service that Tel-Save figures it will sell to AOL members.

Pittman indicated that AOL is talking to a lot of companies in an effort to diversify its income and the nature of its service. "This is clearly an indication of our strategy," Pittman says. "There are some people in the online world who want to own everything from soup to nuts. Our strategy is to find people who already have a strategy and an offline business in place."

In its fiscal quarter ended March 31, only 13% of the $456.2 million AOL reported in revenue came from sources other than sales of service. That percentage should change dramatically as the AOL/CUC deal kicks into gear next year.—**RT**

Catch a comic on MSN

The first regular live comedy Webcast, *This Is Not a Test*, debuts on Microsoft Network next week.

Originating from the Catch a Rising Star club in New York City, the Webcast will appear on MSN's Ch. 5 at 10 p.m. (ET) on Wednesday nights, starting June 25. The show is the product of Broadway Interactive Group, the interactive arm of Broadway Video, producers of *Saturday Night Live*.

The one-hour on-location show will take questions from the online audience. The live segments will be spiced with animation timed with lines from host Marc Maron and interspersed with prerecorded elements—including satirical multimedia commercials. The live production will involve two servers that digitize material and then multicast it, slightly time-delayed, via MSN. Microsoft's NetShow will be used to stream the video.

Jim Biederman, the show's producer and vice president of creative affairs at Broadway Video, says *This Is Not a Test* is "groundbreaking" because of "the content married to the technology."

Writers from *Politically Incorrect* and former SNL talent are set to produce what Biederman promises will be something "very edgy," lacking the prohibitions that would attend a TV production: "It's going to be slightly blue. These are stars of tomorrow, and they've embraced this because they can get away with things on the Internet that they can't get away with on traditional TV."

Bits of *This Is Not a Test* that will be randomly accessible on MSN after the weekly show. The segments "Bugged White House," "Rev. Eli's Weekly Rationalization" and "Make George (Washington) Roll" bear some remembleance to skits from *Monty Python's Flying Circus*.

Specialized compression techniques and the use of Macromedia's Flash will make the animations work.—**RT**

Online Guides

E!'s program planner

Online film and program guide reminds PC users to watch TV

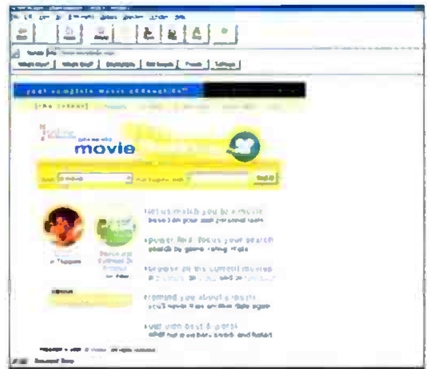
By Lauralyn Avallone, special correspondent

E! Online says its new Website (www.movie finder.com.) will make it virtually impossible for PC users to miss a movie on broadcast or cable TV again.

The site, which teams E! Online with CNet, features an online film and television guide that exhibits 10 days' listings. The viewer can choose movies from the guide and bring up information on channel and airtimes. A "Remind Me" service sends e-mail to remind the viewer a day or two in advance of the film selected.

This feature also provides reminders about theater and home video releases. Additionally, users can search for local theaters and video stores based on ZIP codes and can obtain detailed maps and directions.

Audio clips and 30-second video trailers are featured on movie fact sheets that accompany the movie reviews posted on the site.



E! Online will remind users to leave the computer and go to the TV set.

Participants also include Movielink, the sole online source for purchasing movie tickets, and Net Perceptions, which provided collaborative software called Powerfind.

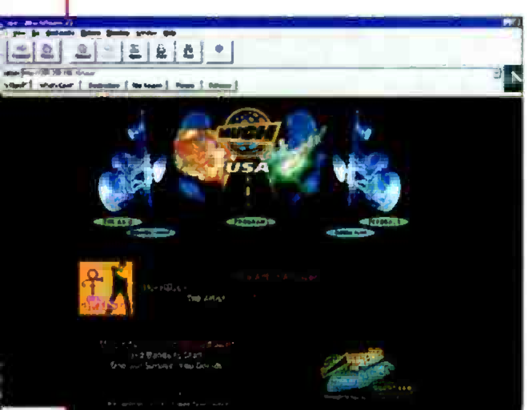
Powerfind incorporates a grading system that helps viewers to determine whether a particular movie is likely to suit their taste. "Not only are we throwing up a bunch of titles for you," says E! Online President Jeremy Verba, "we are actually giving you titles that are based on what you've already told us you liked." *Tm*

Website Development

MuchMusic adds much multimedia

MuchMusic is expanding its site (www.muchmusic.com/usa) with interactive Webcasts and online events.

The MuchMusic Indies Showdown will permit PC users to download audio of independent bands weekly and to vote for their favorites in a "Combat Des Clips." Winners will be declared each Sunday night. On Friday afternoons, 3-5:30 p.m. (ST), visitors to the site will be able to send requests to VJs on MuchMusic's VideoFlow. Fridays from 9:30 to 11 p.m. they can chat with host Juliette Powell and dancers on Electric Circus.



MuchMusic now features online events.

Other new features include a Rumpus Room for live chats with musicians, a Speaker's Corner chat area and an interactive video countdown. Upcoming Webcasts and online events will feature Bush, Bryan Adams, Bjork, The Cardigans and No Doubt.

IMAX downsizes to Website

Imax Corp. recently created a Website featuring information about its technology and films, including a reference library about all of its releases (www.imax.com).

PC users can link to sites for background about current films and can access clips from them, including "L5: First City in Space" and the most recent, "Mission to Mir" (www.mission2mir.com) and "Four Million Houseguests" (www.houseguests.com). Visitors to the site can also get some sense of the IMAX Ridefilm and IMAX Simulator Ride Systems.

The site provides information about IMAX facilities now operating in 22 countries around the world and about film-related merchandise.

Holland's Opus Foundation online

A site aimed at supporting local school music programs and providing disadvantaged students with musical instruments debuted last week as Mr. Holland's Opus Foundation went online (www.mhopus.org). Individuals or organizations interested in participating in the foundation's activities can use the site to find out more about its programs and benefits to donors and to fill out applications. The foundation grew out of the film of the same name, featuring Richard Dreyfuss in the title role.

Grand Ole Opry goes online

Surfers who've never made it to Nashville can now take a virtual tour of the Grand Ole Opry online at www.country.com.

Recently launched by The Nashville Network and Country Music Television, the site also features a full library of 4,000 country music videos and bios of current stars. PC users can also explore the history of the Opry and access information about its members.

The site marks its first fortnight in operation tonight (June 16) with live backstage coverage of the TNN Music City News Country Awards. Preshow chat starts at 7 p.m. ET. Digital photos from TNN's telecast of the event also will be seen online.

Tour the Grand Ole Opry online at The Nashville Network's country.com site.

Regularly scheduled chat sessions with country music stars will be a regular feature of the site. Fans of TNN sports programing can cruise Motorsports and Outdoors areas. An interactive TV guide to TNN programing also is available. Users can access schedules on CMT, which will present downloads of shots from digital cameras on its promotional trucks touring the country.—**RT**

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

We are a fast growing small/medium market radio group in need of a General Manager for our Central Iowa Combo. We are looking for a leader with a proven track record in Radio Management. You have a strong affinity for programming but are sales and bottom line driven with strong people skills and promotional flair. If interested in this opportunity send your resume in confidence to Box 01156 EOE.

Station Manager Wanted. Experienced manager for our expanding Evansville, Indiana operations. We're big here and getting bigger. Be prepared to spend the majority of your time driving revenues. You must prove your ability to get results. A great opportunity for the right person. EEO. Send resume to Gary Exline, Brill MEdia Company, 420 NW Fifth Street, Evansville, IN 47711. No calls, please.

Looking for a rewarding opportunity and better lifestyle without the hassle? GM/Sales Manager combo for 100,000FM in Traverse City and northwest Michigan. No desk jockeys. Must be a field, customer focused, seller. Privately held Group Owner committed to broadcasting. Reply to Box 01106 EOE.

HELP WANTED SALES

Stability. Employer integrity. Market leaders. Job features our Midwest small market group's management enjoy. We are in the process of growing and are recruiting talented people for new SM/GM opportunities within our company. Account executives and sales managers-*make your move up!* If small-market sales is your #1 strength, fax resume to Robert B. Mahaffey, Mahaffey Enterprises, Inc. @ 417-883-9096 or call 800-725-9180. All replies confidential. EOE.

Immediate opening for sales manager, Fayetteville, NC. Tell me why you deserve the job. Resume and references. Howard Johnson. WRCQ Radio, 225 Green Street, Suite 906, Fayetteville, NC 28301. EOE.

HELP WANTED NEWS

Metro Networks is seeking a bureau chief and anchors/reporters for its Hartford operation. If you have three years professional experience and want to join the fastest growing news team please send tapes, resumes and writing samples to: Director of Operations, Metro Networks, 185 Asylum Street, Hartford, CT 06103. Metro Networks is an Equal Opportunity Employer.

WCBS Newsradio 88,
New York's leader in radio news,
is looking for the best

STAFF REPORTER:
Creative use of tape and ability to "tell a story" are musts.

STAFF NEWSWRITER/ PRODUCER:
Must have excellent writing skills and solid news judgement.

PART-TIME ANCHOR:
Must be willing to work nights and weekends.

Send tape and resume to:
**Tony Gatto, Assistant Director,
News and Programming,
WCBS Newsradio 88,
51 West 52nd Street, NY, NY 10019**

WCBS NEWSRADIO 88

Equal Opportunity Employer M/F.

SITUATIONS WANTED MANAGEMENT

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This is what I bring to the table as a manager or consultant for your group or station.

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Write: P.O. Box 272659
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Current Vice President/General Manager of six station group located in the Midwest. We started five years ago with a stand alone AM. Young, aggressive and ready to take on new challenges in same capacity. I value and respect good people and have always worked to create a Team Philosophy. Please respond to **Box 01056 EOE.**

General Manager. High energy 20 year radio vet. 10 years management. Great track record of success in management, sales, programming and people. Seeking medium market position. Reply to Box 01160 EOE.

TELEVISION

HELP WANTED MANAGEMENT

DIRECTOR, MAJOR GIFTS AND PLANNED GIVING

PBS needs someone with 10+ years progressive experience in fundraising with a strong background in major gifts, capital campaigns, and planned giving. The ability to accept a leadership role in serving as the chief communicator on the principles of major gifts fundraising to varied constituents is required. An advanced level of knowledge of planned gift marketing and administration, endowment building, capital campaigns, and donor relations development is also required. Candidates must have strong skills in these areas: writing and editing, public speaking and presentation, and managing numerous projects. Please send a resume with salary requirements to:

Attn: Lanie Odlum
1320 Braddock Place
Alexandria, VA 22314

PBS

General Manager of West Virginia Public Television, a three station broadcast network licensed to the West Virginia Educational Broadcasting Authority, in Charleston, West Virginia. Under the supervision of the EBA Executive Director, the General Manager serves as the chief operating officer of the public television stations licensed to the EBA, including management of television staff; supervision of all television activities and budget administration; supervision of the interconnection system; responsible for annual clarification and formulation of goals and objectives; for FCC license applications and filings, and maintaining station and public files. Salary: $49,800. Five years experience (two in management) in non-commercial broadcasting or related field; working knowledge of rules and regulations related to non-commercial television broadcasting or related field; working knowledge of rules and regulations related to non-commercial television; demonstrated ability to be an effective spokesperson for the network. B.A. or B.S. required. Send letter of interest and resume to: Personnel Educational Broadcasting Authority, 600 Capitol Street, Charleston, WV 25301. All applications must be received no later than July 11, 1997. The Educational Broadcasting Authority is the licensee of three PTV stations, West Virginia Public Radio, and the statewide microwave interconnection system. The EBA encourages the application of female and minority individuals as well as persons requiring individual accommodation due to a disability. WVEBA is an Affirmative Action and Equal Opportunity Employer.

HELP WANTED SALES

General Sales Manager. Sinclair Communications, Inc. FOX UPN affiliates seeks experienced GSM to lead, inspire and motivate a two-station sales team to new heights. Proven track record of managing, inventory a must. In this highly charged, fast paced and dynamic LMA environment, you'll juggle multiple tasks at once - manage a wide range of promotional opportunities and develop key station relations in our media community. Knowledge of BIAS a real plus. Self starters and pros send your resumes to: Carol Wright, Station Manager, KABB/KRRT, 4335 NW Loop 410, San Antonio, TX 78229. KABB KRRT is an Equal Opportunity Employer.

Traffic Coordinator: TV station in NY area seeking a log editor. Job description: Edit and produce FCC broadcast logs, enter contracts, rotate commercial spots, enter copy instructions, maintain tape inventory. Overtime required. Please send resume: WXTV-Univision 41, Meadowlands Parkway, Secaucus, NJ 07094. Attn: Traffic Mgr. No calls. Equal Opportunity Employer.

Television Advertising Sales Account Executive. Growth and expansion has created the opportunity for the following position at Century Communications which offers an excellent employee benefit package and future. Responsibilities: Develop and maintain clients for Television Advertising Sales. Complete sales process to include: business development and service clientele. Requirements: Four year college degree of advanced degree and previous advertising experience a plus. Two years sales experience to include outside sales as well. Excellent written and interpersonal skills a must, computer experience necessary. Own transportation is required. Able to work with minimal supervision in an often fast-paced environment. Please send resume requirements to: Century Communications. Attention: Human Resources, P.O. Box 11945, Santa Ana, CA 92711. We are an equal opportunity employer.

