

\$4.95

Broadcasting & Cable

The Newswatch

JUNE 23

Vol. 127 No. 26

San Francisco

Philadelphia

Detroit

Dallas Fort Worth

Washington

Ala

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Ark

Wis

Ill

Calif

Tex

Or Tommy, Or Mary.

ROCK

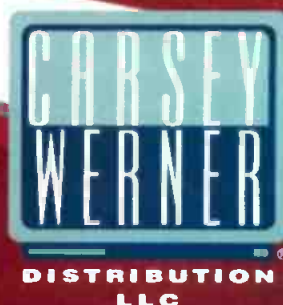
FROM THE SUN



ONS.

WHBQ, Memphis
WGHP, Greensboro
WBRC, Birmingham
KTBC/KVC, Austin

Available For
Syndication, Fall '99



Or Sally, Or Harry.



Sold To The Fox Television Stati

WNYW, New York
KTTV, Los Angeles
WFLD, Chicago
WTXF, Philadelphia
WFXT, Boston
WTTG, Washington, D.C.

KDFW, Dallas
WJBK, Detroit
WAGA, Atlanta
KRIV, Houston
WJW, Cleveland
WTVT, Tampa

KSAZ, Phoenix
KDVR/KFCT, Denver
KTVI, St. Louis
WITI, Milwaukee
WDAF, Kansas City
KSTU, Salt Lake City

**If You Don't
Act Now
You Won't
Have Dick**



Fast Track

Must Reading from

**Broadcasting
& Cable**

June 23, 1997

TOP OF THE WEEK / 4

TV's year of living dangerously The TV industry is finding itself the target of an ever-expanding list of complaints from regulators and lawmakers. Some see too many clothes flying off on *Melrose Place*, while others see too few of the "This is your brain on drugs" eggs frying. / **4**

Returning that analog spectrum? The Senate Commerce Committee's version of the budget passed last week would not require broadcasters to give back their analog spectrum until 95% of a market has access to digital signals, and would largely override the FCC's timetable for rolling out digital service. / **8**

Ratings talks break down The TV industry—producers, broadcasters and cable programmers—called off negotiations late Thursday after Vice President Gore said he hoped the new system would provide "reliable information about the level of violence in Y-7-rated programs." / **8**

Talk up, magazines down Most syndicated talk shows were up in the May sweeps, while most of the access magazines were down, according to an analysis of the local Nielsen books by Petry Television. *Seinfeld* was tops in sitcoms, and *Wheel of Fortune* and *Jeopardy!* continued as the leading two strips in syndication. / **11**



The Southern Baptist Convention decided to boycott The Walt Disney Co., alleging that Disney promotes 'immoral ideologies' through vehicles such as ABC's 'Ellen.' / **5**

BROADCASTING / 43

'3rd' rocks with Fox Carsey-Werner Distribution shocked the syndication industry by putting together the single largest station group deal in history for NBC sitcom *3rd Rock from the Sun*, licensing the show to all 22 of the Fox O&Os for what sources say is a package worth over \$100 million. *3rd Rock* enters syndication in fall 1999. / **44**

Angry former employees picketed in front of Global Shopping Network's Manhattan headquarters last week, protesting its failure to pay many workers for the last month before it pulled the plug on the network. / **44**



CABLE / 50

Turner sees ratings growth in windows Turner Broadcasting's unexpectedly large bid for TV rights to "The Lost World" may not have won the blockbuster feature, but it showed Turner is serious about boosting its ratings. / **50**

Malone finesses Magness's stake Tele-Communications Inc. Chairman John Malone locked up supervoting stock held by the estate of Robert Magness last week, arranging for two investment bankers to buy out its TCI stake for \$528 million. / **51**

Fox News apparently won't be taking home any national news Emmys, while rival MSNBC has a chance. But programing isn't the issue. / **51**



TECHNOLOGY / 63

X Games hit San Diego ESPN will have some new technological tricks behind its X Games production in San Diego. ESPN has constructed ramps covered with snow—on the San Diego beach. It's also created a virtual world as a background for its third production of these extreme Olympics. / **64**

Telemedia / 72

AOL begins WorldPlay on Games Channel America Online hopes its premium game service WorldPlay will bring the notoriously fickle online game players to its site and keep them there. / **72**

Changing Hands.....48	Datebook89	Fifth Estater90
Classified75	Editorials98	In Brief96
Closed Circuit16	Fates & Fortunes92	Network Ratings47

COVER STORY

Hicks's media muse

Little known a few years ago, Thomas Hicks has made himself into a dominant player in radio. Hicks talks about his extensive holdings and his management strategies with BROADCASTING & CABLE. / **38**



Cover photo by Tom Sobolik/Black Star

Radio's new order The Telecommunications Act of 1996 relaxed ownership restrictions and launched a consolidation revolution. BROADCASTING & CABLE compiled an exclusive list of the Top 25 radio groups. / **26**



Year of TV's dissed content

Heat is on in Washington over what broadcasters program and what they don't

By Chris McConnell

WASHINGTON

There's a popular bumper sticker that reads "Kill Your Television." And broadcasters are seeing it everywhere they turn in Washington these days.

From TV ratings to public service announcements to free airtime to the family viewing hour, the industry is finding itself the target of an ever-expanding list of complaints from regulators and lawmakers. Some critics see too many clothes flying off on *Melrose Place*, while others see too few of the "This is your brain on drugs" eggs frying.

In either case, many broadcast lobbyists can't remember when Washington has been so bent on using the TV schedule to help fix society's problems.

"It's been quite a lot like working in the emergency room because you don't know what's going to come in next," says Bill Pitts, ABC's VP of government affairs.

"I don't think I've seen anything of this magnitude," adds Jeff Baumann, senior vice president and general counsel for the National Association of Broadcasters. "More and more people are looking at regulation to solve society's problems."

The list of those regulations starts with the TV ratings/V-chip called for in last year's Telecommunications Act. Broadcasters went along with the government's insistence that they rate shows. They appeared to be going along with calls for more specifics on sex and violence until negotiators walked out on the ratings talks last week (see story, page 8).

That decision could bring more heat. Senator Ernest Hollings (D-S.C.) has a plan simply to ban TV violence during most of the day. Senator Dan Coats (R-Ind.) has a bill that goes further, tying broadcaster license renewals to the addition of S.V and L (sex, violence

and language) tags to the ratings system. Lawmakers have said they will act on both bills if the TV industry does not change its ratings system.

If Congress makes good on the threat, broadcasters will be battling new content restrictions just as the White House begins deliberations about what programs the industry owes the public in exchange for digital TV channels. Vice President Gore is assembling a committee to study the issue and FCC Chairman Reed Hundt plans to launch an FCC inquiry on the subject, perhaps as soon as July.

"It's scary," says Association of Local Television Stations President James Hedlund. He notes pressure from both conservative and liberal factions.

The pressure does not stop with calls for educational shows, public service messages, free airtime for politicians and other public interest programming. In past months regulators and lawmak-

ers have called for a government inquiry into broadcast liquor advertising, and a broadcast industry code of conduct. They have even suggested that the government take a look at broadcast news ethics.

Such talk reminds NAB's Baumann of the type of government oversight they're used to in Istanbul.

Others say they've seen tougher times. "In the Carter administration, we were blamed for the weather," says Tribune lobbyist Shaun Sheehan.

Media Access Project President Andrew Schwartzman adds that broadcasters who say they cannot remember more Washington trouble don't have long memories. He cites a long list of government rules and investigations of television stretching back over the years.

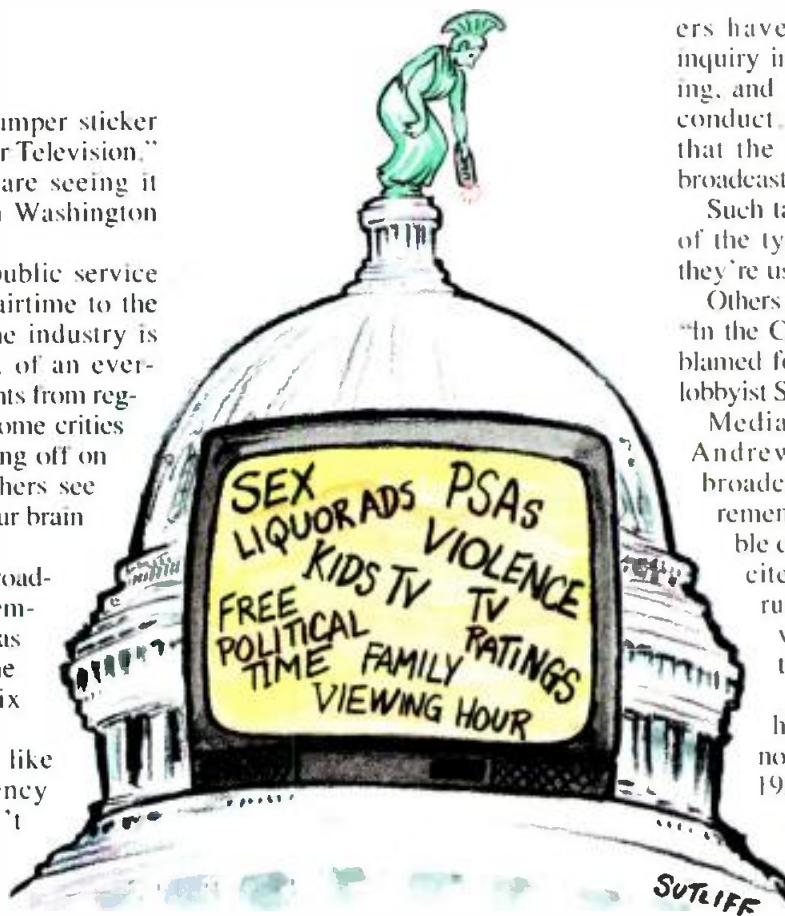
Even a cursory look at TV's history in Washington provides no shortage of examples. In the 1950s—with shows such as *The Lone Ranger* and *Wrestling from the Rainbow in Chicago* filling the airwaves—Congress was holding hearings on TV violence

and "immoral" programming. A 1955 Senate study called for the formation of a presidential commission to study the mass media's impact on children as well as the establishment of local "listening councils."

A few years later, in his famous "wasteland" speech, FCC Chairman Newton Minow bemoaned a "procession of game shows, violence, audience participation shows, formula comedies about totally unbelievable families, blood and thunder, mayhem, violence, sadism, murder, western bad men, western good men, private eyes, gangsters, more violence and cartoons."

Later in the '60s, the government turned its attention to tobacco advertising, pressuring advertisers to stop running spots on TV. The action was particularly painful for broadcasters because cigarette spots accounted for about 10% of gross network revenue in 1969.

The same week that tobacco compa-



Joe Sutliff

nies said they would stop advertising on television, the FCC quietly pulled the plug on probes into charges that the networks had staged news events at the 1968 Democratic convention.

"I don't think I would say this is the high-water mark," First Amendment lawyer Timothy Dyk says of the current Washington climate.

But even those recalling harsher government policies have to go back to the 1970s to find strong examples. The 1980s and the "TV as toaster" regime of former FCC chairman Mark Fowler brought reduced government concern with television's public interest role.

Now, with a new wave of antagonism bearing down on them, broadcasters blame many of their problems on a Washington penchant for blaming TV.

"Broadcasting is an easy target," says Baumann. "Simple answers to complex problems are the forte of most politicians," adds ALTV's Hedlund.

Others say, however, that the industry has been handicapped this time around by its need for new channels.

"If you try to object too much, then they decide, 'Maybe we will auction the spectrum,'" Hedlund says. Tribune's Sheehan agrees that the battle for spectrum "held us in abeyance for quite some time."

Broadcasters now seem to have won that fight. In April the FCC assigned each station a channel for digital TV, and lawmakers last week were giving the nod to budget language that probably would let them keep the analog channel well past the 2006 target cited in the FCC's rules.

With the spectrum mostly in hand and mounting criticism from Congress and the FCC, broadcasters may now be ready to take some of their objections to court.

First Amendment lawyers already have said a court fight is overdue. At a Washington conference on the subject in March, lawyer Robert Corn-Revere quipped that "a spine is a terrible thing to waste," in assessing the industry's response to regulation. Others chided broadcasters for caring more about securing speedy merger approvals than defending the First Amendment.

Communications lawyer Henry Geller predicts that some of the latest program-related proposals will not fare well in a courtroom showdown.

"There's no question that we're in a period of a lot of raised eyebrows," Geller says of the slew of content control plans. "I don't think the government wants to go to the mat."



ABC's 'Ellen' is one of the Disney properties to which Southern Baptists object.

Baptist church targets Disney, ABC for boycott

HOLLYWOOD—The Southern Baptist Convention's decision to boycott The Walt Disney Co. over the company's alleged "anti-Christian promotion of immoral ideologies" was met with decidedly mixed reviews in Hollywood and on Wall Street.

Some of Hollywood's top producers consider the boycott a joke, while others say it is about time someone took a stand against "the pollution of our culture."

The vote by the 12,000 Southern Baptist delegates in Dallas last week calls for the group's 15 million members to boycott all Disney entities, including the ABC network, ESPN and Disney movies and theme parks.

The religious group says last month's episode of *Ellen* in which the lead character came out as a lesbian, was the "last straw." Many Southern Baptists have been upset with Disney for months because of its offers of health benefits to domestic partners of gay employees. The approval of gay-friendly policies and gay-themed days at the various Disney theme parks has also angered the group.

Disney officials would not comment directly on the issue, but released a statement that says the company is "proud that the Disney brand creates more family entertainment of every kind than anyone else in the world."

This is not the first attack on Disney by activists. The company has fought off various allegations and boycotts by the Florida Baptist Convention, American Family Association and Arab-American and Hispanic groups.

"This is a joke," says one former Disney executive who spoke on the condition of anonymity. "I don't think this is going to have any effect. What are they all going to do—change their vacation plans? not go to the movies? It's a joke."

Tom Wolzien, a media analyst with Sanford C. Bernstein & Co., has been looking into the rising animosity of conservative and religious groups for several years. In 1995 he assembled focus groups in the South to assess how Disney's move toward more potentially offensive fare would affect the multimedia giant. He concludes that the Southern Baptists' boycott will not dramatically affect Disney's business and that it would take a highly organized effort to wound the company.

A day after the announced boycott, Disney's stock on the New York Stock Exchange dropped 1-1/2 points. Disney closed Friday at **tktk, up/dn tktk**.

Robert Peters, president of New York-based Morality in Media, says he is behind the boycott 100% and thinks other companies, such as Time Warner, should also be ostracized. Time Warner officials had no comment.

Longtime Hollywood producer and programmer David Levy says it is a sensitive issue that cannot be taken lightly by the industry. Levy says it is important that the public know about "cultural pollution."

"You just have to look to the cover of magazines to see the lowering of all moral standards," Levy says. "There are things in TV, movies and magazines that are good, but there are plenty of other things in them that are bad." —JS

ROSE

COMING

ANNE

FALL '98!



© 1997 King World. All Rights Reserved.

Hill giving on channel giveback

But spectrum fees still being considered to make up for budget shortfalls

By Paige Albiniak
WASHINGTON

TV stations will likely be able to keep their analog channels for years to come, but just how many years is far from clear.

The Senate and House commerce committees have forwarded legislation that would tie the return of the analog spectrum to market tests.

Under the Senate bill, the stations would not have to return the channels until 95% of the homes in their markets had access to the stations' digital broadcast signals, either directly off the air or through cable and DBS.

Under the House bill, broadcasters would not have to return the analog spectrum until 95% of the homes had TV sets or other equipment to receive the digital signals. However, the House bill also would empower the FCC to order the return of the channels after 2006.

If either of the bills survive the ongoing legislative process, broadcasters likely will get to hang on to the analog channels beyond 2006—the year the FCC and the administration intend for the give-back.

Spectrum fees remain a potential pitfall for broadcasters as well. The Congressional Budget Office estimated that the Senate Commerce Committee's plan would reap \$16.8 billion in revenue, \$9.5 billion short of the administration's budget mark. Late Friday, the Senate Budget Committee met to decide whether to add legislation in committee that would make up the shortfall or to let Senate leadership add its own language on the Senate floor.

In the House, Budget Committee Chairman John Kasich (R-Ohio) was considering adding \$8.2 billion in spectrum fees to make up shortfalls in the House Commerce Committee's version.

But for now, the bills may win broadcasters a little extra time to roll out digital service.

The day after the Senate Commerce Committee marked up the bill, outgoing FCC Chairman Reed Hundt railed about the House and Senate measures in a speech to Citizens for a Sound Economy, saying the bills could "convert what was to be a loan...into a permanent gift."

What Hundt was complaining about

was Senate Commerce Committee Chairman John McCain's (R-Ariz.) 95% access market test. Hundt also disliked an amendment by Senator Conrad Burns (R-Mont.) that replaces the FCC's digital rollout rules with an amendment that "encourages" broadcasters to "transmit programing in digital format in the 30 largest markets by Nov. 1, 1999."

The Senate Commerce Committee started with an Office of Management and Budget proposal that would have encouraged broadcasters in the top 10 markets to convert to digital service by Dec. 1, 1998, but required all network affiliates in the 10 largest markets to convert by May 1, 1999; in the 30 largest markets, by Nov. 1, 1999.

It also suggested penalties for broadcasters who failed to meet those deadlines, but Burns's amendment deletes

that language from the bill.

The market test of House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) started out even more favorable to broadcasters than McCain's market test, but changes required by the Congressional Budget Office tightened the House's test. Tauzin's language says that 95% of the people in a market must be able to receive over-the-air digital signals, which means that 95% of TV watchers would have invested in expensive television sets or converter boxes capable of receiving digital signals.

Tauzin changed that language to give the FCC authority to take back a broadcasters' analog spectrum if the commission doesn't feel the broadcasters' digital transition is moving fast enough after 2006. ■

TV ratings talks falter

Broadcasters walk out after Vice President weighs in on issue; McCain remains optimistic

By Paige Albiniak
WASHINGTON

The TV industry—broadcasters, cable programmers and TV producers—called off TV ratings negotiations late Thursday after Vice President Gore said he hoped the new system would provide "reliable information about the level of violence in Y-7-rated programs." Such programs are supposed to be acceptable for children seven and younger.

In calling off the talks, the National Association of Broadcasters, the National Cable Television Association and the Motion Picture Association of America called Gore's proposal an "unwarranted intervention."

"The Vice President's grandstanding was the straw that broke the camel's back," says Ken Johnson, an aide to House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.).



Gore's remarks triggered broadcasters' exit from the negotiations.

"But the fact of the matter is that some members of Congress as well as advocacy groups pushed the envelope too far."

Senate Commerce Committee Chairman John McCain (R-Ariz.) said Friday he had urged the parties to resume the talks: "I still remain hopeful that all parties will come to closure on the negotiations by Tuesday."

Sources close to the negotiations say they expect that the talks will resume and bear fruit if broad-

casters are given assurances by Hill leaders that they will not face other content-related legislation.

Broadcasters and lawmakers had been working on a deal to add content warnings to the age-based ratings system that went into effect last January. The proposed content icons include S for sex, V for violence and L for language.

NBC's opposition has been the principal sticking point. But sources say

Just DUE it!

due **SOUTH**™

Already sold in

65%

of the country

- ▼ 7/7 barter split.
- ▼ A proven brand with a loyal audience.
- ▼ All family appeal.
- ▼ Advertiser friendly.

**22 ALL NEW ACTION-PACKED EPISODES
AVAILABLE FALL 1997**

Advertiser Sales

WORLDVISION
ENTERPRISES, INC.

An ALLIANCE Production

ALLIANCE

PolyGram
TELEVISION

Phone: (310) 724-8100 Fax: (310) 274-7849

ABC and Fox were particularly peeved by Gore's call for a violence rating on children's programming.

"It's unfortunate that [the networks] are delaying the negotiations. We hope to resume talks as soon as possible. There's a solution around the corner that is good for American families," said a Gore spokesperson.

Speculation that the talks might break down grew as the week went on and lawmakers pressed for a deal. On Tuesday, McCain gave broadcasters one week to forge a deal or he would allow legislation from Senator Ernest Hollings (D-S.C.) and Senator Dan Coats (R-Ind.) to go to the Senate floor. And Representative Edward Markey (D-Mass.) told broadcasters at the

Tuesday meeting that "time is up."

The Hollings legislation, which would restrict violent programming to late night, is ready to go to the Senate floor. The Coats legislation would require broadcasters to add a "content-based, program-specific" ratings system or face losing their spectrum license.

To give the TV industry some working room, McCain postponed a markup of the Coats bill until June 26 and asked the FCC to delay its planned June 20 hearing. In response, the FCC moved the hearing to July 14.

After the Tuesday meeting, broadcasters became increasingly nervous that the Hollings bill might move. Hollings, who did not attend the first meeting, made it clear at the second

meeting that if holdout NBC did not come on board, his bill would move.

McCain added to Hollings's threat by saying he did not consider relevant to the discussion legislation from Senator Joseph Lieberman (D-Conn.) that would give broadcasters an antitrust exemption so they could develop a "code of conduct" for programming. Broadcasters took this to mean they still might face content-related legislation even if they cut a ratings deal.

By Thursday, Markey was backing off his "time's up" stance, saying he would give broadcasters their required assurances. The Senate, however, stood firm: all broadcasters on board or no legislative assurances.

And then the pressure backfired. ■

TCI/News Corp. \$850M SportsChannel deal close

By John M. Higgins
NEW YORK

The other shoe in the Tele-Communications Inc./Cablevision Systems Corp. deal is dropping, with TCI-backed Fox Sports close to buying a 40% stake in Cablevision's regional sports operation.

TCI and partner News Corp. narrowly beat out The Walt Disney Co.'s ESPN for the deal.

The deal would allow Fox Sports—a 50-50 venture between News Corp. and TCI's Liberty Media Corp. unit—to secure a presence in New York City and Chicago, a critical move to create a broad enough reach to command serious ad dollars.

Sources familiar with the deal said that Fox Sports will pay \$850 million for the stake in only the SportsChannel operation of Cablevision's Rainbow Programming unit, not in Rainbow itself.

The Rainbow Programming unit, which also includes American Movie Classics and Bravo, is 75%/25% owned by Cablevision and NBC, respectively.

Cablevision would continue to run the regional units but would also use the Fox Sports national "backdrop" service that fills in the time between local games. One executive familiar with the discussions said a deal could be cut early this week.

Cablevision has eight regional net-

works: SportsChannel New York and Madison Square Garden Network serving metro New York, plus channels covering Chicago, Philadelphia, Boston, San Francisco, Ohio and Florida.

Fox Sports has more networks, but in weaker markets. Other than Los Angeles, its services cover less formidable markets including Phoenix, Denver and Atlanta.

"We're at a disadvantage," said one Fox Sports executive. "You always had to have Chicago and New York, you were credible with advertisers but not smashingly credible."

The talks help explain some of the questions raised about the pricing of TCI's deal two weeks ago to swap some of its best cable systems—serving 865,000 subscribers—for a 33% stake in Cablevision. In that deal, TCI agreed to value the 12.2 million shares of Cablevision's stock it will receive at \$109 per share, triple the pre-deal trading price.

An executive involved in that deal warned that there was "another shoe to drop" that would explain the high valuation of the systems. TCI Chairman John Malone has long lusted after the sports

REGIONAL SPORTS LINEUPS

Subs (add 000)

Fox/Liberty

Fox Sports Arizona	744
Fox Sports Intermountain West	617
Fox Sports Midwest	1,222
Fox Sports Northwest	2,416
Fox Sports Pittsburgh	1,698
Fox Sports Rocky Mountain	1,690
Fox Sports South	5,228
Fox Sports Southwest	4,751
Fox Sports West	3,956(9)
Fox Sports West 2	N/A
Home Team Sports	3,835
Sunshine Network	3,706

Cablevision

MSG	5,500
SC New York	3,100
SC Pacific	2,700
Prism—Philadelphia	2,500
SC Chicago	2,700
SC New England	1,500
SC Ohio/Cincinnati	3,600
SC Florida	1,700

Note: Some networks are joint ventures or partly owned. Source: Securities and Exchange Commission

business and has spent a decade trying to stitch together a powerful regional presence that could challenge ESPN for ad dollars.

However, Fox Sports isn't getting SportsChannel on the cheap. The \$850 million price values the sports operation at \$2.1 billion. One analyst said that the Madison Square Garden arena accounts for \$400 million of that and the New York Knicks and Rangers pro teams account for another \$450 million, valuing the networks at \$1.3 billion.

But the sports networks are expected to generate less than \$60 million in cash flow this year, so the deal values SportsChannel and MSG at more than 21 times cash flow or more than \$56 per subscriber. Basic networks more commonly sell for around 15 times cash flow and around \$15 per sub.

"It's a hell of a price," said one Wall Street executive familiar with the deal. "But it really bolsters the Fox Sports operation." However, one MSO executive was amazed that the sports deal and the system swap weren't disclosed at the same time. "Public companies can't have secret deals like this," the executive said. ■

Talk up, magazines down

Talkers benefit from shakeout that has reduced the competition

By Steve McClellan

NEW YORK

Most of the syndicated talk shows were up in the May sweeps, while most of the access magazines were down, according to an analysis of the local Nielsen books by Petry Television (all ratings in this story are based on the Petry run-down; comparisons are May 1997 to May 1996 unless otherwise stated).

Seinfeld was tops in the sitcom category, showing growth in its three key dayparts—early fringe, access and late night. *Wheel of Fortune* and *Jeopardy!* continued as the top two strips in syndication.

Dick Kurlander, vice president and director of programing, Petry Television, says ratings for the magazine category continue to decline because there are too many shows chasing an audience that's not big enough to sustain them all. Conversely, the shakeout in the talk category (*Pat Bullard*, *Scoop*, *Bradshaw*, *Rolonda*, *Gordon Elliott* and *Maureen O'Boyle* have been canceled) has helped lift the ratings averages of the survivors, Kurlander says.

Rosie O'Donnell, which debuted a year ago, was the top talker in daytime, with an average 5.8 household rating



'Seinfeld' was the top sitcom in access.

and 21 share, more than double the time period average from May 1996. The show was a dominant number one in key women's demographics, with a 30 share or better among women 18-34, 18-49 and 25-54.

Regis & Kathie Lee was number two in daytime, but down 6% in rating and 12% in share to a 4.6/22. The show was down between 3 and 6 share points in the key women's demos. Rounding out the top five talkers in daytime: *Maury Povich* (3.4/14), *Sally Jessy Raphael* (3.2/15) and *Jenny Jones* (3.0/11).

Jerry Springer also had a good book, gaining 6 share points among women 18-34. Also posting gains among

young women in daytime were *Montel Williams* and *Ricki Lake*.

As usual, *Oprah* was the top talker in early fringe, posting a 4% household ratings gain to an 8.7/26. *Oprah* was number one with women 18-49, with a 6.1/33. Rounding out the top five early fringe talkers in that demographic were *Rosie* (3.9/26), *Sally* (3.7/20), *Montel* (3.4/22) and *Ricki* (3.2/18).

Inside Edition was tops among access magazines, with a 6.1/13, down 8% in rating and 1 share point. *Entertainment Tonight* was number two (6.0/11), down 6% in rating and 1 share point. *Extra* was third (5.1/9), down 12% in rating. All three shows were down across the board in key demos.

Among early fringe sitcoms, *Seinfeld* averaged a 6.8/18, up 15% in household rating, with gains of 2 share points in women 18-34 and 7 share points in teens. Number-two-ranked *Home Improvement* averaged a 4.8/13, up 11% in household rating and showing growth across the key demos ranging from 2 to 4 share points.

In access, *Seinfeld* was tops among sitcoms with a 7.4/13, up 7% in household rating, with gains of 1 or 2 share points across key demos. Second-ranked *Home Improvement* averaged a 6.9/14, down 5% in household rating. ■

SBC to scrap most video operations

NEW YORK—The once-vaunted telco threat against cable crumbled further last Thursday as telco SBC Communications Corp. announced that it would scrap a big chunk of its video operations.

As part of a broad restructuring following the April takeover of Pacific Telesis, the telco said it would shut down wired video systems in San Jose and San Diego and halt a video trial in Richardson, Tex.

The shutdown will prompt the company to take a \$500 million after-tax charge against 1997 income, most of it hitting in the second quarter.

The company also is considering cutting back or scrapping its involvement with Americast, the telco programing partnership with The Walt Disney Co. That venture hinges on telcos' wide distribution of programing. Ameritech is continuing to build cable systems, but BellSouth Corp. is focusing only on wireless cable. "People are in a panic," said one Ameritech staffer.

SBC CFO Don Kiernan told securities analysts that "it's not necessary to build wireline video networks" to meet

the telecommunications needs of SBC customers.

The company sent out mixed signals about the Southern California wireless cable system that launched commercially last month. A company spokesperson said that the shutdown of the wired systems has no effect on the wireless cable system: "There is no change in our plans for Los Angeles." However, Kiernan told analysts that SBC is "examining the financial viability" of the operation.

For all their promises over the past four years about taking on cable, SBC and PacTel never got very far. The San Jose operation, about one-third complete, serves just 8,000 customers after 10 months of operations. The two-year-old Richardson system serves just 500 customers. San Diego is about one-third built, but PacTel has never turned on the video portion of the plant.

Overall, SBC expects to take onetime charges of \$1.9 billion—\$2.3 billion this year, partly from the curtailment of video, but mostly from consolidating SBC and PacTel's telephone operations.

—JMH



Media and Incident Management

Profile®
DISK STORAGE

NewStar®
AUTOMATION

EDITStar®
NEWS EDITING



Can your news operation take the heat?

You spend half your time putting out fires, and the other half looking for more efficient ways to prevent them. Day after day, you're on the line, facing the hot issues. Faster acquisition. Better media management. Internet publishing. High speed networks. Archiving. Script-based editing. Resource management. You need the support of a knowledgeable partner who can supply you with open, scalable platforms and solutions, and help you integrate and manage them. Someone who understands where you're coming from...and where you're going. Someone who won't let you get burned. To get the right combination of experience and innovation, come to Tektronix. We'll supply everything you need. The hottest technology. The most creative solutions. Proven, tested and ready to install — today. Got burning questions? Just call ...

1-888-TEK-VIDEO dept. 604
www.tek.com/VND

Let's talk news.

NewsWorks™
VIDEO EDITING

GRASS VALLEY
SWITCHERS

Tektronix

www.americanradiohistory.com

Come see News Solutions in action
at our booth 9914 at NAB.

Sony snags NBC Olympics contract

Will build 'broadcast center in a box'

By Glen Dickson

NEW YORK

In a groundbreaking deal, NBC has picked Sony to be the technology provider for its coverage of the next five Olympic games. Under an agreement in principle, Sony will provide NBC with equipment and systems integration for a portable International Broadcast Center that will handle U.S. broadcasts for the 2000, 2002, 2004, 2006 and 2008 games.

"It's an IBC in a box," says Craig Glaser, NBC director of corporate sourcing. "They'll build the infrastructure and move it from games to games."

The Sony contract is somewhat surprising for NBC, which has used Pana-

sonic as its primary equipment supplier for the past three Olympics (and whose station group just signed a \$26 million deal with Panasonic for DVCPRO news equipment). But Glaser says that Panasonic had simply served as an equipment provider, not as NBC's systems integrator.

Panasonic spokesman Jim Wickizer confirms that Panasonic wasn't asked by NBC to bid on the job: "It appears NBC was looking for an integrator for the Olympics, and it seems Sony made them a very attractive offer."



Glaser wouldn't provide details of the Sony deal, saying only that Sony had made "a pre-emptive offer seizing the opportunity to connect all five games. They've got a good selection of equipment and the systems integration to do it."

NBC isn't sure how much Sony equipment it will use in the IBC and at sports venues, but Glaser says there are incentives

in the contract to use as much Sony gear as possible. "We'll look at wherever we can use their equipment," he says. Among the core digital systems that NBC will be considering are Sony routers, production switchers and editors. Equipment upgrades to handle different tape formats and implement new technology are included in the deal, as is a migration path to HDTV if NBC decides to go that route.

While Sony's Betacam SX digital tape format has found few customers among U.S. broadcasters, the company's systems integration division is doing a booming business. The NBC deal is the second Olympics contract Sony has gained this year: in April, CBS selected Sony to outfit its broadcast center for the 1998 Winter Olympics in Nagano.

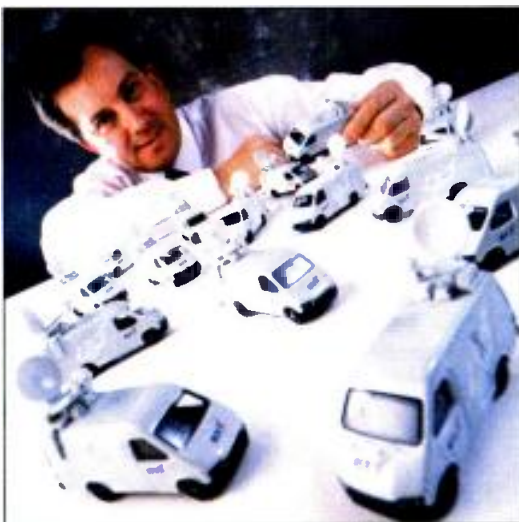
Sony has also racked up another \$175 million in systems contracts in 1997 for large multichannel facilities, including ASkyB's facility in Arizona (which will be sold to TCI), DIRECTV JAPAN's broadcast plant and the "Hollywood on the Nile" media production center in Egypt.

"With the advent of digital technology, people have to re-equip their operations," says Sony Broadcast President Charlie Steinberg. "They don't have the technical staffs to integrate it, and the technology is quite complex. We, as a manufacturer, can bring to bear some efficiencies."

Steinberg says that Sony and NBC engineers will begin designing the facility for the 2000 summer games in Sydney, Australia, "almost immediately." The IBC will be constructed and tested in Sony's San Jose, Calif., systems integration facility before being broken down and shipped to Sydney. ■

BT targets U.S. satellite market

As part of its merger with MCI, British Telecom wants a share of the U.S. satellite market. BT Broadcast Services will use MCI's satellite capacity, four U.S. teleports and fiber network to offer coast-to-coast terrestrial and satellite transmission services within the U.S., as well as international connectivity through its own Intelsat and PanAmSat transponders.



BT's John Swingewood is ready to play in the U.S. satellite transmission services market.

BT will upgrade MCI's four data/telephony teleports in Maine, Virginia, Washington and Arizona for video transmission. The company will install video switches in Washington, Los Angeles and New York to provide fiber paths to its teleports, and plans a high-speed ATM service between Los Angeles and London for the post-production community.

Domestically, MCI owns a transponder on the GE-2 satellite and another on the Galaxy III-R satellite, while

BT has four digital channels on both the Intelsat K and the PanAmSat 1 birds for international transmissions. BT plans to digitize the GE-2 transponder to provide four transmission channels.

"The idea is, you could have a transportable uplink in Europe to Intelsat K and transfer that right to GE-2," says BT Broadcast Services General Manager John Swingewood.

BT will also set up an online booking service that will allow customers to route broadcast traffic over BT's network through the Internet. "You can go [with a signal] from Cologne to the U.S. and put it together with one phone call or one click of the mouse," says Swingewood.

—GD

“
Starve a cold.
Drown a fever.
”



Larry, The Bartender

NEED A MORE RELIABLE SOURCE FOR HEALTH INFORMATION?

Everybody thinks they're a doctor. Fortunately, on America's Health Network, everybody really is. So when there's a question, viewers can ask a practicing Family Doctor, Pediatrician, OB/GYN, Dietitian, even a Veterinarian. America's Health Network is on call 24 hours a day, 7 days a week. Is there a doctor in your customer's house? If not, call us at 1-800-246-6436.



WATCH IT FOR YOUR HEALTHSM

TCL joining WB's WeB

By Steve McClellan
NEW YORK

The WB and TCL plan to announce in early July that the MSO has agreed to partner in the TV network's WeB project to distribute its programming in markets 100 and below. Separately, Communications Equity Associates has assembled a \$200 million financing package for Acme Broadcasting, the TV group being formed by WB head Jamie Kellner.



Kellner's Acme has \$200 million to use to buy TV stations.

The agreement with TCL hasn't been signed but is down to the t-

crossing and idotting stage, say several sources. Wholly owned TCL systems cover more than 30% of the television markets 100-plus. On the broadcast side, Benedek Broadcasting will sign a WeB contract before July 4, says Benedek President James Yager. Sources say WB has focused over the past few months on completing one major MSO contract and one key broadcast group contract that can be used as templates for subsequent deals. Stations in at least 80 markets have expressed interest in WeB.

Acme Broadcasting closed on its first station last week: KWBP(TV) Portland, Ore. The company has also applied to the FCC to buy a second station—WINT-TV Knoxville, Tenn. Acme President Doug Gealy says that the group should file four more station applications at the FCC within four to six weeks.

Regulatory filings disclose that all of the voting shares in Acme are controlled by three executives—Gealy, Acme Chairman Kellner and the group's chief financial officer, Tom Allen, former Fox CFO.

The Bank of Boston, Alta Capital and CEA Equity Partners are putting up most of the cash in a \$50 million equity package that Acme will combine with \$100 million in high-yield debt and a \$50 million preferred stock offering to buy and run the stations. ■

Closed Circuit

WASHINGTON

Wiring wrap-up

The FCC hopes to wrap up its review of cable inside-wiring rules next month. Telephone companies and other would-be video distributors have been pushing the commission to change its rules to allow them easier access to the wires in apartment buildings. One FCC source says the proposed revisions include measures to improve access of new competitors to apartment buildings, such as limits on the time cable operators have to negotiate compensation for use of the wires.

Hundt wants public interest inquiry

FCC Chairman Reed Hundt last week said he hopes to launch an inquiry into the public interest obligations of broadcasters and other spectrum users at the FCC's July 9 meeting. But others at the FCC are not sure the item will make the agenda. Drafts of the proposed inquiry were not sent to the offices of commissioners before the agency's internal deadline for circulating agenda items, and FCC sources doubt the proposed inquiry will have the support of commissioners Rachelle Chong and James Quello.

Quello weighs in

FCC Commissioner James Quello will have more to say about FCC Chairman Reed Hundt's media content policies in a speech this week to Florida broadcasters. Quello has long opposed Hundt's efforts to quantify public interest requirements and will continue to voice his opposition in this week's speech, sources say. Quello and Hundt most recently have clashed over Hundt's efforts to launch an inquiry into televised liquor advertising.

DENVER

EchoStar high notes

EchoStar Communications Corp. subsidiary EchoStar DBS Corp. found a healthy market for its latest debt issue, adding \$50 million to the

original \$325 million in 12.5% senior secured notes. One possible reason for the strong investor interest is a potential strategic partnership between EchoStar and Bell Canada (BCE). Speculation that there will be some kind of deal is widespread in financial circles. EchoStar Chairman Charlie Ergen also is said to be negotiating a DBS converter box sale to BCE that will be substantially larger than his recent \$40 million deal with Telefonica in Spain.

TCL FOB?

Is Tele-Communications Inc. the newest corporate Friend of Bill? President Clinton's choice of TCL's National Digital Television Center as the site for his economic summit kick-off speech certainly suggests detente, at least, between the administration and what Vice President Gore once called cable's "evil empire." Of course, TCL was a top sponsor of the so-called Summit of the Eight in Denver, contributing \$300,000 in cash and \$50,000 of in-kind services. While Clinton's speech drew numerous TCL honchos, including Leo Hindery, David Beddow, Larry Romrell, Bob Thomson and Lela Cocoros, chairman John Malone was not in attendance. Malone's on his annual summer hiatus at his Maine retreat.

NEW YORK

Seltel into Katz

Word circulating inside and outside Katz Communications is that co-owned Seltel, now a stand-alone rep firm, is being folded into Katz Television. Details weren't clear last week, but sources say Seltel has struggled after losing Sinclair stations to Telerep. Speculation last week was that a scaled-down Seltel would become a division of Katz, housed at the same offices in New York. Separately, all three major reps (Katz, Telerep and Petry) are scheduling meetings with CBS, which wants to outsource its national spot business. Katz may have the best shot going in because it has fewer conflicts in the marketplace, sources say.

Billing Statement

☒ I want to pay my bill with Visa.
Please charge my account directly.

Account #

Expiration Date:



GABRIEL HOSKINS
145 4TH AVE. #19J
NEW YORK, NY 10003-4906

For your convenience we now accept



Success comes from hard work,
great customer relations and knowing
how to decorate your bill.

In today's world, success isn't something that's guaranteed. That's why businesses are starting to accept and promote the Visa® card for payment of recurring bills. Because by doing this, they reduce late payments and bounced checks. Plus, they can avoid costly



service interruptions. But the biggest advantage to biller merchants is that it strengthens customer relations by providing exactly what they want—a fast, flexible and worry-free way to pay. So call 1-800-847-2577 ext. 10 for more information on how Visa can help your business.

It's Everywhere You Want To Be.®

Broadcasters complain to FCC about digital assignments

'Absurd results cannot be tolerated,' Oregon owner says

By Chris McConnell

WASHINGTON

Not every TV station likes its new digital channel.

Scores of stations this month asked the FCC to give them another digital channel or to improve the one assigned to them. The requests from individual stations accounted for most of the 200 petitions sent to the FCC seeking reconsideration of various digital TV decisions.

"The absurd results reflected in the replication figure for station KOTI cannot be tolerated," said California Oregon Broadcasting, owner of a Klamath Falls, Ore., station that the FCC predicts will reach only 54% of its existing audience with its digital signal.

"Station KRNK's existing service area will be slashed by more than 40 percent," added the Reno station. "No other station in the country even comes close."

Larger broadcast groups had worries as well. NBC asked the commission to reexamine the DTV channel and power assignments for its owned stations in Los Angeles and San Diego. ABC wanted changes to the DTV channels assigned to its stations in Philadelphia,

Los Angeles and Toledo. CBS wanted more study of its assignments in Los Angeles, Chicago, Detroit and Denver.

Tribune Broadcasting asked the FCC to redo its table of DTV channel assignments. The company said the commission's plan will cause interference to its existing channels in some cases and to its digital channels in others.

Broadcasters and others voiced little surprise about the volume of petitions.

"I think that's perfectly predictable," says NAB Executive Vice President/General Counsel Jeff Baumann. Broadcast lawyer Jonathan Blake added that the FCC received scores of petitions after issuing its table of allotments in 1958. "Improving the table in limited respects will enhance the transition to DTV," Blake says.

TV set makers also voiced little surprise or concern about the petitions. Gary Shapiro, president of the Consumer Electronics Manufacturers Association, says that his group discussed the petitions during a conference on digital TV marketing and engineering issues.

"We expected that individual broadcasters would have concerns," Shapiro says.

"We certainly expected to have a

reconsideration," adds Bruce Franca, deputy chief of the FCC's Office of Engineering and Technology. Franca also says that the bulk of the petitions present problems in individual markets rather than challenges to the entire table.

"Those are relatively easy to look at," Franca says.

Many of the petitioners urged the FCC to let them restudy their channels once the commission issues additional information on calculating interference. The information—to be detailed in the Office of Engineering and Technology's "Bulletin 69"—is essential to evaluating the digital channel, broadcasters say.

"Broadcasters are ill-equipped to verify whether the DTV table meets any standard of adequacy, much less whether it achieves the goals of service replication and minimal interference as the commission contends," said Cordillera Communications. Several broadcasters said that the FCC should allow them to comment further on the digital TV assignments once the bulletin is released.

Also citing the need for the FCC's interference guidelines was communications lawyer Julian Shepard. In a paper on the issue, Shepard called on the FCC to adopt temporary caps on DTV power during the transition to the new service. Shepard said the caps would keep analog stations from losing coverage and revenue to interference during the transition years. He suggested the FCC review the caps every two years.

Broadcasters were not the only ones asking the commission to take another look at its DTV assignments. Los Angeles County, for instance, objected to the assignment of six Los Angeles DTV licenses in the 60-69 range. "When combined with three Los Angeles-area analog (NTSC) channels in the band, that will preclude public safety use of the 746-806 mhz band until the end of the DTV transition," the county said.

Also filing a petition was a group of industry watchdog groups led by Media Access Project. The groups objected to the FCC's decision to defer adoption of new public interest obligations for users of the digital TV channels. The FCC has said it will consider the issue in a later proceeding.

"If broadcasters refuse to abide by their public trustee responsibilities, they cannot receive a gift of new spectrum," the groups said. ■

Networks, TBS ask FCC to deny Comsat relief

ABC, CBS, NBC and Turner Broadcasting System last week were asking the FCC to deny part of Comsat's request for regulatory relief at the commission. Comsat, the U.S. signatory to international satellite consortium Intelsat, has asked the FCC to stop regulating it as a dominant satellite carrier. The broadcasters say they do not oppose granting some relief to the company's full-time video and audio transmission services, but object to deregulation of its occasional use and short-term video services. "The ability to obtain Intelsat transoceanic occasional use and short-term video and audio capacity on short notice and at reasonable rates from locations anywhere in the world is critical to the fulfillment of the networks' missions in covering international news," the broadcasters said. "PanAmSat and other providers of transoceanic satellite capacity do not provide an occasional video service suitable for use by broadcasters in anywhere close to the 110 countries cited by Comsat."



DIRECTV seeks added spectrum for DBS

Plan would allow more DBS satellites over U.S. skies

By Chris McConnell

WASHINGTON

With a shortfall in DBS orbital slots, DIRECTV wants to make more.

The company's application to launch six new DBS satellites proposes to park the satellites in two slots not currently used for DBS. And the company is asking the FCC to let it send satellite signals on a set of channels different from the ones now used by DBS satellites.

"This is a real plus for the DBS industry in general," DIRECTV Senior Vice President Steven Cox says of his company's plan to devote new spectrum to the satellite TV business.

The company has asked the commission to let it beam signals to satellites using spectrum in the 24 ghz band and then back to satellite dishes using spectrum in the 17 ghz band. Current DBS satellites send signals in the 12 ghz band.

DIRECTV told the FCC the added spectrum would allow it to add two satellites to the orbital slot where it already operates DBS satellites. The company also said the new spectrum would allow it and other companies to squeeze more DBS satellites over U.S. skies.

The existing fleet of DBS satellites operate from orbital slots spaced nine degrees apart. The spacing leaves room for only three slots with "full-CONUS" coverage, meaning satellites in the slot can broadcast to the entire continental United States.

With the new spectrum, DIRECTV says, the orbital slots would need to be spaced only 4.5 degrees apart. That would allow the company to place satellites at 96.5 degrees and 105.5 degrees, an action for which it has asked FCC permission.

"They have potentially quadrupled the amount of full-CONUS spectrum," one industry source says of the company's plan.

But before DIRECTV and other companies can launch satellites to new slots, they must convince regulators to let them use the spectrum. Earlier this year, the commission placed a digital electronic messaging service in the 24 ghz band. The action was aimed at settling a

dispute between the electronic messaging operators and the U.S. government, which said the service threatened to interfere with a military satellite.

DIRECTV has said that FCC action threatens to scuttle its satellite plans and has charged the commission with making the decision without allowing it and other companies to comment.

The FCC says it strayed from its normal rulemaking procedures because the decision involved national security issues. Last week an official said that both the electronic messaging services and the satellite signals might be able to operate in the 24 ghz band.

The official also said the international allocation for the spectrum cited by DIRECTV does not kick in until 2007. DIRECTV's Cox says the FCC could still allow companies to begin using the spectrum sooner. The company's application asks for permission to begin the expanded operation by 2000.

If the commission OKs the plan, current subscribers would need to make minor adjustments to their equipment. They would be able to keep the 18-inch dish they use now, but would have to



DIRECTV's plan would mean more satellites with full-CONUS footprints.

modify a part of the equipment in order to collect signals from the new orbital slots. Cox says. And subscribers would need to add a "side car" to the indoor gear to tune in signals on the new spectrum.

Cox adds that future equipment would incorporate all the gear needed to tune in the DIRECTV signals.

What those signals will include remains unclear. In its application, DIRECTV cited the possibility of direct-to-home as well as direct-to-business video and other multimedia services.

"There are a whole slew of things," says Cox, adding that the company has not yet developed a specific business plan for the additional capacity. ■

FCC says it needs more information on LMAs

Broadcasters worry queries will delay ownership decision

By Chris McConnell

WASHINGTON

The FCC wants more information on local marketing agreements.

Last week the commission said it is requiring participants in the agreements to answer a series of questions on the deals. The added information will help officials decide how to treat LMAs under the commission's ownership rules, the FCC said.



A pending FCC proposal would count the agreements toward TV ownership limits. The proposal is part of an FCC review of several ownership rules, including the restriction on common ownership of two TV stations in a market.

The commission said it does not have enough data to decide how to treat the agreements. The notice asks stations participating in the deals to submit their call letters, community of license, channel number

and designated market area.

Additionally, it requests information on the start and end dates of the agreements; the percentage of the time brokered in each agreement; whether the agreement includes renewal provisions; network affiliations of the brokered or the brokering station, and the reported Nielsen all-day audience share for the brokered and brokering stations during the last three ratings periods.

The commission also said it wants the information before July 3.

"In the event parties to an LMA seeking grandfathered status fail to provide this information they will be required to explain their failure to do so," the FCC said.

One FCC source says the original draft of the notice requested more information and included a threat not to grandfather LMAs if stations did not submit the requested information. Others agree that the language changed from the original draft but say the notice still says that stations seeking to

grandfather an LMA will have to answer for holding back on the requested data.

Broadcasters are concerned that the FCC's request will delay action on the ownership rules. "They have had a year to do this. Why now?" asks David Donovan, vice president of the Association of Local Television Stations (ALTV). Earlier this year, Donovan's group counted some 60 LMAs in a report on the agreements submitted to the FCC.

But Donovan predicts that the extra information will only help the case for preserving the agreements. "There's millions of dollars invested in LMAs," he says.

The commission invited the stations to offer such arguments in submitting the information. The notice requests information on whether a station was off the air prior to the marketing agreement, whether the station has been for sale, and whether it was under construction while under the agreement.

The FCC's pending proposal would subject existing LMAs to local ownership limits once the contracts expire. Earlier this month, the plan drew criticism from ranking House Commerce Committee member John Dingell (D-Mich.). "This course of action is not only inconsistent with congressional intent but is punitive, and constitutes an unwarranted treatment of contractual agreements that were entered into in good faith," Dingell said in a letter to FCC Chairman Reed Hundt.

A high-ranking FCC official says the Mass Media Bureau staff hopes to have an ownership plan assembled in time for the commission's August meeting. But whether commissioners will be able to agree on the rules remains unclear. Several sources in and out of the commission have predicted that commissioners James Quello and Rachelle Chong may deadlock with Hundt and Commissioner Susan Ness over the ownership rules. ■

NAB board focusing on content, spectrum

Is concerned that 'ill will on Capitol Hill' will hurt other association efforts

By Paige Albiniaak

WASHINGTON

The National Association of Broadcasters is winning its spectrum fights in Washington, but broadcasters continue to lose ground on Capitol Hill over content issues—particularly TV ratings.

And that may be OK with the NAB. In a report prepared for a board meeting over the weekend, Jim May, the association's top lobbyist, wrote that the TV ratings battle is secondary: "Our concern remains that ill will on Capitol Hill caused by the ratings controversy is spilling over onto other issues of equal or greater concern to broadcasters."

The report doesn't identify the "other issues," but securing additional channels for digital broadcasting and relaxation of TV station ownership rules have been at the top of the NAB Washington agenda.

Bowing to congressional pressure, the NAB and the broadcast networks are expected to agree to revamp the TV ratings system to include content warnings.

Meanwhile, over the past two

Radio board makeup under question

WASHINGTON—Radio industry consolidation is affecting more than ownership. It's affecting leadership as well, and small radio broadcasters don't like it.

NAB radio board members expected to vote last weekend on whether two representatives from one company may serve on its board at the same time.

"Consolidation has made it more difficult for companies with a lot of good people to have only one board seat," says Bill McElveen, president of WTCB(FM), WOMG(FM) and WISW(AM) Columbia, S.C.

The radio board has 25 seats representing various regions of the country. Each region currently is represented by one seat on the board. Large radio conglomerates usually have stations in many areas of the country. The board also has a chairman, vice chairman, eight designated board seats and two network representatives.

At press time, board members were split on support for the measure, with small-market broadcasters less in favor.

"My inclination would be to vote against that," says Dick Osbourne, president and general manager of WKXL-AM-FM Concord, N.H. "As an owner myself and a small, independent broadcaster, I resist that sort of consolidation working its way into the NAB board in radio or television."

The proposal is subject to limitations, McElveen says. For example, the board could decide to allow no more than six companies with two representatives at any one time. The board also could keep one company from holding a seat for longer than a single two-year term.

"I think as long as people can get comfortable with the limitations, there are strong sentiments to pass this measure," McElveen says. —PA

The Sparkle
In Your Eye
Touched
Many Hearts.

Our deep felt thanks and appreciation
for your partnership, your confidence
and total commitment.



Gold Winner 1997 BDA International Awards
CBS TOTAL PACKAGE DESIGN

Silver Winner 76th Annual Art Directors Awards
CBS TELEVISION BROADCAST GRAPHICS

Juan Delcan & Jim Kealy
designers

Lisa Laubhan & Tara Belkin
producers

Marty Wall
executive producer



On board, almost

WASHINGTON—Of the three leadership elections slated for the National Association of Broadcasters board meeting over the past weekend, only one was a contest.

The radio board's current vice chairman, Howard Anderson of KHWY(FM) Los Angeles, ran uncontested for chairman. And on the TV board, Dennis FitzSimons of Tribune Television, Chicago, ran uncontested for vice chairman. (Jim Babb of LIN TV, Charlotte, N.C., has one more year to serve as TV board chairman.)

But three broadcasters were vying for vice chair of the NAB radio board: Martha Dudman of Dudman Communications Co., Ellsworth, Me.; Michael McDougald of McDougald Broadcasting Corp., Rome, Ga., and Bill McElveen of WTCB(FM), WOMG(FM) and WISW(AM) Columbia, S.C. At deadline Friday, McElveen was the clear front-runner. —PA

weeks, the NAB has scored a series of legislative victories that will ensure that stations not only receive a second channel for digital TV but also will be able to hang on to their current analog channels beyond 2006, the year the administration and the FCC had targeted for their return.

In an interview, May stressed that the NAB is not giving ground on ratings for the sake of digital spectrum. The negotiations around TV ratings have nothing to do with federal budget issues regarding spectrum, he says.

Most board members on their way to Washington for the weekend board meeting say that content and spectrum issues are two battles being fought on two fronts.

"We should not give up one for the other," says Nick Evans, president of Spartan Communications in Spartanburg, S.C. "Broadcasters are tired of being bullied."

"I don't necessarily relate content issues to digital spectrum," says Bill McElveen, president of WTCB(FM), WOMG(FM) and WISW(AM) Columbia, S.C. "We are paying high amounts of money for spectrum. It has nothing to do with content. The content issue was there before the spectrum was."

For the most part, the NAB board seems comfortable with adding content descriptors to the current ratings system, although some board members advocate taking a stronger position.

"This is a perfect example wherein the NAB can invoke principle," says Bill O'Shaughnessy of WVOX(AM)/WRTN(FM) New Rochelle, N.Y. "This whole V-chip thing is clearly unconstitutional. I think the NAB should go to court."

O'Shaughnessy reflects an extreme position for the board; most members are concerned with "making a reason-

able deal that everyone can live with," says Jim Babb, vice president of industry relations for LIN Television Corp. and chairman of the television board.

"There's a concern about First Amendment abridgment that will have to be looked at. But I don't think this system has been given time enough to work," Babb says.

While the board is willing to give a little on the ratings system, it is less willing to give ground on issues that affect revenue, such as liquor advertising.

Political pressure to ban liquor advertising could create a "slippery slope" into banning of beer and wine advertising, Babb says.

"I think broadcasters and most board members feel that the fact that the notice of inquiry hasn't gone forward is appropriate. It's a deep, dark fishing hole...that doesn't deserve further attention."

Beer advertising brings in approximately \$664 million per year in revenue for radio and television stations combined, according to a BROADCASTING & CABLE analysis of Competitive Media Reporting advertising data.

"[Loss of] beer advertising would affect radio considerably," says Walter May, president and owner of East Kentucky Broadcasting Corp. "What we are afraid of is if the law is changed to prohibit alcohol advertising, then we would lose beer."

For the most part, broadcasters "don't know what all the hubbub is about," Babb says. "In my 42 years in the business, I do not know a single broadcaster that has ever taken liquor ads or is desirous of taking liquor ads."

Broadcasters also will discuss providing free airtime for political campaigns, something they prefer to do if it keeps the government away from fur-

ther content regulation.

"I don't mind giving free airtime," East Kentucky Broadcasting's May says. "I do mind giving free commercials. I don't think we should have to give away a thing we depend on for our livelihood, and that's the commercial."

One board member says he would greatly prefer to serve the public interest himself rather than put money into a trust fund to subsidize public broadcasting, as proposed by Representative Billy Tauzin (R-La.), chairman of the House Telecommunications Subcommittee.

Dick Osbourne, president/GM of WKXL-AM-FM Concord, N.H., says it "would be a terrible thing for commercial broadcasting to give up its public interest obligations and responsibilities. It further puts the business in the hands of nonbroadcasters who are beholden to shareholders."

Bill would relax duopoly laws

Representative Cliff Stearns (R-Fla.) has introduced a stand-alone bill that would relax duopoly laws. The new legislation would allow broadcasters to own two UHF stations in one market, or one UHF and one VHF station in one market. Broadcasters also could own two VHF stations in one market, if the FCC decides there is some "unusual and compelling circumstance," according to Stearns. "Relaxation of the duopoly rule will mean more local programming in the market, more news, more sports, and more children's programming. This change is necessary to ensure that free, over-the-air television continues in a multichannel world," Stearns said when introducing the bill on the House floor.

Efforts to relax duopoly laws are going on in other Washington venues. Representative Mike Oxley (R-Ohio) on June 12 added an amendment to the House Commerce Committee's budget reconciliation bill that would relax duopoly rules for broadcasters who bid on returned analog spectrum. The FCC plans to reconsider duopoly this summer. And Senator John McCain (R-Ariz.), chairman of the Commerce Committee, introduced legislation earlier this spring that also would relax duopoly rules. —PA

IT'S 100% RADIO

**A
Must Attend
Event for
All Your
Top Players!**

THE NAB RADIO SHOW

**September 17-20, 1997
New Orleans, Louisiana**

At The NAB Radio Show you can take charge of the new era in radio. Help control the destiny of your business and your career. This is radio's most exclusive event, focused on one thing only—your business, the business of radio! Plan now to attend The NAB Radio Show and...

- Weigh in on the critical issues for marketing, management, programming, production and promotions.
- Supercharge your engineering skills in cutting-edge certification programs.
- Interact with the industry gurus on the issues and opportunities facing your station.
- Capitalize on special small/rural market sessions.
- Network with radio's movers and shakers.
- Make the business deals that will take you into the next century.
- Experience ground-breaking technologies first-hand.
- Meet face-to-face with the suppliers that are shaping the new era of radio!

PLUS, you won't want to miss these exciting events:

- Radio's Opening Reception
- The NAB Marconi Radio Awards Dinner and Show
- The NAB Radio Luncheon and National Radio Award Presentation
- The NAB Career Fair
- And so much more!

The excitement is building—Register Today!

For more information:

- **WEB:** Point your web browser to www.nab.org/conventions/ to register on-line or to receive up-to-the-minute conference, hotel and travel information.
- **FAX-ON-DEMAND:** Dial **301-216-1847** from the touch-tone handset of your fax machine and follow the voice instructions.
- **CALL:** **800-342-2460** or **202-775-4970**. Want to exhibit? Call **202-775-4988**

SUCCEED IN THE NEW ERA OF RADIO

GET MORE INFO TODAY!

Fax this completed form to **202-429-5343**

Please send me more information on ☐ Attending ☐ Exhibiting

BC

Name _____ Title _____
Company _____ Call Letters _____ ☐ AM ☐ FM
Address _____
City _____ State _____ ZIP _____
Country _____ Email _____
Phone _____ Fax _____

www.americanradiohistory.com

**NEW
ORLEANS**

Court coverage hindered by O.J. backlash?

Simpson debacle has changed the landscape for cameras in courtrooms

By Dan Trigoboff

WASHINGTON

Ten years of televising trials in New York could end this week. The state law that has allowed cameras in New York courtrooms will expire at the end of this month unless there's action by this Wednesday.

State Senator James Lack (R-Long Island), who sponsored the program 10 years ago and has put forth a bill to extend the experimental program for another two years, blames backlash against the O.J. Simpson criminal trial for the legislative inaction.

"There have been no problems in the utilization of cameras in this state," Lack says. "But the Simpson trial has certainly had an impact on my colleagues. The trial was turned into entertainment TV...not instructional. And now our program is threatened in both houses [New York's Senate and Assembly]. The trial was horrendous, certainly not a very good lesson in American democracy. But one bad trial does not make good law."

The TV spectacle that made minor media stars of everyone from losing attorneys to freeloading witnesses may have set back television's momentum in bringing similar events to the public.

Virtually all the lawyers in the Simpson case have been criticized for grandstanding, and Los Angeles Superior Court Judge Lance Ito has been savaged for his handling of the case. Losing prosecutor Marcia Clark, on tour promoting her book and preparing for a possible talk show, has discussed her observation that the judge was starstruck.

Since the Simpson trial, many of the criminal trials that have generated strong public interest have been lost to television. Critics of TV trials say the circus atmosphere that surrounded the trial proved their long-held presumptions: the presence of cameras is inherently prejudicial and disruptive.

The Simpson case was carried by every medium from Court TV to Enter-

tainment Television. But in big case after big case since that time—Simpson's civil trial, the second Menendez murder trial, Yolanda Saldivar's trial for the murder of singer Selena, the trial of Susan Smith for the murder of her sons—TV cameras have been shut out.

And recent highly publicized trials like the Timothy McVeigh trial in Den-

Simpson case, whose life and fashion became tabloid fodder.

The most recent case to generate that kind of interest, the trial of McVeigh for the Oklahoma City bombing, never was a candidate for broadcast because of a decades-old ban against photography or radio broadcasts in federal criminal trials.

"The rule banning television broadcasts of federal criminal proceedings meant that, in contrast to the California proceedings, lawyers and witnesses in Denver weren't mugging for the camera," said a June 3 front-page *Wall Street Journal* article which concluded that, because of the contrast, "any inclination to televise criminal trials in federal courts is likely to be snuffed out."

Jeff Ballabon, senior vice president for corporate development at Court TV, disagrees: "The argument is that here you have [U.S. District] Judge [Richard] Matsch, who is tough as nails, takes no nonsense and

tolerates no in-court or out-of-court chatter. And suddenly with the flick of a switch this tough-as-nails judge disintegrates. That's ridiculous. There's no reason to believe he'd be any different with a camera."

And, as Ballabon notes, there *was* a camera in the McVeigh courtroom. A special bill passed by Congress and signed by President Clinton—custom-made for families of the Oklahoma City bombing victims—allowed a closed-circuit hookup in order for the trial to be seen in Oklahoma. Matsch reportedly kept as tight a rein on the camera as he did on trial participants. Court TV reports that, before the legislation, many trial victims' families had asked for the network to broadcast the trial.

"The public was cheated," says Jane Kirtley, director of the Reporters' Committee for Freedom of the Press. "I've heard that this was a model trial. I don't know, because I didn't get to see any of it. And that's the shame. [After the first Simpson trial] people should have seen what a professional trial this was. I'm always bothered by people trying to use the



The absence of camera access in the Simpson civil trial brought out reporters' resourcefulness.

ver that were not broadcast publicly and appeared to go smoothly—and ended with more popular verdicts—have been cited in support of keeping cameras out.

Camera access to trials has been debated since the newsreel coverage of Bruno Hauptmann's trial for the kidnapping and killing of the Lindbergh baby. Before the Simpson verdict in 1995, dozens of state trial broadcast programs, a favorable Supreme Court ruling and the advent of Court TV and other broadcasters interested in covering court proceedings demonstrated a trend toward openness in the justice system. But clearly, says Radio-Television News Directors Association President Barbara Cochran, "we were set back by the Simpson trial. It had a chilling effect on state and local judges."

Lawyers arguing over broadcasting in South Carolina's Smith trial cited behavior of the players in the Simpson case, and a prosecutor in the Selena case argued that he didn't want to become "the Marcia Clark of Texas"—a reference to the prosecutor in the

Simpson case as the norm. And I would hate for the lesson of the McVeigh case to be that all parties should be gagged and no cameras. Bit by bit we chip away at the First Amendment. Case by case we go more toward secret court proceedings."

"We have no doubt that the Simpson case set this effort [to televise trials] back," says a pleased Jack King, a spokesman for the National Association of Criminal Defense Lawyers—which opposes televising a trial if the defendant doesn't want it. (In 36 states a defendant's consent is not necessary for coverage.)

According to RTNDA, 47 states have rules that permit some form of radio or TV coverage from their courtrooms. In most of those states it's the court that decides. Mississippi, South Dakota and the District of Columbia allow no form of extended media coverage, RTNDA reports. Indiana courts have allowed sporadic coverage, says RTNDA, but there are no official rules.

The Simpson case may have stalled progress toward opening federal courtrooms to cameras. A 1991-94 experiment allowing cameras and microphones in federal civil trials ended with a recommendation from the overseeing committee that federal civil courts open up to cameras. That recommendation, offered during the early stages of the Simpson trial, was rejected and has been rejected at least twice since.

"The judges told us this is not the time," says Court TV's Ballabon, who is active in efforts to pursue federal trial broadcasts.

Whether the Judicial Conference rejected the recommendation specifically because of the Simpson trial is "hard to know," says David Sellers, public information officer for the Administrative Office of U.S. Courts, "but there was concern over the impact cameras had in the Simpson case."

In April, Representative Steve Chabot (R-Ohio) introduced a bill—with Democratic support—that would give federal trial and appeals judges discretion to permit television and radio broadcasts from their courts on a case-by-case basis. Parts of that bill moved through a congressional subcommittee in June. Chabot's office reports, but without the provisions allowing telecasts of trials. In the

bill's present form, TV coverage would be limited to appellate hearings. A spokesperson for Chabot says the congressman will try to restore the trial provisions.

A source close to the legislation says the trial provisions were dropped in a compromise over the traditional concerns of legislators—many of whom are lawyers—about broadcasting from federal courts. The Simpson case was not mentioned specifically, according to the source, although legislators did discuss the danger of lawyers and witnesses "playing to the cameras" and other possible pitfalls. "Certainly that case was a pervasive example of what can go wrong," the source says.

"The federal courts didn't televise trials before the O.J. trial," notes Judy Clarke, president of the NACDL and head of Federal Defenders in Spokane, Wash. "Why would they do it now? That's not the way the pendulum swings."

Steven Brill, the departing founder of Court TV, rejects the notion that the practice of televising trials is in trouble. "I keep hearing the climate has changed," he says, disputing the conclusions in the *Wall Street Journal* article. "But Court TV has been getting into a higher percentage of trials than ever. Some judges are more eager to have cameras in their courts after the Simpson case because they feel so frustrated by the image of justice presented. There's a reverse backlash in some cases."

"What you're really dealing with is like apartheid in South Africa. We take two steps forward and one step back," he says. "The only efforts in any legislatures to cut back on broad-

casting trials were in California and Georgia, and they were soundly defeated. That's hardly a trend." And, referring to Chabot's bill, Brill says, adding "No one was even talking about broadcasting federal trials when we launched Court TV."

For Clarke, the issue is one of inverse proportion: the more interest the public has in a case—interest that could be manifested in a broadcast—the less likely a defense attorney is to want the trial televised. Clark notes, "I'm not looking at it from the perspective of the profit motive of TV stations."

Some well-known cases have aired post-Simpson: the murder case involving the *Jenny Jones* show; Joan Collins's dispute with her publisher; one of Dr. Jack Kevorkian's trials; a contract dispute involving *Baywatch* star Pamela Anderson Lee, and a case involving subway vigilante Bernhard Goetz.

NACDL's Clarke has spent most of her career in federal courts, but she participated in the high-profile defense of Susan Smith for the murder of her two sons.

"When the judge ordered the cameras out, he took a recess and they were removed," says Clarke, who was in the courtroom. "It returned to being a courtroom from a stage. This was a death penalty case. It's hard enough being a witness in a case like that without the cameras."

"O.J. didn't help," she concedes. Maybe the tide will change when a few more big trials in state courts are televised without the circus atmosphere of the Simpson case, she suggests, and the federal judiciary might take another look. "The O.J. case set a horrible example." ■

Reno weighs in on cameras

The American people cannot, Attorney General Janet Reno said at a June 12 press briefing, "evaluate the justice system on the basis of highly publicized trials." Although the attorney general avoided discussing the recent McVeigh prosecution—which was not carried on television—she endorsed televised trials. "The more the American people can see of what goes on, on a regular basis in the justice system, I think they have greater confidence," she stated.

"If television is properly used," Reno said, "not just to catch the sensational moment in the courtroom, but to give people a better idea of the whole coverage, it can be a great force for informing people of their government."

The attorney general said she has been a longtime supporter of televised trials. She cited her experiences in Florida, which was one of the first states to broadcast trials.

—DT

Special Report

RADIO'S NEW ORDER

By relaxing ownership restrictions, the Telecommunications Act of 1996 launched a consolidation revolution, and *BROADCASTING & CABLE's* exclusive list of the nation's Top 25 Radio Groups proves it. The groups ranked here by listenership control 1,372 stations, 13% of the nation's 10,273 stations. Chancellor Media Corp. and Capstar Broadcasting Partners LP, born in May 1996, top the list by virtue of their common ownership: investor Thomas O. Hicks (see page 38). Six radio groups formerly on the list have been swallowed and disappeared. And there's a new crop of top-25ers.

Numbers in parentheses represent a company's place on the 1996 list (or not applicable).