General Sales Manager. KOAT-TV, Albuquerque's #1 ABC affiliate is looking for General Sales Manager with a proven track record of over-achieving market shares and creating new revenue opportunities. The successful candidate must be experienced in inventory control; training and motivating a local staff in the effective use of sales support tools such as Marshall Marketing. Send resume and cover letter: Mary Lynn Roper, VP/General Manager, KOAT-TV, PO Box 25982, Albuquerque, NM 87125. No phone calls! Equal Opportunity Employer.

General Sales Manager. Immediate opening for a GSM at UPN 20, WDCA-TV, Washington, DC. We're looking for a person with an incredible energy level and a sense of urgency. Must have both local and national sales management experience, be highly organized with strong inventory and pricing control skills. We want an innovative, people person...a sales professional who understands the numbers and can make them sing. Mail or fax resume and cover letter to UPN20/WDCA, PO Box 9662, Washington, DC 20016. Fax 301-654-3517. Equal Opportunity Employer.

Account Executives. Sinclair Communications, Inc., FOX UPN affiliates in San Antonio, Texas, have immediate openings for individuals who are detail-oriented, aggressive, highly motivated and possess great negotiating and listening skills. Minimum two + years previous TV sales experience a must. A proven track record with new business development and sales promotions required. Send resume to Carol Wright, Station Manager, KABB-TV, 4335 NW Loop 410, San Antonio, Texas 78229. FOX29/UPN35 is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

Videographer-Editor-Director

A.G. Edwards, a nationally recognized leader in the financial services industry, has a unique career opportunity in our St. Louis broadcast unit for a **Videographer-Editor-Director.** This video professional will design, shoot direct and edit marketing and educational videos; consult with various managers and departments to identify video needs and solutions; hire and coordinate outside producers, create and administer budgets; stay current with the latest video technology developments; coach and direct top A.G. Edwards executives for live television and taped video appearances on broadcast and cable networks.

Qualified applicants will have: 10 years' experience in broadcast television and/or industrial film production professional video photography, lighting and audio experience; experience with graphics software and Mac-based editing systems.

We offer excellent benefits, **competitive industry salaries** and a pleasant working environment. To apply, please send a cover letter and resume to:

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Employment Department — ARS-BC
One North Jefferson, St. Louis, MO 63103
Fax: (314) 955-5612

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ASC

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Computer Video Broadcast Engineer

ASC, headquartered in Burbank, CA, is seeking experienced engineers for their Broadcast Video File Server Division who desire a challenging, fast paced environment working with the newest broadcasting technology.

Experience with automation systems, networking, and NT a plus. 2+ years broadcast experience and travel required.

Resume & Salary Requirements to: ASC-EE, 3816 Burbank Blvd, Burbank California, 91505, Fax 818 842-8945, or E-Mail to hr@ascvideo.com

Television Senior Engineer. WNEM-TV, Saginaw, has an immediate opening for a Senior Maintenance Engineer. This position requires a strong background in hardware and software associated with a state of the art television facility. Preference given to those familiar with JDS/Columbine traffic systems, Chyron Graphics, BASYS newsroom computers and network operating systems. Send resume to Robin Gover/Personnel, PO Box 531, Saginaw, MI 48606. 517-755-8191. EOE.

Video Engineer. This position is responsible for the repair and maintenance of digital insertion equipment, video tape recorders, and video production equipment. Candidate must have working knowledge of computer systems and windows NT and the ability to troubleshoot audio/video problems. Send resumes to Charter Communications, Production Manager, 2215 Mission Road Alhambra, CA 91802. EEO.

Video Maintenance Engineer. Amway Corporation, a $6.8 billion international leader in the manufacturing, distribution and direct selling of quality health, consumer and industrial products is currently seeking a qualified Media Engineer. This position requires the equivalent of 4 years technical training, with A/V equipment and related components plus 3-5 years professional A/V, video production house, radio, or television experience. Responsibilities include: conducting routine maintenance plus installing, repairing, troubleshooting on all A/V equipment including sophisticated television production equipment. The successful candidate will occasionally operate and adjust A/V equipment during studio videotaping. Other responsibilities include assisting in the evaluation, purchase and installation of A/V equipment. The successful candidate must have good communication skills to work with departmental and intradepartmental customers. Amway offers a highly professional environment and a competitive compensation and benefit plan which includes profit sharing. To receive prompt consideration, please send your resume detailing Audio Visual Engineering experience and equipment familiarity to: Amway Corporation, Ad# 97-7087, PO Box 375, Ada, MI 49301-0375 or e-mail address: Jsiminksi@Worldnet.Att.Net. Equal Opportunity Employer M/F/D/V. No phone calls please.

Director of Engineering needed for statewide Kansas television operation consisting of four CBS affiliate stations. Successful candidate must have 3-5 years experience as Chief Engineer with proven track record. Applications are being accepted for immediate opening. Write Bone & Associates Inc., Six Blackstone Valley Place, Suite 109, Lincoln, RI 02865, or FAX 401-334-0261. EOE/M-F.

Established broadcaster (radio, TV and cable) seeking engineers. Excellent opportunities for advancement. Send resume and qualifications. Reply to Box 01159 EOE.

Television Chief Engineer/Chief Operator. A CT station is seeking an experienced broadcast engineer. Excellent opportunity for a candidate with a minimum 3 years experience in transmitter, RF, microwave and master control repair and maintenance. Computer network (T1) experience a plus. Please send resume and salary requirements to Alan McCarty of Roberts Broadcasting, 1408 North Kingshighway, St. Louis, MO 63113. Roberts Broadcasting is an EOE.

Studio Production Technician II. The George Washington University Television is recruiting for a Studio Production Technician with 2 or more years of experience in multi-camera, live broadcast and remote production. Lighting and on-line editing experience using an edit decision list is strongly desired. Starting salary in the mid 20's. We offer a Comprehensive Compensation Package including health insurance, excellent tuition benefits and an onsite wellness facility. To ensure consideration include requisition #R2749 and mail/fax a resume to Enok Dancil, Human Resources Services, The George Washington University, 2033 K Street, N.W., Suite 220, Washington, D.C. 20052. (202)994-9609 fax. GW is an equal opportunity employer.

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.

Technical Director - KPRC-TV, a Post-Newsweek station, seeks an experienced TD with a passion for fast-paced, effects heavy broadcasts. Candidates must be familiar with operation of Grass Valley 3000-3 Switcher, Pinnacle DVE and Still Store, Chyron Infinit and Sony 370 studio cameras. Must be able to perform under pressure, and meet deadlines. Creativity and communications skills a must. Need to be able to do some directing. Send resume and non-returnable tape to Jeff Jeandheur Production Manager, KPRC-TV, P.O. Box 2222, Houston, TX 77252.

Maintenance Engineer needed at FOX 39. Three years experience TV broadcast equipment repair. FCC license or SBE certification. Send or fax to: James B. Hartline, WEMT-TV, PO Box 3489 CRS, Johnson City, TN 37602-3489. Fax 423-283-4938.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:
Box _______,
245 West 17th St.,
New York, New York 10011

Assistant Chief Engineer. WCIA-TV has an immediate opening for an Assistant Chief Engineer. The individual will install and maintain all technical equipment, supervise studio operations and perform staff scheduling. Additionally they will assist the Chief Engineers with technical systems planning, documentation and budgeting concerns. An in-depth knowledge of BetaCam and One Inch machines as well as Camera and Computer systems is a must. Candidates should possess a two year technical degree. SBE certification and three to five years experience in television maintenance. We offer employees good pay, good benefits and a drug free work environment in a family friendly committee. Qualified applicants should send a resume to: Chief Engineer, WCIA-TV, PO Box 20, Champaign, IL 61824-0020. EOE.

Chief Engineer. Upstate New York ABC affiliate seeks Chief Engineer with experience in UHF transmitter and studio equipment maintenance. Computer knowledge a plus. Good opportunity for an Assistant CE to move up. Send resume and salary requirements to General Manager, WMGC-TV, 203 Ingraham Hill Road, Binghamton, NY 13903. EOE M F.

Maintenance Engineer. Group-owned TV station, offering best of all worlds for a hard-working person interested in opportunity and career development. Must be highly qualified in studio maintenance and installation of C. Beta SP, D2, Digital Betacam, U-matic tape formats, Ikegami studio cameras, RTS intercom, routing switcher, automation systems for spot and program playback. Applicant should have 3-5 years experience. Excellent troubleshooting skills to the component level and strong computer skills, both software and hardware. An FCC General Class Radio-Telephone license or SBE certificate preferred. Some shift work. Location, climate and benefits a plus. Qualified applicants apply in writing to Chief Engineer, WIS Television, PO Box 367, Columbia, SC 29202. No phone calls, please. EOE.

Dir/Engineering: KWGN-TV, a Tribune Broadcasting station, needs a highly motivated individual with a BSEE and or 5 plus years TV broadcast operations and engineering management experience with a major market TV station. Extensive background in news and sports operations with knowledge of total station automation concepts and strong management, communication and interpersonal skills are also required. Experience in the design and implementation of serial digital component television systems a plus. Send resume to: HR/Dept. 06, KWGN-TV, 6160 South Wabash Way, Englewood, CO 80111. EOE.

Assistant Chief Engineer. UHF experience. Both low power and full power knowledge in all areas of installation and maintenance. Background in Master Control and Production operations helpful. Send resume to Personnel Dept., KSTV, 6020 Nicolle Avenue, Suite A, Ventura, CA 93003. Fax: 805-650-8875.

Assistant Chief Engineer. WCFC TV38 Chicago. Highly motivated individual to coordinate all aspects of system design, installation, modifications, and maintenance of production facility and transmitter. Digital technology familiarity a must. Excellent opportunity to build team for 21st century. Mail or fax to Human Resources, WCFC TV38, 38 South Peoria, Chicago, IL 60607. 312-433-3839.

Broadcast Maintenance Engineer. Major NYC TV News facility has an opening for a Broadcast Maintenance Engineer. The right candidate will have a minimum of 3 years experience with Sony Broadcast ENG/EFP and Studio equipment including cameras, tape decks, microphones, lighting and RF equipment down to component level. Must be able to work independently as well as part of a team in a high pressure, deadline oriented atmosphere. Ability to work all shifts, including early mornings, late evenings and weekends is an absolute must. No Calls. Attn: Steven Soep, Potomac Television, c/o CNN, 5 Penn Plaza, NEw York, NY 10001. Fax: 212-714-7920.

Assistant Director of Engineering. Louisiana Public Broadcasting is seeking a well rounded engineering manager to direct all of the operations of a six station statewide public broadcasting network. Must possess good management skills and be able to develop strong systems and long term strategies in educational technology involving satellite technology, multi-casting and other emerging technologies. Must have degree with 24 hours in electronics or electrical engineering plus 8 years of professional, television engineering experience, including 2 at the managerial level. Additional experience may be substituted for the degree. LPB/LETA is an Affirmative Action - Equal Opportunity Employer. Send resume to: Dot Efferson, Louisiana Public Broadcasting, 7860 Anselmo Lane, Baton Rouge, Louisiana 70810.

Assistant Chief Engineer. Group owned television station, offering the best of all worlds for a hard-working person interested in opportunity and career development. Must possess excellent systems planning knowledge, management ability, foresight and a practical approach. VHF transmitter experience, ability to drive satellite truck and uplink, and strong computer skills. Hands on required. An FCC General Class License or SBE Certificate preferred. Location, climate and benefits are a plus. Send resume to Chief Engineer, WIS Television, PO Box 367, Columbia, SC 29202. No phone calls, please. EOE.

HELP WANTED NEWS

Hearst Broadcasting

Photographer/Editor

Our Washington news bureau is seeking a creative photographer/editor with at least three years of local television station experience. Familiarity with contemporary shooting and editing styles is essential. The bureau produces daily news reports for our group of network-affiliated television stations.

Resume and tape to

Hearst Broadcasting
1825 K St NW #720
Washington, DC 20006

Equal Opportunity Employer

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NEWS DIRECTOR
ANCHORS
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NEEDED
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Rush tape and resume to:
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Vice President
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TELEVISION REPORTER/PRODUCER

Dynamic Full-time opportunity for an experienced broadcast journalist to join our Production Services team! This person will oversee the total production of our weekly cable television and radio show. Responsibilities include reporting and producing stories for the television program and providing support to the radio show, supervision, and providing guidance and leadership. Knowledge of all facets of television and radio production, three years of broadcast journalism experience writing news or feature stories for radio or television, and on-camera and production experience are required. Candidates should also have a Bachelor's degree in Communications, English or Journalism, and at least one year of supervisory experience.

Located just 1 1/2 hours from Boston, we offer a professionally challenging opportunity in a uniquely rural/urban environment. We offer an excellent benefits package and competitive pay. Please submit a cover letter, resume, and either a Beta or 3/4" reel (no VHS please)of most recent work to:

CONCORD HOSPITAL
Employment Coordinator
250 Pleasant Street
Concord, NH 03301
(603) 224-2759 ext. 3700

EOE

Check out our WEBSITE http://www.nh-health.org

NEWS PRODUCER

WBTV NewsChannel3, the CBS Network affiliate, is in the 28th television market. It's a very competitive market and we are committed to win. Ability to write quickly and accurately under deadline pressure. Ability to motivate reporters and anchors. Minimum 5 to 6 years in similar environment. Send resume and salary history to:

Jim Newman
News Operations Manager
WBTV NewsChannel3
One Julian Price Place
Charlotte, NC 28208

Competitive salary and complete benefit package.
NO PHONE CALLS PLEASE.
Qualified women and minorities encouraged.
Jefferson-Pilot Communications Company is an Equal Opportunity Employer MFD.