- | | |
|---|--|
| 1. Chancellor Media/Capstar (NA)
(Chancellor (5), Evergreen (31) /Capstar Broadcasting (NA)) | 13. Greater Media (18) |
| 2. Westinghouse Electric/CBS (1) | 14. Susquehanna Radio (17) |
| 3. Clear Channel Communications (2) | 15. Nationwide (18) |
| 4. American Radio Systems (7) | 16. Entertainment Communications (NA) |
| 5. Jacor Communications (8) | 17. Sinclair Broadcast Group (20) |
| 6. Walt Disney/ABC (4) | 18. Beasley Broadcast Group (21) |
| 7. SFX (10) | 19. Paxson Communications (NA) |
| 8. Emmis Broadcasting (8) | 20. Jefferson-Pilot Communications (25) |
| 9. Cox Broadcasting (8) | 21. Saga Communications (NA) |
| 10. Spanish Broadcasting System (14) | 22. Tribune (24) |
| 11. Bonneville International (13) | 23. Triathlon Broadcasting (NA) |
| 12. Citadel Broadcasting (NA) | 24. Douglas Broadcasting/Par Holdings (NA) |
| | 25. Max Media Properties (NA) |

Top 25 Radio Groups

1 Chancellor Media Corp.* /Capstar Broadcasting Partners Inc.

Dallas/Austin, Tex.
Thomas O. Hicks, owner
(*merger of Chancellor
Broadcasting Co. and



Evergreen Media Corp.)	
New York (1)	
WLTW(FM)*	149,100
WKTU(FM)	125,900
WHTZ-FM	81,900
WAXQ(FM)*	54,300
WKHL(FM)	9,200
Los Angeles (2)	
KKBT(FM)	94,100
KLAC(AM)	40,200
KYSR(FM)*	35,900
KZLA-FM	35,200
KIBB(FM)*	31,000
Chicago (3)	
WGCI-FM*	65,600
WLIT-FM*	61,700
WVAZ(FM)	53,600
WNUA-FM	42,000
WRCX(FM)	39,300
WLUP(FM)	25,200

WGCI(AM)*	14,700
WMVP(AM)	13,300
San Francisco (4)	
KYLD(FM)	38,900
KMEL(FM)	33,600
KKSF-FM	30,500
KIOI(FM)	27,200
KDFC(FM)	21,300
KBGG-FM	19,800
KABL(AM)	16,900
KSAN-FM	14,700
KNEW(AM)	9,000
KDFC(AM)	NR
Philadelphia (5)	
WUSL-FM*	44,200
WDAS-FM	38,800
WIOQ-FM*	31,900
WJJZ-FM*	29,500
WFLN-FM*	23,000
WYXR-FM*	18,300

WDAS(AM)	7,900
WJBR-FM	3,700
Detroit (6)	
WJLB(FM)*	49,400
WNIC(FM)	42,000
WKQI(FM)	28,500
WWWW-FM	24,400
WMXD(FM)*	23,100
WDFN(AM)	7,800
WDOZ(AM)	NR
Dallas/Fort Worth (7)	
KHKS(FM)*	41,300
KSKY(AM)	NR
Washington (8)	
WGAY(FM)*	27,400
WBGH(FM)	27,300
WMZO-FM*	25,600
WGMS(FM)	24,100
WASH(FM)	23,100
WTOP(AM)	17,700

WTEM(AM)	6,900
WWRC(AM)*	4,600
Houston (9)	
KTRH(AM)	23,000
KLOL(FM)	19,100
Boston (10)	
WXKS-FM	32,300
WJMN(FM)	31,100
WXKS(AM)	13,000
Atlanta (12)	
WFOX-FM	19,500
Long Island, N.Y. (15)	
WALK-AM/FM	24,300
WBLI-FM	15,600
WBAB-FM	11,300
WHFM-FM	200
WGBB(AM)*	NR
Minneapolis/St. Paul (16)	
KDWB-FM	23,500
KEEY-FM	23,400

Special Report Top 25 Radio Groups

By the numbers: Ranking the groups

B&C's exclusive Top 25 Radio Group rankings are based on the average number of listeners per quarter-hour (AQH) who listened at least five minutes to a particular station, per the latest Arbitron books. The period covered is Monday-Sunday, 6 a.m.-midnight, among persons 12 years and older. Each group's total number of stations appears after its listenership total.

For each company, stations are grouped by market (followed by Arbitron's metro ranking in parentheses) and then by rank within each market. Included among the rankings are stations with which a company has a local marketing agreement (LMA), time brokerage agreement (TBA), joint sales agreement (JSA) or option to buy.

Key to symbols and abbreviations: *=is buying/acquiring
******=LMA *******=option to buy **NR**=not ranked by Arbitron

Compiled by Elizabeth A. Rathbun and Sara Brown

Sources: B&C, Arbitron Co., companies on list

WBOB(FM)	15,700
KTCZ-FM	13,200
KFAN(AM)	6,600
KTCJ(AM)	600
Phoenix (18)	
KMLE-FM	20,900
KOY(AM)	16,600
KYOT-FM	11,100
KZON(FM)	10,100
KISO(AM)	1,300
Pittsburgh (20)	
WWSW-FM	16,800
WWSW(AM)	1,400
Denver (23)	
KALC(FM)	16,400
KXKL-FM	14,100
KVOD-FM	8,100
KIMN(FM)	7,100
KRRF(AM)	1,200
Cincinnati (25)	
WUBE-FM	23,400
WYGY-FM	7,300
WKYN(AM)	1,700
WUBE(AM)	1,100
Riverside, Calif. (26)	
KGGI-FM	14,200
KMEN(AM)	NR
Sacramento, Calif. (28)	
KFBK(AM)	22,700
KHYL-FM	9,900
KGBY-FM	9,100
KSTE(AM)	5,400
Charlotte, N.C. (37)	
WFMX(FM)	1,700
WSIC(AM)	NR
Orlando, Fla. (38)	
WXXL(FM)	12,900
WJHM(FM)	11,600
WOMX-FM	9,700
WOGL-FM	8,600
Dayton, Ohio (54)	
WING-FM	500
Birmingham, Ala. (55)	
WMJJ(FM)	8,700
WERC(AM)	7,100
WOWC(FM)	4,400
Honolulu (58)	
KSSK-FM	13,700
KIKI-FM	13,300
KSSK(AM)	10,400
KHHV(AM)	4,600
KKLV(FM)	2,800
KUCD(FM)	2,800
KIKI(AM)	NR
Spartanburg, S.C. (59)	
WJMZ-FM	10,100
WKSF(FM)	6,000
WWNC(AM)	3,300
Fresno, Calif. (64)	
KBOS-FM	8,300
KRZR(FM)	5,200
KJOI(FM)	3,900
KCBL(AM)	600

KRDU(AM)	400
Allentown, Pa. (65)	
WAEB-FM	12,500
WODE-FM	10,200
WZZO(FM)	6,900
WAEB(AM)	5,200
WEEX(AM)	NR
Grand Rapids, Mich. (66)	
WLHT(FM)	6,000
WGRD-FM	5,900
WQFN(FM)	1,700
WRCV(AM)	NR
Harrisburg, Pa. (73)	
WNNK-FM	9,700
WTCY(AM)	2,400
Fort Myers, Fla. (76)	
WDRR(FM) (50%)	1,800
WFSN(FM)	1,200
Baton Rouge, La. (81)	
WYNK-FM	7,700
KRVE(FM)	4,900
WJBO(AM)	4,600
WLSS(FM)	3,200
WBIU(AM)	300
WYNK(AM)	100
Des Moines, Iowa (88)	
KGGO(FM)	4,500
KHKI(FM)	2,700
KDMI(AM)	1,000
Columbia, S.C. (88)	
WCOS-FM	6,700
WNOK-FM	5,000
WSCQ(FM)	4,100
WVOC(AM)	3,700
WHKZ(FM)	1,400
WCOS(AM)	700
Wichita, Kan. (90)	
KKRD(FM)	4,700
KRZZ-FM	4,400
Daytona Beach, Fla. (93)	
WGNE-FM	5,600
Melbourne, Fla. (96)	
WMMB(AM)	5,400
WLRQ-FM	3,500
WHKR-FM	2,900
WGGD-FM	1,700
WMYM(AM)	300
Lynchburg, Va. (102)	
WYYD(FM)	7,200
WROV-FM	5,200

WJJS(FM)	3,700
WJXX(FM)	3,200
WJLM(FM)	2,700
WLDJ(FM)	2,000
WRDJ(FM)	1,000
WLNi(FM)	1,000
WJJS(AM)	200
WROV(AM)	NR
Worcester, Mass. (107)	
WSRS(FM)	7,100
WTAG(AM)	5,000
Huntsville, Ala. (115)	
WDRM-FM	10,600
WTAK-FM	3,000
WWXQ(FM)	800
WXOW(FM)	600
WBPH(AM)	100
WHOS(AM)	NR
Portsmouth, N.H. (117)	
WHEB(FM)	4,600
WXHT(FM)	900
WTMN(AM)	NR
Jackson, Miss. (118)	
WJMI(FM)	9,100
WMSI-FM	5,400
WJDX(FM)	3,100
WSTZ-FM	2,700
WOAD(AM)	1,700
WZRX(AM)	1,700
WKTF-FM	1,100
WKXI(AM)	700
WKXI-FM	700
WJDS(AM)	400
Fort Pierce, Fla. (119)	
WOSN(FM)	4,800
WBBE(FM)	2,800
WAVW(FM)	2,500
WQOL(FM)	2,500
WZZR(FM)	2,300
WAXE(AM)	400
Madison, Wis. (121)	
WZEE(FM)	6,300
WIBA-FM	4,300
WIBA(AM)	3,200
WMAD-FM	2,400
WTSO(AM)	1,500
WMLI-FM	1,000
Modesto, Calif. (122)	
KJSN(FM)	3,500
KFIV(AM)	1,700

KVFX(FM)	900
KJAX(AM)	NR
Pensacola, Fla. (125)	
WXBM-FM	8,600
WMEZ(FM)	3,500
WWSF(FM)	NR
Corpus Christi, Tex. (126)	
KRYS-FM	4,000
KMXR(FM)	2,400
KNCN(FM)	2,100
KRYS(AM)	300
Shreveport, La. (127)	
KRMD-FM	6,700
KTUX(FM)	1,700
KRMD(AM)	600
Beaumont, Tex. (128)	
KYKR(FM)	5,500
KLVI(AM)	4,300
KKMY(FM)	3,100
KIOC-FM	2,400
Reno (131)	
KWNZ(FM)	4,400
KRNO-FM	3,700
KCBN(AM)	1,400
Biloxi, Miss. (133)	
WKNN-FM	7,100
WMJY(FM)	3,300
Stamford, Conn. (134)	
WEFX(FM)	1,400
WSTC(AM)	1,100
WNLK(AM)	400
Huntington, W.Va. (139)	
WTCR-FM	6,600
WKEE-FM	5,500
WKEE(AM)	2,000
WFXN-FM	1,200
WBVB(FM)	900
WMLV(FM)	900
WTCR(AM)	700
WIRO(AM)	200
WZZW(AM)	NR
WHRD(AM)	NR
Montgomery, Ala. (140)	
WZHT(FM)	7,500
WMCZ(FM)	2,700
Killeen, Tex. (143)	
KIIZ-FM	6,100
Tyler, Tex. (144)	
KISX(FM)	4,800
KNUE(FM)	4,500

KTYL-FM	1,800
Savannah, Ga. (153)	
WYKZ(FM)	8,000
WLVB(FM)	3,700
WAEV(FM)	3,100
WSOK(AM)	2,600
WCHY-FM	2,500
WCHY(AM)	NR
Salisbury, Md. (154)	
WWFG(FM)	2,900
WOSC(FM)	1,300
Fayetteville, Ark. (155)	
KKIX(FM)	5,900
KEZA(AM)	3,900
Anchorage (165)	
KGOT(FM)	3,400
KASH-FM	2,800
KENI(AM)	2,600
KYMG(FM)	2,000
KBFX(FM)	1,400
KASH(AM)	200
KYAK(AM)	200
Fort Smith, Ark. (169)	
KMAG(FM)	3,800
KWHN(AM)	1,800
Lubbock, Tex. (172)	
KZII(FM)	5,100
KFMX-FM	3,400
KRLB-FM	1,100
KFYO(AM)	800
KKAM(AM)	400
Waterbury, Conn. (174)	
WRKI(FM)	700
Waco, Tex. (190)	
KWTX-FM	2,800
KCKR(FM)	2,400
KBRQ(FM)	1,800
KKTK(AM)	500
KWTX(AM)	500
KKTK-FM	NR
Danbury, Conn. (191)	
WAXB(FM)	800
Springfield, Ill. (192)	
WFMB-FM	2,900
WFMB(AM)	500
WCVS-FM	200
Manchester, N.H. (193)	
WGIR-FM	2,800
WGIR(AM)	1,800
Wilmington, Del. (202)	
WDSB(FM)	3,900
WJBR(AM)	2,200
WDOV(AM)	NR
WSRV(FM)	NR
Tuscaloosa, Ala. (212)	
WTXT-FM	3,100
WAAX(AM)	NR
WQEN(FM)	NR
Winchester, Va. (218)	
WUSQ-FM	4,800
WFQX(FM)	1,100
WNTW(AM)	NR
Burlington, Vt. (220)	
WEZF(FM)	2,100
Monroe, La. (226)	
KBYB(FM)	NR
Battle Creek, Mich. (228)	
WBCK(AM)	1,800
WBXX(FM)	1,400
WRCC(AM)	NR
WWKN(FM)	NR
Texarkana, Tex./Ark. (238)	
KKYR-FM	4,800
KYGL(FM)	900
KKYR(AM)	100



KKZQ(FM)*	NR
Wheeling, W.Va. (251)	
WOVK(FM)	4,700
WKWK-FM	2,000
WEGW(FM)	1,600
WWVA(AM)	1,300
WRIR(FM)	1,000
WBBD(AM)	700
Jackson, Tenn. (257)	
WTVN(FM)	1,700
WYNU(FM)	1,500
WTJS(AM)	500
Fairbanks, Alaska (NR)	
KIAK(AM)*	NR
KIAK-FM*	NR
KAKQ-FM*	NR
Yuma, Ariz. (NR)	
KBLU(AM)*	NR
KTTI(FM)*	NR
KYJT(FM)*	NR
Brookfield, Conn. (NR)	
WINE(AM)	NR
Farmington, N.M. (NR)	
KCQL(AM)*	NR
KKFG(FM)*	NR
KTRA(FM)*	NR
KDAG(FM)*	NR
Mount Kisco, N.Y. (NR)	
WZZN(FM)	NR
Patterson, N.Y. (NR)	
WPUT(AM)	NR
White Plains, N.Y. (NR)	
WFAS(AM)	NR
WFAS-FM	NR
Hooks, Tex. (NR)	
KLLI(FM)*	NR
Lufkin, Tex. (NR)	
KYKS(FM)*	NR
KAFX-FM*	NR
Madisonville, Tex. (NR)	
KAGG(FM) (TBA)	NR
Victoria, Tex. (NR)	
KIXS(FM)*	NR
KLUB(FM)*	NR

Total: 2,900,900 (325)

Other media holdings:

Six TVs: Marcus Cable Co.: wired, wireless cable in Argentina, Mexico; Capitol Music Hall, Wheeling, W. Va.; Muzak franchises in Ga., Fla.; educational video; cable TV for hospitals

Westinghouse Electric Co./CBS Corp.

Pittsburgh/New York

Michael H. Jordan,

chairman: Mel Karmazin.

CEO. CBS Station Group

New York (1)	
WCBS-FM	115,400
WINS(AM)	96,600
WXRK-FM	94,700
WCBS(AM)	90,100
WFAN(AM)	64,500
WNEW(FM)	48,500
WZRC(AM)	NR
Los Angeles (2)	
KTWV(FM)	64,200
KROQ-FM	58,500
KRTH-FM	55,900
KCBS-FM	48,200
KNX(AM)	41,000
KFWB(AM)	35,500
KLSX(FM)*	33,100
KRLA(AM)	17,800
Chicago (3)	
WBBM-FM	57,700
WBBM(AM)	48,900
WUSN-FM	44,100
WJMK-FM	39,900
WXRT-FM	35,500
WCKG(FM)	31,500
WMAQ(AM)	26,000
San Francisco (4)	
KCBS(AM)	36,900
KFRC-FM	24,200
KLLC(FM)	21,600
KOME-FM	16,200
KITS(FM)*	14,900
KYCY(FM)	9,800
KFRC(AM)	6,300
KPIX(AM)	1,000
Philadelphia (5)	
KYW(AM)	51,100
WYSP-FM	39,100
WOGL-FM	32,400
WIP(AM)	26,200
WPHT(AM)	4,000
Detroit (6)	
WOMC-FM	36,400
WWJ(AM)	34,800
WYCD(FM)	22,700
WXYT(AM)	20,400
WVMV(FM)	20,200
WKRK(FM)	NR
Dallas/Fort Worth (7)	
KVIL(FM)	36,200
KRLD(AM)*	26,200
KLUV(FM)	21,600
KOAI(FM)	21,200
KRBV-FM	15,300
KHVN(AM)	8,500
Washington (8)	
WPGC-FM	39,200
WJFK-FM	20,600
WHFS(FM)*	13,800
WARW-FM	12,200
WPGC-AM	7,000
Houston (9)	
KILT-FM	26,100
KIKK-FM	19,500

KILT(AM)	5,400
KXYZ(AM)	2,100
KIKK(AM)	NR
Boston (10)	
WBZ(AM)	43,400
WBCN-FM	26,000
WODS(FM)	26,000
WZLX-FM	18,600
Atlanta (12)	
WVEE(FM)	45,500
WZGC-FM	19,700
WAOK(AM)	6,900
Minneapolis/St. Paul (16)	
WCCO(AM)	47,800
WLTE(FM)	25,000
St. Louis (17)	
KMOX(AM)	41,600
Baltimore (19)	
WLIF-FM	21,000
WXYV(FM)	13,400
WCAO(AM)	9,300
WJFK(AM)	5,900
Pittsburgh (20)	
KDKA(AM)	42,300
Tampa/St. Pete, Fla. (21)	
WQYK-FM	26,100
WQYK(AM)	2,600

Total: 2,261,800 (74)

Other media holdings:

14 TVs: CBS Television and Radio networks; Eye on People cable channel; Home Team Sports; TDI Group W Satellite Communications; Group W Productions; CBS Enterprises; TeleNoticias; acquiring Texas State (radio) Network

Clear Channel Communications Inc.*

San Antonio

L. Lowry Mays, president

(*includes Hefel Broadcasting Corp.)



New York (1)	
WADO(AM)	51,200
WGLI(AM)	NR
WPAT(AM)	NR
Los Angeles (2)	
KLVE(FM)	102,800
KSCA(FM)	59,200
KTNQ(AM)	35,600
Chicago (3)	
WOJO(FM)	32,000
WIND(AM)	7,200
WLXX(AM)	6,400
San Francisco (4)	

KSOL(FM)	9,500
KZOL(FM)	2,400
Dallas/Fort Worth (7)	
KESQ(AM)	12,100
KMRT(AM)	3,400
KICI-FM	2,300
KMRT-FM	600
KINF(AM)	NR
Houston (9)	
KBXX(FM)	46,000
KMJQ(FM)	31,100
KPRC(AM)	15,900
KHYS(FM)**	11,200
KSEV(AM)	6,100
KJOJ-FM	500
KMPQ(AM)	NR
KJOJ(AM)	NR
Miami/Ft. Lauderdale (11)	
WHYI-FM	22,300
WAQI(AM)	22,100
WBGG-FM	15,900
WQBA(AM)	15,200
WRTQ(FM)	10,700
WQBA-FM	NR
Tampa/St. Pete, Fla. (21)	
WRBQ-FM	15,800
WMTX-FM	11,900
WRBQ(AM)	5,700
WMTX(AM)	NR
Cleveland (22)	
WNCX(FM)	18,600
WENZ-FM	4,800
WERE(AM)	1,500
Milwaukee (29)	
WMIL(FM)	17,100
WKKV(FM)	16,700
WOKY(AM)	12,700
Providence, R.I. (31)	
WWBB(FM)	13,100
WWRX-FM	7,900
Norfolk, Va. (33)	
WOWI-FM***	20,500
WJCD(FM)***	9,000
WSVY-FM***	6,800
WMYK(AM)***	3,800
San Antonio (34)	
KAJA(FM)	11,400
KQXT(FM)	10,700
WOAI(AM)	8,400
KSJL-FM	8,100
KTKR(AM)	1,000
New Orleans (39)	
WQUE-FM	23,000
WYLD-FM	15,400
WNOE-FM	13,200
KHOM(FM)	9,300
WYLD(AM)	7,200
KKND-FM	6,700
WODT(AM)	1,300
Greenboro, N.C. (41)	
WTQR(FM)	17,700
WSJS(AM)	7,000
WXXA-FM	5,400
Memphis (43)	
WHRK-FM	19,000
KJMS(FM)	12,900
WEGR-FM	8,600
WDIA(AM)	8,500
WREC(AM)	2,100
WRXQ-FM	3,200
KWAM(AM)	1,100
Las Vegas (45)	
KLSC(AM)	5,000
Raleigh/Durham, N.C. (48)	
WQOK(FM)**	12,200

WFXC(FM)	4,600
WZZU-FM**	3,300
WFXK(FM)	3,000
WDUR(AM)	500
Louisville, Ky. (50)	
WAMZ(FM)	20,100
WHAS(AM)	18,800
WTFX(FM)	7,100
WHKW(FM)	4,600
WOMF(FM)	4,200
WWKY(AM)	2,400
WKJK(AM)	1,600
Austin, Tex. (51)	
KHFI(FM)	6,900
KPEZ(FM)	6,500
KEYI-FM	5,700
KFON(AM)	NR
Oklahoma City (52)	
KXXY-FM	19,300
KJYO(FM)	12,100
KTST(FM)	9,100
KTOK(AM)	7,600
KNRX(FM)	5,100
WKY(AM)	1,700
KEBC(AM)	800
Richmond, Va. (56)	
WTVR-FM	12,300
WRVA(AM)	12,000
WRVQ(FM)	7,900
WRXL(FM)	6,600
WTVR(AM)	2,300
WRNL(AM)	1,300
Albany, N.Y. (57)	
WQBK-FM (80%)	6,300
WXCR(FM) (80%)	2,400
WQBJ(FM) (80%)	1,900
WQBK(AM) (80%)	800
Tulsa, Okla. (61)	
KMOD-FM	8,000
KOLL-FM	3,700
KOAS-FM	2,400
KOLL(AM)	900
KAKC(AM)	600
Grand Rapids, Mich. (66)	
WBCT-FM	7,700
WOOD-FM	6,500
WOOD(AM)	6,300
WCUZ-FM	4,400
WVTI(FM)	2,600
WTKG(AM)	NR
El Paso, Tex. (69)	
KPRR(FM)	15,200
KHEY-FM	5,300
KHEY(AM)	400
Fort Myers, Fla. (76)	
WCKT(FM)	4,500
WOLZ(FM)	3,900
WXRM(FM)**	1,600
WKII(AM)**	1,200
WONU(FM)	NR
Springfield, Mass. (77)	
WHYN(AM)	5,400
WHYN-FM	5,400
Little Rock, Ark. (82)	
KSSN-FM	8,800
KMJX(FM)	5,000
KMVK-FM	2,900
KDDK(FM)	2,600
KOLL-FM	2,500
Mobile, Ala. (84)	
WKSJ-FM	5,900
WMXC(FM)	3,500
WRKH(FM)	2,400
WDWG(FM)	2,000
WNSP(FM)	800

EMMIS BROADCASTING
OUR VALUES CREATE VALUE



NEW YORK
LOS ANGELES
CHICAGO
ATLANTA
ST LOUIS
INDIANAPOLIS

expertise WE HAVE THE SKILL, CREATIVITY AND DRIVE TO FIND NEW IDEAS AND MAKE GOOD ONES BETTER.

empathy A STRONG COMMUNITY PRESENCE PAYS IMPORTANT DIVIDENDS.

esprit d'corps THE COMPANY CREATES A RELAXED AND VIBRANT WORK ENVIRONMENT.

entertainment MORE THAN A SPOT ON THE DIAL, EMMIS STATIONS ARE PART OF OUR LISTENERS' LIVES.

energy SUCCESS IN THE RADIO BUSINESS IS A MOVING TARGET, AND EMMIS EMPLOYEES PURSUE IT TIRELESSLY.

Special Report Top 25 Radio Groups

WKSJ(AM)	NR
Columbia, S.C. (88)	
WWDM(FM)	12,200
WMFX(FM)	4,300
WARO(FM)	3,600
WOIC(AM)	1,500
New Haven, Conn. (97)	
WELI(AM)	3,300
WKCI(FM)	2,900
WAVZ(AM)	2,500
Lancaster, Pa. (110)	
WLAN-FM	6,100
WLAN(AM)	900
Reading, Pa. (130)	
WRFY-FM	10,100
WRAW(AM)	3,100
Moyock, N.C. (NR)	
WMYK(FM)	NR
Collinsville, Okla. (NR)	
KQSY(FM)*	NR
Granbury, Tex. (NR)	
KAMA(AM)	NR
KCYT-FM	NR

Total: 1,274,700 (149)

Other media holdings:
11 TVs; seven TV LMAs;
26% of KUNO(AM)-KSAB-FM
Corpus Christi; 30% of
American Tower: radio sta-
tions in Australia, New
Zealand, Czech Republic

4 American Radio Systems Corp.

Boston
Steven B. Dodge,
chairman/29.6% owner



San Francisco (4)

KSJO(FM)	16,200
KEZR(FM)*	10,500
KKSJ(AM)	8,800
KBRG(FM)*	8,000
KUFJ(FM)	5,800
Boston (10)	
WRKO(AM)	33,600
WEEI(AM)	21,900

WBMX(FM)	21,200
WAAF(FM)	15,500
WEGQ-FM	11,000
WNFT(AM)*	NR
WWTM(AM)	NR
Seattle (13)	
KMPS-FM	18,600
KZOK-FM	16,800
KYCW(FM)	16,400
KBKS(FM)	11,800
KMPS(AM)	700
KRPM(AM)	NR

St. Louis (17)

KEZK-FM	24,300
KYKY(FM)	17,100
KSD-FM	11,200
KFNS(AM)	4,400

Baltimore (19)

WMMX(FM)	25,100
WQSR-FM	22,600
WOCT(FM)	9,900
WBGR(AM)	1,400
WBMD(AM)	1,300

Pittsburgh (20)

WDSY-FM*	25,100
WBZZ(FM)	21,700
WZPT(FM)	8,500

Portland, Ore. (24)

KUPL-FM	13,200
KUFO(FM)	10,100
KKJZ(FM)	9,000
KINK-FM*	8,500
KBBT(FM)	8,000
KUPL(AM)	1,000

Cincinnati (25)

WKRO(FM)	15,500
WGRR-FM*	14,500
WMMA-FM*	1,100

Riverside, Calif. (26)

KFRG(FM)*	20,500
---------------------	--------

Kansas City (27)

KFKF-FM	16,100
KBEO-FM	14,000
KBEO(AM)	NR
Sacramento, Calif. (28)	
KSFM(FM)	19,100
KYMX(FM)	10,000
KNCI(FM)	9,700
KRAK-FM	7,300
KCTC(AM)	6,800
KHTK(AM)	5,600
KQPT(AM)	2,100
KMJL(AM)	NR

Charlotte, N.C. (37)

WPEG(FM)	16,800
WSOC-FM	15,400
WNKS-FM	8,300
WBAV-FM	7,800
WBAV(AM)	1,400
WFNZ(AM)	1,000

Buffalo, N.Y. (40)

WYRK-FM	14,500
WJYE-FM	13,600
WBLK-FM	10,500
WECK(AM)	10,500
WLCE-FM	5,400

Hartford, Conn. (42)

WRCH-FM	20,300
WTIC(AM)	19,800
WTIC-FM	12,300
WZMX(FM)	6,100

Las Vegas (45)

KLUC-FM	12,300
KMZQ-FM	9,100
KMXB-FM	8,400

KXTE(FM)	6,900
KXNT(AM)	4,300
KXNO(AM)	NR

Rochester, N.Y. (46)

WRMM-FM	11,800
WPXY-FM	11,600
WCMF(FM)	9,800
WAOB(FM)*	NR

West Palm Bch., Fla. (49)

WEAT-FM	12,100
WIRK-FM	10,000
WPBZ-FM*	6,100
WMBX-FM*	1,600

Austin, Tex. (51)

KKMJ-FM	11,000
KAMX(FM)	4,900
KJCE(AM)	2,000

Dayton, Ohio (54)

WMMX-FM	11,000
WLQT(FM)	8,500
WTUE-FM	8,000
WBTT(FM)	5,400
WONE(AM)	4,400
WXEG(FM)	4,400
WDOL-FM**	NR

Fresno, Calif. (64)

KMJL(AM)	11,700
KVSR-FM	5,700
KSKS(FM)	4,900
KQOQ-FM	3,500
KNAX-FM	3,200
KKDJ(FM)	1,700
KQOQ(AM)	200

Monterey, Calif. (78)

KLUE(FM)	300
--------------------	-----

Killeen, Tex. (89)

KKIK-FM*	2,200
--------------------	-------

Portsmouth, N.H. (117)

WERZ(FM)*	2,000
WMYF(AM)*	1,200
WSRI(FM)*	600
WZNN(AM)*	500
Sun City, Calif. (NR)	
KXFG-FM	NR

Total: 948,500 (104)

Other media holdings:
American Tower Systems
(antenna sites); buying CP
for FM in Columbiana, Ala.

5 Jacor Communications Inc.

Cincinnati
Randy Michaels, CEO:
Zell/Chilmark Fund LP,
70% owner



Los Angeles (2)

KIIS-FM	11,900
KIIS(AM)	NR

Atlanta (12)

WPCH(FM)	26,100
WKLS-FM	21,100
WGST-FM**	13,500
WGST(AM)	9,000

San Diego (14)

KSDO(AM)	17,000
KHTS-FM	12,600
KIOZ(FM)*	12,300
KKLQ-FM*	12,300
XTRA-FM	12,300
KPOP(AM)*	11,300
KGB-FM*	9,700
XTRA(AM)	7,600
KOGO(AM)	3,900
KKBH-FM	NR

St. Louis (17)

KMJM(FM)	25,100
KATZ(AM)	1,900
KATZ-FM	NR

Tampa/St. Pete, Fla. (21)

WFLZ(FM)	30,100
WDUV(FM)	25,700
WFLA(AM)	18,400
WXTB(FM)	15,300
WAKS-FM	13,200
WTBT(FM)	7,100
WDAE(AM)	NR

Cleveland (22)

WTAM(AM)	16,100
WLTF(FM)*	13,400

Denver (23)

KOA(AM)	19,900
KRFX(FM)	14,300
KHOW(AM)	12,300
KBCO-FM	12,100
KBPI(FM)	10,600
KHHH(FM)	9,900
KTCL-FM (JSA)	4,500
KTLK(AM)	2,500
KBCO(AM)	NR

Portland, Ore. (24)

KKRZ(FM)	19,000
KKCW(FM)	17,700
KEX(AM)	16,700
KOTK(AM)*	5,700

Cincinnati (25)

WLW(AM)	25,200
WEBN(FM)	21,800
WCKY(AM)	12,200
WSAI(AM)**	10,400
WOFX(FM)	9,200
WWNK(FM)	9,200
WAQZ-FM**	4,800
WAZU(AM) (JSA)	NR

Kansas City (27)

WDAF(AM)	16,500
KMXV(FM)	14,400
KYYS(FM)	8,700
KUDL-FM	7,900

Columbus, Ohio (32)

WTVN(AM)	13,400
WLVO(FM)	9,900
WHOK-FM	8,200
WZAZ-FM	5,600
WAZU-FM	2,300
WLOH(AM)	1,000
WHQK-FM	900

Salt Lake City (35)

KODJ(FM)	9,700
KKAT(FM)	8,200
KZHT(FM)*	6,800
KALL(AM)	6,400
KURR-FM*	2,900
KBKK(FM) (JSA)	1,800

KFAM(AM)*

Las Vegas (45)	
KSNE-FM	9,300
KWNR(FM)*	8,500
KFMS-FM	7,600
KBGO-FM*	4,600

Rochester, N.Y. (46)

WHAM(AM)	14,300
WVOR-FM*	7,700
WNVE(FM)*	7,300
WMAX-FM*	4,200
WRCD(FM)***	1,600
WHTK(AM)*	1,200
WMHX-FM***	400

Louisville, Ky. (50)

WDJX-FM*	9,600
WVEZ(FM)*	7,000
WSFR(FM)*	5,400
WLRB(FM)*	2,700
WFIA(AM)*	500

Jacksonville, Fla. (53)

WQIK-FM	11,700
WJBT-FM	7,200
WSOL-FM	7,100
WZAZ(AM)	3,400
WJGR(AM)	NR

Sarasota, Fla. (79)

WYNF(FM)	5,500
WSRZ-FM	4,000
WSPB(AM)	NR

Toledo, Ohio (87)

WVKS(FM)	7,400
WRVF-FM	6,100
WSPD(AM)	5,000
WIOT-FM	4,200
WCWA(AM)	2,000

Des Moines, Iowa (88)

WHO(AM)	7,700
KLYF(FM)	5,300

Lexington, Ky. (105)

WLKT-FM*	5,700
WMXL(FM)	4,300
WKQQ(FM)*	4,000
WWYC-FM	3,600
WTKT(AM)*	1,400
WLAP(AM)	600

Ventura, Calif. (109)

KXSP(AM)*	500
---------------------	-----

Boise, Idaho (129)

KIDO(AM)	4,400
KXLT-FM*	2,100
KLTB(FM)	1,900
KARO(FM)	1,800
KCIX-FM*	NR

San Luis Obispo, Calif. (168)

KBAI(AM)*	6,000
---------------------	-------

Santa Barbara, Calif. (184)

KQSB(AM)	6,000
KSBL-FM*	1,800
KTYD-FM*	1,600
Cedar Rapids, Iowa (197)	
WMT(AM)	3,300
WMT-FM	1,900

Lima, Ohio (218)

WIMT-FM*	3,400
WIMA(AM)*	1,700
WBUK-FM*	1,400
WLWZ-FM	NR

Cheyenne, Wyo. (260)

KIGN(FM)*	2,700
KLEN(FM)*	900
KGAB(AM)	NR
KOLZ(FM)*	NR
Casper, Wyo. (263)	
KTWO(AM)	1,100

THIS AD DOES NOT EXIST. IF IT DID EXIST, WHICH IT DOES NOT, IT WOULD NOT PERTAIN TO ANYONE EITHER LIVING OR DEAD.

We're not paranoid—just careful. We have to be. We're ICESM—the Information, Communications, and Entertainment Practice of KPMG. At this very instant, all over the world, we're discreetly advising, fixing, re-engineering, and creating strategies for clients in ICE-related industries such as computer technology, software, publishing, cable, and telecommunications. Whether it's corporate strategy, enterprise package solutions, outsourcing, or audit and tax planning, our “partners” can handle it. Quietly.

In addition, through our extensive worldwide contacts, we can arrange introductions, recommend alliance partners, or keep our ears to the ground for any interesting new opportunities.

Sorry. We must go now—we've already said too much.

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

We emphatically and categorically deny the existence of this or any other communication.



© 1998 KPMG LLP, a U.S. member firm of KPMG.

Our Mr. Pappas



INFORMATION, COMMUNICATIONS & ENTERTAINMENT

Good advice whispered here.SM

Special Report Top 25 Radio Groups

KMGW-FM	600
Morrow Bay, Calif. (NR)	
KBAI(AM)	NR
Fort Collins, Colo. (NR)	
KCOL(AM)	NR
KGLL-FM	NR
KPAW-FM	NR
Sebring, Fla. (NR)	
WJCM(AM)	NR
Venice, Fla. (NR)	
WAMR(AM)	NR
WCTQ-FM	NR
WEDD-FM	NR
Idaho Falls, Idaho (NR)	
KID(AM)*	NR
KID-FM*	NR
Pocatello, Idaho (NR)	
KWIK(AM)*	NR
KPKY(FM)*	NR
Twin Falls, Idaho (NR)	
KEZJ-FM*	NR
KLIX(AM)*	NR
KLIX-FM*	NR
Munfordville, Ky. (NR)	
WLCC(AM)	NR
WMCC-FM	NR
Sandusky, Ohio (NR)	
WLEC(AM)	NR
WLEC-FM	NR

Total: 941,700 (145)

Other media holdings:
WKRC-TV Cincinnati; Premiere Radio Networks Inc.; EFM Media Management; NSN Network Services; Airtraffic Communications Inc. and Airwatch Communications Inc.; 5.3% of Paxson Communications Corp.