One of the most successful FOX stations in the country is taking the next step:

10 o'clock NEWS!

FOX 31 WUHF wants a talented, energetic, experienced staff to launch this market's first 10:00 o'clock news. Need news, sports, weather anchors, reporters, news and sports producers, photographers, assignment editor, directors, engineering staff. Nonreturnable tapes to:

Fox 31 WUHF
360 East Ave.
Rochester, NY 14604
ATTN: Donna Dedee, News Director

No phone calls please.

FOX 31 WUHF ROCHESTER

WUHF is an Equal Opportunity Employer.

COMMERCIAL OVER-THE-AIR BROADCAST TIME AVAILABLE

NEW YORK • ATLANTA
TAMPA • MIAMI

COMMUNITY • RELIGIOUS
ETHNIC • WEB TV

METROLINE TV NETWORK
JAMES CHLADEK
110 EAST 23rd ST., NY NY 10010
212 • 473 • 6420

SPORTS DIRECTOR/ANCHOR

WFTX-TV in the Ft. Myers/Naples market seeks a Monday - Friday Sports Director/Anchor for 6 and 10 pm newscasts. Named **Best A/P Newscast in Florida** two consecutive years and the **Fastest Growing FOX Newscast in the Country**, the successful candidate will possess reporter skills, leadership qualities, and will be "FOXIFIED." Three years television experience required, college degree preferred. Send non-returnable tape and resume to: **Mark Pierce/Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991.** No phone calls please. We are an Equal Opportunity Employer.

Reporter. WREX-TV, the NBC station in Rockford, Illinois, is in need of an anchor with strong reporting background. Must be able to provide leadership in the newsroom and enjoy being involved in the community. 2-5 years experience required. We are an Equal Opportunity Employer. Send tape and resume to Marie Williams, News Director, PO Box 530, Rockford, IL 61105.

Photographer: Talented, skilled, NPPA-styled team player needed for an immediate opening. At least one year of experience. College degree preferred. Tapes/resumes to: Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV, a Pulitzer Station, is an Equal Opportunity Employer.

Photographer/Editor. KJRH 2 News NBC in Tulsa seeking aggressive, eager, easy to work with photographer. Previous video photography and editing experience preferred. Must know how to operate a microwave live truck. Send resume to: KJRH 2 News NBC, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. No phone calls please. EOE.

Photographer. We don't need just another photographer. We need someone who knows the basics but feels confined by the boundaries of a conventional shooting style. We're the Number One shop in the 38th market with all the hardware. If you've got two years experience and an audition tape that will get our attention, please send it. Apply: Mark McIntosh, Chief Photographer, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer.

Opportunity is knocking in America's 3rd fastest growing Metro area! KFOX, El Paso is starting a news operation and is looking for an aggressive and eager staff. This is a great chance to get your foot in the door at Cox Broadcasting, a news leader in markets across the country. We have openings in all areas and need to fill them *immediately*. Rush your tape, resume, (writing samples for Producers and Reporters), references and current salary to: David Bennallack, News Director, KFOX Television, 6004 N. Mesa, El Paso, TX 79912.

Newscast Producer: CLTV News, Tribune Company's 24-hour regional cable newschannel located in suburban Chicago, is looking for a full-time newscast producer. Basic responsibilities include writing of entire news shows; working on story lineups and ideas; tracking developments of news coverage; timely communication with talent, directors, editors and production staff. Candidates must have at least one year proven experience in broadcast news as a producer or associate producer of entire newscasts. This position requires varying shifts and days per week. We offer excellent employee benefits at our state-of-the-art facility. Fax resume to 630-571-0489; or mail to CLTV News, Human Resources, 2000 York, Suite 114, Oak Brook, IL 60521. No phone calls please.

News Producer. WESH-TV, a Pulitzer Broadcasting Company station, located in Orlando, FL -- 22nd market -- is looking for a TV Newscast Producer. Five years experience producing TV newscasts required. If you know news and can write copy and teases that make people care send a non-returnable tape and resume to Ken Ericson, Asst. News Director, WESH-TV, PO Box 547697, Orlando, FL 32854. No phone calls! An Equal Opportunity Employer.

News Producer. Western New York's 24-hour news channel seeks a take-charge producer to lead our 3-hour morning block of news. Candidate must have 2-years experience producing...must be extremely creative and have great news sense. Job duties include producing 6-7am news hour pre-booking segments, newscast is a fast paced fun hour that features two live reporters. Tapes and resumes to Chris Musial, News Director, WIVB-TV, 2077 Elmwood Avenue, Buffalo, NY 14207. WIVB is an EOE.

News Director. Experience in news reporting, anchoring, editing and critiquing stories. Management background required. Organizational and teamwork skills a must. Strong community involvement required. Send resume and tape to Steve Henderson, KOBF-TV, 825 West Broadway, Farmington, NM 87401, 505-326-1141.

News Director Wanted: 78th market NBC affiliate seeks an experienced news director. 5 major newscasts daily, plus updates. Strong emphasis on live reports and family-community oriented features. Requires a TV degree plus several years experience in news management. Must have good journalism, organizational, technical and people skills. Send resume and summary of your news philosophy to: Dan Steele, WPSD-TV, PO Box 1197, Paducah, KY 42002-1197. EOE, M/F, ADA.

News Director. West coast network affiliate is looking for a leader to run its news department. Need an accomplished journalist and manager who has solid experience, high standards and good people skills. Need an intelligent and energetic person with a strong work ethic and an appetite for competition, who likes hands-on leadership, will be a team builder in news and a team player with other managers. This person will be able to budget and control costs, will be a good planner and will be able to grow our news product. Reply to Box 01155 EOE.

News 12, the nation's first 24-hour regional news operation, has excellent opportunities at our New York, Westchester and Connecticut locations. We are seeking experienced professionals for the following positions: Assistant News Director, Anchor, Marketing & Affiliate Relations Director; Promotions Producer, Video Maintenance Engineer, Associate Producer, and Photographer/Editor. If you work well in a fast-paced, deadline-driven environment, have a flexible schedule with availability for nights, weekends and holidays, then send your resume and non-returnable tape to: P.O. Box 999-PC, Woodbury, NY 11797. We are an equal opportunity employer.

Meteorologist. FOX 45 News At Ten in Baltimore is searching for a broadcast meteorologist. We're looking for a great communicator who knows weather science and the technology used to make it understandable and interesting to viewers. Candidates must show their creativity and ability to cover weather news as well as present professional forecasts. Send a non-returnable tape and resume to: Joe DeFeo, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Executive Producer. WVEC-TV, Norfolk, Virginia. The A.H. Belo station in Norfolk, Virginia has an immediate opening for someone to lead our daily news efforts. It's an opportunity to live at the beach and work in a highly competitive market as the number two person in a solid newsroom. The ideal candidate has previous experience with newsroom management, line producing and special projects. We're looking for a teacher and a coach who will challenge a great staff to be even better. Send a recent aircheck of your news product along with a resume and cover letter that tells us a little about how you approach news to: Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, Virginia 23510. EOE.

Executive Producer: You have significant producing experience and are a newsroom leader with unique ideas on story and newscast development. We are a #1 NBC affiliate that will support you with research, SNG, non-linear editing, 3-D graphics suite and an aggressive, skilled staff. Tell me how you would make a difference. Tapes/resumes to: Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV, a Pulitzer Station, is an Equal Opportunity Employer.

CBS, KYW 3, Philadelphia, Pennsylvania. *Degreed Meteorologist* with AMS seal and at least 3 years experience needed for morning show with heavy emphasis on credible weather and strong personalities. Successful candidate must be familiar with state of the art weather graphics equipment. Send tape and resume to: Jeff Bartlett, Director of Programming, KYW 3, 101 South Independence Mall East, Philadelphia, Pennsylvania 19106. No phone calls please. EOE. M/F. ADA.

Assignment Manager: Chattanooga's top news station is looking for an organized person to run the assignment desk. Knowledge of the area is a plus. If you have at least three years of desk experience and know how to motivate a 60-person staff, send your resume to Steve Hunsicker, WTVC, PO Box 1150, Chattanooga, TN 37401. Equal Opportunity Employer.

Anchor. Metro Traffic Control needs a bilingual news and traffic anchor. Must be fluent in both English and spanish and able to translate fully from one language to the other. Must have writing and journalism skills and 2 years on-air experience. Send tape and resume to: Jason Varley, MTC, 201 Eubank N.E., Suite B-2 Albuquerque, NM 87123.

Assistant News Director/Assignment Manager. Looking for competitive, hard nosed, news junky, organizational zealot who wants to run a newsroom. We are the long time dominant number one in the market. We want an enterpriser. If you plan your news day around press releases and newspapers, no need to apply. Our Reporters/Anchors will beat you up and take your lunch money if you're not the real deal. Staff of 30, computerized, remodeled newsroom, two live trucks and a slew of new toys on the way. Hiring immediately. Contact Director of News/Operations, Jon-Michial Carter at 616-775-3478 #3300, WWTV (CBS), Traverse City/Cadillac, Michigan. Send resume and/or tape to Box 627, Cadillac, Michigan 49601.

Assignment Editor. The dominant NBC affiliate in beautiful southern West Virginia needs an experienced, organized, aggressive assignment editor with good people skills. We have a computerized newsroom, excellent support staff, good salary and benefits. If you are a leader, this could be just the place for you. Females and minorities are encouraged to apply. Send resume to: Assignment Editor, PO Box 1930, Bluefield, WV 24701.

Anchor/Reporter. Eastern Iowa's 24 Hour News Source is looking for the best anchor to join the best news team in the Midwest. We've got it all: four live trucks, live news helicopter, and soon a satellite truck. Send resume and non-returnable tape to: Terry Heifetz, Assistant News Director, KCRG-TV, Box 816, Cedar Rapids, Iowa 52406. EOE.

Anchor/Reporter and Reporter: Midwestern NBC affiliate seeks weekend anchor with at least one year of live on-air experience. Producing skills a plus. Reporter must be able to tell stories through people and possess good writing skills. Send tape and resume to: KDLT-TV, News Director, 3600 S. Westport Avenue, Sioux Falls, SD 57106. No phone calls, please. M/F EOE.

Anchor. We're looking for an experienced news pro to anchor and report on our primary newscasts, Monday through Friday. We are a progressive, aggressive CBS affiliate in the northeast, the number one rated news station in our market. Great pay and benefits. Send tape, resume, cover letter and salary history to Box 01163 EOE.

Anchor. Looking for a seasoned journalist who can report rings around the other folks on the street and tell that story from the anchor desk. If you have at least 5 years anchoring experience at a network affiliate you will make the first cut. This is a rare opportunity to join the prime time anchor team at the ABC affiliate in Connecticut. Our late news was #1 again in May and now we need someone to help us win the early evening newscasts as well. This is not a job for beginners. No phone calls. Just rush your tape, resume, and a short note about what stories you think have a place in the evening newscasts to Billy Otwell, News Director, WTNH-TV, 8 Elm Street, New Haven, CT 06510. EOE.

WJHL-TV is seeking a motivated person for a Newscast Director. Position includes directing live newscasts and in-house programs, producing and editing promotional and public service announcements, studio experience, computer knowledge, plus other production duties. Must have at least one year experience directing live newscasts. If you think you have what it takes for this challenging position, send resumes and non-returnable VHS to: WJHL-TV, Attn: Production Manager, PO Box 1130, Johnson City, TN 37605. Equal Opportunity Employer. Drug test required.

A Top 100 CBS affiliate is looking for two (2) experienced Anchor/Reporters to work in the beautiful mountains of Northeast Tennessee. The successful candidates must have at least one year experience reporting and producing. Good communication/writing skills a must. A news anchor slot is a possibility. Send VHS tape and resume to: Bob Lewis, News Director, WJHL-TV, 338 East Main Street, Johnson City, TN 37605. Previous applicants need not apply. Mandatory drug screen required. EOE.

Wichita's FOX affiliate is building a news department from the ground up. We're looking for news, weather and sports anchors, reporters and photographers. If you're a small market "hot shot" and ready to make the leap, we want to see your tape. No beginners or phone calls please. Send resume and tape to KSAS FOX 24, PO Box 12324, Wichita, KS 67277.

Weekend Weather Anchor. We are seeking a weekend anchor who will also report during the week. Must be a good communicator who enjoys and understands weather. The ideal candidate should have strong writing and story-telling skills. Minorities and women encouraged to apply. Send non-returnable tape and resume to: Personnel Director, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE. M/F/D/V.

Videographer/Editor/Producer. Well established legislative video operation looking for positive personality with writing, producing, shooting, editing and on-camera experience. Good benefits/competitive salary in affordable community. Send resume ASAP to House Republican Video, House Box 202235, Harrisburg, PA 17120. (No calls please).

Senior Producer. KGUN 9 ABC, Tucson, AZ, is recruiting for a Senior Producer for the 5:00 pm news hour. 3 years progressive experience producing newscasts. Bachelors Degree in Journalism preferred. Excellent communication skills with team emphasis. Send this week's tape and resume to: KGUN9, 7280 East Rosewood Street, Tucson, AZ 85710. EOE.

Anchors/Reporters - Sports. Launching regional all sports super channel. Looking for talent with strong personality and presence. Send non-returnable VHS tape and resume to Box 01152 EOE.

HELP WANTED PROMOTION

Promotions Manager for FOX affiliate in Florida. Experience required. Duties include full responsibility for planning, design and execution of all on-air and on-site station promotions, events, and contests, plus public service programming. Salary negotiable depending on experience. Reply to Box 01158 EOE.

HELP WANTED RESEARCH

Research Analyst. Major market television station seeking a Research Analyst with a minimum of 3 years experience. Responsibilities include ratings and qualitative analysis, maintaining station program grids, planners and one sheets. Some knowledge of marketing tools such as Scarborough (Prime), R.L. Polk, DRI McGraw, Simmons, MarketQuest and Competitive Market Research. Windows 95 applications (Excel, Word and Powerpoint) are required as well as the Donovan Data System. Please send resume: PO Box 1582, Secaucus, NJ 07094.

HELP WANTED MISCELLANEOUS

JOIN A NEWS LEADER

ABC7 Los Angeles has the following opportunities available in our News Department.

Executive Producer (Job Code: EP)
We're seeking a cutting-edge, hands-on Executive Producer for our AM newscast. If you have created the leading morning show in your market and are looking for your next challenge, we are looking for you. Prove to us why you are ready to step into this key management position.

Assignment Manager (Job Code: AM)
For this position, we're looking for a leader to manage our daily news coverage. You must have a proven track record of news gathering success. The ability to demonstrate seeing beyond the obvious, aggressively pursue breaking news, and develop exclusive stories are essential. Are you a leader who can bring out the best in our assignment editors, crew and reporters?

Engineering Supervisor (Job Code: ES)
We're seeking a take-charge individual to supervise video editors for Eyewitness News. Qualified candidates must have excellent editing skills, and knowledge of non-linear editing systems is a plus. If you have what it takes to handle constant deadlines, know how to create excellent pictures and have strong people skills, we would like to talk to you!

Please mail a cover letter, resume and a non-returnable sample of your work, clearly indicating the appropriate job code, to: **Cheryl Fair, News Director, Job Code: ___, Dept. BC/616, 4151 Prospect Ave., Los Angeles, CA 90027.** EOE. No phone calls please.

KABC LOS ANGELES

ATTENTION SPORTS FANS!

FOX Broadcasting Company is looking for an outstanding, creative and motivated ***On-Air Writer/ Producer*** to join our fast-growing company. All applicants must have a minimum of 3 years' on-air promotion experience and a strong knowledge of all professional sports.

If this sounds like your perfect job and you are driven by a desire for excellence, please send your resume and demo reel to: **FOX Broadcasting Company, Personnel Dept., MA-22539, P.O. Box 900, Beverly Hills, CA 90213.** Equal Opportunity Employer.

EFP Cameraman for 3 month buyout in DC to shoot with BVW-600 nature and environment dream job. Nationwide TV distribution. Travel Latin America/Rockies/Eastern U.S. $350/day. Must know MatteBox, JIB, etc. Scuba helpful. Fax 202-833-3199, non-returnalbe reel to DTC, PO Box 559, Glen Echo, MD 20812

Major market NBC affiliate seeks News Graphics designer to join our award-winning design team. Position requires a minimum of two years broadcast design experience, with an emphasis on news. Computer skills and ability to work under pressure a must. Quantel Paintbox experience a plus. Rush resume and VHS tape to: Personnel, WFLA-TV, P.O. Box 1410, Tampa, FL 33601. EOE. M/F. Pre-employment drug testing required.

ENG Personnel For A Major Broadcast Facility in NYC. ENG field operations with camera (and microwave) experience, video tape editors, and ENG maintenance. employment would commence spring summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel and per diem expenses. Send resumes to: Media Management Services, Suite 345, 847A Second Avenue, New York, NY 10017 or fax to 212-338-0360. This employment would occur in the event of a work stoppage, and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

Broadcast Personnel. 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.

HELP WANTED PRODUCTION

University of Florida Athletic Association. We are seeking responsible motivated candidates for the following positions supporting the Gator athletic program. *Senior Producer:* Bachelor's in mass communication, telecommunications or related field and exp. as studio and/or remote producer. Prefer supervisory background and exp. in ENG shooting and reporting. Serves as producer of weekly football and basketball coaches' shows and various feature shows on Gator athletics. Closes 6/27. *Production Assistant:* Bachelor's in mass communication, telecommunications or related field and exp. with studio and/or remote production. Prefer exp. in ENG shooting and reporting. Closes 6/27. Interested applicants send letter of interest, current resume and wage requirements by closing date to: Human Resources, University Athletic Association, Inc. P.O. Box 14485, Gainesville, FL 32604-2485. EOE. Minorities and Women Encouraged to Apply.

Director Technical Director (2 positions). Description: Applicant must have a minimum of 2 years experience in technical directing of live newscasts. Must also have experience with live direction of specials, program taping and remote direction from the field. Responsibilities include organizing news production aspects, creative input in newscasts and other news related activities. Will be expected at times to serve as both director and technical director when necessary. Applicant will have a working knowledge of current graphics technology and graphics application. Experience with Grass Valley 300 switchers, Kaleidoscope, Quantel Picturebox and Infinit! also helpful, but not essential. Ability to handle pressure and get along with people essential. Contact: Ted Gonderman, KOCO-TV, 1300 E. Britton Road, Oklahoma City, OK 73131. KOCO-TV is an Equal Opportunity Employer. Applicants will be considered without regard to race, color, religion, national origin, age, sex, disability, marital status or arrest record.

Charter Communications has two open positions in its production department located in Southern California. A producer is needed to produce local commercials, in-house programs and industrial/corporate video projects. A creative director is responsible for developing advertising concepts, writing scripts, hiring talent and formulating budgets for clients. Send resumes to Charter Communications, Production Manager, 2215 West Mission Road, Alhambra, CA 91802. EEO.

Broadcast Personnel Needed. ENG Field Operations with Camera and Microwave experience. Videotape Editors, Studio Operators, and Maintenance. For the Midwest. Would commence Spring/Summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax: 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

Art Director. Art Director needed to manage creation of on-air graphics, print projects, and set design for the area's #1 television station. Emphasis on electronic graphics for news and station promotion. Needs graphic design experience utilizing Photoshop, PageMaker and FreeHand. Experience with Liberty Paint software a plus. 3 years experience or related degree required. Send resumes and samples to Personnel Administrator-77, WTOL-TV, PO Box 1111, Toledo, Ohio 43699-1111. No phone calls, please.

HELP WANTED FINANCIAL & ACCOUNTING

WFLD, FOX O&O TV station in Chicago is seeking a Manager of Financial Reporting to be responsible for weekly and monthly reporting requirements. Reports inc.: base rate, market share, weekly profit and loss, sports analysis, no charge, and A/R. Will also assist w/tax and footnote package and participate in annual budget process. Other related duties as assigned. Accounting degree and 3 years minimum accounting experience (pref. in broadcast or related field) req. Must demonstrate strong analytical skills, attention to detail and ability to work well under deadlines. For immediate consideration, send resume and letter of interest to Mary Talley, VP/Human Resources, WFLD/FOX 32, 205 North Michigan Avenue, Chicago, IL 60601. No phone calls/faxes please. EOE/M/F/D/V.

HELP WANTED LEGAL

Tribune Company, based in Chicago, seeks a broadcast attorney to handle counseling, drafting, and intellectual property work for its growing group of major market television and radio stations. At least 5 years experience in broadcast, communications and intellectual property practice is essential. Send resume to Debra Keating, Tribune Company, 435 North Michigan Avenue, Suite 600, Chicago, IL 60611. EOE.

SITUATIONS WANTED NEWS

Let me be the Sports Anchor/Reporter your competition wishes it had. TV, Radio, Play-by-Play. 6 1/2 years major market experience. Phil Lazo 301-890-4114.

International Opportunity sought by successful, experienced News Director, Station Manager and General Manager. Distinguished record in start-ups and turnarounds. Currently employed in domestic TV, but seeking challenge overseas. Available Fall 1997. Confidential inquiries to Box 01161.

Part Time Camera Operator seeking full time employment with production company or cable sports network. Phone 360-379-0559. Thanks.

PROGRAMMING SERVICES

NWN
STUDIOS
National Weather Network

Your own on-air meteorologist via satellite. Custom and localized TV weathercast inserts for FOX, UPN, WB, Indy stations and cable stations. Three satellite feeds daily. Your own on-air meteorologist and great graphics. Sell these inserts and make money. Low cash and barter and very simple to receive and use. Call Edward St. Pe' at NWN 601-352-6673 and start today.

CABLE

HELP WANTED SALES

TV GUIDE

Get Inside. TV Guide.™

CABLE ACCOUNT MANAGER

TV Guide's rapid growth attracting new cable affiliates has created a need for a Cable Account Manager (New York Office) with strong sales, analytical and interpersonal skills to support the efforts of the Cable Marketing Sales team. Candidate will work closely with the National Sales Account Manager formulating and implementing strategic opportunities aimed at building the cable subscription business.

Successful candidate will determine strategies to attract new cable affiliations and develop promotional tie-ins with existing affiliates. Individual must have the creative spark to focus on building our core business of utilizing the resources of cable affiliates (i.e., customer contact personnel) in the sale of TV GUIDE. Candidate will interface closely with the Subscription Department's marketing team. Individual must have hands-on management experience and the ability to motivate and support the sales efforts of a small field staff. Must have a solid understanding of the cable industry and its challenges and opportunities. Candidate must also be sensitive to the changing structure of cable operations and how TV GUIDE might fit into these changes. Job requires minimum 25% travel.

TV Guide offers a comprehensive compensation and benefits package, including 401(k). Please submit resume, cover letter, and salary requirements to:

TV GUIDE Magazine
#4 Radnor Corporate Center
Code #1548CAM
Human Resources Department
Radnor, PA 19088

An Equal Opportunity Employer

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Time Warner Communications the leader in local cable advertising in Southern California is seeking career-minded, dynamic, goal-oriented professionals who possess the drive and dedication to succeed in selling Cable Television Advertising to a variety of clients. Positions currently available:

LOCAL SALES MANGER - ORANGE COUNTY

CANDIDATE MUST:

- Assume responsibility and accountability for 9 Account Executives and a multi-million dollar revenue budget.
- Increase sales productivity.
- Have 4+ years experience in local sales management from broadcast, cable or print; a bachelor's degree in Business Management or Marketing.
- Have excellent presentation and problem solving skills. Proven track record of coaching reps to service and develop business.

ADVERTISING ACCOUNT EXECUTIVE - LOS ANGELES

Two positions available

CANDIDATES MUST:

- Have Bachelor's degree and/or 3+ years equivalent media sales experience.
- Be self-motivated and assertive to prospect, cold call, service and sell to a vast array of clientele.
- Have polished presentation skills

Excellent benefits package and work environment. Please forward your resume and salary history to:

TIME WARNER COMMUNICATIONS
959 South Coast Drive, Suite 300
Costa Mesa, CA 92626
Fax 714-430-5593
EOE M/F/D/V

TIME WARNER COMMUNICATIONS

HELP WANTED MANAGEMENT

EXECUTIVE DIRECTOR METRO CABLE MARKETING CO-OP

New York Metropolitan Area

The Metro Co-op seeks an individual ready to assume a high profile position in the nation's #1 market. We're an active, successful Co-op looking for a person to help meet the changing challenges of our business.

This position's responsibilities include:

- Develop strategic marketing plans and implement subsequent tactics.
- Manage a multi-million dollar budget.
- Manage work of associated advertising agencies.
- Function as liaison between member cable operators and program suppliers.

The right candidate will have strong negotiating, analytical and oral/written presentation skills and can balance the needs of multiple "bosses". The right candidate will also need knowledge of market research, media buying, and advertising production.

If you have at least 5 years of management experience in marketing and/or advertising, as well as a Bachelor's or higher degree in Marketing or related field, please send your resume in confidence to:

Executive Director Search
c/o Jay Kirschner, President MCMC
TCI of Northern New Jersey
40 Potash Road
Oakland, NJ 07436
or fax to 201-405-0490
No phone calls, please

Send resume/tape to: Box------, 245 West 17th St., NY, NY 10011

HELP WANTED PRODUCTION

Prevue Networks, Inc., a division of United Video Satellite Group, is accepting applications for the following career opportunities: *Senior Editor:* Computer Programming Degree or college background in a related field. Membership in a broadcast-related organization. 12 years experience in post-production editing. Training and management experience. Experience in multi-layered graphic production. Excellent administrative and communication skills. Proficiency in operating Sony 900 and 9100 editors; Sony GVG 100 and 6000 switchers; GVG DPM 100 and Sony DME 3000; Sony BVH 3100, A500 Digital Beta, and BVU 950 Tape machines; type Deco and Dubner 20K character generators; and MXP-390 audio mixers. *Senior Producer Ad Sales/Special Projects:* College degree in art, television, advertising, computer science or programming. 8-10 years production experience for an advertising firm, broadcast network or cable network. Print experience. Excellent writing, communication and interpersonal skills. Experience with multi-layered graphic production. Background in promotions. Proficient with MS Excel, MS Word and the Internet. Self-starter with the ability to work well under pressure and deadlines. Ability to handle confidential and sensitive information professionally. Send resume and cover letter specifying the position for which you are applying to Prevue Networks, Inc., Human Resources, 7140 S. Lewis Avenue, Tulsa, OK 74136-5422. www.uvsg.com. Equal Opportunity Employer.

HELP WANTED TRAFFIC

Commercial Copy Coordinator

Lifetime Television, the highly regarded cable network, has an immediate opening in our busy, vital Traffic Department.

Reporting to the Traffic Manager, the candidate will be responsible for scheduling commercial copy onto the log, obtaining traffic instructions from advertising agencies and maintenance of commercial inventory. Ability to meet daily deadlines and function under pressure is essential.

Position requires 2-3 years experience in cable or broadcast environment, attention to detail and excellent verbal/written communication skills. Knowledge of Traffic systems and experience in Windows environment essential.