6 Walt Disney Co./ABC Inc.

New York
Michael D. Eisner, chairman; Robert Callahan, president, ABC Radio



New York (1)
WABC(AM)81,100

WPLJ-FM	69,200
Los Angeles (2)	
KABC(AM)	50,200
KLOS(AM)	39,800
KTZN(AM)	8,900
Chicago (3)	
WLS(AM)	48,300
WKXK(FM)	14,200
San Francisco (4)	
KGO(AM)	57,100
KSFO(AM)	17,600
Detroit (6)	
WJR(AM)	38,700
WDRQ(FM)*	18,800
WHYT-FM	15,700
Dallas/Fort Worth (7)	
KSCS-FM	35,100
WBAP(AM)	26,500
Washington (8)	
WMAL(AM)	29,300
WRQX(FM)	23,400
WJZW(FM)*	22,700
Atlanta (12)	
WKHX-FM	38,600
WYAY(FM)	15,900
WKHX(AM)	NR
Minneapolis/St. Paul (16)	
KQRS-FM	41,600
KEGE-FM	20,600
KCFE(FM)*	2,700
KREV(FM)*	2,500
WREV-FM*	2,000
KDIZ(AM)	NR

Total: 720,500 (26)

Other media holdings:
10 TVs; ABC Television and Radio networks; Buena Vista Distribution; Disney Channel, ESPN, ESPN2; international broadcast/ cable services; interests in A&E, Lifetime, History Channel; joint venture with Jim Henson Productions; 4 film companies

7 SFX Broadcasting Inc.

New York
Robert F.X. Sillerman, executive chairman/ 53.2% owner



Dallas/Fort Worth (7)	
KTXQ(FM)*	16,800
KRRW(FM)*	14,200
Houston (9)	
KODA(FM)	38,400
KQUE-FM	27,000
KKRW-FM*	17,600

KKPN(FM)	NR
San Diego (14)	
KYXY(FM)	22,300
KPLN(AM)	8,500
Pittsburgh (20)	
WDVE(FM)*	31,100
WDSY-FM	25,100
WXDX-FM*	18,300
WJJJ(FM)*	13,300
WTAE(AM)*	13,000
WVTY(FM)*	11,400
Milwaukee (29)	
WISN(AM)*	13,000
WLTO(FM)*	8,900
Providence, R.I. (31)	
WHJY(FM)	14,700
WSNE(FM)	10,800
WHJJ(AM)	7,100
Indianapolis (36)	
WFBQ(FM)*	20,700
WRZX(FM)*	7,200
WNDE(AM)	2,100
Charlotte, N.C. (37)	
WRFX(FM)***	13,500
WLYT(FM)	9,700
WTDR-FM	8,300
Greensboro, N.C. (41)	
WMAG(FM) (JSA)	9,000
WHSI(FM)	7,300
WMFR(AM) (JSA)	1,400
WTCK(AM) (JSA)	700
Hartford, Conn. (42)	
WWYZ(FM)*	12,700
WKSS(FM)	9,500
WMRQ(FM)	7,600
WHCN(FM)	5,000
WPOP(AM)	800
Nashville (44)	
WSIX-FM	22,200
WRVW-FM	7,000
Raleigh/Durham, N.C. (48)	
WDCG(FM)	11,200
WRDU(FM)	9,000
WTRG(FM)	7,200
WRSN(FM)	5,000
Jacksonville, Fla. (53)	
WAPE-FM**	10,300
WFYV-FM**	9,900
WKQL(FM)	6,600
WOKV(AM)	5,000
WIVY(FM)	4,600
WBWL(AM)	800
Richmond, Va. (56)	
WKHK-FM*	13,200
WMXB(FM)	7,700
WBZU(FM)*	4,800
WVGQ-FM	3,700
WLEE-FM***	3,400
Albany, N.Y. (57)	
WGNA-FM	12,700
WPYX(FM)	8,500
WTRY(AM)	2,000
WGNA(AM)	500
Greenville, S.C. (59)	
WSSL-FM	13,300
WESC-FM***	10,100
WROQ(FM)	9,200
WMYI-FM	8,100
WTPT(FM)***	4,900
WESC(AM)***	1,900
WGVU(AM)	NR
Springfield, Mass. (77)	
WPKX-FM	7,200
WHMP-FM	2,000
WHMP(AM)	900

Tucson, Ariz. (88)

KRQQ(FM)	8,200
KCEE(AM)	6,200
KNST(AM)	6,100
KWFM(FM)	5,300
Wichita, Kan. (90)	
KNSS(AM)	1,900
New Haven, Conn. (97)	
WPLR(FM)	4,200
WYBC(FM)*	3,500

Total: 875,300 (72)

Other media holdings:
Sillerman is significant shareholder in Triathlon Broadcasting Co.

8 Emmis Broadcasting Corp.

Indianapolis
Jeffrey Smulyan, president



New York (1)

WQHT-FM	159,600
WRKS-FM	113,700
WQCD(FM) (managing.***)	81,200

Los Angeles (2)

KPWR-FM	77,400
---------	--------

Chicago (3)

WKQX-FM	33,300
---------	--------

St. Louis (17)

WKXX-FM	15,900
WALC-FM	14,200
KSHE-FM	14,100
WKBQ(AM)	NR

Indianapolis (36)

WIBC(AM)	15,500
WENS-FM	9,300
WNAP-FM	7,200

Total: 541,400 (12)

Other media holdings:
Indianapolis Monthly and Atlanta magazines

9 Cox Broadcasting Inc.

Atlanta
Nicholas D. Trigony, president; Robert F. Neil, president. Cox Radio Inc.

Los Angeles (2)

KFI(AM)	73,400
KOST-FM	53,800



KRTO-FM*	14,000
KACE-FM	12,800
Miami/Ft. Lauderdale (11)	
WHQT-FM	27,300
WFLC-FM	17,900
Atlanta (12)	
WSB(AM)	41,700
WSB-FM	19,900
WJZF-FM*	10,700
WCNN(AM)**	5,900
Tampa/St. Pete, Fla. (21)	
WWRM-FM	17,700
WCOF-FM	12,600
WSUN(AM)	3,500
WFNS(AM)*	1,100
San Antonio (34)	
KISS-FM*	12,900
KSMG(FM)*	11,600
KCYF(FM)*	10,500
KCJZ(FM)*	5,800
KKYX(AM)*	4,200
KLUP(AM)*	3,900
Orlando, Fla. (38)	
WDBO(AM)	11,000
WMMO(FM)*	6,500
WHTQ(FM)*	5,900
WCFB(FM)*	5,800
WHOO(AM)*	5,300
WZKD(AM)*	NR
Louisville, Ky. (50)	
WRKA(FM)	4,800
WRVI-FM	1,700
WHTE(FM)	1,200
Dayton, Ohio (54)	
WHKO-FM	14,400
WHIO(AM)	8,000
Birmingham, Ala. (55)	
WZZK-FM*	14,500
WBHK(FM)*	7,900
WODL-FM*	7,200
WENN(FM)*	6,800
WAGG(AM)*	4,300
WZZK(AM)*	800
Tulsa, Okla. (61)	
KWEN(FM)*	12,000
KRMG(AM)	8,400
KJSR(FM)*	5,000
KRAV-FM*	4,600
KGTO(AM)*	3,100
WBHJ(FM)	NR
Syracuse, N.Y. (70)	
WBBS(FM)*	9,400
WSYR(AM)	7,900
WYYY(FM)*	6,000
WWHT(FM)	4,200
WHEN(AM)	1,300
Bridgeport, Conn. (112)	
WEZN-FM*	6,800

Total: 538,000 (49)

Other media holdings:
Eight TVs; Rysner Entertainment; newspapers; rep firms



We've always been ready for prime time.

LOWELL "BUD" PAXSON WAS A VISIONARY FROM THE BEGINNING. This broadcaster helped create a network that allowed consumers to shop right from their televisions. He then turned a group of three Florida radio stations into a diversified media empire principally comprised of 40 regional radio stations (including several duopolies), and a nationwide network of 45 TV stations dedicated to airing infomercials. Bud Paxson realized

the marketing potential of infomercials, and their mass market implications. He understood that the role of television as a marketing tool was changing. Beginning in 1994, Union Bank of California assisted Paxson Communications with their entire capital structure in multiple ways: with an investment in junior preferred equity (through Union Venture Corporation). Then, as Agent Bank, underwrit-

ing and syndicating a \$100 million debt financing to consolidate the TV and radio stations. And most recently, the Bank served as Agent Bank again, arranging and syndicating \$200 million in financing for the acquisition of additional infomercial TV stations and radio stations. It's clear to us at Union Bank of California that Bud Paxson can see the future of broadcasting. And we want to be part of that future. Stay tuned.



Special Report Top 25 Radio Groups

10 Spanish Broadcasting System Inc.

New York
Raul Alarcon Jr.,
president/59% owner



New York (1)	
WSKQ-FM	115.400
WPAT-FM	89.600
Los Angeles (2)	
KLAX-FM	55.000
Chicago (3)	
WYSY(FM)*	22.600
Miami/Ft. Lauderdale (11)	
WRMA(FM)*	21.500
WCMQ-FM	17.900
WXDJ(FM)*	17.500
Florida Keys (NR)	
WZMQ(FM)	NR
WSKP-FM	NR

Total: 339,500 (9)

11 Bonneville International Corp.

Salt Lake City

Bruce T. Reese, president:
Corporation of the Presi-
dent of the Church of
Jesus Christ of Latter-Day
Saints, owner



New York (1)	
WDBZ(FM)	39.000
Los Angeles (2)	
KBIG-FM	45.600
Chicago (3)	
WTMX-FM	25.900
WLUP-FM*	25.200
WPNT(FM)*	23.600
San Francisco (4)	
KOIT-FM	28.200
KDFC(FM)*	21.300
KOYT-FM*	8.500
KOIT(AM)	2.300
Dallas/Fort Worth (7)	
KDGE-FM	15.500
KZPS-FM	12.200
Washington (8)	
WWZZ(FM)	26.900
WWVZ(FM)	1.200
WXTR(AM)	NR
Houston (9)	
KLDE(FM)	25.100
Phoenix (18)	
KIDR(AM)	NR
Salt Lake City (35)	
KSL(AM)	11.300

Total: 311,800 (17)

Other media holdings:

KBYU-TV Provo Utah; KSL-TV
Salt Lake City; Salt Lake
City *Desert News*; Bon-
neville LDS Radio Network;
Bonneville Satellite Co.;
Bonneville Washington
News Bureau

12 Citadel Broadcasting Co.

Bigfork, Mont.

Lawrence R. Wilson,
president/19.1% owner;
ABRY Broadcast Partners
II L.P., 37.2% owner



Providence, R.I. (31)	
WWLI(FM)*	18.800
WLKW(AM)*	13.100
WPRO(FM)*	12.100
WPRO(AM)*	8.900
WDGE-FM*	4.500
WDGF-FM*	2.000
Salt Lake City (35)	
KUBL-FM	7.500
KBER-FM	7.400
KENZ(FM)	7.300
KBEE(FM)**	7.200
KFNZ(AM)**	3.400
Wilkes-Barre, Pa. (62)	
WMGS(FM)*	7.400
WBHT(FM)* **	4.900
WZMT(FM)*	4.800
WARM(AM)*	4.400
WAZL(AM)*	1.100
WKQV(FM)* **	1.100
WKQV(AM)* (JSA)	NR
Allentown, Pa. (65)	
WLEV(FM)*	8.000
WEST(AM)*	1.700
Albuquerque, N.M. (71)	
KRST(FM)	9.800
KKOB(AM)	9.400
KKOB-FM	4.900
KMGA-FM	4.400
KHFM(FM)	4.100
KTBL-FM	3.300
KHTL(AM)	400
KNML(AM)	800

Harrisburg, Pa. (73)

WRKZ(FM)*	7.700
WOXA-FM*	3.600
WOXA(AM)*	NR

Little Rock, Ark. (82)

KIPR(FM)*	7.000
KARN(AM)*	4.900
KESR(FM)*	2.900
KARN-FM*	200
KRNN(AM)*	NR

Spokane, Wash. (87)

KDRK-FM	5.600
KKZX(FM) (JSA)	5.000
KGA(AM)	4.100
KAEP-FM	3.600
KEYF-FM (JSA)	2.800
KJRB(AM)	900
KEYF(AM) (JSA)	100
KUDY(AM) (JSA)	NR

Colorado Springs (95)

KKMG-FM	6.200
KKFM-FM	6.100
KKLI(FM)*	2.600

Modesto, Calif. (122)

KATM-FM	7.100
KHKK-FM	2.600
KHOP(FM)	2.200
KBUL(AM)	800

Reno (131)

KKOH(AM)	4.800
KBUL-FM	3.800
KNEV-FM	2.700
KZSR(FM)* ** (JSA)	NR

Eugene, Ore. (146)

KUGN-FM	4.500
KUGN(AM)	2.400
KEHK(FM)	1.500

Johnstown, Pa. (166)

WGLU(FM)*	2.800
WQKK(FM)*	2.300

Tri-Cities, Wash. (200)

KEYW-FM	2.300
KORD-FM	2.000
KXRX(FM)	1.600
KFLD(AM)	500
KLKY(FM)*	NR

Ashland, Ore. (201)

KBOY-FM	1.900
KCMX-FM	1.600
KAKT(FM)	1.300
KTMT-FM	1.100
KCMX(AM)	900
KTMT(AM)	700

State College, Pa. (232)

WQWK(FM)*	1.400
WRSC(AM)*	1.200
WKNN(FM)*	400
WBLF(AM)*	NR

Altoona, Pa. (233)

WPRR(FM)*	1.800
WVAM(AM)*	300

Billings, Mont. (238)

KCTR(FM)	3.700
KKBR(FM)	1.800
KBBB(FM)	1.000
KDWG(AM)	400
KMHK(FM)	400

Gould, Ark. (NR)

KAFN(FM)* (CP)	NR
Quincy, Ill. (NR)	
WBRJ(FM)*	NR

WMOS(FM)*	NR
WQCY(FM)*	NR
WTAD(AM)*	NR
WBRJ(FM)*	NR

Total: 289,300 (88)	
----------------------------	--

13 Greater Media Inc.

E. Brunswick, N.J.
Peter A. Bordes,
chairman/owner



New York (1)

WMGQ-FM	11.000
Philadelphia (5)	
WPEN(AM)	35.700

WMGK-FM	29.100
WMMR(FM)*	24.900
WFLN-FM*	23.000

Detroit (6)

WRIF-FM	29.000
WCSX-FM	19.300
WORS(FM)*	18.000

Boston (10)

WMJX-FM	30.800
WBOS(FM)*	17.100
WROR-FM*	16.800
WKLB-FM	16.800
WOAZ-FM*	11.000

New Brunswick, N.J. (NR)	
WCTC(AM)	NR
WMGQ-FM	NR

Total: 282,500 (15)

Other media holdings:
Cable systems (Pa./Mass.)

14 Susquehanna Radio Corp.

York, Pa.
David E. Kennedy,

Attention Broadcast Executives!

The critical competitive information you need for just the markets
you want is available right now with just a phone call . . .

BIA's TV or Radio Market and Competitive Overviews

Publishers of the "Investing in . . ." Series, *Yearbooks*® and *MasterAccess*™ for Radio and TV.

- Market Overview (Statistical Trends - Historic and Projected)
- Competitive Overview (Stations' Performance - Financial, Ratings, etc.)
- Coverage Map (You select the stations you want to compare)
- Ratings History Report - 16 Books [Nielsen (TV) or Arbitron (Radio)]



BIA Research, Inc. (Formerly BIA Publications, Inc.)

Phone: 800-331-5086 (703-818-2425) • Internet: <http://www.biacompanies.com>

\$150.00
per Market via Fax or
2nd day shipping.
Call for Sample

president /8.7% owner;
Susquehanna Pfaltzgraff
Co., ultimate owner



San Francisco (4)

KYLD(FM)* (freq.) . . . 38,900
KNBR(AM) . . . 25,400
KFOG-FM . . . 22,200
KSAN-FM* (calls) . . . 14,700
KOFY(FM) . . . 3,700
KFFG(FM) . . . 2,700

Dallas/Fort Worth (7)

KPLX-FM . . . 19,500
KLIF(AM) . . . 13,400
KTCK(AM) . . . 12,100

Houston (9)

KRBE-FM . . . 37,500

Atlanta (12)

WNNX-FM . . . 23,300

Cincinnati (25)

WRRM-FM . . . 14,700
WVAE(FM)* . . . 9,500

Indianapolis (36)

WFMS-FM . . . 20,400
WGRL-FM . . . 9,500
WGLD(FM)* . . . 1,500

Birmingham, Ala. (55)

WHMA-FM* . . . 500

WHMA(AM)* . . . NR

York, Pa. (94)

WARM-FM . . . 6,100

WSBA(AM) . . . 2,800

Carson City, Nev. (NR)

KBYA-FM* . . . NR

Total: 278,400 (21)

Other media holdings:
Susquehanna Cable Co.

**15 Nationwide
Communications
Inc.**

Columbus, Ohio

Steven Berger, president



Dallas/Fort Worth (7)

KEGL(FM)* . . . 26,000

KDMX(FM) . . . 21,300

Houston (9)

KHMX(FM) . . . 30,800

KTBB(FM)* . . . 17,400

San Diego (14)

KXGL-FM . . . 8,700

KMCG-FM* . . . 5,600

Minneapolis/St. Paul (16)

KMJZ-FM* . . . 9,000

KSGS(AM)* . . . NR

Phoenix (18)

KZZP(FM) . . . 11,500

KHTC-FM . . . 6,300

Baltimore (19)

WPOC(FM) . . . 28,800

Cleveland (22)

WMJI(FM)* . . . 26,400

WGAR-FM . . . 22,600

WMMS(FM)* . . . 14,500

Columbus, Ohio (32)

WCOL(FM) . . . 17,700

WNCI(FM) . . . 17,400

WFII(FM) . . . NR

Total: 264,000 (17)

**16 Entertainment
Communications
Inc.**

Bala Cynwyd, Pa.

Joseph M. Field,

president /70.3% owner

Seattle (13)

KIRO(AM) . . . 28,300



KISW-FM . . . 19,700

KNDD(FM)* . . . 19,600

KMTT-FM . . . 16,200

KIRO-FM . . . 9,600

KNWX(AM) . . . 5,300

KBSG(AM)* . . . 1,000

KEDO(AM) . . . NR

KLYK-FM* . . . NR

KNRK(FM) . . . NR

St. Louis (17)

KLOU(FM)* . . . 15,200

Tampa/St. Pete, Fla. (21)

WYUU(FM) . . . 11,400

Portland, Ore. (24)

KGON(FM) . . . 9,600

KFX(AM) . . . 3,100

Kansas City (27)

KCMO-FM . . . 12,500

KMBZ(AM) . . . 12,200

KLTH(FM) . . . 9,200

KCMO(AM) . . . 8,400

This notice appears as a matter of record only.
April 1997

Tele-Media Broadcasting Co.

Has acquired

**WARM-AM
WMGS-FM**

Serving Wilkes-Barre/Scranton, Pa.

from

Susquehanna Radio Corp.

David Tolliver initiated the transaction
and represented the seller.



**DANIELS
& ASSOCIATES**

3200 Cherry Creek South Drive, Suite 500, Denver, CO 80209 303/778-5555

The GM Building, 767 Fifth Avenue, New York, NY 10153 212/935-5900

Internet Address www.bdaniels.com

Founded in 1958, Daniels & Associates is a member of the National Association of Securities
Dealers Inc. and all its professional associates are licensed with the NASD. Member SIPC.

Special Report Top 25 Radio Groups

Sacramento, Calif. (28)
KSEG(FM)* 9,100
KRXQ-FM* 8,900
KXOA-FM* 7,600
Sarasota, Fla. (79)
WISP(FM) 1,900
Crystal River, Fla. (NR)
WKTK(FM) NR
Total: 208,800 (22)

17 Sinclair Broadcast Group Inc.

Baltimore
David D. Smith,
president/28.1% owner



Los Angeles (2)
KBLA(AM) NR
St. Louis (17)
KPNT(FM)* 16,600
WVRV(FM)* 14,100
New Orleans (39)
WWL(AM) 15,200
WLMG-FM 9,100
KMEZ(FM) 6,100
WSMB(AM) 1,200
Buffalo, N.Y. (40)
WBEN(AM) 15,500
WKSE-FM 12,300
WMJQ-FM 11,300
WGR(AM)* 9,700
WWWS(AM)* 1,600
WWKB(AM) 1,400
Memphis (43)
WRVR-FM 11,700
WOGY-FM 7,200
WJCE(AM) 2,400
Nashville (44)
WJZC(FM) 5,500
WLAC(AM) 5,500
WLAC-FM 5,200
Greenville, S.C. (59)
WSPA-FM 8,800
WFBC-FM 6,000
WORD(AM) 2,100
WSPA(AM) 1,600
WOLI(FM) 1,400

WOLT(FM) (JSA) 1,200
WYRD(AM) NR
Wilkes-Barre, Pa. (62)
WKRZ-FM 13,200
WGGY-FM 12,200
WILK(AM) 5,000
WWSH(FM) 1,500
WWFH(FM) 800
WKRF(FM)* 300
WILT(AM)** 100
WGBI(AM) NR
WILP(AM) NR

Total: 205,800 (35)
Other media holdings:
Owns/is buying 22 TVs;
has applied to build TVs
in Tuscaloosa, Ala.; Boul-
der City, Nev.; Portland,
Ore.; Geistow and Holli-
daysburg, Pa., and Vir-
ginia Beach; Smith owns
18.75% of WTTA(TV) St.
Pete, Fla.

18 Beasley Broadcast Group

Naples, Fla.
George G. Beasley,
president/owner



Philadelphia (5)
WWDB-FM* 38,100
WXTU(FM) 31,700
WTEL(AM) NR
Miami/Ft. Lauderdale (11)
WPOW(FM) 29,200
WKIS-FM 21,800
WQAM(AM) 9,400
Fort Myers, Fla. (76)
WXKB(FM) 7,900
WRXK(FM) 4,300
WWCN(AM) 300
Greenville, N.C. (80)
WIKS(FM) 8,200
WNCT-FM 3,800
WMGV(FM) 2,400
WXNR(FM) 2,400
WNCT(AM) NR
Little Rock, Ark. (82)
KAAY(AM) 400
Augusta, Ga. (111)
WGAC(AM) 3,100
WGOR(FM) 2,100
WAJY(FM) 1,200
WCHZ(FM)* 1,200
Fayetteville, N.C. (123)
WZFX(FM)* 7,300
WKML(FM) 7,200
WAZZ(FM) 3,600

WLRD(FM)* (L.B. buying 90%) 3,600
WEGX(FM) 600
WDSC(AM) NR
WEWO(AM) NR
WFLB(AM)* NR
WYRU(AM)* NR

Total: 189,800 (28)
Other media holdings:
George Beasley owns 45%
of WSLF-FM, Greenville, N.C.

19 Paxson Communications Corp.

West Palm Beach, Fla.
Lowell W. "Bud" Paxson,
chairman/owner



Miami/Ft. Lauderdale (11)
WLVE-FM 21,000
WZTA(FM) 20,400
WIOD(AM)* 13,600
WINZ(AM) 12,900
WPLL-FM 12,400
WFTL(AM) 4,600
WAVK(FM)* NR
WFKZ(FM)* NR
WKRY(FM)* NR
Tampa/St. Pete, Fla. (21)
WHPT(FM) 11,400
WHNZ(AM) 3,000
WKES-FM NR
Orlando, Fla. (38)
WMGF(FM) 11,200
WTKS(FM)* 8,900
WJRR(FM) 7,100
WSHE(FM)* 5,200
WQTM(AM) 2,000
WNNZ(AM) 1,200
Nashville (44)
WPTN(AM) NR
WGSQ(FM) NR
WHUB(AM) NR
WGIC-FM NR
West Palm Bch., Fla. (49)
WKGR-FM* 6,300
WBZT(AM)* 4,500
WOLL-FM* 3,300
WEAT(AM)* 1,600
Jacksonville, Fla. (53)
WROO-FM 8,700
WPLA(FM) 5,100
WFSJ-FM 3,200
WNZS(AM) 1,500
WTLK-FM* 600
WZNZ(AM) 500
Lakeland, Fla. (104)
WSJT(FM) 1,600
WZTM(AM) 200
Pensacola, Fla. (125)

WYCL-FM* 2,400
WTXX(FM)*
Tallahassee, Fla. (167)
WTNT(FM)* 2,400
WXSX(FM)* 1,800
WSNI(FM)* 1,500
WJZT(FM)* 800
WNLS(AM) 400
Panama City, Fla. (224)
WSHF (FM) 2,000
WPAP-FM* 1,900
WFSY(FM) 1,200
WPBH(FM)* 500
WDIZ(AM) NR

Total: 186,900 (46)
Other media holdings:
Owns/is buying/building
41 TVs: Infomall Televi-
sion Network: has
applied to build TV in
Midland, Tex.; 6 radio
networks: is buying Trav-
el Channel

20 Jefferson-Pilot Communications Co.

Greensboro, N.C.
Theresa M. Stone,
president; Jefferson-Pilot
Communications.. owner



Miami/Ft. Lauderdale (11)
WLYF-FM 27,500
WMXJ-FM 17,700
WMRZ(AM) NR
Atlanta (12)
WSTR-FM 27,500
WQXI(AM) NR
San Diego (14)
KILM-FM 15,100
KSON-FM 15,000
KBZT(FM) 13,300
KSON(AM) NR
Denver (23)
KYGO-FM 30,000
KCKK-FM 13,000
KCKK-FM 4,800
KYGO(AM) 4,100
KKFN(AM) 3,800
Charlotte, N.C. (37)
WLNK(FM) 6,900
WBT(AM) 8,500
WBT-FM 1,100

Total: 186,300 (17)
Other media holdings:
WBTV-TV Charlotte, N.C.;
WCSN-TV Charleston, S.C.;
and WWTB-TV Richmond, Va.

21 Saga Communications Inc.

Grosse Pointe Farms, Mich.
Edward K. Christian,
president/58% owner



Milwaukee (29)
WLZR-FM 15,500
WKLH(FM) 15,400
WFMH(FM)* 4,000
WXPT(FM)* 2,800
WJYI(AM) 100
Columbus, Ohio (32)
WSNY(FM) 15,000
WVVO(AM) 2,700
Norfolk (33)
WNOR-FM 11,400
WAFX(FM) 7,700
WNOR(AM) NR
Springfield, Mass. (77)
WAQY-FM 5,600
WAQY(AM) NR
Des Moines, Iowa (88)
KSTZ(FM) 4,700
KIOA-FM 4,400
KAZR(FM) 3,400
KRNT(AM) 3,200
KLTI-FM* 1,800
KXTK(AM) 600
Portland, Me. (162)
WPOR-FM 4,000
WMGX(FM) 3,300
WGAN(AM) 2,000
WYNZ(FM) 1,900
WZAN(AM) 1,200
WPOR(AM) 100
Springfield, Ill. (192)
WDBR(FM)* 3,100
WTAX(AM)* 1,900
WQOL(FM) 1,700
WYMG(FM) 1,600
Manchester, N.H. (193)
WZID(FM) 5,700
WFEA(AM) 1,400
Champaign, Ill. (205)
WIXY(FM) 2,900
WLRW(FM) 2,200
Sioux City, Iowa (241)
WNAX-FM 1,800
WNAX(AM) 100
Lincoln, Ill. (NR)
WVAX(AM) NR
WYXY-FM* NR

Total: 133,200 (36)
Other media holdings:
KOAM-TV Pittsburg, Kan./
Joplin, Mo.; 49% of CP for
KKZN-FM Dallas; 2 cable
systems in Indiana

22 Tribune Co.

Chicago
John Madigan,
president/17% owner



Chicago (3)
WGN(AM)74,400
Denver (23)
KOSI(FM)18,000
KKHK(FM)15,300
KEZW(AM)9,000

Total: 116,700 (4)

Other media holdings:
16 TVs: Tribune Entertainment; Tribune Media Services: CLTV News; Chicago Cubs: 4 newspapers: Knight-Ridder Tribune Information Services; Tribune Education: 33% of Qwest Broadcasting LLC; 28% of TV Food Network; 22% of WB Network; 4% of America Online and 20% of Digital City Inc (with AOL)

23 Triathlon Broadcasting Co.

San Diego
Norman Feuer,
president/26.52% owner;
Robert F.X. Sillerman, significant shareholder



Omaha (72)
KXKT(FM)8,600
KFAB(AM)*5,500
KGOR(FM)*5,500
KTNP(FM)2,100
Spokane, Wash. (87)
KISC(FM)5,400
KAQO(AM)5,000
KKZX(FM)5,000

KCDA(FM) (JSA)2,900
KEYF-FM2,800
KEYF(AM)100
KUDY(AM)NR
KNFR(AM)NR
Wichita, Kan. (90)
KRBB(FM)4,900
KZSN-FM4,900
KEYN-FM3,700
KWSJ-FM3,100
KFH(AM)1,300
KOAM(AM)NR
KZSN(AM)NR
Colorado Springs (95)
KVUU-FM3,300
KVOR(AM)3,100
KSPZ-FM3,000
KTWK(AM)700
Lincoln, Neb. (169)
KZKX(FM)2,900
KTGL(FM)1,900
KIBZ(FM)1,300
KKNB(FM)900
Tri-Cities, Wash. (200)
KIOK(FM)2,000
KEGX(FM)1,600
KNLT-FM**1,100
KTCR(AM)1,000
KALE(AM)700

Total: 81,460 (32)

Other media holdings:
Pinnacle Sports Productions LLC; Muzak franchise for Omaha and Lincoln

24 Douglas Broadcasting/Par Holdings Inc.

Palo Alto, Calif.
N. John Douglas,
chairman; Duane E. Hill
and Cleveland A.
Christophe, principals



New York (1)
WNJR(AM)NR
Los Angeles (2)
KYPA(AM)*NR
KWPA(AM)*NR
Chicago (3)
WYPA(AM)*35,200
WEJM(AM)*NR
WNDZ(AM)NR
WVXX(FM)NR
San Francisco (4)
KBPA(AM)*21,300
KEST(AM)NR

Dallas/Fort Worth (7)
KTNO(AM)*NR
KPAD(AM)*NR
Washington (8)
WDBI(AM)*NR
WVPA(AM)*NR
Houston (9)
KGOL(AM)NR
Boston (10)
WBPS(AM)NR
Seattle (13)
KKMO(AM)NR
KXPA(AM)*NR
San Diego (14)
KECR-FMNR
Sacramento, Calif. (28)
KOBO(AM)NR
San Jose, Calif. (30)
KSJX(AM)9,000
KKSJ(AM)*6,500

Total: 72,000 (21)

Other media holdings:
Personal Achievement Network; AsiaOne Network; 15% of Z Spanish Radio Network Inc.

25 Max Media Properties LLC

Virginia Beach, Va.
John A. Trinder,
president



Norfolk, Va. (32)

WFOG-FM9,400
WWDE-FM9,400
WNVZ(FM)8,700
WPTE-FM6,800
Greensboro, N.C. (41)
WJMH(FM)11,600
WQMG-FM10,300
WMOX(FM)8,300
WQMG(AM)2,600

Total: 87,100 (8)

Other media holdings:
WDKA(TV) Paducah, Ky./Mount Vernon, Ill.; KBSI-TV Cape Girardeau, Mo.; WSYT-TV Syracuse, N.Y.; WKEF-TV Dayton, Ohio; WMMP-TV Charleston, S.C., and WEMT-TV Gräenville/Tri-Cities, Tenn.; is buying KETK-TV Jacksonville/Tyler and KLSB-TV Tyler, Tex.

To Succeed

in today's increasingly complex and competitive broadcasting and cable environment you need the experience, know-how, comprehensive information and access to financial resources that only BIA can offer.

- Comprehensive Valuation Studies
- In-depth Appraisals
- Thorough Due Diligence Reviews
- Strategic Business Planning Services

BIA is Dedicated to Your Success

Call Mark Giannini at (703) 818-2425
to find out how BIA can help you achieve your goals.



Internet: <http://www.biacompanies.com> E-mail: consulting@biacompanies.com

Thomas Hicks Follows the Radio-TV Muse



A soft-spoken millionaire investor from Dallas virtually unknown in the radio business a few years ago, has taken over the industry like a Texas tornado. Thomas O. Hicks now dominates radio, with an average 2,900,900 listeners per quarter-hour tuning into more than 300 stations under his control. That's far more listeners than any other radio company (see "Top 25 Radio Groups," page 26).

Hicks' holdings can be summed up as: Out of many companies, two. In fewer than one and a half years of consolidation under the Telecommunications Act of 1996, Hicks' stations have boiled down to Chancellor Media Corp. (the result of the merger of Hicks' Chancellor Broadcasting Co. and Scott Ginsburg's Evergreen Media Corp.) and Capstar Broadcasting Partners LP.

With Chancellor concentrated on major markets and Capstar on small- to mid-sized markets, Hicks has largely avoided having to sell stations to comply with FCC ownership limits.

The size of Hicks' holdings is particularly startling since it wasn't until 1993 that Hicks' private investment firm—Hicks, Muse, Tate & Furst Inc.—made a major commitment with Chancellor Broadcasting Co. Cable and TV investments also are part of Hicks Muse's \$5 billion-plus portfolio. "By the time we're finished," Hicks says, "we'll have close to a billion dollars invested in media equities."

In a recent conversation with *Broadcasting & Cable* Assistant Editor Elizabeth A. Rathbun and New York Bureau Chief Steve McClellan, Hicks tells why radio is such a great investment and his theory of managing today's megacompanies.



How did Hicks, Muse, Tate & Furst, which has holdings as diverse as hotels, real estate and the makers of Stetson hats and chocolate, get into radio?

From time to time we target specific industries. In the late '80s and early '90s we targeted life insurance and had a successful series of acquisitions in that industry. More recently, we targeted branded foods and built a \$1.5 billion portfolio of food brands.

I had invested in radio on a small-scale basis for the past 20 years, usually in Texas, usually with my brothers and usually in very small stations. My father owned two or three small radio stations in small towns in Texas when I was growing up. So I grew up with that side of the business.

When we had the big downturn in the industry in 1991-'92, it let air out of the speculative balloon that had built up in the industry. It made people nervous about radio for the first time, and prices came down.

At the same time, duopoly was established, which changed the economics of the industry significantly...Duopoly lowered the fixed-cost [of owning a station] giving you the ability to have higher margins.

Particularly in small markets, there was a significant lowering of the level of fixed costs on the percent of revenue basis. Today it's a different ballgame. Clearly the business [now] is driven by increasing revenue.

Texas at the time—'90, '91—was going through its own financial meltdown, primarily with real estate, but many banks went under as part of that. There were a number of troubled banks that had troubled radio loans. So we aggressively started buying radio stations from sellers for an average price of about five times broadcast cash stream.

With that, I approached my partners at Hicks Muse and said that we really should focus on radio as an industry to do a national play. We looked for a platform for over a year [before settling on Chancellor Broadcasting Co.]. We closed our first acquisition in January '94. We bought two stations in Sacramento for \$48 million, and that was the start.

When we financed it, we put in 50 percent equity, which is pretty conservative, and had a difficult time arranging bank financing. Banks historically have been reluctant to lend to a single market. They like to lend to a chain of stations for diversification. [Then] Bankers Trust stepped up and backed us and believed that we would build a real company, which we have done.

How much debt do you have and in what form?

Because we're in the leveraged buyout [LBO] business, we're comfortable utilizing debt and we're driven by the interest coverage ratio. Both companies [CapStar Broadcasting Partners Inc. and Chancellor] have comfortable ratios of broadcast cash flows to interest obligation, but we recognize with Chancellor Media that we're leaving the LBO stage and that we need to run the company more like a large institutional public company, so our focus will be on reducing debt in Chancellor Media.

CapStar is still a private company, so we would be a little more aggressive on debt with CapStar.

What happened to the plan to take CapStar public, similar to Chancellor?

We're considering it. We'll probably continue to invest more equity ourselves for a while and look at doing an IPO at a later date [perhaps within the next 12-18 months]. The IPO market started softening a few months ago, but I think I've seen signs

that it's coming back. It's really a question of the right time for our investment to be diluted by public investors. Generally, until we have pretty significant profit on our investment, we won't take it public.

What were the benefits of the Telecommunications Act of 1996 for your radio business?

We built a fairly significant critical mass before the telecom bill. Because of that, we were well positioned when it did finally occur. Often in the American business economy, smaller entrepreneurial groups can react faster to changes than large corporations, because large corporations usually have layers of reporting systems. By the time someone gets a new idea through that process, the opportunity may have passed. That happened here. If you look at the companies that moved quickly to take advantage of the telecom act, most of them were in more entrepreneurial situations.

Is that how you consider Hicks Muse's radio holdings? Small and entrepreneurial?

The companies that we back clearly are. We have a lot of capital because we have a lot of investors, but we don't run the businesses. We work with the companies, we advise them, we help them develop strategic planning, but we rely on our entrepreneurial management partners to execute the strategy.

We have two different strategies at work. One is Chancellor Media, and the other is CapStar. In Chancellor Media, we have looked for large, undermanaged groups of stations where we could change the culture and make those companies and those stations improve dramatically, very quickly.

In CapStar, we are buying entrepreneurial clusters where the management teams of those clusters will stay involved with us [and] be part of the group of small- to middle-market stations that we're building. We're looking for the entrepreneurial drive and spirit that we would have as well. CapStar has a terrific future because we believe we can increase the profit margins in small markets, which historically have been 15 to 20 percentage points below large markets.

Why have you worked to make your companies so big?

What we bring by having scale is the ability to access cheaper capital. Cheaper capital allows the companies to continue to grow in their region much faster than they would be able to grow on their own. As you get larger in a single geographic region, one of the benefits of the telecom bill from the point of view of ownership is that profit margins tend to rise.

You lower fixed costs as well. If stations are housed in a common facility, you don't need five different telephone receptionists and five accounting departments and five MIS departments and five support groups. You can use one, but you have to have five separate sales forces and five separate general managers or five separate cheerleaders and everybody pushing the business to drive your business.

We made the decision with CapStar that to effect the strategy we had to achieve critical mass on a national basis quickly. We now have filled out the regions in which we want to be represented. The next stage of CapStar will be to fill out in those existing regions and focus and concentrate on operating the stations more profitably.

Is radio a long-term holding for Hicks Muse, or is it more a matter of achieving your rate-of-return goals for your investors and then getting out and investing somewhere else?

We have two goals for our investors. One is to deliver an absolute rate of return. The most important goal is to deliver the absolute number of dollars. So some investments we stay in for relatively short times, three to five years. Others we may be involved with for five, 10, 15 years. In radio, we think the outlook is so positive for the next 10 years that we would see this [as] one of the longer-holding-period investments. At the end of the day we may sell some of our stock over time to give our investors part of their return, but we may hold on to a significant part for a long time, plus we make significant personal investments in these companies.

The real decision point for us [has to do with] the prospects for our investment. As I see the radio industry over the next 10 years, it's going to be a very long-term hold.

How much bigger do you plan to get in radio?

Again, our driver is not size. Our driver is return on investment for our investors. Chancellor Media has a spectacular future ahead of it. It's going to be, we think, the leading radio company in the industry. Wall Street estimates that its broadcast cash flow the first year, once the merger is completed, will be in the neighborhood of \$425 million, which we think is reasonable. Historically we've been able to grow cash flow in that company in excess of 30 percent per year. We think that high growth rate will continue, and we believe our stock has a huge upside. So we plan to grow that company both internally and with additional acquisitions.

Why such a rapid pace?

The way the invisible hand of capitalism works, it doesn't take long for other bright people to come up with equally good ideas. So we made the judgment that we wanted to achieve critical mass before anyone else came up with the same good idea. And we've done that.

The industry is still consolidating, and any time you go through a consolidation, there are different stages of that process. And sometimes companies that for a while were consolidators get to the point where they're no longer competitive. They go from being a consolidator to a consolidatee. And I think you will see some of that. One of the reasons we paid as aggressively as we did to buy Viacom is we made the strategic decision that we want to be a permanent long-term consolidator in the industry.

Should we anticipate that you'll be buying considerably more

radio stations?

We want Chancellor Media to get much stronger in the Texas markets, Dallas and Houston. We are full [owning up the FCC limit] in a number of markets, but we can strengthen ourselves in other markets where we're not full. It's been such a busy year that from the management control perspective it's time for Chancellor Media to focus more on operations. We have such huge growth potential just with our internal growth, but clearly we're going to continue to be acquisitive. [But] not at the rate of Evergreen or Chancellor Broadcasting in the past.

I wouldn't be surprised if both companies grow by 50 percent over the next five years.

How did you get into the TV business?

Bob Smith [former president, Smith Broadcasting Partners] wanted to have a long-term investment relationship with a group that would help him grow, and he was introduced to us through some common friends. We made the mutual decision to try to build a small-market television group that would be similar to CapStar in many ways. But radio and television are different. You don't get the clustering effects in television. But with Sunrise Television Corp., our business strategy is to buy under-managed small-market television stations at attractive valuations.

Station by station, TV has more stability [than radio]. It's less management-sensitive. On the other hand, radio is one of the all-time great businesses for pre-cash flows. There's virtually no capital expenditure required other than just keeping your physical plant in order. Television has more capital expenditures than radio, but is very attractive pre-cash flow.

How many TV stations do you want to own?

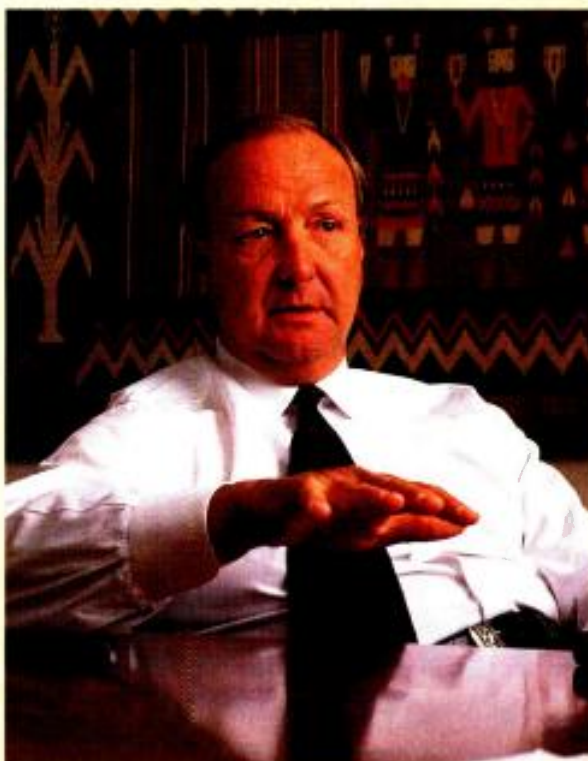
We really don't have a goal. It depends on the size of each station. We're going to play it by ear and see. Really, it's going to be driven totally by the ability to find attractive purchases.

Are you scouting for stations with a network affiliation? Which network?

Yes. But we don't care which one it is.

Is there any chance that you would grow your TV holdings in a manner that would, from a revenue standpoint, approach radio?

If there ever was a window in large-market television to buy stations attractively, we missed it. We don't see good relative value in large-market TV opportunities. But if we found one,



"Radio is one of the all-time great businesses for pre-cash flows. There's virtually no capital expenditure required other than just keeping your physical plant in order."

new horizons

changing the face of the audiovisual world

<http://www.mipcom.com>

Mipcom. It's the world trading floor
for buying and selling programming.
For making contacts, creating
co-ventures. Doing deals.

It's intensive, fast moving and highly
professional. And it's innovative, too.

Mipcom, constantly evolving, delivers
the greatest opportunities in an ever
changing television industry.

While **Mipcom Junior** allows two days
of dedicated children's programming
sales right before **Mipcom**.

More than 10,000 decision makers from
90 countries say 'yes' to **Mipcom**.

Make it your first choice of the Fall!

Call us today for more details.



MIPCOM

**International film and programme market
for TV, video, cable and satellite**

26-30 SEPTEMBER 1997 • PALAIS DES FESTIVALS • CANNES • FRANCE

 Reed
Exhibition
Companies
Delivering Business Contacts

USA: CONTACT BARNEY BERNHARD OR JOSEPH MATESEVAC. FAX: 1 (212) 689 4348 TELEPHONE: 1 (212) 689 4220

UK/AUSTRALIA: CONTACT PETER RHODES IN THE UK. FAX: 44 (0) 171 895 0949 TELEPHONE: 44 (0) 171 528 0086

JAPAN: CONTACT LILI ONO. FAX: 81 (3) 3542 3115 TELEPHONE: 81 (3) 3542 3114

FRANCE & REST OF WORLD: CONTACT JACQUES GIBOUT OR MARYLE CAPMAS.

FAX: 33 (0)1 41 90 45 70 TELEPHONE: 33 (0)1 41 90 45 80

REED MIDEM ORGANISATION: B.P. 572, 11 RUE DU COLONEL PIERRE AVIA, 75726 PARIS CEDEX 15 FRANCE

we'd be very interested.

You're looking at a lot of capital expenditures for HDTV. Does that concern you?

Someday. That's not an immediate concern.

And how about cable?

We have a sizable cable investment with Marcus Cable in Dallas (the nation's 10th-largest cable company, according to BROADCASTING & CABLE's Top 25 list [June 16]). We're not [solely] a media investor. We think we've got pretty good exposure for our investors in the domestic cable industry, and we got a very attractive valuation when we bought Sammons [Communications, held by Marcus] because Sammons was a very undermanaged set of cable properties. We're very pleased with our investment markets in cable. If we could find further cable opportunities at similar valuations, we'd be interested.

But the opportunities now seem better in Argentina and South America?

Well, yes. With Argentina, we think we've got a tremendous play going. We're trying to put together 400,000 to 500,000 subscribers in rural Argentina [with two Argentine businessmen]. Argentina is a terrific cable market. The average monthly base rate per customer is similar to what it would be in Dallas or Washington: \$35 per month. It's a very cable-developed country, but we're buying these rural cable systems for virtually half of what you'd pay in the United States—or in Buenos Aires, for that matter. As the cable ownership in Buenos Aires consolidates and matures, the pressure will be for the Buenos Aires cable owners to want to own cable properties in the hinterlands of Argentina, and the multiples will move up substantially. So we think we've got a great play.

How many international subscribers do you have now?

In Argentina, a little more than 300,000 that we've put together in the past six months. We also bought a minority interest in MVS—Multivision—in Mexico City. It's in wireless cable there, radio, programming, film television production and cable production. They also are 50-50 partners with Hughes Communications Inc. to do the DTH satellite systems in Mexico. Then they have a 10 percent interest with Hughes and other investors

for all of South America. Their strategy is to capture subscribers to the less costly services provided by MMDS, then over time migrate them to the higher-priced satellite services. We think it's a great strategy.

Talking about all of radio, TV and cable, have you looked at programming? Do you want to do a syndicated radio show over all your radio stations, for example?

Within Chancellor Media we're looking at—as are all the other large operators—everything from networks to syndication groups and everything else that people have never had to look at before. To the extent that makes sense we'll pursue that.

Any interest in using your NHL team [the Dallas Stars] somehow in programming?

I'd be very interested if I could figure out how to capitalize on that, but I'm not sure I can. The reason I bought the hockey team was more real estate-related than program-related, because we're going to build a new arena in Dallas. [The team] will be a much better investment once the new arena is in.

Clearly, sports and programming and communications are going to be interrelated in a way that's going to be more and more important over time. The more competition you have in local delivery, the more important the content becomes, and sports are a very important part of content.

What does your crystal ball tell you about the outlook for the radio and TV businesses?

I take a lot of comfort that, except for 1991, radio has fared very well over the past 35 years. The effects of consolidation will only enhance that stability. We have had a chance to sell Chancellor

Media for a nice profit several times, but we made a decision as investors that we can do better for ourselves and our investors by being long-term participants in the industry, because the fundamentals are so attractive.

[But] we don't know what the long-term sustainable multiples will be in the radio industry. No one does. Over time, our guess would be that the multiples in the large markets won't go higher. They'll stay where they are or come down slightly when consolidation is further developed, but they clearly will be very attractive to a long-term investor.

So that's radio. It's way too early for me to tell you how we're doing in television. Right now we think we've found good relative value in small-market TV stations. ■



"I take a lot of comfort that, except for 1991, radio has fared very well over the past 35 years. The effects of consolidation will only enhance that stability."



Broadcasting

June 23, 1997

DREW OR FALSE?

**THE ONLY 9:30 SITCOM TO
IMPROVE ON ITS LEAD-IN
THIS DECADE IS NOW READY
FOR PRIME ACCESS...**

IT'S DREW!



Available Fall '99

Mohawk Productions Inc.
in association with
Warner Bros. Television



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Entertainment Company
© 1997 Warner Bros. All Rights Reserved.



'3rd Rock' rocks with Fox

Group buy said to top \$100 million for C-W sitcom

By Joe Schlosser

Carsey-Werner Distribution has shocked the syndication industry by putting together the largest station group deal in history for NBC sitcom *3rd Rock from the Sun*.

Carsey-Werner licensed the show to all 22 of the Fox O&Os for what sources say is a package worth over \$100 million. *3rd Rock* goes into syndication in fall 1999.

Fox will reportedly pay \$1.2 million–\$1.5 million per episode, sources say. Both Fox and Carsey-Werner officials declined comment on financial terms of the deal.

"Normally you go market to market, but the deal with Fox was so big that Carsey-Werner couldn't go anywhere else," says Dick Kurlander, VP, director of programming at Petry Television. "This is totally unprecedented. There has never been a deal done like this before."

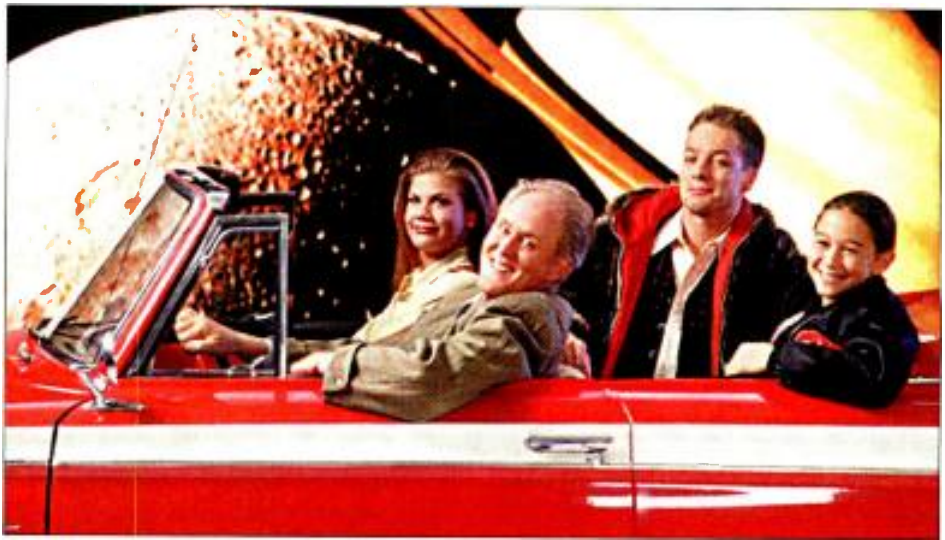
Competition for *3rd Rock* was fierce, sources say. Fox, Tribune Broadcasting, Chris Craft United Television and Turner Broadcasting were said to be vying for the sitcom, which crosses all demo areas, attracting both men and women viewers of all ages.

Some industry analysts say the battle for *3rd Rock* was more a reflection of the coming syndication market than the of value of the show itself.

"It is a challenged market," says Bill Carroll, VP, director of programming, Katz Television. "There are plenty of sitcoms out there, but not a lot of blue-chippers on the horizon."

Broadcasters such as Tribune, which grabbed *Friends* for its 16 stations, are trying to get the few breakout shows available for syndication in 1998-2000. The only reason the *3rd Rock* deal went now, says Carsey-Werner President Joe Zaleski, was that stations balked at CBS's *Cybill*.

"We were out talking with stations a few weeks ago, and a lot of people were saying maybe you should talk about *3rd Rock from the Sun*, says Zaleski. "So we put out some feelers and the response to the show was unbelievable."



Fox is paying more than \$1 million per episode for a carload of aliens.

Carsey-Werner managed to clear nearly 40% of the country and 15 of the top 20 markets in one swoop with the show. Zaleski says this is the fastest initial-term deal in any marketing plan in recent history. The package is for three years (156 weeks), and additional years will be added for each year produced by NBC. If the show lasts until an eighth season, the license term extension will be scaled back to six months.

Besides the cash per episode, Carsey-Werner will receive 1.5 minutes of national ad time per run. Fox stations will be able to run the show six times a week, including one weekend run. The Fox deal also guarantees

broadcast exclusivity, says Zaleski. Other sitcoms, such as Warner Bros.' *Drew Carey Show*, have a shared syndication rights window in a show's fourth or fifth year.

Zaleski says *3rd Rock* will likely garner \$2.8 million–\$3.2 million per episode when Carsey-Werner officials finalize all syndication deals for the show. Those numbers would put it just shy of Buena Vista's *Home Improvement* and Columbia TriStar's *Seinfeld* in per-episode syndication fees.

3rd Rock will likely fall into access time periods on both coasts, and will be played back-to-back in New York (WNYW-TV) and Los Angeles (KTTV-TV) between 7 and 8 p.m. ■

Angry ex-workers picket GSN

Protest lack of back pay, refuse installment plan offer

By Steve McClellan

Some 75 angry former Global Shopping Network employees picketed in front of the company's Manhattan headquarters last week, protesting Global's failure to pay many of its workers for the month before the plug was pulled on the network June 6. Most of the company's employees were laid off then, without notice or severance packages.

Global President Barbara Laurence met with representatives of the protesting workers last week. She proposed making good on back pay in three payments, the last of which would come no later than July 15. Global is not offering severance. The protesters refused the offer, insisting that they will picket the company's offices until they get their money.

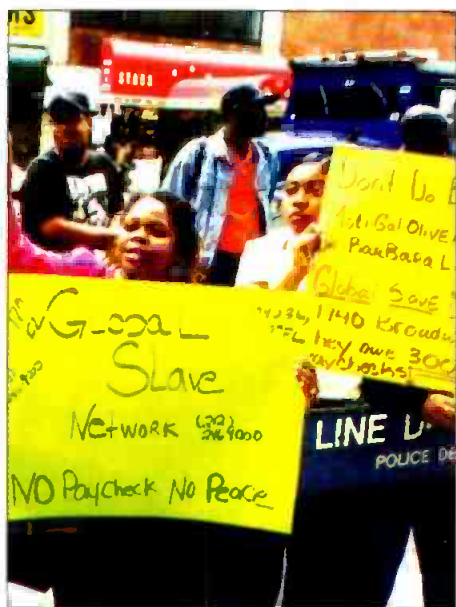
More than one former employee found particularly offensive a com-

ment made by company principal and executive vice president Moti Gal Oliver shortly before the plug was pulled: "It's only money and I was getting bored anyway."

Meanwhile last week, Laurence said the company would not file for protection under U.S. bankruptcy laws. She said she was busy trying to raise money to pay off the company's debts. The employees are first in line to get paid, she said.

Global's relationship with some of those former employees has gotten nasty, Laurence said, citing several death threats that have been made against her by former GSN workers.

Laurence also said Global, although out of the home shopping business, hopes to continue as a group broadcaster. It owns two stations and has



GSN employees picket outside the company's New York offices.

four other purchase applications at the FCC. A public offering to complete those purchases fell through because it was linked to the net worth of company chairman Rachmanin Anatian, which has plummeted in the past two months because of troubles at USA Detergents, another company in which he has a major stake (B&C, May 26).

Laurence said she was talking to a "strategic player" who wants to help buy the stations. Shop at Home President Kent Lillie would neither confirm nor deny that his Knoxville, Tenn.-based company was the interested party. Shop at Home struck a deal to program some GSN stations with Shop at Home programming after GSN pulled the plug. ■

Agoglia steps down

NBC Enterprises head leaves after 18 years with network

By Steve McClellan

NBC Enterprises President John Agoglia is resigning after 18 years with the network.

NBC says that Agoglia will be retained as a consultant to the network. Agoglia says the arrangement is "pretty loose" and will be phased out after a mutually agreed upon period, probably

in less than two years. "We'll do whatever feels comfortable," he says.

Commenting last week, Agoglia said it was time to get off the "treadmill of a network position" that has been his life for the past 32 years. Before joining NBC in 1979, Agoglia was vice president, business affairs, at CBS for 14 years.

Agoglia, based in Burbank, has been



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

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

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

Broadcast Electronics' Digital Studio and RF Systems provide leading radio stations throughout the world with reliable and flexible solutions. Your broadcast operations can also benefit from Broadcast Electronics' complete line of Digital and RF Systems. Remote Broadcasting products and Programming services for today's radio. Contact your Broadcast Electronics' representative, or visit us on the web at www.bdcast.com.

BE BROADCAST ELECTRONICS, INC.

4100 N. 24th Street/P.O. Box 3606/Quincy, IL 62305-3606/(217)224-9600/Fax: (217)224-9607
Internet: <http://www.bdcast.com> • E-Mail: bdcast@bdcast.com



RF Systems



Digital Studio Systems



MARTI Electronics



Broadcast Programming

WORLD LEADER IN RADIO BROADCAST TECHNOLOGY

©1997 Broadcast Electronics Inc.

responsible for all network entertainment business affairs, including negotiating licenses for NBC entertainment programs. He has spearheaded NBC's aggressive bid to take ownership stakes in as much of the network's programming as possible.

Excluding news programs, NBC will own or have an ownership stake in about 32% of its prime schedule next fall, including the entire Saturday night "Thrilllogy," *Homicide*, *Players*, *Caroline in the City*, *The Tony Danza Show*, *Working* and *Union Square*. If *Dateline* is included, NBC has a stake in 50% of its prime time lineup.

Agoglia, 60, also has been responsible for NBC Studios. He said last week that he would take at least six months off before deciding what to do next.

In addition to his consulting deal with NBC, Agoglia will continue teaching at the University of Southern California. He also says he'll explore "entrepreneurial pursuits."

No word yet on how NBC will divvy up his duties.

Agoglia joined NBC in July 1979 as vice president, program and talent negotiations. He was named senior vice president, business affairs, in 1980 and executive vice president in 1986. He was tapped as president of NBC Enterprises in 1990. ■

Haimovitz named KW president



Jules Haimovitz

King World has hired Jules Haimovitz as president and chief operating officer, effective today (June 23). KWP CEO Michael King, who has also been president, becomes vice chairman, retaining his CEO duties. Haimovitz will be based in Los Angeles. He had been president/CEO of ITC since 1993, and before that was president/COO of Spelling Entertainment.

Asked last week why he took the job, Haimovitz replied: "Well, have you seen the strength of King World lately? It has all the facilities to move, and hopefully we can turn it into a big media powerhouse."

Haimovitz said his objectives over time are to grow the company and create stockholder value.

Asked about the *Oprah* factor (the popular talk show host now decides each year whether she'll continue with the program), he said: "I don't know if I want to call it a sword of Damocles, but it is certainly hanging over their head. But the company is strong with or without *Oprah*...stronger obviously with *Oprah*."

Haimovitz stressed King World's financial strength. The balance sheet shows more than \$800 million in cash with no debt, he said. Looking ahead, he said, "it's just a matter of how much cash flow they generate with or without *Oprah*. It's not as if they have any problem about paying back the bank or anything."

He said he will put together a "cogent and cohesive" business plan in the next several months that may include acquisitions, investments or expansion into new businesses or expansion of existing businesses. "We'll look at anything," Haimovitz said.

—SM

SYNDICATION MARKETPLACE

'Conan' gets under way

Action/adventure series *Conan* is currently producing 22 episodes in sunny Puerto Vallarta, Mexico. A co-production of Western International Syndication, Keller Entertainment Group and ZDF Enterprises, *Conan* stars Ralf Moeller, a former Mr. Universe who is featured in "Batman & Robin." *Conan* premieres in syndication during the week of Sept. 22. Western officials would not comment on clearances for the hour.

NATPE in New Orleans

Despite talk to the contrary, NATPE officials say the annual convention will be in New Orleans through 2000. NATPE will return to Las Vegas in 2001.

Hispanic initiative

Children's Animation Television and Syndication Inc. has opened a Hispanic barter syndication division. CATS President Robert Syers says

NSS POCKETPIECE

Top ranked syndicated shows for the week ending June 8, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	10.6/226/99
2. Jeopardy!	8.4/220/99
3. Home Improvement	8.1/230/98
4. Buena Vista I	7.1/185/98
5. Oprah Winfrey Show	6.8/235/99
5. Seinfeld	6.8/226/97
7. Simpsons	6.1/204/96
8. Hercules, Journeys of	5.6/222/98
9. Xena: Warrior Princess	5.4/212/97
10. Entertainment Tonight	5.3/187/96
11. Rosie O'Donnell Show	4.7/224/99
12. Imagination III	4.4/168/97
13. Montel Williams Show	4.2/194/97
13. Star Trek: Deep Space Nine	4.2/225/97
15. Home Improvement-wknd	4.1/219/97
15. Inside Edition	4.1/156/91

there is an overwhelming need for Spanish-language children's programming. The first CATS program is *La Isla de Jordan* (Jordan's Island)—a half-hour educational puppet series. *La Isla* is already airing on KWHY-TV Los Angeles and KFWD-TV Dallas. CATS officials say clearances are

mainly for weekend mornings.

Golden opportunity

Olympic gold medalist Janet Evans will be a correspondent on Raycom Sports' weekly syndicated *More Than a Game*. CNN sports anchor Fred Hickman is host of the show, which focuses on human interest sports stories. *More Than a Game* is cleared in 80% of the country, including WNBC-TV New York and KABC-TV Los Angeles.

'Pacific' clearances

Village Roadshow Pictures Worldwide has cleared hour strip *Pacific Drive* on 14 stations. Initial summer launch is set for the 13-week period from June to September. Among the stations signed on for *Pacific Drive* are KXTX-TV Dallas, WTTA-TV Tampa Bay, WNOL-TV New Orleans and KCWB-TV Kansas City. Billed as a cross between *Baywatch* and *Melrose Place*, the show is offered as a summer replacement series.—JS

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 39	abc	CBS	NBC	FOX	U/P/N	WB
	6.5/12	7.7/14	9.9/18	4.6/8	2.4/4	2.4/4
MONDAY	8:00 62. Disney World's 25th Anniversary 5.4/10	26. Cosby 7.9/15	17. NBC Monday Night Movie—Justice for Annie 8.9/16	76. Mad TV Prime 4.5/9	96. In the House 2.5/5	96. 7th Heaven 2.5/5
	8:30	26. Ev Loves Raymd 7.9/14		78. Ruby Wax Show 4.4/8	96. Mal & Eddie 2.5/5	
	9:00 35. ABC Monday Night Movie—The Temp 7.1/12	21. Cybill 8.5/15		70. Married...w/Chld 4.4/8	96. Sparks 2.5/4	100. Buffy/Vampire Slayer 2.3/4
	9:30	25. Murphy Brown 8.0/14		70. Married...w/Chld 4.9/8	103. Goode Bhvr 2.2/4	
	10:00	35. Chicago Hope 7.1/13	5. Dateline NBC 11.8/21			
TUESDAY	10:30					
	8:00 7.2/13	6.7/12	8.2/15	4.3/8	1.8/3	
	8:30 57. Roseanne 5.7/12	73. Sea World—Busch Gardens Vacation 4.6/9	33. Mad About You 7.3/15		103. Moesha 2.2/5	
	9:00 50. Life's Work 6.0/12		47. Smthng So Right 6.2/12	80. Fox Tuesday Night Movie—Code Name: Wolverine 4.3/8	112. Homeboys 1.6/3	
	9:30 14. Home Imprvmt 9.3/17	31. CBS Tuesday Movie—Race Against Time: The Search for Sarah 7.7/14	21. Frasier 8.5/15		111. Burning Zone 1.7/3	
WEDNESDAY	10:00 23. Spin City 8.2/14		32. Caroline in/City 7.6/13			
	10:30 35. NYPD Blue 7.1/13		11. Dateline NBC 9.9/18			
	8:00 8.1/14	6.5/12	14.1/26	4.3/8	2.5/5	2.2/4
	8:30 58. Grace Undr Fire 5.6/11	38. The Nanny 7.0/14	67. NewsRadio 5.0/10	58. World's Funniest Outtakes 5.6/11	100. The Sentinel 2.3/4	103. Sister, Sist 2.2/4
	9:00 48. Coach 6.1/11	65. Pearl 5.1/10	42. Men Bhvg Badly 6.7/13		100. Parent'Hood 2.3/4	
THURSDAY	9:30 19. Drew Carey 8.8/15	42. CBS Wednesday Movie—Bionic Ever After 6.7/12	1. NBA Finals Game 5—Chicago Bulls vs. Utah Jazz 20.1/35	92. Pacific Palisades 3.0/5	95. Star Trek: Voyager 2.7/5	108. Jamie Foxx 2.0/4
	10:00 26. Ellen 7.9/13				103. Wayans Bro 2.2/4	
	10:30 9. PrimeTime Live 10.0/17					
	8:00 6.0/11	6.8/12	11.2/20	4.2/8		
	8:30 65. High Incident 5.1/10	33. Diagnosis Murder 7.3/14	9. Friends 10.0/20	88. Martin 3.5/7		
FRIDAY	9:00 72. Vital Signs 4.8/8	42. Moloney 6.7/12	15. Men Bhvg Badly 9.0/17	85. Living Single 3.9/7		
	9:30		3. Seinfeld 13.4/24	73. New York Undercover 4.6/8		
	10:00 24. Turning Point 8.1/14	45. 48 Hours 6.6/12	8. Suddenly Susan 10.8/19			
	10:30		5. ER 11.8/21			
	8:00 7.1/14	5.2/10	13.2/26	3.6/7		
SATURDAY	8:30 50. Step by Step 6.0/13	76. Dave's World 4.5/10	30. Dateline NBC 7.8/17	90. Sliders 3.3/7		
	9:00 58. Boy Meets World 5.6/11	82. Life and Stuff 4.2/9				
	9:30 39. Sabrina/Witch 6.9/13	58. JAG 5.6/10	2. NBA Finals Game 6—Utah Jazz vs. Chicago Bulls 18.5/35	84. Millennium 4.0/7		
	10:00 46. Clueless 6.4/12	54. Nash Bridges 5.8/11				
	10:30 15. 20/20 9.0/17					
SUNDAY	8:00 3.4/7	6.9/15	4.5/10	4.8/11		
	8:30 87. Lois & Clark 3.6/9	54. Dr. Quinn, Medicine Woman 5.8/13	(nr) U.S. Open 5.7/14	80. Cops 4.3/10		
	9:00 91. Leaving L.A. 3.1/7	50. Early Edition 6.0/13	93. Boston Common 2.9/7	70. Cops 4.9/11		
	9:30 88. Spy Game 3.5/7	17. Walker, Texas Ranger 8.9/19	73. NBC Saturday Night Movie—In the Line of Duty: Hunt for Justice 4.6/10	67. America's Most Wanted: AFB 5.0/11		
	10:00					
WEEK AVG	5.8/12	9.1/18	6.1/12	5.5/11		1.7/4
	7:00 93. Second Noah 2.9/7	13. 60 Minutes 9.4/23	54. Dateline NBC 5.8/14	86. Beyond Belief: Fact or Fiction? 3.8/9	114. Nick Freno 1.3/3	
	7:30				115. Parent'Hood 1.2/3	
	8:00 83. Am Fun Hm Vid 4.1/9	12. Touched by an Angel 9.5/20	63. 3rd Rock fr/Sun 5.2/11	53. The Simpsons 5.9/13	112. S eve Harvey 1.6/3	
	8:30 67. Am Fun Hm Vid 5.2/10		63. NewsRadio 5.2/10	48. King of the Hill 6.1/12	110. S eve Harvey 1.9/4	
STD AVG	9:00 26. ABC Sunday Night Movie—See Jane Run 7.9/14	20. CBS Sunday Movie—The Man from Left Field 8.7/16	40. NBC Sunday Night Movie—Forever Young 6.8/12	40. The X-Files 6.8/12	107. Unhap Ev Af 2.1/4	
	9:30				108. L fe w/Roger 2.0/4	
	10:00					
	10:30					
	6.3/12	7.1/14	9.4/18	4.5/9	2.2/4	2.0/4
	9.0/15	9.5/16	10.4/18	7.4/12	3.1/5	2.5/4

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	□ \$857,370,000	□ 3
Combos	□ \$103,500,000	□ 3
FMs	□ \$4,000,000	□ 1
AMs	□ \$0	□ 0
Total	□ \$964,870,000	□ 7
SO FAR IN 1997:		
TVs	□ \$3,731,488,000	□ 58
Combos	□ \$4,865,729,904	□ 160
FMs	□ \$1,345,891,298	□ 193
AMs	□ \$174,746,395	□ 98
Total	□ \$10,118,255,597	□ 511
SAME PERIOD IN 1996:		
TVs	□ \$2,092,643,896	□ 47
Combos	□ \$3,349,110,290	□ 186
FMs	□ \$1,016,174,253	□ 203
AMs	□ \$118,630,404	□ 111
Total	□ \$6,576,558,843	□ 547

Source: BROADCASTING & CABLE

TV

WKCF(TV) Orlando, Fla., and WBUD (AM)-WKXW(FM) Trenton and WBSS-FM Millville/Atlantic City, N.J.

Price: \$65 million

Buyer: Press Communications LLC, Neptune, N.J. (Mark Lass, president/24.5% owner). Lass is principal in companies that have applied to build TVs in Vicksburg, Miss., and Wittenberg, Wis., and FM in Sun Valley, Nev.

Seller: Press Broadcasting Co. Inc., Neptune (Alfred Colantoni, principal; New Jersey Press Inc., parent company [Lass Family Trust, 50% owner]); is selling WTKS(FM) Cocoa Beach, Fla. Colantoni also is

CFO/25.5% owner of buyer. N.J. Press publishes daily newspapers in New Jersey.