Lifetime offers a competitive salary and excellent benefits package. Please submit resume with salary requirements to:

LIFETIME TELEVISION
Human Resources Department
309 W 49th St.
NY, NY 10019
EOE M/F

Lifetime™
Television for Women

FOR SALE EQUIPMENT

STOCK ANSWERS.

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:
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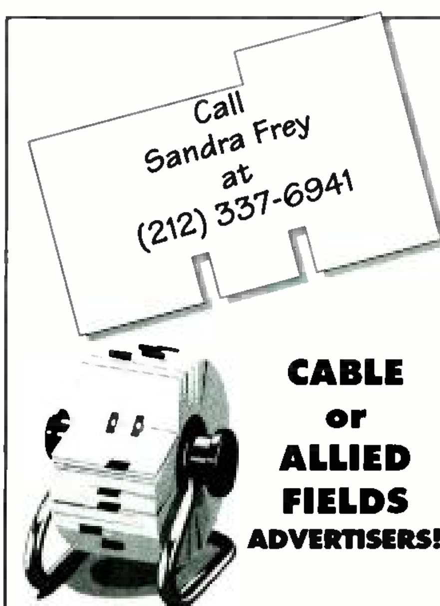

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BANKRUPTCY NOTICE

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KATHERINE M. WINDLER (State Bar No. 158889)
KELLEY DRYE & WARREN LLP
515 South Flower Street, 11th Floor
Los Angeles, California 90071
Telephone: (213) 689-1300

Attorney for John W. Hyde, Chapter 11,
Trustee of Riklis Broadcasting Corporation,
aka KADY-TV, aka Pacific Rim Video, and
consolidated Entities HBC Holdings, Inc.
and KADE Broadcasting, Inc.

UNITED STATES BANKRUPTCY COURT

CENTRAL DISTRICT OF CALIFORNIA

In re:

RIKLIS BROADCASTING
CORPORATION, aka KADY-TV, aka
PACIFIC RIM VIDEO,

Debtor.

Case No. ND 96-11086-RR

Chapter 11

NOTICE BY PUBLICATION OF LAST
DAY TO FILE PROOFS OF CLAIMS OR
INTERESTS

BAR DATE: AUGUST 15, 1997

[No Hearing Required]

TO ALL CREDITORS, THE UNITED STATES TRUSTEE AND OTHER PARTIES IN INTEREST:

PLEASE TAKE NOTICE that the United States Bankruptcy Court for the Central District of California, on or about June 9, 1997, entered an Order setting a bar date for filing of proofs of claims or interests in this Chapter 11 case. The Order provides that:

1. Except as provided in Paragraphs 4, 6 and 7 below, any person or entity, including without limitation, individuals, partnerships, corporations, estates, trusts and governmental unites, who asserts a claim against Riklis Broadcasting Corporation, aka KADY-TV, aka Pacific Rim Video, HBC Holdings, Inc. or KADE Broadcasting, Inc. (the "Consolidated Debtor"), or an interest in the Consolidated Debtor which arose or is deemed to have arisen prior to July 8, 1996 must file a proof of claim or interest on or before August 15, 1997 (the "Bar Date") if that person or entity wishes to vote on a plan of reorganization, share in any distribution in this case or retain any interest in the Consolidated Debtor. This Bar Date applies whether such claim or interest arose prior to March 22, 1996, or whether such claim or interest arose or is deemed to have arisen from and after March 22, 1996 until July 8, 1996 ("Gap Period Claim").

2. As used herein, "claim" means (a) the right to payment, whether or not such right is reduced to judgment, liquidated, unliquidated, fixed, contingent, matured, unmatured, disputed, undisputed, legal, equitable, secured or unsecured, or (b) the right to an equitable remedy for breach of performance if such breach gives rise to a right to payment, whether or not such right to an equitable remedy is reduced to judgment, fixed, contingent, matured, unmatured, disputed, undisputed, secured or unsecured, against any one or more of Riklis Broadcasting Corporation, aka KADY-TV, aka Pacific Rim Video, HBC Holdings, Inc. or KADE Broadcasting, Inc. As used herein, "interest" means a share in the Consolidated Debtor whether or not transferable or denominated "stock", or similar security.

3. ALL PROOFS OF CLAIMS OR INTERESTS MUST BE FILED WITH THE CLERK OF THE COURT, BY MAILING OR DELIVERING THE PROOF OF CLAIM OR INTEREST TO THE CLERK OF THE COURT, UNITED STATES BANKRUPTCY COURT, CENTRAL DISTRICT OF CALIFORNIA, 222 EAST CARRILLO STREET, SUITE 107, SANTA BARBARA, CALIFORNIA 93101. PROOFS OF CLAIMS OR INTERESTS WILL BE DEEMED FILED WHEN ACTUALLY RECEIVED.

4. Any person or entity who asserts a claim against the Consolidated Debtor arising out of (i) the rejection of an executory contract by John W. Hyde, Chapter 11 Trustee (the "Trustee") of the Consolidated Debtor, (ii) avoidable transfer, or (iii) the incurrence of certain taxes, as described in Bankruptcy Code Sections 502(g), 502(h) or 502(i), respectively, and wishes to have a claim allowed in this case, must file proof of such claim with the Clerk of the Court (i) within 30 days after the entry of an order approving rejection of the executory contract or unexpired lease, (ii) within 30 days of the date that the executory contract or unexpired lease is deemed rejected, (iii) within 30 days after notice of entry of an order or judgment avoiding a transfer, (iv) within 30 days after the relevant tax claim arises, or (v) August 15, 1997, whichever is later.

5. Holders of outstanding shares of common stock of the Consolidated Debtor must file a proof of interest arising from their ownership of such shares. Shareholders of the Consolidated Debtor who wish to assert a claim that is not based solely upon ownership of the consolidated Debtor's stock must file a proof of claim on or before the Bar Date.

6. No person or entity need file a proof of claim or interest if (i) such claim has been scheduled by the Trustee as liquidated, undisputed, or non-contingent on the Consolidated Debtor's Amended Schedules filed with the Court on April 21, 1997, and (ii) such person or entity agrees with the classification and amount set forth therein. However, any creditor or equity interest holder who wishes to rely on the Consolidated Debtor's Schedules has the responsibility for determining that such creditor is accurately listed. If it is necessary for the Trustee to amend the Schedules to more accurately reflect known claims against the estate, appropriate notice thereof will be given to such creditors whose status and/or claim has been revised, who will in such event be afforded an additional 25-day period following such notice to file a proof of claim or interest, if necessary.

7. You may use the attached proof of claim form or any other form conforming substantially to Official Bankruptcy Form 10. Any proof of claim or interest previously filed with the Clerk of the Bankruptcy Court prior to the receipt of this notice shall be deemed to be and shall be treated as properly filed proof of claim subject to the right of the Trustee, or any party in interest, to object to the allowance thereof. NO ADDITIONAL PROOF OF CLAIM IS REQUIRED.

8. A CLAIM OR INTEREST THAT IS NOT SCHEDULED OR THAT IS SCHEDULED AS DISPUTED, CONTINGENT, UNLIQUIDATED OR UNKNOWN AND IS NOT FILED BY AUGUST 15, 1997, MAY BE FOREVER BARRED FROM PARTICIPATING IN THIS BANKRUPTCY CASE, FROM VOTING WITH RESPECT TO ANY PLAN OR REORGANIZATION FILED IN THIS CHAPTER 11 CASE, FROM RECEIVING ANY DISTRIBUTION UNDER ANY PLAN OR REORGANIZATION OR FROM RETAINING ANY INTEREST IN THE CONSOLIDATED DEBTOR; NEVERTHELESS, THE HOLDER OF SUCH UNFILED CLAIM OR INTEREST SHALL BE BOUND BY THE TERMS OF ANY PLAN OF REORGANIZATION CONFIRMED BY THE COURT.

9. THIS NOTICE DOES <u>NOT</u> APPLY TO THE FILING OF REQUESTS FOR PAYMENT OF ADMINISTRATIVE EXPENSES (I.E. CERTAIN CLAIMS ARISING AFTER JULY 8, 1996) UNDER BANKRUPTCY CODE SECTION 503. NO DEADLINE FOR FILING REQUESTS FOR PAYMENT OF ADMINISTRATIVE EXPENSES HAS BEEN SET BY THE COURT.

DATED: June 9, 1997

WILLIAM H. KIEKHOFER, III
KATHERINE M. WINDLER
KELLEY DRYE & WARREN LLP

By: William H. Kiekhofer, III
Attorneys for John W. Hyde, Chapter 11
Trustee for Riklis Broadcasting Corporation,
aka KADY-TV, aka Pacific Rim video, and
Consolidated Entities HBC Holdings, Inc.
and KADE Broadcasting, Inc.

"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

Filed

Clinton and Mattoon, Ill. (BTCH-970527GL, O, N, M)—Involuntary TOC of WHOW-AM-FM and WLBH-AM-FM) (respectively) from estate of J.R. Livesay to James R. Livesay II and Shirley L. Herrington. *June 5*

NEW STATIONS

Filed

Dermott, AR (970520MH)—Delta Radio Inc. for FM at 105.7 mhz. *June 5*

Jonesboro, Ark. (970604MA)—American Family Association for FM at 90.5 mhz. *June 10*

Huron, Calif. (970522ME)—Point Broadcasting Co. for FM at 98.3 mhz. *June 5*

Huron, Calif. (970522MF)—Your On Broadcasting for FM at 98.3 mhz. *June 5*

Lemoore, Calif. (970602MC)—Lemoore Union High School District for FM at 88.5 mhz. *June 10*

Ridgecrest, Calif. (BPED-970523MJ)—Living Proof Inc. (Daniel McCleneghan, president, PO Box 637, Bishop, Calif. 93515) for noncommercial FM at 91.9 mhz, 7.5 kw, ant. 379 m., on El Paso Peak 4 km E of I-395 and 16 km. SSW of Ridgecrest. *June 10*

Geneseo, Ill. (970522MD)—American Family Associaton for educational FM at 88.1 mhz. *June 5*

Rathdrum, Idaho (BPH-970530MA)—American Family Association (PO Drawer 3206, 107 Parkgate, Tupelo, Miss. 38803) for noncommercial FM at 90.3 mhz, .9 kw, ant. 311 m., Green Mtn. Rd., Newman Lake, Wash. *May 30*

Goshen, Ind. (970521MD)—Pensacola Christian College Inc. for FM at 89.9 mhz. *June 5*

Somerset, Ky. (970528ME)—Somerset Educational Broadcasting Foundation for FM at 90.5 mhz. *June 10*

Alexandria and Ball, La. (970528MH, F)—Mark Jones for FMs at 106.9 and 105.5 mhz, respectively. *June 12*

Alexandria, La. (970523MA)—GMA Broadcasting Corp. for FM at 106.9 mhz. *June 5*

Alexandria, La. (970528MI)—Champion of Alexandria Inc. for FM at 106.9 mhz. *June 12*

Alexandria, La. (970529MH)—Cary D. Camp for FM at 106.9 mhz. *June 10*

Alexandria, La. (970529MI)—KCJ Partners Inc. for FM at 106.9 mhz. *June 10*

Alexandria, La. (970529MK)—Rice Capital Broadcasting Co. Inc. for FM at 106.9 mhz. *June 11*

Alexandria and Ball, La. (970529MG, E)—George S. Flinn Jr. for FMs at (respectively) 106.9 mhz and 105.5 mhz. *June 10*

Ball, La. (970529MF)—Ball Broadcasting Co. for FM at 105.5 mhz. *June 10*

Ball, La. (970529MJ)—Shelley R. Cavaness for FM at 105.5 mhz. *June 10*

DeRidder and Norco, La. (BPED-970604MB, 970528MD)—American Family Association for noncommercial FMs at (respectively) 91.1 mhz, .25 kw, ant. 88 m., 1787 Eric Green Rd., and 91.1 mhz, .15 kw, ant. 200 m., 1.75 mi. S on Hwy 628, Montz, La. *June 10*

Rogers Heights, Mich. (970603MA)—Great Lakes Broadcast Academy Inc. for FM at 88.1 mhz. *June 10*

Dixon, Mo. (970527MC)—American Broadcast Financial Corp. for FM at 92.1 mhz. *June 12*

McCook, Neb. (970523MB)—McCook Media Association for FM at 98.5 mhz. *June 5*

Ely, Nev. (961223MA)—L. Topaz Enterprises Inc. for FM at 96.7 mhz. *June 12*

—Compiled by Elizabeth Rathbun

Changing Hands

Continued from page 33

Faith). Note: Earlier deal for $2.5 million from Flinn Broadcasting Corp. didn't close (B&C, Oct. 28, 1996).
Facilities: 102.3 mhz, 3 kw, ant. 299 ft.
Format: Gospel
Broker: Bergner & Co.

KMZX(FM) Lonoke/Little Rock, Ark.
Price: $1.3 million
Buyer: Arkansas Media LLC, Little Rock (Larry E. Morton, president/30% owner); has TBA with KDRE-FM Little Rock
Seller: Willis Broadcasting Corp., Norfolk, Va. (L.E. Willis Sr., president/owner); owns KLRG(AM) North Little Rock, Ark. Willis and L.E. Willis own/are buying eight FMs and 18 AMs.
Facilities: 106.3 mhz, 2.5 kw, ant. 354 ft.
Format: Christian

WSTG(FM) Hampton, N.H.
Price: $1 million
Buyer: Fuller-Jeffrey Broadcasting Cos. Inc., Portland, Me. (Robert F. Fuller, president/50.003% owner); owns WPKQ(FM) Berlin, WOKQ(FM) Dover and WHOM(FM) Mount Washington, N.H., and WJBQ(FM) and WBLM(FM) Portland, WCYY(FM) Biddeford/Portland, WXBB-FM Kittery/Portland, WCYI(FM) Lewiston/Portland and WJAE(AM) Westbrook, all Me.
Seller: ADD Radio Group Inc., East Greenwich, R.I. (Peter J. Arpen, principal)
Facilities: 102.1 mhz, 3 kw, ant. 328 ft.
Format: Contemporary pop
Broker: Media Services Group Inc.