Facilities: WKCF: ch. 18, 5,000 kw visual, ant. 1,502 ft.; WBUD: 1260 khz, 5 kw day, 2.5 kw night; WKXW: 101.5 mhz, 19 kw, ant. 804 ft.; WBSS-FM: 97.3 mhz, 50 kw, ant. 203 ft.

Formats: WBUD: MOR; WKXW: oldies; WBSS-FM: CHR

Affiliation: Independent

KSVI(TV) Billings, Mont.

Price: \$17.37 million

Buyer: Great Trails Broadcasting Corp., Dayton, Ohio (Alexander J. Williams, president/chairman-elect; Paul M. Hughes, president-elect); owns two TVs, one FM and one AM

Seller: Big Horn Communications Inc., Gaithersburg, Md. (Tom Hendrickson, president); owns KZMQ-AM-FM Greybull, Wyo.; has TBA with KHMT-TV Billings

Facilities: Ch. 6, 100 kw visual, 10 kw aural, ant. 817 ft.

Affiliation: ABC

Broker: Patrick Communications Corp.

COMBOS

WHTT-AM-FM, WEDG-FM and WGRF-FM Buffalo, N.Y.

Price: \$62 million

Continues on page 87

Big Deal

■ **KENS-TV-AM San Antonio Price:**

\$775 million (merger; stock exchange; deal includes six newspapers and 25 nondaily publications)

Buyer: E.W. Scripps Co., Cincinnati (William R. Burleigh, president; Edward W. Scripps Trust, 83% owner) **Seller:** Harte-Hanks Communications Inc., San Antonio (Houston H. Harte et al., principals)

BPH/Veronis buy Mercury's Buffalo stations

In a deal valued at \$62 million, Broadcasting Partners Holdings and Veronis, Suhler & Associates Communications Partners announced plans to purchase four stations in Buffalo, N.Y., held by Mercury Radio, narrowing the market to three radio competitors.

BPH and Veronis Suhler are buying WEDG(FM), WGRF(FM) and WHTT-AM-FM. Their competitors are American Radio Systems and Sinclair Communications.

Lee Simonson, BPH chairman, says Mercury's stations represent significant market revenue share. According to *Duncan's Radio Market Guide*, the combined Mercury stations billed about \$10.3 million in 1996, or slightly more than 20% of market revenue share.

The deal marks Mercury's exit from station ownership. It sold a cluster of stations in Philadelphia earlier this year to Beasley Broadcast Group. Mercury President Charles Banta will continue to operate the Buffalo stations for BPH.

With the Buffalo stations, BPH will have an equity interest in three platform companies operating 21 stations in seven markets. Although the Buffalo market is "larger than the markets we had initially foreseen being in" (it's ranked 40 by Arbitron), Simonson sees the potential to grow revenue share there.

Simonson says BPH will continue to look for radio investments in the top 100 markets and that Banta will represent a buying platform for BPH that is focused on larger markets: "Banta is a great operator. Through Banta's contacts in the business and his desire to be in larger markets...there are opportunities beyond Buffalo. If there is a theme to our company, it's consolidation behind good operators."

BPH is acting as a conduit for future radio acquisitions by Veronis Suhler, which has allocated a portion of its \$330 million investment fund for media properties to buying radio. —DP

The person **you describe**
is the person **we deliver.**



Joe Sullivan & Associates, Inc.

Executive Search & Recruitment

44210 North Road, Southold, NY 11971
(516) 765-5050

Broadcasting • Cable • Satellite • Entertainment

Help yourself through talk

More stations are turning to self-help programming

Radio

By Donna Petrozzello

Get in shape. Use time in the office more productively. Become a better public speaker. Spend more time with your kids.

These and other oft-repeated self-improvement themes are creeping into talk radio as radio programmers and syndicators attempt to tap into the estimated \$5.7 billion self-help industry.

Earlier this year, ABC Radio Networks (in collaboration with Nightingale-Conant Corp.) launched Personal Achievement Radio (PAR), a 24-hour format of lifestyle, self-improvement and motivational talk hosted by leading speakers in the field.

In recent months, AM outlets in Los Angeles, Chicago, Seattle and Dallas have signed on to carry the format. Talk KDFC(AM) Palo Alto/San Francisco and WBZS(AM) Alexandria, Va./Washington are expected to switch in coming weeks. Stations can take a few hours a day of PAR or the complete 24-hour format.

"As the baby-boom generation gets older, they gravitate toward wanting more information," says John Douglas, president of Douglas Broadcasting and of PAR Holdings. "This audience is into developing business skills, success skills in communications and healthy lifestyles. We felt radio was a good place to capture them."

The affiliation with Nightingale-Conant gives ABC access to a library of material—especially motivational audio cassettes.

News/talk leader WGST(AM) Atlanta reworked its format last month to include new morning drive and mid-morning shows focused on lifestyle-oriented news and information. WGST has added such shows as *Survival Skills for Busy People* and *Consumer Corner* and has renamed its morning drive show *The Daily Planet*.

To fit its new image, the station adopted the slogan "Planet Radio," although WGST Program Director Nancy Zintak says a more appropriate slogan is "plan-



WGST AM/FM

it" radio "because we want listeners to plan their days around us." WGST also reworked its news reports to be delivered increasingly by reporters at the scene and include commentary designed to give listeners insight into how events are likely to affect their lives.

"We wanted to break out and make the station's news more relevant to the consumer," Zintak says.

The trend toward information and lifestyle talk is apparent among radio syndicators as well. Westwood One is set to launch a daily radio segment featuring home/style guru Martha Stewart. Newly formed Netstar Entertainment created its first daily radio show around health-and-exercise maven Susan Powder.

\$100,000 for 'Death'

Radio Savant Productions of Los Angeles took home the \$100,000 grand prize at the Radio Mercury Awards for "Instant Death," a



radio commercial produced for Ortho Antstop fire ant killer. Pictured at the awards ceremony held June 1 at New York's Waldorf-Astoria Hotel are (l-r) MC Bruce "Cousin Brucie" Morrow of WCBS-FM New York, Radio Savant copywriter April Winchell and creative director Mick Kuisel.

STYLES Broadcasting/Communications, Inc.

Thomas A. DiBacco, President

has sold the assets of

WRBA/FM and WAKT/FM

Serving Panama City, Florida

for

\$3,400,000

(Closed May 1997)

to

ROOT Communications, Ltd.

James L. Devis, President

We were privileged to represent the Seller.

Frank Boyle & Co.

Stamford, CT 203-969-2020

Turner sees ratings growth in windows

Puts up the money to get first crack at high-profile programs

By John M. Higgins

When TV rights to "The Lost World" went up for auction a month ago, the MCA studio sparked a frenzy among broadcast networks ready to pay tens of millions to cut closer to the head of the line of those vying for carriage windows for big-ticket TV programs.

But the contest included one player who put in an unexpectedly large bid that has surprised industry executives: Time Warner Inc. Vice Chairman Ted Turner, who offered \$50 million to grab the movie ahead of the broadcasters for one of his basic cable networks.

That offer may not have been close to Fox Broadcasting's record \$80 million bid, or even in second place, but word of the TBS Inc. bid—on which the company likely would have lost millions—startled even TV executives accustomed to the basic cable programmer's aggressive pursuit of movies and TV shows.

"Maybe Ted made the bid hoping he'd lose, but I couldn't believe it," said one cable network executive.

While not confirming the details of their bid, TBS Inc. executives said that it is part of a campaign to not just lift their networks' Nielsen ratings, but to routinely post the kind of numbers in the cable universe that broadcasters achieve in theirs—9s, 10s and 11s—instead of bragging about nights when TBS Superstation or TNT breaks 3.0.

TNT President Brad Siegel said that to drive ratings, the Turner networks need to get titles coming to them much earlier than normal.

"We're trying to get us out of the 2.1 to 2.3 range a couple of 10ths at a time, which has been our growth curve," Siegel said. "What if we were to make a quantum leap to get to broadcaster level?"

Since TBS was acquired by Time



Although Ted Turner lost out in his bid for the sequel to 'Jurassic Park,' the \$50 million offer signaled his seriousness about securing an earlier window for his cable networks.

Warner last October, Turner has been chasing programming with renewed aggression. Instead of waiting seven or eight years for theatrical titles to trickle down to basic cable windows (after home video, pay per view, two or three pay-TV windows, several airings on a broadcast network, and sometimes through broadcast syndication), the Turner networks are stepping up.

Just weeks after assuming his new post, Turner tore a package of Warner Bros. titles from CBS, including hits "Space Jam" and "Michael." He has also snagged summer Warner titles "Batman & Robin" and "Conspiracy Theory."

When the *Seinfeld* co-stars were seeking big raises to renew their contracts, Turner offered to pay up to \$3

million per episode for first-run rights to the eighth and ninth years of the hit series for his networks. That's far more than a cable network can typically afford to pay for a first-run show.

There's a pattern here. So far, Turner has secured "first ad-supported run" rights to theatricals only from Warner Bros., Castle Rock Pictures and New Line Cinema, all in the Time Warner family. But Turner executives say they've been contacted by virtually every other studio, including studios with basic cable networks of their own, to talk about similar deals.

TV executives agree that the windows will increasingly splinter. CBS Entertainment President Les Moonves, who recently cut a deal with TBS Inc. to get a slice of the Warner movie package back for a broadcast window, says, "The old rules are gone and everybody is finding their way into the new deal."

USA Network has already dabbled with stepping up into the broadcast network window, buying rights to "Casino" and "The Usual Suspects" from MCA, which is a 50% owner of USA. But no other basic cable network is pushing as hard as TBS Inc.

The push started two years ago. New Line Cinema—then a subsidiary of Turner Broadcasting System Inc.—sold Fox Broadcasting early TV rights to the Jim Carrey hit "The Mask." Bob Levi, Turner Entertainment Group executive vice president for acquisitions, said that before then there had been only some "casual discussions" at the company about jumping windows.

"Ted's reaction was, 'Why didn't we buy it for TBS or TNT?'" Levi said. "As a result, Ted said, 'We're going to buy these features.'" Levi sees the moves as a simple evolution of the company's strategy as TNT and TBS

Superstation have matured and become financially strong enough to carry the load. TNT is already loaded with sports programming, the kind of shows that have historically anchored broadcast networks' weekend schedules. In 1989 the Turner networks began paying to routinely share syndicated movie packages with Tribune Co. stations and others.

Two years ago TNT and TBS Superstation began buying syndication packages on their own, cutting out local stations entirely. TNT has also bolstered its ratings with higher-quality original movies, which Siegel said are still successful—but not enough to fuel the growth that Turner wants.

Whether the strategy is profitable is a separate question. Even though the money stays within the family, TNT and TBS Superstation are "paying" Warner market rates for the titles, roughly 10%-15% of their box office grosses for multiple plays.

But basic cable networks have a long way to go to generate the revenue from a movie that CBS and ABC achieve. "The problem is that TBS and TNT can't afford to pay the same dollars we can," said one broadcast network executive. Siegel acknowledged that some pricey titles may wind up as loss leaders, but expects they will have a halo effect that lifts other programming.

"We have no doubt that those economically will be very profitable for us," he said. ■

Malone gets control of Magness's TCI stake

Engineers no-cost, no-risk increase in his voting power

By John M. Higgins

Tele-Communications Inc. Chairman John Malone locked up supervoting stock held by the estate of Robert Magness last week, arranging for two investment bankers to buy out its TCI stake for \$528 million.

The deal allows Malone to park a 32 million-share block in friendly hands and to increase his own voting power by extinguishing the largest block of voting stock other than his own. And he doesn't have to use a dime of his money, drawing instead on the resources of TCI and of investment banks hungry for the MSO's other financing business.

The three-step deal calls for the Magness estate to convert its 30.5 million high-power TCI Class B shares into low-power Class A shares. Merrill Lynch & Co. and Lehman Brothers will then buy all of the estate's Class As—32 million shares. The firms will grant TCI a two-year option to buy the shares at the current market price, but TCI bears all the risk. The MSO enjoys profits if the price goes up later, but it compensates the investment bankers for any losses if the price drops. In the mean-

time, no cash goes out the door and no debt goes on TCI's balance sheet.

Malone bears no risk but gets some benefits. At 10 votes per share for the Class B shares, the Magness block now controls 20.8% of TCI's shareholder votes. That drops to 2% when the estate converts. Malone's power increases from 16.9% of the votes to 19.6%. TCI also agreed to allow him to swap the 2.2 million Class A shares he owns for the powerful class Bs, increasing his voting power even further.

"They finessed it," says Sanford Bernstein & Co. media analyst Tom Wolzien. However, he and other Wall Street analysts say that other TCI shareholders benefit along with Malone because the deal keeps a big share block from hitting the market and depressing the stock price, while it also raises the prospect that TCI may buy back the shares and shrink the company's equity. "Malone's interests and shareholders' interests are not the same, but they're parallel," Wolzien says.

The loudest complaints came from Wall Street executives who compete with Merrill and Lehman for TCI's business. "Wish we'd done that deal," says one banker. ■

Reaching for an Emmy

MSNBC, with 28 million cable subscribers, qualifies for this year's national news Emmys. Fox News, with 20 million subs, does not.

That's what Fox was told by the National Academy of Television Arts & Sciences, and executives at the Murdoch-owned cable news channel are mad as hell. They claim they're the victim of an eligibility double standard, and they're also railing at the perceived ineptness of the New York-based academy, which organizes the news and sports Emmys. Neither fledgling news network meets the 51% coverage threshold that Fox News executives say the academy told them their network had to meet in order to qualify. But MSNBC, a source there confirmed, argued successfully that since the network is available by satellite,



anyone in the country with a dish is a potential viewer.

Why the academy didn't let Fox know of its reinterpretation of the rules is a mystery. "I'm not the one to ask," says NATAS President John Cannon, suggesting that the person to ask is awards chairman Richard Thrall. Thrall was out of town on business and could not be reached at deadline. Word was, however, that Thrall is trying to figure out a way to get Fox News back in the picture for this year's awards. The judging for nominations, to be announced next month, is almost com-

plete. Another question on the minds of executives last week was why NATAS uses the 51% eligibility rule, given that most if not all program services are now distributed by satellite.

—SM

Piracy threat to DBS growing

As satellite services add subs, economics become more attractive for signal thieves

By Price Colman

Just as the fledgling DBS industry is entering the big leagues of video services, it's facing a new threat to its economic health: piracy.

Armed with anything from a basic personal computer to sophisticated workstations, and aided by information available free on the Internet, high-tech Blackbeards are evolving from small-time crooks into big-time black-market entrepreneurs.

"It's very organized," says James Shelton of San Diego-based Shelton & Associates, a satellite TV consulting firm that specializes in security. "It has been tied to money laundering, to the Mafia.... And it's global."

Shelton, who for the past 18 months has chaired the Satellite Broadcasting & Communications Association's security working group, estimates that there are four or five major piracy rings, all with well-funded, sophisticated organizations. They're typically based outside the U.S. to make detection and prosecution more difficult.

The Internet, with its vast array of news groups, members-only chat rooms and technical data, serves as both information resource and marketing tool.

The cable industry has long been the

victim of piracy. Black-market converter boxes and illegal hookups have been the weapons used against cable, where the loss of potential revenue is estimated at more than \$5 billion a year. The U.S. DBS industry, with a little over 5 million subscribers, hasn't suffered the same damaging attention—yet. But the bigger DBS gets, the more attractive the economics become to pirates.

"If it's not a huge problem today it certainly has the potential to be," says Rick Westerman of UBS Securities. "One thing's for sure—it's not insignificant."

Because DSS is the biggest DBS provider, it has been the hardest hit, industry sources say. Conservative estimates for the number of pirate DSS units range from 200,000 to 250,000. With average revenue of about \$53 per month per subscriber for DSS, that translates into a potential annual loss of \$127 million–\$160 million.

Officials at DIRECTV, which is part of the DSS consortium, declined to



supply loss estimates. "It is a very sensitive subject," acknowledges company spokesman Jeff Torkelson.

But there are indications that potential losses could run far higher than conservative estimates. Unrestrained by monthly budgets, pirates typically go for PPV, special events such as boxing, and premium services, Shelton says.

"In core systems during trials, because of the volume of PPV, we were able to get an estimate of around \$500 a sub per month," says Shelton.

At \$500 per subscriber per month, potential losses jump to \$1.2 billion–\$1.5 billion a year. It's not just the DBS providers feeling the impact. Programmers, particularly premium services and PPV providers, may suffer the bigger hit simply because the cost and revenue from their programming are higher. Hardware manufacturers are also affected through the illegal sales of so-called black boxes, although evidence indicates that market is fairly small.

It's software, not hardware, on which satellite system hackers tend to focus. The prime target: smart cards that are part of a DBS service provider's conditional-access system. The cards are electronically programmed to give the user access to authorized services. But using PCs, hackers can essentially duplicate the cards, for about \$50 per card, then turn around and sell them for \$500–\$1,000. In some cases, prices run as high as \$2,500 for a smart card billed as a lifetime key to any and all services.

There are three basic versions of pirate smart cards: cloned cards; 3M, or 3 Musketeer, cards; and Wizard cards. In cloning, as the name suggests, hackers obtain a legitimate smart card—typically one authorized for all services—and, using relatively simple PC hardware and programs freely available over the Internet, replicate the card. However, DBS providers can readily identify cloned cards once a purchase is made because the card's unit identification number will show up in more than one place. The DBS provider can then use

Olbermann plays the field

Outspoken sports anchor Keith Olbermann, who is leaving ESPN after 5-1/2 years, probably won't be out of work for long. He reportedly is negotiating with a number of channels, including Court TV. Court TV officials had no comment. Olbermann's agent, Gene Sage, says preliminary talks for a sports/legal show with the network have taken place. And NBC News officials say they have talked with Olbermann and are interested in bringing him to MSNBC. NBC spokeswoman Julia Moffett says Olbermann has met with NBC News President Andrew Lack, with discussions centered on a nightly talk show. Sources say the show would be more news oriented than sports oriented. Moffett discounted rumors that Olbermann was being courted to host MSNBC interview program *Internight*.

A spokesman for Fox Sports said: "We had our discussions with Keith and his representatives, and they made it clear Keith wants to be in New York, which does not suit our purposes."

Olbermann was suspended by the ESPN in May for an unapproved appearance on former ESPN anchor Craig Kilborn's Comedy Central show, *The Daily Show*. His reported \$300,000-per-year contract with the network is up at year's end. ESPN officials say they are sorry he is leaving and that it could be months before his position is filled.

—JS



We are Country

THE TNN
THE NASHVILLE NETWORK

A GAYLORD ENTERTAINMENT COMPANY

© 1997 Group W Satellite Communications. THE NASHVILLE NETWORK, TNN and the TNN logos are registered service marks and WE ARE COUNTRY is a service mark of HLMC, Inc.

electronic countermeasures, or ECMs, to send a signal that disables all cards with that ID number.

With 3M cards ("all for one, one for all"), only one service may be authorized; but with cloning added, hackers essentially upgrade the cards to authorize all services. The key to identifying 3M cards is to determine which single service has been authorized then disable all cards approved for that service only.

With Wizard cards, the difficulty increases because no services are authorized. Instead, the hacker gives the customer access each month to security codes that enable the authorization of all services.

The conditional-access security issue jumped into the limelight recently when the proposed \$1 billion merger of News Corp.'s satellite operations and EchoStar Communications Corp. ran aground. News Corp. contended that

EchoStar's conditional-access system, developed by Nagra, was unreliable and wanted to supplant it with its own News Data Services (formerly News Data-Comm) system. When EchoStar Chairman Charlie Ergen refused, News Corp. called off the deal. News Corp.'s BSkyB service in the United Kingdom, because of its size, has probably been the victim of more piracy than any other DBS provider.

Shelton says that once a DBS provider reaches about 1 million subscribers it becomes a target for pirates because the economics begin to make sense. That suggests that Primestar, the second-largest DBS provider, with about 1.9 million subscribers, is a likely victim. But Primestar uses General Instrument's DigiCipher system with a computer chip that destroys access codes if it is violated and has therefore remained relatively immune.

It's unclear whether the DBS

industry, DIRECTV in particular, has been slow to acknowledge the piracy threat, as some suggest. But the company is clearly becoming more aggressive in pursuing perpetrators. Last year, DIRECTV and News Data-Com broke up what they termed an international piracy ring in Seattle, naming 22 defendants in the U.S., Canada, Bermuda and the Cayman Islands. In March of this year, nine additional defendants—including an authorized DIRECTV dealer—were named in lawsuits filed in Los Angeles.

Still, as the DBS industry grows, so will the piracy threat, Shelton contends.

"The economic side is the real key," he says. "Churn will continue to be a problem as piracy continues to flourish.... We always tend to underestimate piracy. These guys are good, they're real good." ■

Some-holds-barred fighting

Ultimate Fighting amends rules in attempt to pass muster with operators

By Donna Petrozzello

Although one of its major selling points has been the no-holds-barred approach of its fighters, producers of Ultimate Fighting Championship events have adopted new rules to make the matches more palatable to cable operators.

Although the pay-per-view bouts (a mix of martial arts, wrestling and "take it out back" fighting styles) have often proved lucrative, they have also caught flack as overly violent programming in an era of increased content scrutiny from Washington.

The new rules establish for the first time weight-specific classes and require fighters to wear martial arts gloves. They also prohibit "small-joint manipulation," "hair pulling," "pressure point strikes," "groin strikes" and "kicking an opponent who is down." The new rules will be in effect for the next Ultimate Fighting event, scheduled for July 27 in Birmingham, Ala.

Several key operators, including Tele-Communications Inc., Adelphia Communications, Cablevision Systems, Time Warner Cable and Jones Intercable canceled carriage of upcoming matches last month, claim-

ing they were too brutal even for PPV. Ultimate Fighting has been carried by thousands of operators, giving it a total cable universe of about 35 million households.

However, cable operators were non-committal about whether the new rules will encourage them to sign on to future matches.

Ultimate Fighting Championship producer Bob Meyrowitz says the rules will make the sport look less violent and more like boxing, a sport

that millions of Americans watch and that cable operators are comfortable showing. Yet Meyrowitz says that the rules were not put into effect to make the sport safer.

"We have done 16 events and never had a serious injury, so I can't say we are looking to make it safer," he says. "What we are trying to do is make the martial arts more understandable to people as a mainstream sport."

Some of the rules, such as establishing weight classes and requiring fighters to wear gloves, run counter to the nature of the sport itself but make matches more understandable for U.S. viewers, says Meyrowitz.

"Even though no jujitsu artist would wear gloves in a match, it is upsetting to people to see someone come into a ring without gloves, so we made it mandatory that everyone wear gloves," he says.

Other rules—particularly ones that prohibit groin strikes and small-joint manipulation—guard against actions that Meyrowitz says ultimate fighters never do anyway.

"We are very hopeful that people will start to look at this as a sport and understand that the intent here is to have a good sporting contest," Meyrowitz says. ■

**"What we are trying
to do is make the
martial arts more
understandable to
people as a
mainstream sport."**

—Producer Bob Meyrowitz

This year's
flood
destroyed
millions of
homes.

Together,
we're
rebuilding
them.

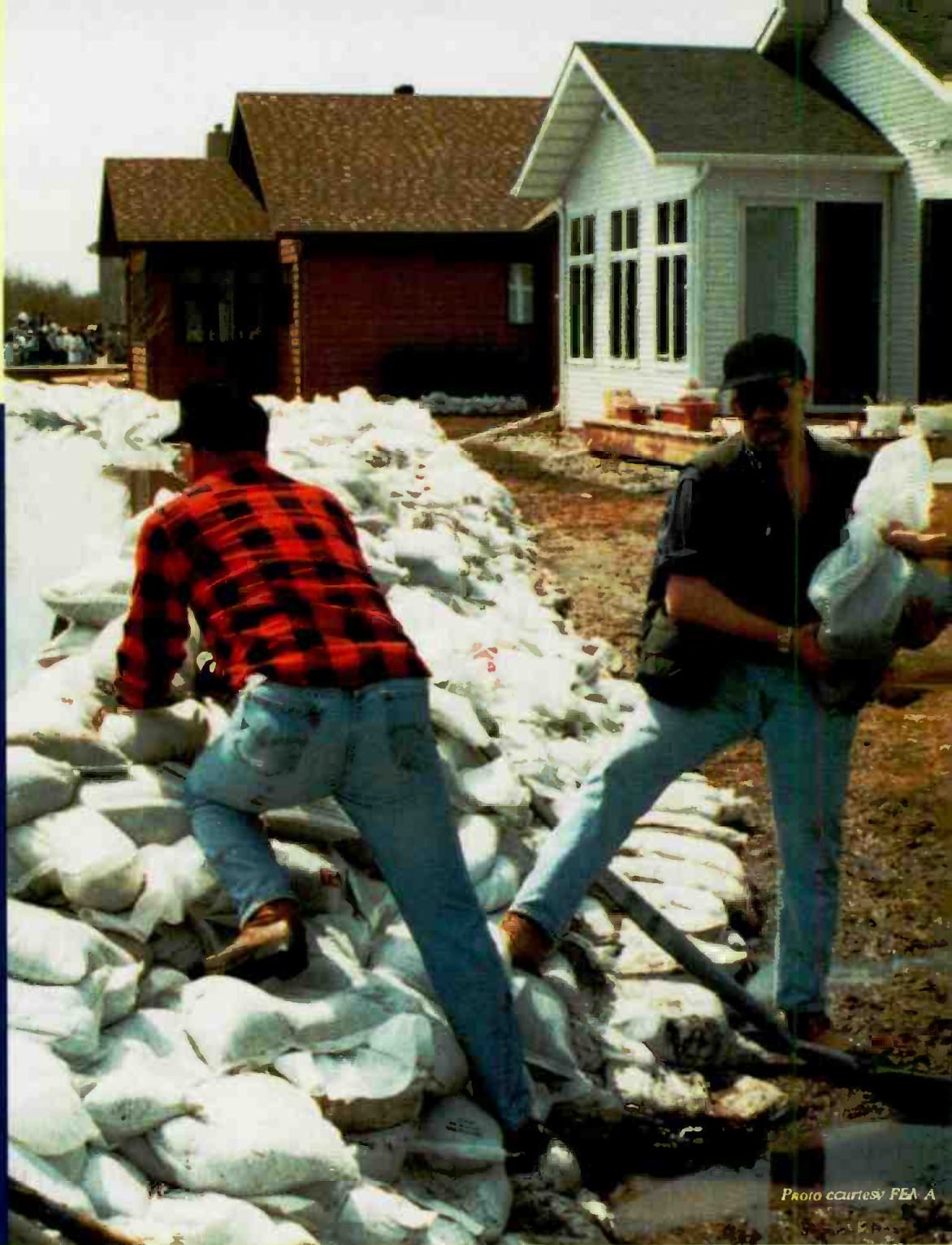


Photo courtesy FEMA

Recently, local cable affiliates made Home & Garden Television's free public service special *After The Flood* available to more than 4.2 million homes throughout stricken regions. Thanks to the dedicated efforts of everyone involved, this recovery guide has proven to be indispensable for many devastated families. The effectiveness of *After The Flood* even prompted the Federal Emergency Management Agency (FEMA) to recognize its value as a community service. That makes us proud. Because it proves that cable can be a lot more than television.

HGTV
HOME & GARDEN TELEVISION

www.hgtv.com

X (Games) marks the spot

Snowboarders and skysurfers compete in ESPN's third annual games

By Joe Schlosser

There will be snow on the beach this week in San Diego, and it's not the result of another freak weather pattern. The snow, dirt and gravel hitting San Diego will all be supplied by ESPN as the cable network attempts to reach out to Generation Xers.

The third edition of ESPN's X Games is bringing more than 400 extreme athletes to San Diego to take part in events ranging from snowboarding to skysurfing. It will be the first time the games have not been in Newport, R.I., where they were inaugurated two years ago.

ESPN, ESPN2, ABC, ESPN SportsZone.com and other members of the Disney/ESPN family will cover the week-long event (June 20-28). Thirty-seven original hours of coverage will be divided among the various networks, with ESPN carrying the bulk, 21 hours. ESPN2 will air 15 original hours plus replays of all the ESPN coverage. ABC



A skysurfer shoots the air pipeline

will be carry a one-hour special segment about the games on its Saturday afternoon *Wide World of Sports* program.

ESPN will use the event to showcase its high-tech production cameras and digital equipment. ESPN has won two consecutive Emmys in the technical team remote category for its coverage of the X Games (see pages 64-65).

The games are the creation of ESPN2 programing director Ron Semiao. He says the event is not just a made-for-

television event—it's a serious athletic competition.

"We don't have any applause signs. It is not *American Gladiators*. Yes, it does lend itself well to television because it is fun and entertaining, but it's not a game show," says Semiao.

But where would the X Games be without the backing of an ESPN? "Frankly, nowhere," says Jeff Flathers, an analyst with Paul Kagan Associates. "One, people wouldn't know about it if it wasn't for TV. And two, you really need the TV hype to make it what it is."

Whether it's true athletic competition or not, ESPN officials say the event delivers the most male viewers ages 12-34—a particularly advertiser-friendly demo—of any sporting event on broadcast television or cable.

"You are going to have young competitors and young viewers," says Flathers. "It's just the kind of stuff that Nike or Converse wants to be associated with."

Nike is in, as are Coors, Taco Bell, Rollerblade, Snickers and a host of others. ■

Paxson buys Travel Channel

Pays \$75 million, plans to replace much of its programing

By Donna Petrozzello

Paxson Communications is buying The Travel Channel from Landmark Communications for \$75 million in a stock-and-cash transaction. Terms of the deal call for Paxson to issue \$55 million in common stock and pay \$20 million in cash.

Paxson Chairman Lowell "Bud" Paxson says he wants to grow The Travel Channel's subscriber base of 20 million U.S. households by offering cable companies both cash and equity to add the channel. "The requirement of subscriber fees" for the channel will be removed gradually, he says. Paxson also plans to step up affiliate relations efforts.

Potential buyers have circled The Travel Channel for more than a year. Discovery Channel led the list of

potential candidates until talks between Discovery and Landmark broke down last summer.

In recent months, low ratings and poor carriage have plagued the channel. Paxson says his "first task" will be to upgrade programing by "replacing a large percentage" of its travel and tourism programing "with a library designed to capture the beauty of the world and the cultures of its people."

"We want viewers to explore the world visually, create travel dreams and learn how to fulfill them," he says.

Patrick Michaels, chairman of Communications Equity Associates, says Paxson "is prepared to invest considerable funds" in developing programing "that will have a wider appeal to cable audiences." Michaels says Paxson aims to upgrade Travel



Channel shows to "a very high level of quality established by cable channels such as Discovery or Arts & Entertainment."

Michaels, who is representing Paxson in the acquisitions, says Paxson does not intend to create a "teleshopping channel specializing in travel," but rather an entertainment and information service of general interest focused on the travel industry.

Paxson plans to relocate The Travel Channel's Atlanta-based operations to offices at the group's owned-and-operated WTLK-TV Atlanta. He also intends to increase the channel's 40-person staff. ■

THE BOX—the first and only truly local all music video channel. System by system, THE BOX uses digital technology to program a local music video mix that reflects the tastes and demands of your customers, from Pop-Rock to Hip-Hop to Mainstream, Country or Latin. Viewers can just sit back and watch or actually program THE BOX by calling in and requesting the videos they want to see. THE BOX is so connected with your viewers that it has the power to brand your system all over your neighborhood.



Cutting Edge. From the Music to the Marketing.



You're on the hottest radio stations in town. You get live mentions, on-air spots and a high-profile presence through joint marketing programs.

You're on the street. THE BOX brings you to community events and puts its regional marketing team to work for you.

You're in the papers. THE BOX builds partnerships with local music-based print media and puts your brand in ink.

You're on THE BOX. THE BOX creates top of the hour IDs that reflect your brand and your community like no other network. Plus, THE BOX produces local programming and gives you the credit.

You couldn't pay for local marketing and programming this good.

**And you don't have to.
In fact, we'll share our revenue with you.**

The operator's edge.



**Get your edge. Get THE BOX. Call THE BOX Affiliate Sales:
East—Gabriel Berger 305.535.3515 West—George Jostlin 310.441.8425 ext. 233**

Wireless regroup after tough year

With key deals left undone and stocks downgraded, industry is in search of cash

By Price Colman

A year ago, the wireless cable industry was all enthusiasm and energy as it looked forward to strategic partnerships with well-heeled Baby Bells.

Now, as its annual convention gets under way in Anaheim, Calif., the industry is looking at heavy debt, stock delistings and disaffected investors.

What went wrong? Just about everything.

The Baby Bells, for the most part, backed away from a regional video strategy in which the wireless cable industry saw itself playing a key role. Some key deals—the Nynex/Bell Atlantic investment in CAI Wireless and PacTel's acquisition of Videotron and Transworld—went south. A key industry analyst, Jim Boyle of Alex. Brown, downgraded virtually all wireless cable stocks. Stock prices sank. Heartland revised its subscriber count down by 60,000. Nasdaq initiated delisting action against American Telecasting Inc. and People's Choice. Stock prices tanked, ending up near or in penny-stock territory.

What fueled the fall? Miscalculations mixed with overconfidence and financial markets as quick to evacuate the bandwagon as they were to jump on.

"By late 1995, this industry began to be looked at as a deal-stock type of industry," says David Sentman, vice president and CFO of American Telecasting Inc. "Certainly, from the standpoint of where stocks traded, a number of investors anticipated a number of deals in this industry."

That anticipation was based largely on the perception that wireless cable was a viable competitor to conventional cable and direct-to-home satellite. The emergence of digital delivery and digital compression, essentially increasing bandwidth, altered the equation.

"Unfortunately, there was a lot of money available to the industry based on a business plan that was analog video," says Bruce Dickinson, head of Daniels & Associates' wireless division. "Analog video works in rural areas, but it hasn't worked in areas



"I think we need one thing from the outside world: true regulatory parity."

—WCA's Andrew Kreig

where the great majority of the population is served by cable operators. Consumers want more choice, and with limited channel choice in the analog mode, [wireless cable operators] just weren't competitive."

That recognition created a vicious circle: The deal market began drying up, prompting incipient deals to self-destruct, which dried up the deal market even more.

How much worse can it get? Industry officials hope there's no place to go but up. At the same time, they acknowledge that they'll need some help.

"I think we need one thing from the outside world: true regulatory parity," says Andrew Kreig, who just last week was elevated from acting president to president of the Wireless Cable Association. "We're still a quasi-regulated industry up against much more powerful competitors."

The key piece of regulatory relief that the industry needs is FCC approval to use two-way capability. Thus equipped, wireless cable could get into the high-speed data and digital voice businesses. Some envision those advanced services, particularly high-speed data, as CPR for the struggling industry. A ruling is probably a year away.

"More and more companies are realizing that advanced services should be part of their product mix," says Kreig. "It would be crazy to throw away what you've got and go off into other areas like a bunch of sheep. But it's common sense to give the public what's unique and what you're best equipped to provide more efficiently than competitors."

Use of a wireless return path for digital data and voice has been held up over concerns about interference with cellular traffic. What some perceive as the 1996 Telecommunications Act's failure to stimulate competition could be a hidden strength for the wireless cable industry, Kreig suggests.

"I spent much of the past week visiting with key government leaders in Washington on telecommunications policy, and they're all eager to send a message to the convention and a larger audience that they really want wireless cable to succeed, to bring the benefits of competition to the public," Kreig says. "They're very concerned about this. They need us to succeed to fulfill the promise of the Telcom Act of 1996."