RADIO: AM

KIDR(AM) Phoenix; KPLS(AM) Orange/Los Angeles, Calif.; KKYD(AM) Denver; WAUR(AM) Aurora/Chicago, Ill.; WCAR (AM) Livonia/Detroit, Mich.; KYCR(AM) and WWTC(AM) Minneapolis/St. Paul; WJDM(AM) Elizabeth, N.J./New York; KMUS(AM) Muskogee/Tulsa, Okla.; WPWA(AM) Chester/Philadelphia, Pa.; KAHZ(AM) Dallas/Fort Worth and KTEK(AM) Alvin/Houston, Tex., and WZER(AM) Jackson/Milwaukee, Wis.
Price: $72.5 million ("In Brief," June 9)
Buyer: Global Broadcasting Co., New York (Greg Deieso, president)
Seller: Children's Broadcasting Corp., Minneapolis (Christopher T. Dahl, president/9.4% owner). Dahl owns 55% of Community Airwaves Corp., which owns/is buying six FMs and three AMs.
Facilities: KIDR: 740 khz, 1 kw day, 292 w night; KPLS: 830 khz, 2.3 kw day, 1 kw night; KKYD: 1340 khz, 1 kw; WAUR: 930 khz, 2.5 kw day, 2.2 kw night; WCAR: 1090 khz, 250 w day, 500 w night; KYCR: 1570 khz, 2.5 kw day, 237 w night; WWTC: 1280 khz, 5 kw; WJDM: 1660 khz, 1 kw day; KMUS: 1380 khz, 1 kw day, 500 w night; WPWA: 1590 khz, 3.2 kw day, 1 kw night; KAHZ: 1360 khz, 5 kw day, 1 kw night; KTEK: 1110 khz, 2.5 kw; WZER: 540 khz, 400 w
Formats: All children's except KYCR: contemporary Christian; KMUS: dark; KTEK, WZER: Christian
Broker: Star Media Group Inc.

WMRB(AM) Columbia, Tenn.
Price: $50,000
Buyer: Ogilvie Family Ministries Inc., Columbia (Trent Ogilvie, president); no other broadcast interests
Seller: B&B Broadcasting, Mt. Pleasant, Tenn. (Michael J. Bridges, principal)
Facilities: 910 khz, 500 w day, 88 w night
Format: Gospel

—Compiled by Elizabeth A. Rathbun

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THIS WEEK

Through June 12-17—***20th Montreux International Television Symposium and Technical Exhibition***, Montreux Palace, Montreux, Switzerland. Contact: +44 21 963 32 20.

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—***Cable & Telecommunications Human Resources Association*** interactive training workshop. Discovery Communications Bldg., Bethesda, Md. Contact: Kim Ota, (562) 404-6208.

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 21-24—***Public Broadcasting Service*** annual meeting. Windham Anatole Hotel, Dallas. Contact: (703) 739-5001.

June 22-26—UTC Telecom '97, annual telecommunications conference and exhibition presented by ***UTC***. Oregon Convention Center, Portland, Ore. Contact: (503) 655-1222.

JUNE

June 23-24—"Introduction to Telephony," regional training seminar presented by the ***Society of Cable Television Engineers***. Clarion Hotel, Chattanooga. Contact: Ralph Haimowitz, (610) 363-6888.

June 23-25—***Wireless Cable Association*** 10th annual convention and exposition. Anaheim Convention Center/Anaheim Marriott Hotel, Anaheim, Calif. Contact: (202) 452-7823.

June 25-27—"Technology for Technicians II," regional training seminar presented by the ***Society of Cable Television Engineers***. Clarion Hotel, Chattanooga. Contact: Ralph Haimowitz, (610) 363-6888.

June 28-July 1—***Cabletelevision Advertising Bureau*** local cable sales management conference. Hyatt Regency Chicago. Contact: Nancy Lagos, (212) 508-1229.

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 1—***New York State Broadcasters Association*** 36th annual executive conference. Sagamore Resort Hotel, Bolton Landing, N.Y. Contact: (518) 456-8888.

July 1-4—***Society of Motion Picture and Television Engineers Australia North Section*** SMPTE '97 conference and exhibition. Exhibition Centre at Darling Harbour, Sydney, Australia. Contact: +61 2 9977 0888.

July 9—***The Caucus for Producers, Writers & Directors*** general membership meeting. Jimmy's Restaurant, Beverly Hills, Calif. Contact: David Levy, (818) 843-7572.

July 9-12—***Alliance for Community Media*** 20th annual International Conference and Trade Show. Milwaukee Hilton, Milwaukee. Contact: (202) 393-2650.

July 9-13—10th annual ***International Teleproduction Society*** forum and exhibition. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (212) 629-3266.

July 11-16—***National Association of Broadcasters*** management development seminar for radio broadcasters. University of Notre Dame, South Bend, Ind. Contact: B.J. Corriveau, (202) 775-3510.

July 12-18—***National Association of Broadcasters*** management development seminar for television executives. Northwestern University, Evanston, Ill. Contact: John Porter, (202) 429-2559.

July 14-16—"Optimizing the Functionality and Cost of Set-Top Box," conference presented by ***Intstitute for International Research***. Hyatt Regency, San Francisco. Contact: (800) 999-3123.

July 16-17—***Wisconsin Broadcasters Association*** 46th annual summer convention. The Abbey Resort, Lake Geneva, Wis. Contact: Michelle Lukens, (608) 255-2600.

July 16-20—***National Association of Black Journalists*** annual conference. Hyatt Regency Chicago, Chicago. Contact: Veronique Dos, (301) 405-8500.

July 18-19—Christian radio news directors conference, co-sponsored by ***WCDR-FM Cedarville, Ohio***, and ***SCRIBE Media***. Cedarville College, Cedarville, Ohio. Contact: Chad Bresson, (513) 766-5595.

July 20-23—***CTAM*** 1997 National Marketing Conference. Marriott Orlando World Center, Orlando, Fla. Contact: (703) 549-4200.

July 23—"Howard Beale—Mad'r Than Hell," ***Hollywood Radio & Television Society*** newsmaker luncheon and panel discussion; Brandon Tartikoff, moderator. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

July 24-25—***Southwest National Religious Broadcasters*** convention. Dallas/Fort Worth Marriott, Dallas. Contact: (405) 789-1140.

July 25-27—***Michigan Association of Broadcasters*** annual meeting and management retreat. Shanty Creek Resort, Bellaire, Mich. Contact: Emily Horvath, (800) 968-7622.

July 26-28—***California Broadcasters Association*** 50th annual convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

July 27-30—Summit '97, 12th annual ***Interactive Services Association*** conference and expo. Sheraton Washington Hotel, Washington. Contact: (847) 384-7756.

July 29—***National Association of Broadcasters*** Service to Children's Television Awards. Cannon House Office Bldg., Washington. Contact: Victoria Cullen, (202) 429-5368.

July 30—***National Association of Broadcasters*** Service to Children's Television Symposium. Park Hyatt Hotel, Washington. Contact: Victoria Cullen, (202) 429-5368.

July 30-Aug. 2—***Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication*** 80th annual convention. Hyatt Regency Chicago, Chicago. Contact: (803) 777-2005.

AUGUST

Aug. 1-3—40th annual ***Pennsylvania Cable and Telecommunications Association*** convention. Hershey lodge and Convention Center, Hershey, Pa. Contact: Beth Boyer, (717) 234-2190.

Aug. 3-5—***North Carolina Cable Telecommunications Association/South Carolina Cable Association*** annual convention. Grove Park Inn, Asheville, N.C. Contact: (919) 834-7113.

Aug. 3-5—Deadline for entries to the 40th ***New York Festivals*** International TV Programming & Promotion Awards competition. Contact: (914) 238-4481.

Aug. 11-13—***National Cable Television Cooperative*** 13th annual members' meeting. Vail Cascade Hotel and Club, Vail, Colo. Contact: Caprice Caster, (913) 599-5900.

Aug. 14-16—***Nebraska Broadcasters Association*** 64th annual convention. Marriott Hotel, Omaha. Contact: Dick Palmquist, (402) 333-3034.

Aug. 14-16—***West Virginia Broadcasters Association*** 51st annual Greenbrier Meeting. Greenbrier Resort, White Sulphur Springs, W.Va. Contact: (304) 744-2143.

Aug. 19-21—Second annual Andina Link, Andean-region pay-TV conference presented by ***Link Events/Globex***. Cartagena Convention Center, Cartagena, Columbia. Contact: 57 95 660 1089.

Aug. 25—1996 Community Service and Public Service Announcement Emmy Awards, presented by the ***National Academy of Television Arts and Sciences***. Marriott Marquis Hotel, New York City. Contact: Trudy Wilson, (212) 586-8424.

Aug. 27-29—3rd annual Pan-Asia VSAT Satellite Communications Conference, presented by ***Centre for AsiaTelecomms***. Sheraton Towers, Singapore. Contact: (65) 737 6888.

Aug. 28-31—***National Lesbian and Gay Journalists Association*** 6th annual convention. Sheraton Towers Chicago, Chicago. Contact: Mike Frederickson, (202) 588-9888.

SEPTEMBER

Sept. 3-5—Telco-Cable IX, ninth annual conference on telco-cable opportunities in residential video and telecommunications markets, presented by ***Telecommunications Reports International Inc.*** J.W. Marriott Hotel, Washington. Contact: (800) 822-6338.

Sept. 9—"OSHA/Safety," regional training seminar presented by the ***Society of Cable Television Engineers***. Ramada Hotel, Albuquerque. Contact: Ralph Haimowitz, (610) 363-6888.

Sept. 10-12—"Technology for Technicians II," regional training seminar presented by the ***Society of Cable Television Engineers***. Ramada Hotel, Albuquerque. Contact: Ralph Haimowitz, (610) 363-6888.

Sept. 12-16—1997 ***International Broadcasting Convention***. Amsterdam, Holland. Contact: 011 44 171 240 3839.

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 Osmanski, (202) 467-5200.

Sept. 23—***Broadcasting & Cable*** Interface XI conference. New York Grand Hyatt, New York City. Contact: Circles Special Events, (212) 213-5266.

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.

NOVEMBER

Nov. 10—***Broadcasting & Cable*** 1997 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Circle Special Events, (212) 213-5266.

Nov. 21-24—***Society of Motion Picture and Television Engineers*** 139th technical conference. Marriott Marquis Hotel, New York City. Contact: (914) 761-1100.

DECEMBER

Dec. 9-12—The Western Show, presented by ***California Cable Television Association***. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

Major Meeting dates in red

—Compiled by Kenneth Ray (ken.ray@b&c.cahners.com)

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Don't try to tell Stu Olds how to sell radio spots. Although he oversees radio's largest national sales representation firms, Katz Radio Group, Olds learned the business of radio selling from the ground up.

After he graduated from college, Olds called Chicago's Leo Burnett Agency on the advice of a friend and joined its account executive training program.

Olds worked a little more than four years at Burnett, where he learned to develop marketing and media strategies for a number of products, including Pillsbury's refrigerated goods and Wilson sporting goods.

"Leo Burnett's training is probably the finest postgraduate degree you can get in the industry," says Olds. "You're developing the strategy you want to have communicated through advertising and that gets filtered off to the creative wing. I got to see the way agencies and advertisers think."

Olds parlayed that knowledge into a job with Katz Radio, a national radio sales rep firm and division of the Katz Radio Group, in its Chicago office. Although Olds had worked on accounts using various media, he says he "really fell in love" with radio's "entrepreneurial and creative spirit."

In 1979 Olds moved to Katz Radio's Detroit headquarters—"the best thing I ever did." There he was given the reins to manage the office, which gave him exposure and experience in selling Katz Radio's dominant network sales division in Detroit.

"With the network, all of a sudden you had a lineup that was not just single-client-based; you had multiple clients to service," says Olds. "Everyone thought that they should be the ones to get the business."

Olds found himself pitching the lineup of Katz Radio's client stations against such competitors as the Interep Radio Store, still Katz's main rival. His success in Detroit earned him a job overseeing the fledgling Katz Radio Group Network in 1984.

At the time, the network was expanding by purchasing a collage of network sales groups, including Christal Radio and the former RKO Spot network. Managing Katz's start-up network helped Olds develop a sensitivity for the needs of clients served by a number of its rep divisions.

"It was the exposure back in 1984 that gave me the opportunity to get in front of our clients across our entire organization, not just inside one company," he says.

Under Olds's leadership, the network division grew at a healthy pace, and those divisions, now known as Katz Radio Group sales subsidiaries, continue to flourish. Katz Radio Group, comprising seven rep subsidiaries, billed almost $800 million in radio advertising last year.

In 1987 Olds was asked to lead the Katz Radio sales rep division in New York, the largest of Katz Radio Group's rep divisions. In 1990 he was promoted to executive vice president of the Katz Radio Group, and in 1994 he was appointed president.

Since then, Olds has weathered the frenzy of station consolidation and given Katz direction to better serve expanding groups. Olds helped develop Amcast Radio Sales, a dedicated sales rep firm for ABC Radio stations. Under his leadership, seven of the top 10 radio groups exclusively use Katz Radio Group subsidiaries for national ad sales representation.

And Olds expects to create more efficient rep service for stations. "Groups are looking to us to help market stations better, develop new advertising dollars and maximize their revenue share," he says. "It's become much more of a partnership between the rep and the station groups. I think it's a better relationship than it's ever been."

While the radio industry has changed dramatically in Olds's 20 years with Katz, radio's traditional 7% share of media advertising dollars has held steady. Others in the industry may consider this inferior, Olds says, but he thinks it speaks to radio's endurance.

"Despite the advent of cable TV, the Internet, Fox Broadcasting, United Paramount Network, *USA Today* and the like, radio has hung on to its share of the total advertising pie. We've survived and lived through that period," says Olds. "If anybody is naive enough to believe that radio exists in a vacuum, they are missing a much bigger picture."

Looking ahead, Olds says sales executives will need to integrate radio into their clients' multimedia campaigns. As media evolve and expand, radio increasingly will be sold as a logical companion to buys in newspaper, the Internet, billboards and the like, he says.

"I think you will see radio doing a lot more cross-selling with other media as we go forward," says Olds. "I think the primary way radio will grow is by being somewhat synergistic with other media vehicles. Radio is really going to become a base part of the media buy landscape." **—DP**

"If anybody is naive enough to believe that radio exists in a vacuum, they are missing a much bigger picture."

Stuart Orville Olds

President, Katz Radio Group, New York City; b. April 1, 1950, Mosinee, Wis.; BA, speech communications, Univ. of Wisconsin, 1972; MA, speech communications, Univ. of Oklahoma, 1973; account executive, Leo Burnett Agency, Chicago, 1973-77; account executive, Katz Radio, Chicago, 1977-79; manager, Katz Radio, Detroit, 1979-81; VP/manager, Katz Radio, Detroit, 1981-84; VP, Katz Radio Group Network, New York, 1984-85; VP/GM Katz Radio Group Network, New York, 1985-87; president, Katz Radio sales rep division, New York, 1987-90; executive VP, Katz Radio Group, New York, 1990-92; executive VP/GM, Katz Radio Group, New York, 1992-94; current position since 1994; m. Kim Denomme, Sept. 2, 1983; children: Dawn, 27 (from previous marriage); Morgan, 13; Whitney, 12; Madison, 8

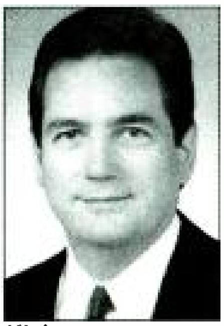
Fates&Fortunes

BROADCAST TV

Mark DeSantis, consultant, joins WEEK-TV Peoria, Ill., as president/general manager.

Bill Parks, formerly with Fant Broadcasting, Birmingham, Ala., joins WTVW(TV) Evansville, Ind., as GM.

Prather



Kiel

Appointments at Journal Broadcast Group, Milwaukee: **Jim Prather,** VP/GM, WTMJ-TV Milwaukee, named executive VP, television; **Doug Kiel,** president, named executive VP, Journal Communications Inc.

Appointments at WJBK-TV Detroit: **Steve Johnston,** writer, named weekend producer; **Elizabeth Atkins Bowman,** reporter, *The Detroit News*, joins as news writer; **Jim Klapthor,** sports anchor/reporter, KVIQ(TV) Eureka, Calif., joins as writer; **Matt Triplett,** nightwide assignment editor, WDIV(TV) Detroit, joins as assignment editor; **Al Johnson,** assignment editor, WKBD(TV) Detroit, joins in same capacity; **Dana McDaniel,** broadcast operations coordinator, named operations manager; **Robin Tracey,** senior producer/director, named production manager.

Alan Frio, news anchor/reporter, KXTV(TV) Sacramento, Calif., joins KCOP(TV) Los Angeles as primary anchor, 10 p.m. news broadcast.

Nicole Livas, anchor/producer, WKBN-TV Youngstown, Ohio, joins WLWC(TV) New Bedford, Mass., as co-anchor, 10 p.m. newscast.

Steven Harris, writer/producer, promotions, KOVR(TV) Stockton, Calif., named director, advertising and promotion.

John Prevedello, local sales manager, KEZI(TV) Eugene, Ore., named assistant station manager.

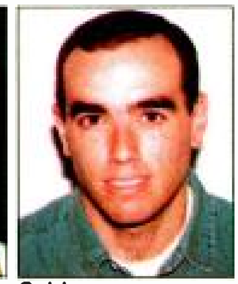
Doug Bannard, assistant news director, KSAZ-TV Phoenix, named news director.

Duane Lammers, VP/GM, WHTM-TV Harrisburg, Pa., joins WTWO(TV) Terre Haute, Ind., in same capacity.

B&C makes L.A. moves

Lynette Rice, staff writer in BROADCASTING & CABLE's Los Angeles bureau, has been named bureau chief. She will continue to concentrate on network television programing. Rice is a former entertainment writer and assistant editor at the *Los Angeles Daily News*. In addition, Joe Schlosser, formerly a staff writer in B&C's New York bureau, has moved to the Los Angeles bureau to cover syndicated TV programing. Before joining B&C in 1996, Schlosser worked in production at ESPN and Fox Sports and served as a stringer for the *Los Angeles Times* and *Sports Illustrated.*

Rice



Schlosser

PROGRAMING

Bruce Boro, president/GM, Gamma Communications Inc., Miami, joins MediaVentures International, Miami, as senior VP, international.

Phil Murphy, VP, operations, Paramount Domestic Television, Hollywood, named senior VP.

Corbi

Lana Corbi, executive VP, network distribution, Fox Broadcasting Co., Beverly Hills, Calif., named president.

Tony Vinciquerra, executive VP, CBS Television Station Group, joins Hearst Broadcasting, New York, as executive VP, Hearst-Argyle Television Inc.

David Lavin, executive director, business affairs, Viacom Productions, Los Angeles, named VP.

Greg Diefenbach, director, development, Devillier Donegan Enterprises, Washington, named VP.

Franklin Johnson, managing partner, entertainment, media and communications practice group, Western region, Price Waterhouse, joins Rysher Entertainment, Los Angeles, as CFO.

Steven Hewitt, president, Hallmark Entertainment Productions, New York, named executive producer, Hallmark Entertainment. Hewitt will also serve as executive producer of films currently in development.

Robert David Port, founder/director, Xebec, joins MoPo Entertainment, New York, as head, original programing and development.

Appointments at Warner Bros. Domestic Pay-TV, Cable & Network Features, New York: **Elizabeth Dorée,** manager, program inventory, named director, sales planning and program inventory; **Christine Williams,** account executive, pay per view, named director, pay-per-view sales.

Dorée

Williams

RADIO

Robert Faulkner, regional affiliate sales manager, Prime Sports Network, joins KTAE(AM) Taylor/Austin, Tex., as GM.

Val Carolin, general sales manager, WBBM(AM) Chicago, joins WAOK(AM)-WVEE(FM) Atlanta in same capacity.

Ron Carter, VP/GM, KCMO-AM-FM, KLTH(FM) and KMBZ(AM) Kansas City, Mo., joins KWJJ-AM-FM Portland, Ore., as GM.

Appointments at CBS Radio Stations: **Kelly Krueger,** news business/local sales manager, KFRC-AM-FM San Francisco, named director, sales development, eight stations in San Francisco; **Jay Keay,** director, new business development, WABC(AM) New York, joins as director, business development, for six stations in New York.

Paula Gwynn Grant, host of a television teen talk show, Atlanta, and co-host, American Urban Radio Networks specials, joins *USA Music Magazine* (produced in Atlanta) as co-host.


Grant

Chuck Fredrick, general sales manager, WWNK-FM Cincinnati, named FM director of sales, four Cincinnati stations; **Karrie Sudbrack,** local sales manager, WCKY(AM) Cincinnati, named general sales manager, WLW(AM) there, and AM director of sales, Cincinnati.

CABLE

Russell Wolff, director, market development, MTV Networks, joins ESPN International, Hong Kong, as VP, Pacific Rim.

Barbara Weeks, VP/director, business affairs, CLTV News, Chicago, named VP/GM.

Michael Adley, creative manager, on-air promotion, E! Entertainment Television, Los Angeles, named director.


Silverman

Mary Silverman, VP, co-productions and sales, BBC Worldwide Americas, joins Odyssey, New York, as senior VP, programing.

Lee Plotts, manager, sales and service, Fox Net, Beverly Hills, Calif., named director, sales.

Appointments at VH1, New York: **John Kelley,** VP, East Coast publicity, Paramount Pictures, joins as senior VP, communications; **Michael Benson,** VP, promotion and program planning, named senior VP.

Harriet Shultz, VP, Western region, advertising sales, MTV Networks, named VP, West Coast operations, Santa Monica, Calif.

Maria Hinojosa, general assignment correspondent, National Public Radio, New York, joins CNN as correspondent, urban affairs, based in New York.

Susette Hsiung, executive producer/president, Panda Entertainment Inc., joins Disney Channel, Burbank, Calif., as VP, production.

Christopher Lammers, president/CEO, Western Communications, joins Cable Television Laboratories Inc., Louisville, Colo., as COO.

TECHNOLOGY


Grebow

Edward Grebow, president, Tele-TV Systems, joins Chyron Corp., Melville, N.Y., as president/CEO. Grebow has also been elected to the board of directors.

Jean Proulx, VP, emerging network services businesses, IBM Global Services, joins Avid Technology Inc., Tewksbury, Mass., as senior VP, engineering.

Tom Jackson, VP, sales and business development, General Instrument, London, joins the company's NextLevel Broadband Networks Group as VP/managing director, Asia Pacific. GI's Asia Pacific headquarters will relocate from Hong Kong to Singapore in July.

SATELLITE/WIRELESS

Gary Howard, president/CEO, TCI Satellite Entertainment Inc., joins United Video Satellite Group, Tulsa, Okla., as chairman/CEO/president.

Appointments at Scientific-Atlanta's analog video systems division: **Kenneth Klaer,** president, power and passives, ANTEC Corp., joins as VP, international marketing; **Paul Richards** named director, international business development; **Warren Zyla** named director, Asia Pacific Rim markets; **Vibha Rustagi** named director, international business, all analog set-top products.

DEATHS

Mel Wheeler, 81, broadcaster and station owner, died June 9. During the 1950s, Wheeler was general manager, WEAR-TV Pensacola, Fla. From 1967 to 1975 he was president of Bass Brothers Broadcasting, Fort Worth. After the sale of the Bass stations, he formed his own company, Mel Wheeler Inc., comprising KRCG(TV) Jefferson City, Mo.; WSIL-TV Harrisburg, Ill., and WSLC(AM)-WSLQ(FM) and WXLK(FM) Roanoke and WLYK(FM) Lynchburg, Va. Wheeler is survived by his wife, Vinny, and four children.

George Fenneman, 77, sidekick to comedian Groucho Marx on the television program *You Bet Your Life*, died of emphysema on May 29 at his home in Los Angeles. Bob Dwan, director of


Fenneman (l) and Marx

You Bet Your Life, said Fenneman was chosen for the role not only because "he was the perfect foil for Groucho, but because he was very bright; [he was] someone who could keep track of the quiz score and do the math on the spot." Fenneman joined the show in 1950, the year it moved to television from radio, and stayed until it ended in 1961. He was one of the announcers who stated on the crime drama *Dragnet* that "the names have been changed to protect the innocent." In 1993 he did the *Dragnet* proclamation on *The Simpsons* series. Fenneman also hosted *Your Funny, Funny Films* in 1963. He is survived by his wife, Peggy, and three children.

Ted Nathanson, 72, sports director, died of lung cancer June 6 at his home in Manhattan. A 36-year veteran of NBC, Nathanson directed broadcasts of political conventions, Super Bowls, tennis championships, boxing, Major League Baseball, college football, hockey and golf. He advocated using hand-held and remote-controlled cameras to provide new and unusual views of sports action.

Dennis James, 79, television host, died of cancer June 3 at his home in Palm Springs, Calif. James hosted *Cash and Carry* in the 1950s, *The Price Is Right* from 1972 to 1979 and *Name That Tune* for one year in the mid-70s. He also was the announcer on *The Original Amateur Hour*.

James Robert Ross Harter, 80, engineer, died of arteriosclerosis June 7 in Brevard, N.C. In 1946 Harter was chief engineer of the station that became WTTG(TV) Washington. He also worked at WMAL(TV) Washington. Harter held several patents for electronic devices. He is survived by his wife, Marian; a son, and a grandson.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

In Brief

Chernin cites economic turmoil

Typical "happy talk" about affiliate partnerships and recipes for success were set aside for a scared straight speech about "economic turmoil" at Fox's annual meeting Friday in San Francisco. Greedy agents and lawyers, as well as hostage-holding series committments and mounting license fees, are driving programing costs out of control News Corp. President Peter Chernin said. Case in point: The network's re-ups of *The X-Files* cost an additional $15 million a year, while the development of 25 pilots for fall—only eight of which were picked up—set Fox back $50 million. "ABC made an insane series committment to *Arsenio Hall,* which will cost them close to $20 million in failure.... ABC has paid handsomely for its alliance with Brillstein/Grey and Dreamworks and there's been very little tangible impact other than millions and millions of dollars changing hands. These are deals, not shows." On the subject of exclusivity, Co-COO Chase Carey said News Corp has no plans to make programs available anywhere other than through its current distribution system. Any decisions about airing product elsewhere first will be discussed with the stations, he said. "We can't make blanket statements that preclude the unknown," Carey said. "We have no plans today." Carey also said the network, on July 1, will institute a seemless transition from the 9-10 p.m. hour into local news broadcasts. **—LR**

Time Telepictures Television has brought in a replacement for *Extra* executive producer David Friend. Steven Lange, news director at WBBM-TV Chicago, will fill Friend's role effective July 1. Friend reportedly is a candidate for the executive producer's post at *Good Morning America.* ABC officials declined comment. Friend had been *Extra's* senior producer since its inception in September 1994, and executive producer for the past year. *Extra,* which is distributed by Warner Bros., has changed course this season. The show was originally designed to go head-to-head with *Entertainment Tonight,* but when NBC started its own celebrity news program (*Access Hollywood*) last season, *Extra* took on more of a pop-culture feel. Although ratings have dipped—a 2.7 Nielsen rating/7 share for the May sweeps, down from a 3.3/8 from the year-earlier May numbers—Warner Bros. officials say that wasn't the reason for the executive switch. On the up side, sources say *Extra* will likely benefit next season by being packaged with Warner Bros.' highly successful *Rosie O'Donnell* on NBC O&Os.