Along with regulatory help, wireless cable needs to refinance and reduce debt, bring in strategic partners and probably consolidate, industry leaders say. But the objectives are linked, increasing the challenge.

A PacTel success with its digital wireless cable service in the Los Angeles basin could burn off some gloom although the future of that system looked murky last week. So could BellSouth's upcoming launch of wireless cable in Atlanta and New Orleans.

Meanwhile, other operators are seeking to restore confidence the old-fashioned way—building the business internally.

"We've had four consecutive quarters of positive operating cash flow on a consolidated basis," says American Telecasting's Sentman. "We're ahead of expectations in 1997, including the gradual reduction of analog subscribers."

But for American Telecasting and other operators, there's one imperative: "We're going to need cash," Sentman says. ■



Amos Hostettler (r), MediaOne, and technician Tim Belmonte prepare to install a smart box in Wilmington, Mass.



Cox's Jim Robbins (r) and field service leader Andrew McCarthy at work on Cox's master telecommunications center in Rhode Island.



Jeff Marcus (l), Marcus Cable, Dallas, accompanies a technician on a call.

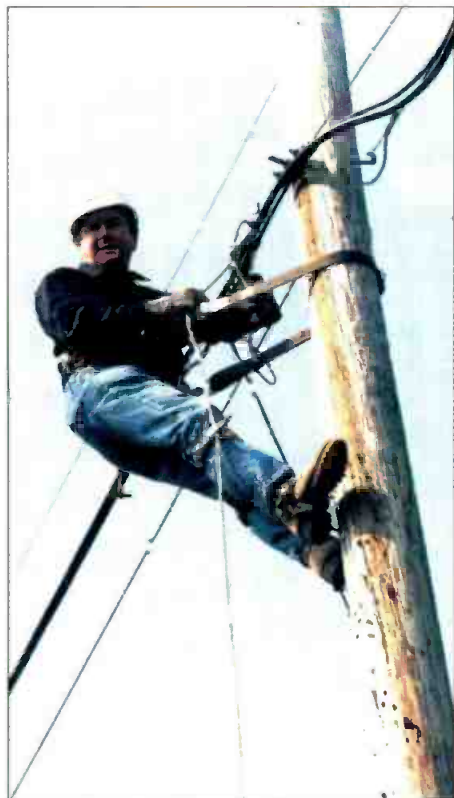
Cable CEOs, presidents and general managers were in the trenches last week, some literally, as part of NCTA's ongoing On-Time Service Guarantee initiative.

"In the Trenches" week included customer visits with service and installation technicians, neighborhood walk-throughs to survey subscribers, manning of customer service phone lines and meetings with state and local officials.



TCI's Marvin Jones on an install in Topeka, Kan.

Multiple System Photo Ops



Bill Bresnan, Bresnan Communications, climbs a pole in Midland/Bay City, Mich.



Bob Miron, Advance/Newhouse, atop a trencher in Charlotte, N.C.



Joe Collins (at keyboard) helps install Road Runner cable modem service at Governor Baxter School for the Deaf in Portland, Me.



Barry Babcock of Charter lends a hand on a call in St. Louis.

Disney eyes HBO Poland stake

Disney is said to be negotiating for a stake in Time Warner's pay channel, HBO Poland, which launched in September 1996. HBO Poland say it may take on two equity partners and that the deals could be announced by mid-August. In April, Columbia TriStar-owner Sony Pictures Entertainment bought 50% of HBO Poland and signed a five-year programming deal that includes the launch of new Polish thematic channels.



BSkyB top executives leaving

Sam Chisholm will step down as managing director of UK DTH operator BSkyB at the end of 1997 for health reasons. U.S.-born Mark Booth, CEO of Japan's JSkyB, will assume Chisholm's position Jan. 1, 1998. Booth formerly was an executive at MTV Europe, Foxhole and Maxwell Communications. BSkyB's Deputy Managing Director David Chance, who turned down the top job, also will step down for health reasons.

Going south

Mexico will call for bids for 75% stakes in each of three state-owned satellites—Solidaridad 1 & 2 and Morelos 1—in July. U.S. satellite group Hughes may be putting together a joint bid with local terrestrial rivals Televisa and TV Azteca and cable operator Multivision. Other interested players include Lockheed Martin, Loral Space & Communications, GE Americom and Daimler Benz. Foreign investment is limited to 49%.

Finnish deal done

Columbia TriStar, CBS and UK distributor CTE have closed long-term exclusive output deals with new Finnish commercial broadcaster Channel 4. The Helsinki Media-owned Channel 4 has also closed one-year output deals with Paramount and Warner Bros. The Columbia deal is for 1,000 hours of programming, including theatrical films through 1996.

—Nicole McCormick

H E A D L I N E S

MSG sale completed

ITT says it has completed the sale of Madison Square Garden to Cablevision for at least \$650 million. The company says it received \$500 million in cash for a 39.8% interest in MSG, reducing its ownership from 50% to 10.2%. ITT is guaranteed at least \$150 million more for its remaining interest.

Showtime heavies up fight promotion

Showtime plans to spend more than \$25 million promoting its pay-per-view bout between Mike Tyson and Evander Holyfield June 28. Showtime is hoping to reap \$130 million from the event, which is slated for carriage on 2,500 cable systems. Between cable and satel-



lite, Showtime is targeting a universe of 35 million potential households. The network commissioned filmmaker Spike Lee to develop two sets of promos for the fight: one appealing to traditional boxing fans and the other to attract new fans, says Suzan Couch, Showtime senior marketing consultant. Showtime has bought radio and broadcast TV time—including *Seinfeld* and *Home Improvement* to target women—in more than 90 markets and has purchased ads on 22 cable networks. Showtime also has purchased spots in late news in 90 markets, up from 70 markets for the Tyson-Holyfield matchup last November.

Name Game

ESPN's sports marketing, syndication and TV production company Creative Sports has changed its

name to ESPN Regional Television. ESPN Regional produces 500 sports programs per year for a number of outlets including ESPN, ABC, CBS and NBC. ESPN Regional is the largest syndicator of college sports, says the network. ESPN holds the rights to several college basketball conferences and manages four college basketball events. ESPN Regional TV's on-air logo will appear as ESPN+Plus.

Muppets meet mouse

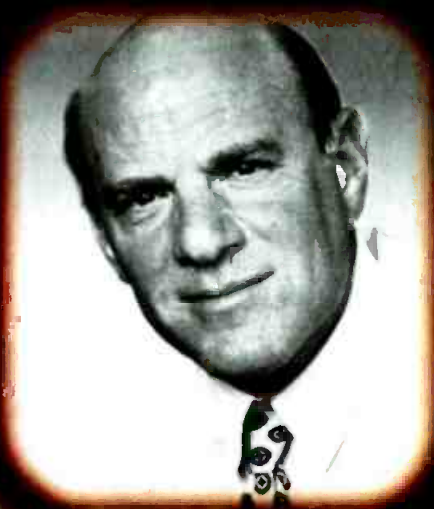
The Disney Channel has acquired 22 half-hour episodes of *Muppets Tonight*. The series includes 12 yet-to-be-seen episodes that feature guest stars Pierce Brosnan, Dennis Quaid and Heather Locklear. The episodes will debut on the channel on Sept. 13.



CTAM '97

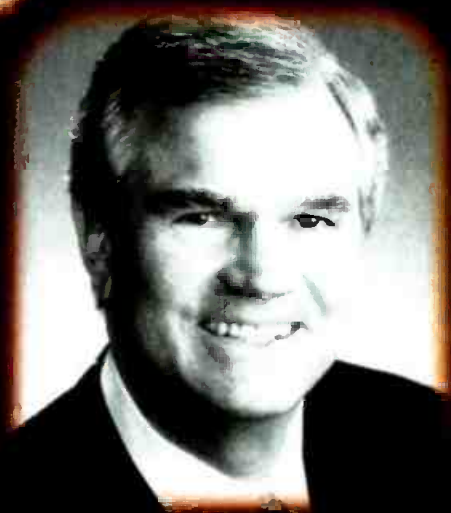
NATIONAL MARKETING CONFERENCE ORLANDO JULY 20-23

Barry Diller
Chairman & CEO
HSN, Inc.



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

Eckhard Pfeiffer
President and CEO
**Compaq
Computer**



Facing Your Future
NEW PERSPECTIVES ON MARKETING

C T ~~A~~ M

For registration information:

Tel: (703) 549-420C Fax: (703) 684-1167 Website: www.ctam.com

HEADENDINGS

Evenings are prime for basic cable

Prime time viewership was up for 24 basic cable networks during the May sweeps, according to the Cabletelevision Advertising Bureau. Increases ranged from single to triple digits. Networks with already high prime time audiences, including CNN, TNT and Discovery Channel, all enjoyed double-digit increases over last year's May ratings. While less-established networks saw increases up to 223%, basic cable has gained more than 18 million new subscribers in same period.

Miller time

NBA star Reggie Miller will be among the TV analysts for Lifetime's WNBA (women's professional basketball) coverage. Miller's sister, Cheryl, is the general manager and coach of the WNBA's Phoenix Mercury. Former CBS sports personality Michelle Tafoya will call the play-by-play for Lifetime's 10 scheduled games. Olympic swimmer Summer Sanders will be Lifetime's sideline reporter. The cable network's first game is Friday, June 27.

IRS blesses C-TEC spinoffs

C-TEC Corp. has won a favorable tax ruling that paves the way for the MSO's division into three publicly-traded units. The Internal Revenue Service agreed that the stock in C-TEC's cable, conventional telephone and hybrid-competitive cable/phone units could be distributed to shareholders without incurring taxable capital gains. Once restructuring is completed by year's end, C-TEC shareholders would hold three stocks: Cable Michigan Inc., which holds C-TEC's traditional cable systems in Michigan, Commonwealth Telephone Enterprises Inc., phone operations in Michigan and RCN Corp.'s startup competitive access and cable operations in Washington, New York City and Boston.

50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of June 9-15, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time	(ET)	HHs. (000)	Rating Cable	U.S.	Cable Share
1. 1997 MTV Movie Awards	MTV	Thu	9:00p	2,571	3.9	2.7	6.4
2. World Champ. Wrestling	TNT	Mon	9:00p	2,662	3.8	2.8	6.3
3. Rugrats	NICK	Sun	10:00a	2,563	3.7	2.6	12.0
4. Angry Beavers	NICK	Sun	10:30a	2,352	3.4	2.4	11.0
5. Movie: "Sins of the Mind"	USA	Wed	8:59p	2,337	3.3	2.4	5.4
5. Rugrats	NICK	Thu	7:30p	2,328	3.3	2.4	6.5
7. Blues Clues	NICK	Fri	9:30a	2,222	3.2	2.3	12.7
7. M. Sendak's Little Bear	NICK	Fri	9:00a	2,235	3.2	2.3	12.6
7. Rugrats	NICK	Mon	7:30p	2,251	3.2	2.3	6.1
10. Hey Arnold	NICK	Sun	11:00a	2,205	3.1	2.3	10.5
10. Rugrats	NICK	Sat	10:00a	2,184	3.1	2.3	11.0
10. Blues Clues	NICK	Mon	9:30a	2,157	3.1	2.2	12.4
13. Tiny Toon Adventures	NICK	Sat	9:30a	2,111	3.0	2.2	10.9
13. Doug	NICK	Thu	7:00p	2,115	3.0	2.2	6.2
13. Blues Clues	NICK	Thu	9:30a	2,101	3.0	2.2	12.2
13. Rupert	NICK	Mon	10:00a	2,091	3.0	2.2	12.2
13. Movie: "Shawshank Redemption"	TNT	Sat	9:00p	2,156	3.0	2.2	6.4
13. World Champ. Wrestling	TNT	Mon	7:55p	2,115	3.0	2.2	5.6
19. Secret World of Alex Mack	NICK	Thu	8:00p	2,069	2.9	2.1	5.4
19. Blues Clues	NICK	Wed	9:30a	2,035	2.9	2.1	12.5
19. Blues Clues	NICK	Tue	9:30a	2,012	2.9	2.1	12.3
19. Hey Arnold	NICK	Mon	8:00p	2,034	2.9	2.1	5.3
19. J. Henson's Muppet Babies	NICK	Mon	10:30a	2,006	2.9	2.1	11.7
24. Blues Clues	NICK	Fri	12:30p	1,946	2.8	2.0	9.0
24. M. Sendak's Little Bear	NICK	Fri	12:00p	1,954	2.8	2.0	9.4
24. Doug	NICK	Mon	7:00p	1,940	2.8	2.0	5.7
27. Looney Tunes	NICK	Sun	9:00a	1,882	2.7	1.9	9.9
27. Kenan & Kel	NICK	Sat	8:00p	1,912	2.7	2.0	6.1
27. Tiny Toon Adventures	NICK	Sat	9:00a	1,882	2.7	1.9	10.4
27. Rupert	NICK	Fri	10:00a	1,912	2.7	2.0	10.9
27. Rugrats	NICK	Fri	8:30a	1,890	2.7	1.9	10.5
27. M. Sendak's Little Bear	NICK	Thu	9:00a	1,919	2.7	2.0	11.2
27. Rugrats	NICK	Wed	7:30p	1,924	2.7	2.0	5.4
27. Doug	NICK	Wed	7:00p	1,883	2.7	1.9	5.5
27. Blues Clues	NICK	Wed	12:30p	1,861	2.7	1.9	9.2
27. M. Sendak's Little Bear	NICK	Wed	12:00p	1,862	2.7	1.9	9.4
27. Rugrats	NICK	Tue	7:30p	1,924	2.7	2.0	5.5
27. M. Sendak's Little Bear	NICK	Tue	9:00a	1,873	2.7	1.9	11.5
27. Are You Afraid of the Dark?	NICK	Mon	5:00p	1,867	2.7	1.9	6.8
27. Gullah Gullah Island	NICK	Mon	11:30a	1,866	2.7	1.9	10.0
27. M. Sendak's Little Bear	NICK	Mon	9:00a	1,903	2.7	2.0	10.9
27. Movie: "The Shawshank Redemption"	TNT	Sun	6:00p	1,910	2.7	2.0	6.7
43. Hey Arnold	NICK	Sat	11:00a	1,840	2.6	1.9	10.0
43. Angry Beavers	NICK	Sat	10:30a	1,853	2.6	1.9	9.5
43. Hey Arnold	NICK	Wed	8:00p	1,850	2.6	1.9	5.0
43. M. Sendak's Little Bear	NICK	Wed	9:00a	1,827	2.6	1.9	11.3
43. M. Sendak's Little Bear	NICK	Mon	12:00p	1,794	2.6	1.8	8.8
43. Rugrats	NICK	Mon	8:30a	1,809	2.6	1.9	10.7
43. Biography—Kathy Lee Gifford	AEN	Thu	8:00p	1,823	2.6	1.9	5.0
43. Raahh!!! Real Monsters	NICK	Sun	11:30a	1,782	2.5	1.8	8.7

Sources: Nielsen Media Research, Turner Research

Technology

June 23, 1997



PAINTBOX® & PICTUREBOX®

The graphics team



QUINTEL

In a world dominated by deadlines and ratings, the ability to create great news graphics fast, is vital. The united forces of Paintbox®, Picturebox® and Picturenet® Plus gives you all the creative power, assured skills handling performance and efficient networking you need. It's the team you can count on.

Call our 24 hour Graphics Hotline now: 1 800 218 0051 Ext.482

Quintel Inc., 28 Thorndal Circle, Darien, CT 06820 Tel: (203) 656 3100 Fax: (203) 656 3459 <http://www.quintel.com>

X Games hit San Diego

ESPN brings with it virtual world, POVs and fake snow

By Glen Dickson

If it's snowing in San Diego, the X Games must be in town.

For its third production of its extreme sports Olympics, ESPN has a new venue and some new technical tricks, including a 3-D virtual representation of its X-Venture endurance race, new point-of-view (POV) cameras and summer snowboarding.

Yes, snowboarding. Banking on the popularity of its "Big Air" event from the Winter X Games, ESPN has constructed a 100-foot-high by 300-foot-long ramp on the San Diego beach and covered it with snow made from liquid nitrogen. An 85-foot Akela crane with a robotic super slo-mo camera will capture overhead views of the snowboarding action.

Another highlight from the Winter X Games making its way to San Diego is VRX, the 3-D animated "virtual world" that ESPN and SGI created to give a graphic representation of the mountain at Snow Summit, Calif. For the summer games, ESPN will use VRX to cover the X-Venture race, a five-day team endurance race in which competitors hike, bike, climb and kayak 250 miles (even across the Mexican border). The digital race course was created using satellite imagery, digital terrain models, aerial photography and maps.

Each X-Venture team will carry a GPS-based satellite tracking system (accurate to 12 yards), which will allow ESPN to pinpoint various teams' positions on the course and show them in the VRX environment.

"Since X-Venture airs on a delayed basis, the tracking information will be brought back and downloaded into VRX," says X Games coordinating producer Rich Feinberg. "We'll be



In-line skaters provide an interesting point of view via their Helmet-Cams.



Prestart coverage of the street luge competition. ESPN, ESPN2 and ABC Sports will combine to televise 37 original hours of coverage by this Saturday.

able to show the viewer the pattern each team took, when they went off the beaten trail, how they did in the various disciplines and when they got ahead of another team."

For standard field coverage of X-Venture, ESPN will use five ENG crews traveling in Chevy Tahoes, a helicopter and an airplane with a Wescam gyro-stabilized camera unit. The X-Venture field team represents just a small slice of the X Games production effort, which includes more

than 100 cameras and roughly 600 production and operations personnel.

ESPN has constructed a broadcast center in the parking lot of a Hyatt hotel directly across a channel of water from the games' main venue. The heart of the broadcast center is the NEP SuperShooter 12 production unit, which is connected to NEP's TX transmission truck for outgoing feeds. ESPN is also using three additional mobile units from VTE for different venues.

The NEP SuperShooter 14 will be used for skysurfing coverage in Ocean-side, Calif., 40 miles away.

ESPN has built five edit rooms in Hyatt hotel rooms. Of three digital edit rooms, one has the complete Sony digital environment with Digital Betacam decks; the two others are loaded with Abekas equipment, such as Dveous effects systems. "The look and style of effects are all being

done on Dveous," says Don Colantonio, X Games technical project manager.

ESPN also has created a graphics room with a Quantel Paintbox, an SGI workstation and Chyron Infinit (see sidebar). The bulk of the production will be in analog—Colantonio says that trying to go digital would be too complicated—although Sony's DVCAM digital cameras may be used for skysurfing coverage. "The conversion process wouldn't have been worth the pain with all the routing and

signal distribution we have," he says.

Transmissions between the broadcast center and the main venue are all handled by Telecast Fiber fiber-optic cable (hung on a bridge across the channel). "It fills a need for us in terms of integrating the venues completely without relying on microwave or telco lines," Colantonio says. He notes that PacBell is providing fiber lines for remote backhauls from Oceanside, where skysurfing, downhill in-line skating and street luge are located.

Street luge is getting enhanced POV coverage this year with Luge-Cams, miniature units mounted directly on the front and back of the sleds for both a ground-level view and a view of the pilot. Last year, cameras were mounted on the lugers' helmets, but Feinberg says the racers used a little too much body English for steady shots. Downhill in-line skating is also benefiting from new camera positions, with Helmet-Cams that face both forward and backward.

Both of these speed events are being tracked by the Cart-Cam, a robotic camera mounted on a high-speed golf cart that gives viewers "the feeling of being in the middle of the race," says Feinberg. The Cart-Cam flanks the lugers and skaters from the start to the first turn at speeds up to 40 mph, with the driver controlling the camera via joystick.

"We wanted to use a rail-cam, but the course bends too much," Feinberg says. "We needed something with more flexibility."

For the wakeboarding and barefoot waterski jumping competitions, ESPN has improved its Rope-Cam, a microscopic lipstick unit mounted on the jumper's rope. Last year the Rope-Cam worked during practice but wasn't reliable for on-air use—the force of the jumper's impact on the rope would stretch the pins inside the RF cable and cut off transmission. For this year, ESPN engineers have figured out a way to braid the camera and cable into the rope, which cuts down on stretch.

"It's able to withstand the force of a barefoot jumper hitting the ramp at 40 mph and landing in the water," says Feinberg. "It should be available live throughout the competition; we've perfected it in year two after a lot of experimenting." ■

X Games take Chyron to the extreme

To execute the contemporary look for which the X Games are known, ESPN 2 will put to the test a number of the Chyron Infinit's advanced features, including Transformer 2, Flip-Book and the Infinit networking system. Four Infinit's have been installed at the X Games broadcast center in San Diego, with another four on location at various X Game venues.



"We want to augment

the live broadcast by maximizing the use of the Infinit system," says Joe Flynn, X Games graphics consultant and engineer for the live broadcast. "We're using higher-level Transform 2 boards so that we can do full-page animations. And because the Infinit is a 2-D system, anything that requires 3-D needs to be imported as cel animation. With FlipBook, we will use Silicon Graphics Inc. [SGI] elements for the first time in promotional material, lower thirds and bumpers to and from commercials."

In the X Games broadcast center, the Infinit's are part of a full graphics facility, also equipped with Quantel Paintbox, Apple Macintosh computers and SGI workstations, all connected via Ethernet.

"We're using Infinit networking to transfer material," Flynn says. "That is a bridge for sending graphics back and forth that we otherwise would not have. Also, all machines will be interfaced to sports-media computers for scoreboards and timing of events so that we can get instantaneous feedback during or at the conclusion of an event."

Since the X Games show will combine recorded material and live broadcasts from the host venue, two Infinit's will be dedicated to the broadcast center's six edit suites. "These Infinit's are responsible for putting all the graphics on the edited pieces and for handling all the pre-set elements, such as transitions, interstitial elements and bumpers," says Barry Remy, ESPN director of graphics. "Designer Patrick McDonough has built the look very much around the event, with abstract icons that reflect the environment in which the games are taking place."

"Content packages will all be live to tape, but we'll have a long turnaround for people to view them and make changes," Flynn adds. "That's primarily the function of the edit suites, and the services provided by Infinit will be for that purpose."

Another Infinit will split its time between supporting the edit suites and prepping for a second show, which begins at the end of the first broadcast. "The late show has a lesser demand [because] it's happening two hours after the start," Flynn explains. "A lot, but not necessarily all, of the content in the second show will carry over from the first."

Two remote Infinit's will be located at Mariners Point, with another two at the luge venue and skysurfing site. "These systems will be autonomous and will be equipped with the basic necessities," Flynn says. "They will be live-to-tape feeds from the event sites and will be used to put in scoreboards. Anything else in terms of dress will be done during the edit. Most of the glitz is going to happen during live broadcast and in editing the live-to-tape material."

—Margot Suydam, special correspondent

DTV: A sports revolution

Simulcasting will present a production challenge

By Glen Dickson

When broadcasters and cable networks talk about DTV, they point to their film-based sitcoms and movies as a ready source of digital widescreen programming. But no one talks about producing live sporting events in HDTV or widescreen SDTV as being easy—and with good reason, say industry experts.

"Shooting 16:9 is not an upgrade; it's an unlearning and a relearning," says Jerry Gepner, Fox's senior vice president of field operations and engineering. "It will impact every level of the production community: producers, directors, cameramen, graphics and technicians. It's a relearning of our craft."

While going 16:9 means using new cameras in positions that differ from 4:3 sports production, simply shooting in widescreen is not the issue. The challenge is shooting in widescreen and still providing a 4:3 feed for the overwhelming majority of viewers who still will be watching NTSC sets.

"If you have 16:9 sets you might see some strange stuff," admits Gepner, who says that cost concerns are likely to prompt producers to use dual-feed cameras capable of simultaneous 16:9 and 4:3 outputs.

"You could produce 16:9 with a 4:3 'safe area' and downconvert out of the truck," says Gepner. Since Fox Sports already uses 10 digital trucks with switchable (but not dual-feed) 16:9/4:3 cameras, another possibility is to use those cameras to generate 525 widescreen footage, then line-double it back at Fox headquarters in Century City in California to produce a high-resolution—but not true high-definition—picture. But that would require another set of 4:3 cameras.

So where does the FoxBox go? "Initially, the FoxBox goes in the 4:3 safe area," Gepner says. "That's typically not that busy. You don't put it hard left—not right away you don't."

HD Vision President Randall Dark has shot the NBA All-Star Game, the Super Bowl and the Olympics in HDTV. While Dark says high-def is an

incredible way to shoot sports, he recognizes the potential problems in simulcasting: "With basketball, if you put the goal in 4:3, you put a big chunk of the stands in 16:9." Dark adds that his company is working on "innovative ways" to simulcast.

Japanese manufacturers already have developed dual-feed HDTV/NTSC cameras for next year's winter Olympics, and Turner Sports coordinating director Larry Kamm says he'll be taking a close look at them during TBS's coverage from Nagano, Japan. "I certainly intend to see what [host broadcaster] NHK is doing," says Kamm. "I want to view an event they covered in high-def and compare it with the same footage in 4:3 NTSC."

Experts agree that widescreen DTV is well-suited to "horizontal" sports such as football and basketball, since it stretches the visible field of play. "For football, you'll see more of the cornerbacks and linebackers [from the sideline camera]," says CBS Sports executive producer Terry Ewert. "And rather than tackle-to-tackle coverage on an end-zone replay, you'll see from wide receiver to wide receiver, and everyone won't look like ants."

"Vertical" sports such as tennis may be more difficult to shoot in widescreen. "For tennis, the classic shot is from behind the baseline," says Kamm. "Now you're in 16 by 9. To keep the sideline in the shot, you'll have to shoot ultrawide."

Capturing a golfer hitting a tee shot may present the same problem. "The classic shot is from behind the tee box, straight and perpendicular into the golfer's swing," says Kamm. "That's a nicely composed picture. Now you'll have to shoot wide, with more stuff on the sides."

But baseball may be well suited to widescreen. "I immediately think of an application in baseball, where you want



HD Vision shoots the NBA All-Star Game in HDTV.

to show an expanse of the field with both the base runner and pitcher in the shot," says CBS's Ewert. "Normally, you'd do that with your high third-base camera. But now you can bring the camera closer to the dugout and include the pitcher and baserunner as well."

WRAL-HD, the experimental DTV station run by CBS affiliate WRAL-TV Raleigh, N.C., has already shot minor league baseball in HDTV (and plans to shoot a Duke/North Carolina State football game in high-def this fall).

"We learned a lot," says John Greene, Capitol Broadcasting vice president and HDTV conversion project manager for WRAL-HD. Although the camera locations have to be changed, he says, you may not need as many cameras to cover baseball in HDTV. "You're getting more action in."

Green says that the HDTV cameras were more difficult to focus, "but once you do, the depth of field is much better. From first base, we were able to focus on the pitcher, catcher and ump at the same time, and identify people sitting in the stands behind those players. There are so many more lines of information. From the home plate camera, you can read all the billboards in the outfield."

WRAL-HD also used an outfield camera to look at home plate. "They focused in on home plate from there, and we were able to pick up a split in the pants of the catcher," says Greene. ■

"You ask, what is our aim? I can answer
in one word: It is ~~victory~~ video."



Your aim is
getting video
to just about anywhere.
So is ours. Because Vyvx
means video — by what-
ever route: Fiber or satel-
lite. Land, sea, or air.

In transmitting video,
there is no single solu-
tion for every situation.
So count on Vyvx to find
the best solution for each
situation.

When you need an imme-
diate uplink. Vyvx it.
Need the quality and
security of fiber-optic
transmission? Vyvx it.



NEWS, SPORTS, SPECIAL EVENTS

ADVERTISING DISTRIBUTION

TELEPRODUCTION

CABLE VIDEO

SYNDICATION

Need a short lead time?
Vyvx it. International rout-
ing. Fail-safe connectivity
for a major event. Direct
fiber service to hundreds
of teleproduction firms. Or
national distribution of TV
spots. Vyvx it. Vyvx it.
Vyvx it.

Whatever the situation,
don't concern yourself
with scheduling transpon-
ders, teleports, or local
loops. Just remember one
thing: Make one simple
phone call to Vyvx to get
your video where it needs
to go. Without blood,
tears, toil, and sweat.

When it's video, Vyvx it.SM

For more information contact us toll free at 1-888-vyvx it (898-9048) Ext. 124.
www.vyvxinfo.vyvx.com.

THE INTERNATIONAL VIDEO SERVICES COMPANY

FIBER

SATELLITE

TELEPORTS



A Williams
Communications Group
Company

The next gen

Dual speakers,
built in

LED displays
for time code,
audio levels
and VTR status

12V DC powered

AJ-LT75 BACK PANEL



- Mic and line level inputs
- Video in/out and monitor out
- RS-422 control ports
- Line audio and monitor outputs

100 Event
memory

Carry handle

Headphone jack

DVCPRO

For more information call: 1-800-528-8601 (Upon request enter product code 08)
The DV-1 logo is a registered trademark of Time Warner Entertainment Company, L.P. © 1996

www.americanradiohistory.com



Panasonic

VTR 1

eration of video.

High quality TFT
LCD monitors



DVCPRO 63-min. cassette, DVCPRO 2-hr. cassette
Mini DV Cassette in adapter

Tilt down
monitor bridge

2 Independent
DVCPRO recorders

Auto or manual punch
in/out editing

Audio out level controls

AJ-LI75
DVCPRO
laptop editor



25 lbs, battery powered, frame accurate,
DV compatible, Digital editing. Here. Now.

Panasonic
Broadcast & Television Systems Company

NBC plays virtual greens at U.S. Open

Network uses 3-D graphics technology from SGI to offer unusual perspective

By Glen Dickson

Golf is going virtual. For its coverage of the U.S. Open, NBC used 3-D graphics technology from Silicon Graphics to create topographical models of the Congressional Country Club course. The broadcast graphics showed the depth of the rough, the undulations of the fairways and the contours of the greens, giving the home viewer a unique insight into the challenges of Congressional.

"This technology is great for someone new to golf, but it's especially valuable to someone who has a high interest in the game," says Jon Miller, senior vice president of NBC Sports. "To show the contours and texture of

the greens, the swales and dips in the fairways, where they hit approach shots and how [they] putt—it's great for the highly sophisticated viewer."

For the Open, SGI provided the service free to NBC to gain exposure for its technology. Based on the positive response, Miller says NBC is considering using it more extensively for its coverage of the Ryder Cup in Spain this September. BSkyB also used the



SGI created virtual models of Congressional's greens for NBC's coverage of the U.S. Open.

SGI technology for its Open coverage, and SGI says it has talked with CBS and ABC about using the graphics for their respective coverage of

CBS warms up to new Open home

CBS will be breaking in a new stadium with its production of the U.S. Open tennis championship, which runs from Aug. 25 to Sept. 7. The premier venue at the USTA National Tennis Center in Flushing Meadows, N.Y., is now the 24,000-seat Arthur Ashe Stadium, which CBS U.S. Open producer Bob Mansbach describes as a "fabulous new facility."

The Arthur Ashe Stadium is prewired for television coverage, with built-in camera and announce positions that are the result of four years of collaboration between CBS and the USTA. The new stadium replaces the old National Tennis Center stadium, built in 1978, which will continue to be used as Stadium 2.

CBS will bring 30 production personnel, 10 on-air personalities and 100-150 technical personnel to Flushing Meadows. The network will have two separate mobile units—one to generate coverage for itself and USA Network; the other to generate additional CBS live coverage as well as to edit the half-hour CBS highlight shows that run every weeknight during the tournament. CBS also is providing another three mobile units to generate international feeds. "We



have a massive international responsibility," says Mansbach.

The main stadium court will be covered with eight standard cameras, up to four robotic cameras and various POV (point of view) units. One robotic camera will be placed under the umpire's chair for an interesting angle during breaks, while others mounted above stadium exits will catch celebrities in the crowd. CBS will also have super slo-mo cameras on courts one, two and three.

POVs will be mounted on the roof, in the announce booth, in the walkway to the players' locker room and on outside courts to capture shots without disrupting the international-feed operation. A full-time blimp will provide overhead beauty shots.

CBS is also expanding the use of its Mac-Cam, an advanced slow-motion camera that can slow the action down to 1/1000 of a second to

"definitively tell if a ball was in or out," Mansbach says. Last year Mac-Cam, which is nicknamed after CBS color commentator and tennis legend John McEnroe, was used only on the baseline. This year Mac-Cams will be placed along both sidelines as well.

—GD

Special Report: Sports Production

the PGA Championship and Tour Championship.

SGI created virtual models of Congressional's entire back nine; NBC actually played animations of the 11th, 12th, 14th and 16th holes. The graphics were created on SGI Onyx workstations using course models developed by Fifth Dimension in England. Fifth Dimension sent personnel to Congressional this spring to generate contour maps of the greens using differential GPS (Global Positioning System) surveying systems. Then graphic artists spent several days per hole making the animations look realistic.

According to Keith Seto, SGI manager of technology promotion, the advantage of the technology over traditional golf graphics is the real-time processing capability of the SGI Onyx workstations. Golf graphics are usually completed weeks ahead of time and enhanced during broadcast with a telestrator; SGI 3-D artists at the Open were able to change a green's pin location in five minutes each morning, which meant the "virtual camera position" of the animation could accurately focus on the part of the green closest to the hole. Artists also could generate timely animations during the course of a day's play.

"We can create animations of specific shots, which we did for BSKYB," says Seto. "One day on the 10th hole, Tiger Woods hit the ball right next to one of the bridges [alongside the fairway]. We were able to create an animation of a potential shot from that point to the green in less than a minute."

SGI isn't the only company marketing advanced golf graphics to broadcasters. QuesTec Imaging of Deer Park, N.Y., is pitching its GolfProView 3-D animations, which show virtual models of greens and display in real time the optimal path for a putt. QuesTec uses laser beam transits to create a detailed topographical map of the putting surface, and then uses physics computations to judge how a putt will break. QuesTec, which plays its animations off SGI Impact workstations, collaborated with SGI on the visualization software that predicts the perfect putt.

The Sports Network (TSN) of Toronto will use the QuesTec graphics for the second year in a row in its cov-

"Tiger Woods hit the ball right next to one of the bridges [alongside the fairway]. We were able to create an animation of a potential shot from there to the green in less than a minute."

—SGI's Keith Seto

erage of the Greater Vancouver Open this August. GolfProView has also been used during NBC's coverage of the World Cup of Golf and Fox's coverage of the Million Dollar Challenge, both played in South Africa.

According to QuesTec founder Ed Plumacher, the company can model

three greens for \$25,000, then add additional greens at \$4,000 per hole. GolfProView currently models only greens, not fairways, although Plumacher says QuesTec has the tracking technology to follow tee shots—its SuperVision graphic ballistic tracking product already is used for baseball coverage by several regional sports networks (B&C, April 7). "There's a feasibility and affordability factor there, though," he says.

For now, QuesTec is marketing its putting simulations as a way for broadcasters to enhance their broadcasts and to gain advertising revenue. Last year, TSN sold the sponsorship rights for GolfProView to Corel and featured it as the "Corel Perfect Putt"; this year, Esquire Watch Co. is sponsoring the QuesTec graphics.

"We want to educate our marketplace and eventually make it a weekly feature," says Plumacher. "If a small network like TSN in Canada is willing to pay us the same price we're looking for stateside, we can't see ABC, CBS, NBC and ESPN not doing it." ■

For quality sports production at an affordable price, choose a name synonymous with televised sports...