Lange

Time Warner Vice Chairman Ted Turner challenged News Corp. Chairman Rupert Murdoch to a boxing match last week, with the proceeds to go to charity. Turner laid down the challenge at a Hollywood Radio and Television Society luncheon last Friday (June 13). "I'd do it if he'd do it," said Turner, "even though I spot him a few years." Turner and Murdoch have been battling on the business front over carriage of their respective cable news channels. On a more serious note, Turner says he will convert TNT and superstaiton WTBS(TV) Atlanta to high-definition TV "very soon." Turner also said that a deal with ESPN and Disney to give his superstation national rights to the Braves is close: "We think we've got everybody agreed," he said, thanking ESPN and Disney.

Changes may be afoot in comedy development at Universal TV under

Broadcasters troubled by FCC's digital TV plan

Broadcasters have a long list of worries about the FCC's digital television proposal.

Last April's proposal to match each TV station with a digital TV channel could cause 4.8 million viewers along the East Coast north of Washington to lose acceptable analog television, the Association for Maximum Service Television (MSTV) says. Low-power broadcasters say too many of their stations will be forced off channels. And UHF broadcasters worry that the FCC is not allowing them enough power to send out the digital signals.

"The ability of UHF DTV stations to thrive is in considerable doubt," the Association for Local Television Stations (ALTV) told the FCC.

ALTV, MSTV and the Community Broadcasters Association last week separately asked the FCC to make a series of adjustments to its digital TV plan.

The MSTV petition, supported by ABC, NBC, CBS and the NAB, cites a list of "acute problem areas" where the broadcasters say interference from the new service will cause many viewers to lose their analog pictures. In addition to the Northeast Corridor, the trouble spots identified by the group include the Great Lakes region and the California coastal region.

Insisting they do not want to slow the transition to digital TV, the broadcasters asked the FCC to revise the allotment plan in the regions where the predicted interference would be most severe. They also want a series of additional changes, including the adoption of minimum standards for the DTV receivers.

At the same time, the FCC received a request from UHF broadcasters to take a more liberal attitude toward interference. Concerned that their DTV signals will not be strong enough, ALTV asked the commission to allow more interference with NTSC stations, provided the stations agree to accept the additional interference.

In a separate petition, Sinclair Broadcast Group took an even harder line. The group said the FCC had not shown the public interest in protecting the existing signals to their "Grade B" signal contours—a distance extending up to 70 miles from a station's transmitter. **—CM**

the division's new president, Ken Solomon. Solomon, former DreamWorks TV co-chief who starts his Universal tour July 1, may be eyeing Theresa Edy for the VP, comedy, post held by Maria Grasso. Grasso reportedly is looking to move to another company while Edy is up for grabs now that she's left the senior VP of comedy post at Fox. The studio declined comment.

Senator Ernest Hollings (D-S.C.) made clear his desire not to confirm acting Justice antitrust chief Joel Klein as chief. Speaking on C-SPAN's *Washington Journal* last week, Hollings said Klein does not pay attention to the law when making merger decisions, such as Nynex/Bell Atlantic and Pacific Telesis/Southwestern Bell. "I put a hold on Joel Klein...to get him to read the law and wake up. Specifically, he tries to amend the laws.... If he wants to amend the law, tell him to run for the Senate."

CBS News and *Time* magazine will join forces to produce *People of the Century: The Time 100.* CBS will produce six hour-long prime time specials, and *Time* will produce six special issues identifying the 100 most influential people of the 20th century. The final CBS/*Time* special will focus on the man or woman of the century, as selected by *Time* editors in consultation with CBS. The series kicks off in March 1998, to coincide with *Time*'s 75th anniversary, and runs to January 2000. CBS News's Dan Rather will have a prominent but unspecified role in the project, as will other CBS correspondents.

Paxson Communications has subleased 114 weekly hours (out of a possible 168) on WBIS(TV) New York to a handful of programers in contracts that run through August 1998. The biggest chunk of time goes to Bloomberg Television, which will program the station from 6 a.m. to 6 p.m. with a mix of business, national and world news. Bloomberg's programing replaces that of Dow Jones, which (along with partner ITT) is selling WBIS to Paxson pending regulatory approval. Bloomberg will begin programing its daypart on June 30, when Paxson takes over programing responsibility for the station per a time brokerage agreement with Dow Jones and ITT.

DIRECTV wants the FCC to add more frequencies and more orbital slots to the DBS business. In a series of applications, the company has asked the commission to devote addition spectrum to DBS so the company could park satellites at two unused orbital locations. DIRECTV hopes the action will allow it to add six DBS satellites to its service.

Baseball's Texas Rangers extended its rights contract with news/talk KRLD(AM) Dallas for three years. The contract gives KRLD rights to regular and postseason games and spring training events. KRLD feeds the games over the Texas State Network to 70 stations.

Errata: The quote appearing next to the photo of SJS Entertainment Chairman Steve Saslow on page 23 of the June 9 issue was from Jacor CEO Randy Michaels.

Magness sons get bulk of estate

TCI founder Bob Magness left most of his estate—estimated at close to $1 billion—to sons Kim and Gary in the form of trusts.

Each son inherits two trusts, one of which is an irrevocable. Although the other trusts likely will fall into the 55% tax bracket that applies to estates over $21 million, the irrevocable trusts may be more protected.

Contents of those trusts may never be publicly known. They were not part of recently unsealed court documents and there is no law that requires public disclosure of trusts.

Securities and Exchange Commission filings show that when Magness died Nov. 15, 1996, his estate contained roughly $600 million in TCI and related stocks. Those holdings are not detailed in Magness's will, which means they are almost certainly in the trusts.

Magness's will reveals certain key details of how Magness bequeathed his huge estate. Sharon Magness, his widow, receives roughly $35 million—$20 million in cash and $15 million in a marital trust—in addition to the couple's posh Denver residence, assessed at $1.28 million, Magness Arabians Inc.'s ranches and Arabian horses, and an extensive art collection.

Magness also left nearly $15 million to charity, including $10 million to the University of Denver, $2.5 million to the Boy Scouts of America, $1 million to a charity his widow designates, $900,000 to the Denver Art Museum and $500,000 to Colorado Ocean Journey.

Other court documents unsealed last week also show claims of roughly $49 million against the estate, primarily for loans secured by TCI or related stocks. **—PC**

Drawn for BROADCASTING & CABLE by Jack Schmidt

"He heard we're looking for animators..."

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Out of the many, few

The broadcasting and cable industries are rapidly turning into conglomerates. To the extent that's what they want to be, all is well. To the extent that's an unintended consequence of the current economic order, a little moderation may be in order.

These reflections come on the eve of the National Association of Broadcasters annual summer board meeting. One radio broadcaster already owns 320 stations. One TV broadcaster has more than 50. The debt ratios are astronomical. One dip in the economic indicators and a lot of bankers will be behind microphones.

The way things are going, the NAB board will soon be able to meet in a phone booth. Or, even more likely, it will narrow down to the size of the board of the National Cable Television Association, which includes all the major MSOs and programers. The good thing is, when the NCTA board speaks, the industry has spoken. The bad thing is, there's no other voice.

Yet as concentrated as it is, the cable industry also is consolidating with great gusto. As this issue's tabulation of the top 25 MSOs has it, those companies account for 88% of the industry. Worse than that, the top 10 account for nearly 75%. It may be great for Comcast and Bill Gates, but it doesn't do much for diversity.

These are just two of the results of a Telecommunications Act that was supposed to foster competition and diversity and so far has done neither.

Those genies won't go back in the bottle, but is this the way the industries want to go?

(There was a day when the founder of this magazine would not allow the word "industry" to be used on this page. We long since gave in to the inevitability of big business, but we remember the spirit behind Sol Taishoff's dictum. To him radio and TV were "art forms" or "professions." And in his day, they largely were.)

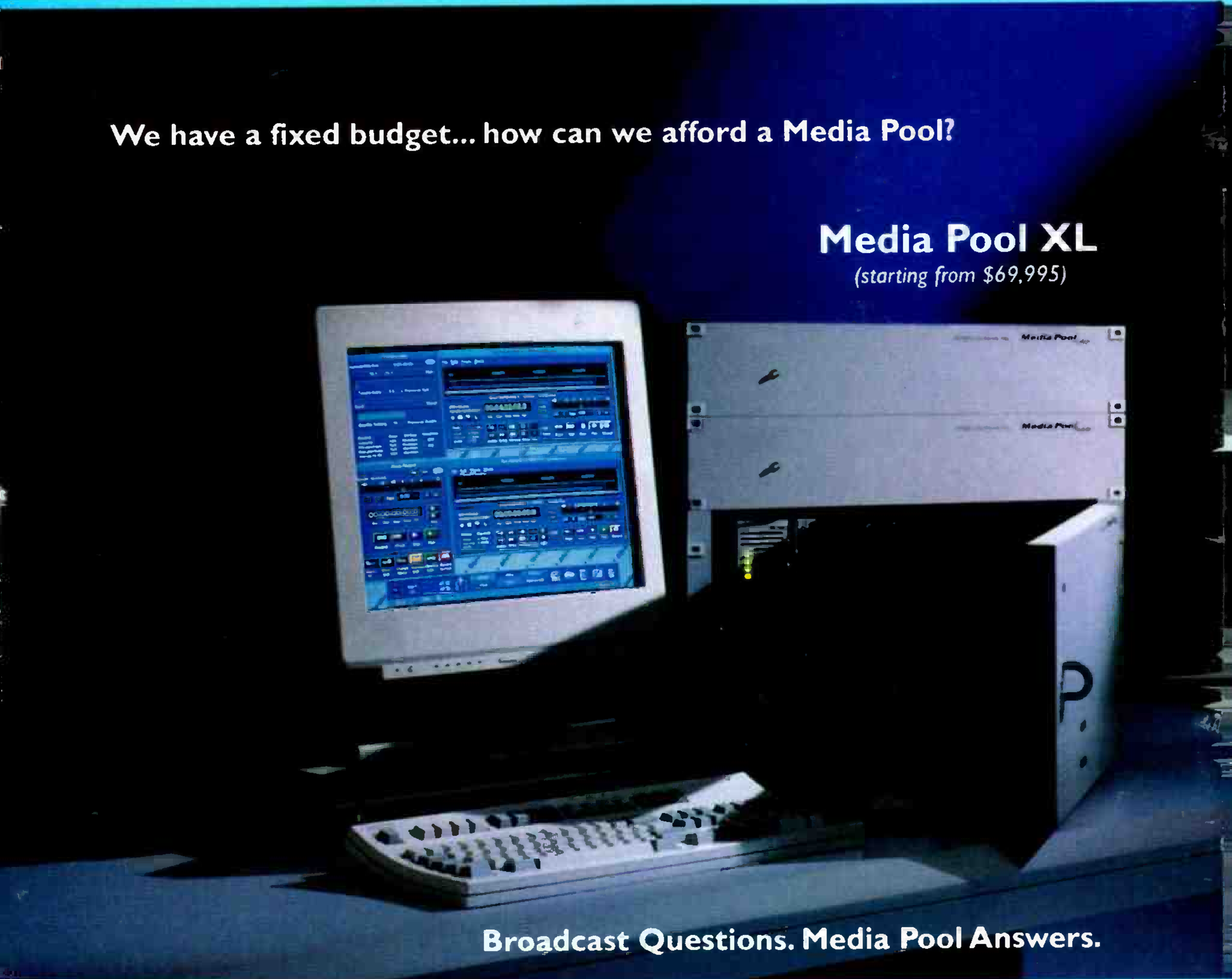
There aren't many barriers left on the multiple ownership front, although duopoly has yet to break into television. This page tends to resist it, except in the case of a failing station that needs a rescue. In a world in which there are fewer ownership voices than ever, we favor as many as there can be.

■

One item the NAB board will be crossing their fingers about is an addition by the House Commerce Committee to the omnibus budget bill. That addition would give worried broadcasters some breathing room in their transition from analog to digital. Jim May of the NAB is quick to point out that it is just a first step on a road with many hurdles yet to clear. As a first step, though, it is a good one.

The provision says that broadcasters in any given market would not have to give up their analog spectrum until 95% of viewers in the market could receive a digital signal. That is an acknowledgment, said an aide to House Commerce Committee Chairman Billy Tauzin, that the conversion in some places could well take longer than the 2006 target date. Given the sea change the conversion entails—MSTV among others was pointing to some potential problems in petitions to the FCC last week—that seems a good bet.

A big cloud on the horizon remains the threat that the White House will push for a provision that would expect broadcasters to make up any analog auction shortfall through spectrum fees—government tea-leaf readers say the auction should generate $26.3 billion for the treasury. We don't think broadcasters should be asked to compensate for that potential miscalculation any more than Republican voters should have been forced to vote twice when it looked like handicappers were going to be wrong about Dewey.



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