RAYCOM
Sports

Offering you 18 years of television production and distribution experience, including more than 10,000 live sporting events. Raycom Sports has produced for an impressive list of blue-chip clients that include:

- | | | |
|-----------------|---------------------|-----------------------|
| ➤ABC Sports | ➤NBC Sports | ➤CBS Sports |
| ➤ESPN/ESPN 2 | ➤Fox/Liberty Sports | ➤NBA Entertainment |
| ➤Dallas Cowboys | ➤Houston Oilers | ➤Kansas City Chiefs |
| ➤Detroit Lions | ➤Minnesota Vikings | ➤The Sports Emmys |
| ➤ACC | ➤Big Ten | ➤Pac-10 |
| ➤Big Eight | ➤SWC | ➤Professional Bowling |
| ➤Carquest Bowl | ➤Gator Bowl | ➤Cotton Bowl |

412 East Boulevard, P.O. Box 33367, Charlotte, N.C., 28233
(704) 378-4480 • Fax (704) 378-4465

Peter Rolfe, Vice President of Production, Executive Producer

[HTTP://www.raycomsports.com](http://www.raycomsports.com)

Telemedia

Broadcasting & Cable's

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

Online Gaming

AOL pushes its 'fun button'

Game promoters continue to seek the right business model

By Richard Tedesco

America Online is pushing its new WorldPlay premium game service as the "fun button" for online gamers of every stripe.

Previously known as Imagination Network, WorldPlay began its run last week as the primary programming vehicle for the AOL Games Channel in a monthlong free trial. For now, it consists of multiplayer card and board games. AOL plans on a \$1.99 hourly charge next month for an initial five games from Engage: Castles II: Siege and Con-

quest, a strategy game set in 14th-century France; Warcraft II: Tides of Darkness, a combat/strategy game; Virtual Pool; Splatterball, an online 3-D version of Paintball, and Rolemaster: Magestorm, a role-playing contest in which players vie for control over a magical essence supposed to be a source of incredible power.

AOL is seeking that magical essence of marketing and advertising that will position it to sustain its dominance among commercial online services. By creating some games



in-house, it hopes to weave its accustomed web of community around this new game center and cross-promote it through its entertainment channel and other areas that draw resonant demographics.

"We think we've got the perfect types of environments supporting advertising and sponsorship going beyond banner ads," says WorldPlay President Dean DeBiase, who invoked the "fun button" image more than once during

the teleconference announcing the relaunch on AOL.

Part of AOL's strategy in trumpeting the premium service seemed to be word play about the "exclusive" arrangement with Engage—which, in fact, is available through other Internet service providers (ISPs). Some offerings from Engage may eventually be exclusive through AOL, DeBiase explained.

AOL also struck a deal to bundle WorldPlay with AT&T's WorldNet Service, EarthLink and other ISPs later this year.

WorldPlay is part of a new wave in online gaming that seeks to impose minimal hourly charges for game play. Concentric Network Corp. joined with Unified Gamers Online to offer access to several different game providers at an average hourly cost of \$1.75 (www.gamegateway.com).

Meanwhile, Microsoft Corp. plans to add one subscription game, Fighter Ace, to its Internet Gaming Zone later this year for a price yet to be determined. A second role-playing entry, Asheron's Call, will be brought into the Zone early next year. But the Gaming

Newspaper alliance goes online

NewsWorks, the Website resulting from the 125-newspaper New Century Network alliance, is finally poised to go to press online.

The site, expected to debut officially next week, will present feature pieces from individual papers as well as a selection of takes on national stories from various publications. It also features local links to newspapers across the country.

The long-awaited launch of the site (www.newsworks.com) comes two years after the formation of the newspaper coalition, which includes Advance Publications, Cox Newspapers, Gannett, Hearst Corp., Knight-Ridder, the New York Times Co., Times-Mirror, Tribune Co. and the



Washington Post Co.

The beta site that NCN put up recently included news packages from its affiliates about the Oklahoma City bombing trial, alleged serial killer Andrew Cunanan and the JonBenet Ramsey case. "Over time, those will start to build, so packages will have a life that lasts longer than a day," says Lee de Boer, NCN CEO.

NCN will maintain an editorial staff to assemble and update the packages. Multimedia content will be drawn from affiliate Websites.

NewsWorks is the first of what could be several NCN sites, according to de Boer, who says the consortium is soliciting advertising support for the initial site. "NCN is an Internet company, and we're trying to look for businesses and opportunities that make sense."—RT

Zone's predominantly free offerings will grow from 14 to 20 titles by year's end.

As enticing as these seemingly low fees may be to Internet game enthusiasts, it won't necessarily sustain a business, according to Seema Chowdhury, analyst at Cambridge, Mass.-based Forrester Research. There is no brand loyalty among gamers, who, Chadray says, are a particularly fickle consumer segment online: "You're only as good as your last title."

Positioning WorldPlay in AOL, where it will definitely

see some traffic, helps. But Chowdhury says, "I still don't think that consumers are going to [participate in] for-pay [gaming] services long-term."

Forrester's projected formula for online gaming success foresees the creation of gaming centers that drive activity with tournaments and provide player-matching services along with game reviews and online chat to create a consistent following. Forrester cites the Internet Gaming Zone, in its current form, and Mpath's Mplayer as potentially strong. TM

WebTV subscribers to get upgrade

WebTV Network subscribers will get a free software upgrade of the service later this month, including localized TV listings from TV Guide Online.

Users of the WebTV service will receive a message to upgrade, a single-click process that will also give them the option to select their own Internet service provider. Support for sophisticated multimedia formats, greater access to the Internet and personalization features are part of the planned enhancements to the service.

Subscribers who elect the OpenISP option will be billed at a reduced rate of \$9.95 per month instead of the \$19.95 standard rate.

With the upgrade, WebTV supports Macromedia Flash, which enables users to access sites with interactive animation. Support for other software, including JavaScript, Real Audio 3.0, ShockWave Audio, QuickTime Audio and streaming-MPEG Audio also will expand surfing options for WebTV subscribers.

WebTV users will now be able to expand the Favorites section of personal site preferences to 600 selections.—RT

Webcasting

KEYE-TV leads Granite online effort

Four newscasts will be streamed over CBS affiliate

By Richard Tedesco

KEYE-TV Austin, Tex., took the lead in Granite Broadcasting's Internet initiative when it started streaming its four daily newscasts online earlier this month.

The CBS affiliate is streaming its noon, 5, 6 and 10 p.m. newscasts to extend its audience reach. "We see this as becoming a second channel for us," says Dennis Upah, the station's president/GM, adding, "We're in a pure sampling mode because we don't have a 40-year history." The station became a CBS affiliate (and adopted its KEYE-TV calls) last year.

KEYE-TV is working on the project with Monsterbit Media, an Austin-based company that is putting the newscasts online using Progressive Networks' RealVideo technology. Eventually, KEYE-TV plans to archive the content from each newscast on its site (www.k-eyetv.com) until the succeeding cast airs, Upah says.

Granite is monitoring response to the Austin station's online newscasts as it contemplates a similar course for its other stations, according to Stuart Beck, Granite Broadcasting president. Thus far, KEYE-TV has no hard numbers on how many surfers are accessing the newscasts.

All nine network-affiliated Granite stations have teamed with regionalized Yahoo links for the past year, feeding content from their top national and local stories to the localized outlets of the search engine and integrating content from Yahoo into their stories. The idea



Brilliant to float multipath Popeye

A veteran cartoon salt will segue into the interactive realm when Brilliant Digital Entertainment puts Popeye in one of its first multipath movies later this year.

Popeye and the Quest for the Woolly Mammoth is set for release in fourth quarter 1997 as Brilliant's first childrer's feature for the multipath genre it seeks to pioneer. Its licensing deal with King Features will permit the Los Angeles animation production company to create three multipath movies using the Popeye characters in original plot treatments.

Children watching the hybrid content, conveyed via CD-ROM and the Internet, will be able to select plot paths by choosing different attitudes. The CD-ROM will contain the basic content, with streamed animation from an Internet site providing the real-time variations in the productions. "The branches are determined by the moods of the characters," says Mark Dyne, chairman of Brilliant Digital.

Brilliant also has a deal in place with Morgan Creek Productions to produce two multipath movies based on "Ace Ventura, Pet Detective" and another property not yet announced.

The company's first release, *Cyberswine*, based on the adventures of a cyborg policeman who begins to grasp human emotions, will be bundled with Packard Bell NEC PCs this year. That's the beginning of a CD-ROM bundling deal with Packard Bell covering 6 million units.

A subsequent sci-fi title, *Gravity Angels*, also is in development, according to Dyne. He envisions a group viewing experience for the 30-minute episodes of the five-episode productions.

Each of the three Popeye productions will be a 22-minute stand-alone story line. Popeye is the first of several major licensing properties Brilliant hopes to bag.—RT

STAY TUNED IN

TOP 25 MEDIA COMPANIES Fourth in a Four Part Series

Issue Date: July 7
Closing Date: June 27

AGENCY FORECAST

Issue Date: July 14
Closing Date: July 4

NEWS SERVICES/CTAM/ TRANSMITTERS

Issue Date: July 21
Closing Date: July 11

CHILDREN'S PROGRAMMING

Issue Date: July 28
Closing Date: July 18

EMMY NOMINATIONS PART II

Issue Date: August 4
Closing Date: July 25

WEB SPECIAL

Third in a Four Part Series

Issue Date: August 11
Closing Date: August 1

TOP INVESTMENT HOUSES

Issue Date: August 18
Closing Date: August 8

INTERNATIONAL SATELLITES

Issue Date: August 25
Closing Date: August 15

MUSIC PROGRAMMING

Issue Date: September 1
Closing Date: August 22

FOX BROADCASTING 10TH ANNIVERSARY/ PAY TV

Issue Date: September 8
Closing Date: August 29

**Broadcasting
& Cable**

ONE MARKETPLACE. ONE MAGAZINE.

Call to advertise:

New York 212/337/6940
Los Angeles 213/549/4113
Western Technology/Cable
317/815/0882

Telemedia
Week

NewCom debuts WebPal TV 'Net box

A new and upgradeable TV Internet access device hits retail outlets later this month when NewCom Inc. introduces WebPal.

Initial \$349 WebPal models will ship with a built-in 33.6 kb/s modem, but the boxes can be upgraded to faster speeds. A model costing less than \$500 with a 56 kb/s modem based on U.S. Robotics x2 technology will ship later this summer. An \$80 keyboard is optional.

The El Segundo, Calif., company plans to put as many as 50,000 units of the Internet set-top box in the retail pipeline this year, starting with mass market electronics and computer chains. NewCom demonstrated WebPal at PC Expo in New York City last week.

WebPal will provide customers with a simple menu of "cool sites," but not a subscription service like WebTV's. A basic browser is part of the package, along with e-mail functionality. Users can use its default Internet service provider, EarthLink, or substitute their own provider.

NewCom is positioning WebPal as a "convenience for techie people" as well as a device for distinctly non-technical users, according to Sonia Kiarashi, NewCom director of sales and marketing. —RT



WebPal's 33.6 modem can be upgraded.

is to give PC users ready access to the stations' sites through the Yahoo sites.

Next, Granite is enhancing the site of WWMT(TV) (CBS), in the Kalamazoo/Lansing, Mich., market, with an auto classified service and is adding a job search service to the sites for KNTV(TV)

San Jose, Calif., (ABC) and KEYE-TV.

The nine sites have been averaging an aggregate 1.2 million page views per month over the past several months, according to Beck, who says the presence of CNN as a partner in most of its markets has helped. TM

Apple gives its OS 8 a push

Moving along with the general migration to push technology, Apple Computer last week unveiled plans to put Marimba's Castanet Tuner and the Point-Cast Network in its latest major software release.



Mac OS 8, slated for a late July release, walks users through selecting an Internet service provider and accessing the dominant browsers from Netscape Communications or Microsoft Corp. So it makes sense that it includes the Castanet Tuner, which enables creation and distribution of network applications via the Internet and intranets, and PointCast, which automatically pushes content to users from a range of online sources preselected by users themselves.

"Push technology and focused news and information services have the promise to move Internet use to a new level," said Jim Gable, Apple vice president of platform and software marketing, adding that his company simply sought to encompass the 'Net's "most cutting-edge technology" in OS 8.

At the same time, Apple announced the creation of an Apple channel, to be launched on the PointCast Network around the same time that it plans to release its software. —RT

Calendar

June 30-July 2—ITCA '97, International Teleconferencing Association convention and trade show. Sheraton Washington Hotel, Washington. Contact: Jim Herbert. (703) 506-3271.

July 17-18—"Business Strategy, Law and Policy on the Internet," conference and workshop presented by the Strategic Research Institute and The Internet Lawyer. Carlton Hotel, Washington. Contact: (800) 599-4950.

July 27-30—Summit '97, 12th annual Interactive Services Association conference and expo. Sheraton Washington Hotel, Washington. Contact: (847) 384-7756.

Sept. 11-12—First annual Online News Summit, a cross-media forum for news providers presented by the World Research Group. New York Hilton, New York City. Contact: (800) 647-7600.

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

Dec. 3-5—Competition '97, third annual conference on the business, marketing and regulatory framework for competing in a one-stop-shopping world, presented by Telecommunications Reports International Inc. Westin City Center, Washington. Contact: (800) 822-6338.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Station Manager of KSUU-FM - Full-time, 11 month, contingent upon funding, supervise student operation of radio station; other duties as listed. Bachelors degree in radio/journalism or related field; minimum of 3 years experience in a paid radio position. Starts ASAP. For complete announcement & application procedure, contact Human Resources, Southern Utah University, 351 W. Center St., Cedar City, UT 84720. (801)586-7754 or Fax (801)586-5475. Review begins immediately; continues until filled. EOE/AA Employer.

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.

Manager for 100,000-watt FM non-commercial, educational, CPB-qualified radio station and instructor in Radio-TV. Requires college degree (masters preferred) in mass communications or equivalent, at least five years professional broadcasting experience, preferably at a non-commercial, CPB-qualified station, with supervisory or management and development experience desirable. Send resume, references, and copies of transcripts to: Richard Carvell, Chair, Department of Radio-Television, Arkansas State University, PO Box 2160, State University, Arkansas 72467. Review of applications begins July 7, 1997. Employment date: August 15, 1997.

Idaho State University, Pocatello, Idaho. University Public Radio Station Manager. Candidate will develop, implement, and successfully manage FM educational public affairs and entertainment broadcast service. Manage all aspects of station including staffing, financial budget, on-air programming, promotions, underwriting, and operations. Minimums: Bachelor's degree in a communications related field. Experience developing broadcast operations, operating state-of-the-art broadcast radio equipment, and supervising others. Preferred: Master's degree and/or direct experience building and developing a public radio station. Salary: \$29,000 to \$31,000 per year with competitive benefit package. To apply submit letter of application (referencing above position title), resume, college transcripts, and the name, address, and telephone number of five references to: Ken Prolo, Director, Office of Human Resources, Radio Station Manager Search, Idaho State University, Campus Box 8107 Pocatello, ID 83209-8107. Review of applications will begin upon receipt. Search will continue until position is filled.

HELP WANTED SALES

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 ANNOUNCER

Announcer interested in working in small market. Congenial working conditions, must have news writing experience. Send resume and tape to WTTF, 185 South Washington Street, Tiffin, OH 44883. EOE.

HELP WANTED PRODUCTION

Experienced, Exciting Production Director Wanted for Nat/Syn radio show. Board Op/creative production skills. Digital a plus. Send resume, tape of best bits & reasons why you're great! Looking to complete the "team!" Reply to Box 01164 EOE.

SITUATIONS WANTED MANAGEMENT

Professional Broadcaster seeks opportunity to share my skills and many years of experience in a key management role, either as a consultant or employee in the right situation. I've achieved great success over the years as a leader in programming, sales, creative marketing and technical. I'm a great people person and presently employed by a large group but desire a more fulfilling role. Take charge person who works right out of the box. Please address serious inquiries to PO Box 272659, Tampa, FL 33688-2659 or E-mail: radioman@gte.net

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.

Experienced broadcaster, businessman seeks General Sales Manager/General Manager position in small to medium market. Experienced. Top biller. Top references. Community minded. Turn arounds. Aggressive. Call Teddy 212-421-7699.

SITUATIONS WANTED SALES

Experienced sales rep looking for sales man-agement. Will carry list, sell too. Every account list given me was approved. 316-343-9896/316-342-1175 Fax.

SITUATIONS WANTED NEWS

Radio Sports PBP. Experienced PBP announcer. Master's Degree in Broadcasting. seeking to become the sports voice for your radio station. Able to relocate Call Herman at 803-853-7526 or 803-764-0803 for resume and PBP tape.

TELEVISION

HELP WANTED MANAGEMENT

EXECUTIVE VICE PRESIDENT

GOCOM Television is searching for a highly successful TV GM who is ready to assume responsibility for several properties. As part of our pending expansion, we need a proven leader who is sales oriented, has proven ability to increase news audience and cash flow in multiple situations.

Strong compensation package including stock options. No phone calls, please. EEO.

Send resume to:

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

Manager, International Services. GlobeCast Communications, the world's largest US based provider of transmission services for television & radio broadcasts seeks a Manager of International Services in LA. Candidates should have at least 4 years experience in international broadcast or telecommunications industry with emphasis in traffic booking. Prefer candidate with bilingual skills (Japanese, Chinese, French). Please fax cover letter, resume & salary requirements to Leigh Diamond, General Manager Client Service Center 310-845-3902. No calls. EOE.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Broadcasting & Cable

Box _____,

245 West 17th St.,

New York, New York 10011

HELP WANTED SALES

DIRECTOR of ADVERTISING SALES
Southwest Division



Century Communications is seeking a Director of Advertising Sales for the Orange County NewsChannel and South West Cable Division Advertising Sales Units.

Responsibilities will include: Direct the Advertising Sales operations of the Century TV Ad Sales Unit which currently represents 16 cable systems located in Los Angeles, Orange and Ventura Counties. Oversee the Ad Sales efforts of the Orange County NewsChannel. Century TV Ad Sales currently employs 30 advertising Account Executives as well as a Traffic and Production unit. Total Advertising insertable homes served are in excess of 1 million. DEC digital insertion network is in place and the unit is represented regionally and nationally by ADLINK. Position reports to Advertising Sales Vice President.

Minimum Qualifications: 5+ years of successful television management experience including broadcast sales and knowledge of digital insertion equipment; strong verbal and written communication skills; independent television or news sales experience; computer proficiency in the windows environment; familiarity with viewer research such as NSI, Cable Scan, Tap Scan or Scarborough. 10% travel time required.

Please forward resume in confidence complete with salary history and expectations:

Century Communications
Attention: human Resources
P.O. Box 11945, Santa Ana, CA 92711

No phone calls please.
We are an Equal Opportunity Employer.

Sales Assistant. Local Sales. Assist the sales department personnel on servicing accounts. Assist account executives in preparation of avail requests, sales orders, and monitoring accounts. Answer phones and take detailed messages for the sales staff and managers. Daily contact with traffic department and works directly with advertising agencies' buyers on makegoods as well as billing discrepancies. Responsible for giving out airtime to clients and double checking all sales contracts and orders. Compile competitive information when requested. Other duties as assigned. Computer skills (Microsoft Word, Excel, Powerpoint). Mail resume to Timo Saarelainen, WCCO-TV, 90 S. 11th Street, Minneapolis, MN 55403 or Fax 612-330-2682.

WFLD, FOX O&O TV station in Chicago is looking for an experienced Traffic Manager to assist the Traffic Director with daily management/administration of the department. To provide supervision and cross-training, assembly/finalization of daily FCC log; and placement and clearance of inventory. 2-3 years experience and prior supervisor experience required. Working knowledge of Enterprise system software preferred. Must demonstrate strong communication and organizational skills. 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, no faxes, please. EOE/M/F/D/V.

SALES OPPORTUNITY

We need your passion for sales and talent for success.

BROADCASTING & CABLE has an exciting junior level sales position available for a dynamic, energetic individual to sell advertising space in our Telemarketing Department. Excellent communications skills required. Sales or related experience in publishing, advertising or communications field desired.

For immediate consideration, send your resume with salary requirements to **Human Resources Department - BCY, Cahners Publishing Company, 245 West 17th Street, New York, NY 10011. EOE M/F/D/V.**

TV Traffic/Assistant Manager/Chicago. Major market O&O seeks experienced traffic person. Minimum 3 years experience commercial broadcast traffic requested. Columbine highly preferred. Leadership position, requires strong organizational skills and attention to detail. Will assist other traffic personnel in attaining higher knowledge of departmental procedures and Columbine system. Ability to meet daily deadlines under pressure is critical. Specific job requirements include log production, creating program formats, receiving/processing commercial tapes. PC skills (Windows, Excel, MS Word) highly desirable. Bilingual (English/Spanish) preferred but not required. Send resume with salary history to: Traffic Manager, WGBO-TV, 541 North Fairbanks Court, Chicago, IL 60611 or Fax (312)494-6492. EOE.

KCEN-TV has an opening for a Bell County Team Leader in TV sales. Applicant must be highly motivated, possess strong communication skills and be a team player. Must have experience in TV sales, be computer literate with a good driving record and dependable transportation. Applications accepted through June 25, 1997. Submit resume to: KCEN-TV, Personnel Dept. 24, PO Box 6103, Temple, TX 76503. Equal Opportunity Employer.

The Tourist Network, seeks aggressive, motivated Account Executives. Desired: bachelor's degree, local or national broadcast sales experience, auto, and an excellent attitude. Resume with cover letter to: Kevin Mirek, General Sales Manager, The Tourist Network, 8317 Front Beach Road, Suite 23, Panama City Beach, Florida 32407. EOE.

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

Local Sales Manager. Local Sales Manager is sought by ABC's premier affiliate in top 50 markets, KOAT, Albuquerque, a Pulitzer Broadcasting Station. Documented success with developmental projects, employing Marshall, TVScan and Eckstein/Summers resources is important. Strong communication, administrative and computer skills are essential. Market-leading team needs challenge from proven leader. Growing, lifestyle market. Resumes: Tom Van-Benschoten/GSM, KOAT-TV, PO Box 25982, Albuquerque, NM 87125. KOAT-TV is an Equal Opportunity Employer. Drug free workplace.

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.

Chattanooga's "Hot Country Favorite" US-101 is looking for qualified candidates to fill the position of Account Executive. You need to have a minimum of five years radio sales experience and must be proficient with the latest sales computer tools. Most importantly you must be *client focused* in your approach to marketing. If you have the experience and motivation to help the #1 Sales Staff in Chattanooga to achieve even greater success, then send your resume to: Randy Ross, Local Sales Manager, WUSY Radio, PO Box 8799, Chattanooga, TN 37414. WUSY/Colonial Broadcasting is an Equal Opportunity Employer.

Account Executive. WSB-TV Atlanta, the Southeast's premiere television station is looking for an experienced account executive to join the most innovative and aggressive sales team in Atlanta. Minimum of five years broadcast sales experience. Must have significant track record in agency, developmental and non-traditional selling. Send resume to: Deborah Denechaud, WSB TV, 1601 W. Peachtree Street, Atlanta, GA 30309. No phone calls.

Account Executive. GlobeCast Communications, formerly Keystone Communications, the world's largest US based provider of transmission services for television & radio broadcasting seeks aggressive sales pro in LA. Candidates should have at least 5 years sales experience in broadcast or telecommunications industry. Please fax cover letter, resume & salary requirements to Keith Gallagher, V.P. Sales Western Region 310-845-3904. No calls. EOE.

Account Executive. Job responsibilities include developing business for the station from an established list of current clients with an emphasis on new business development. Position requires at least two years previous television sales experience and a working knowledge of the Nielsen Ratings System. Good communication and organizational skills a plus. Send resume to: Human Resources Dept., PO Box 59496, Birmingham, AL 35259. No phone calls please. EEO, M/F. Pre-employment drug testing required.

Account Executive. Local Sales. Sell television time in order to maximize revenue of established accounts and generate additional revenue with new accounts. Directly responsible for the sale of television commercial time to a specific list of advertising agencies within the Minneapolis Metropolitan area. Develop opportunities for new business and expansion of television station's client billing base. Achieve monthly/quarterly sales goals. Develop and maintain strong working relationships with all agency personnel and direct clients throughout the Minneapolis media community. Develop sales tools to effectively present and position the television station during the sales process. Handle all paperwork in a timely manner. Other duties as assigned. Minimum education and experience requirements: 3-5 years sales experience; preferably in television sales. Understanding of Sales, Marketing and TV research information. Excellent communication and presentation skills. Computer proficiency. Bachelors degree preferred. Send resumes to: Timo Saarelainen, WCCO-TV, 90 S. 11th Street, Minneapolis, MN 55403 or Fax 612-330-2682. No phone calls please.

HELP WANTED TECHNICAL



TURNER ENTERTAINMENT NETWORKS

T.E.N. Network Operations-Engineering is looking for talented Maintenance Engineers to install and maintain sophisticated video, audio and computer equipment. Applicant should have experience in component-level television maintenance. Digital TV systems maintenance skills are necessary as well as experience with common software applications. Computer programming and network skills are a plus.

A two-year electronics background and a minimum of six years experience in the maintenance of videotape equipment, along with video and audio systems is preferred. T.E.N. Network Operations is a dynamic, growing, challenge-driven division within Turner Broadcasting Systems committed to providing support to eight Entertainment Networks. The Entertainment Networks of Turner Broadcasting is a leader in the industry and continues to take on new and exciting challenges.

If you have the talent and the ability to work in a team environment, please forward your resume and salary history to:

**Turner Broadcasting
Attn: Gregory Craig
Network Operations
1050 Techwood Drive
Atlanta, GA 30318
E-Mail: Greg.Craig@Turner.com
Equal Opportunity Employer**

Production Specialist Engineer. Product Specialist/Sales Engineer in manufacturing and sales of storage and retrieval products, including video servers and tape machines in the television industry. Requires B.S. Degree in Electrical Engineering or equivalent and 6 months experience in Sales Engineering involving storage and retrieval (video servers and tape machines.) Must have knowledge of: (1) UNIX, C Programming, Excel (or equivalent spread sheet programs), Work Processing and Powerpoint (or equivalent presentation software.) (2) Video servers (including compression of video signals, and digital audio) and video and audio signals processing. Ability to perform sales forecasting, product pricing, and statistical analysis of market data. The position is full-time 40 hours per week and pays a salary of \$75,000 per year. Send resumes to: Department of Workforce Services, Employment Development Division, Attn: Pat Redington, Job Order No. 3060378, 140 East 300 South, Salt Lake City, Utah 84111.

SNG Operator: WTVQ-TV is seeking someone to operate and maintain our SNG truck. Must be able to operate Betacam, Microwave/Satellite, Editing, Switching and Terminal equipment. The successful candidate will be a self starter, well organized, have experience in technical repair with the news attitude, and be willing to travel. Send resume to: Human Resources, WTVQ-TV, PO Box 55590, Lexington, KY 40555-5590. EEO. M/F pre-employment drug testing required.

Project Manager. Development of custom video equipment to be used in conjunction with data collection system. Responsibilities include both development and manufacture. BSEE with 5 years experience in development of NTSC format video equipment required. Excellent organization, communication, and documentation skills required. Television broadcast technology experience a plus. Pleasant suburban environment, excellent benefits. For more information on Statistical Research, Inc. and the S.M.A.R.T. tm project, please see our web site at www.sriresearch.com Send resume of qualifications and salary history to: Statistical Research, Inc., 111 Prospect Street, Westfield, NJ 07090, or fax to 908-233-1192.

Manager, Technical Operations. KCRA is currently recruiting for a Manager, Technical Operations to supervise the station's studio operations, technical maintenance, building facilities and information systems. The successful candidate will be a hands on, highly motivated, proven leader with a minimum of 5 years news intensive experience. Broadcast operations, capital budgeting, facilities and information systems planning and management knowledge is essential. Salary: DOE. Resume and salary history to: Kelly Broadcasting Company, Attn: Tony Ciesniewski, 3 Television Circle, Sacramento, CA 95814. No phone calls. An offer of employment is contingent upon passing a test for drug and alcohol use. Equal Opportunity Employer. M/F/ADA.

Chief Engineer, #1 NBC affiliate in America's most liveable city seeks engineering chief. All state of the art equipment. License required. Experience in VHS transmitter, microwave, and all phases of studio equipment a must. Excellent group with great benefits. Send resume to Jerry Watson, VP-GM, KTTX-TV, 601 1st Avenue SW, Rochester, MN 55902. EOE.

KEYSTONE INT'L., INC.
16 Laflin Road, Suite 900
Pittston, PA 18640, USA
Phone (717) 655-7143 • Resume/Fax (717) 654-5765
E-mail: keystone@keystone.microserve.com

Wanted #2 Sports Anchor, Live, local, latebreak. Send tape, resume ASAP. No calls. News Director, Steve Schwaib, 365 105th Terrace, NE, WTOG, St. Petersburg, FL 33617. EOE/M/F.

HELP WANTED NEWS

TELEVISION REPORTERS & EDITORS

Outstanding opportunity for national exposure with BreakThrough, a new public television magazine series on medical advances. Excellent benefits, congenial atmosphere. Resume & reel to: BreakThrough, 415 Highway 54, Durham, NC 27713.

ENG Personnel. ENG field operations with camera (and microwave) experience. Videotape Editors, and ENG Maintenance. Employment for West Coast. Would commence spring/summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or Fax: 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

Director of Engineering. WISN-TV, the Hearst Broadcasting ABC affiliate in Milwaukee, is looking for a seasoned professional who can lead our technical department into the next century. Candidate should have five or more years experience as a Chief Engineer of a top 40 market station or as a proven Assistant Chief. Dynamic leadership and interpersonal skills combined with solid technical experience are the management qualities required for this department head position. Experience in managing collective bargaining employees and supervision of labor contracts is required. In addition, significant computer hardware and software expertise, thorough RF experience, and a solid understanding of digital broadcast technologies are all requisite qualities. An EE degree or SBE certification is preferred. EOE. Send resume to Rick Henry, VP and General Manager, WISN-TV, PO Box 402, Milwaukee, WI 53201.

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.

Broadcast Maintenance Engineer. WUTV/FOX 29 has a full time opening in the Engineering Department for a technician with a strong background with broadcast television equipment maintenance and repair. Experience with MII and 3/4" videotape equipment and UHF-transmitters is required. FCC license. SBE certification and computer hardware/software skills are a plus. Must have completed a 2-year electronics degree and a demonstrated ability to work in a time critical environment. Please send resume and salary requirements to Diane Fancher, WUTV, 951 Whitehaven Road, Grand Island, NY 14072. No phone calls please! EOE.

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.

Weather Anchor/Reporter. WTHR-TV, a Dispatch Broadcast Group has an opening for a Weather Anchor/Reporter. Successful candidate will have a minimum of 2-3 years professional live weather anchoring/journalism experience, show initiative, objectivity, accuracy and dependability, all under stressful deadline pressure. Live reporting experience and computer fluency required. Degree in meteorology required. AMS Seal preferred. Applicants possessing these skills should send cover letter with referral source and a current resume to the Dept. of Human Resources, Attn: Job No. 89, PO Box 1313, Indianapolis, IN 46206. Replies held in confidence. Qualified minorities and women are encouraged to apply. We are a drug-free and smoke-free environment. Equal Opportunity Employer.

WDEF-TV, a Media General company. News Producer. Candidates must be able to write stories and teases, select stories, direct personnel duties, time newscasts. College education required. Send tape and resume to the attention of: Rick Russell, WDEF-TV, News Director, 3300 Broad Street, Chattanooga, TN 37408. Equal Opportunity Employer. No phone calls please.

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.

WDEF-TV, a Media General company. News Photographer. Job involves shooting and editing video for newscasts, running microwave truck. Send tape and resume to the attention of: Rick Russell, WDEF-TV, News Director, 3300 Broad Street, Chattanooga, TN 37408. Equal Opportunity Employer. No phone calls please.

Wanted-Reporter. Live, local and latebreaking. Back-up weekend anchoring possible. Send tape and resume ASAP. No calls. News Director Steve Schwaib, WTOG, 365 105th Terrace NE, St. Petersburg, FL 33716. EOE/M-F.

WAFF-TV, the NBC affiliate in the progressive city of Huntsville, AL, is looking for a sports director to join us as we move to number 1. The successful candidate will anchor two daily newscasts, and direct sports coverage for a three person department. Please send a VHS tape resume to: WAFF TV, PO Box 2116, Huntsville, AL 35804. Attn: Frank Volpicella, News Director. Last day to apply: July 11, 1997. Absolutely no phone calls. WAFF is an Equal Opportunity Employer and encourages applications from women and minorities.

WDEF-TV, a Media General company. News Reporter. Job candidates must be able to gather news, write news stories, edit video and perform on air. Some traveling involved. College education required. Send tapes and resumes to the attention: Rick Russell, WDEF-TV, News Director, 3300 Broad Street, Chattanooga, TN 37408. Equal Opportunity Employer. No phone calls please.

Sports Reporter/Anchor: Show Me The Tape!! If you're into sports and want into one of the most dynamic sports markets in the country, read on! We're looking for someone special. A sports reporter/anchor who is talented and aggressive with a flair for story telling. The successful candidate is experienced, has solid live skills and plenty of "presence." If you want to get on the sports superhighway, *Show Me The Tape!* Rush resume and non-returnable tape to Marc Middleton, Sports Director, WESH-TV, PO Box 547697, Orlando, FL 32854. *No phone calls.* An Equal Opportunity Employer.

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. Two positions open now! We are looking for a Reporter who knows how to dig and do serious reporting. This is a key position in a very aggressive and dynamic newsroom. We have the resources and the dedication to do it right. If you're experienced and excited about *great* reporting then we should talk. Fill-in Anchor experience helpful, but not essential. The ability to tell a story is. Send tape (less than 1 week old), resume, references and salary requirements to: Al Sandubrae, News Director, KARK-TV, 201 W. Third, Little Rock, AR 72201. Equal Opportunity Employer. Males, females, minorities are encouraged to apply.

Radio-Television News Directors Association seeks editor-in-chief for monthly magazine, the Communicator. Under title of Director of Communications, individual oversees editorial content and production of 4-color magazine with new design to be unveiled in August, supervises editorial staff for magazine and works with free-lance contributors. Must have five to seven years' management-level experience in publications/communications. Manages four-person department. In addition to magazine, responsible for overseeing web site development and content, media relations, department budget, convention collateral materials and job-related member services. Budget management and supervisory experience requires, as well as proven ability to work with vendors, free-lance writers and designers. Send letter, resume, salary requirements and one publication sample to: Michele Franklin, RTNDA, 1000 Connecticut Avenue, NW, Suite 615, Washington, DC 20036-5302. No phone calls.

Producer: Can you make a newscast sing with graphics and copy? Do you have great news judgement, vision, and people management skills? Do you want to work in one of the Northeast's most progressive and liveable cities? If so, then you want to be our next producer. Send a non-returnable tape and resume to Holly Steuart, News Director, WROC-TV, 201 Humboldt Street, Rochester, New York 14610. No phone calls. EOE. M/F.

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.

Nightside Assignment Manager. WTVQ-TV is seeking a Nightside Assignment Manager to be responsible for coordination of news content; communicating coverage plans to other members of the department; maintaining comprehensive files; gathering information; communicating with local police and fire agencies; and other management duties. Send resume to Human Resources, WTVQ-TV, PO Box 55590, Lexington, KY 40555-5590. EEO. M/F pre-employment drug testing required.

News Topical Writer/Producer. Top 25 NBC affiliate is seeking a talented, creative writer/producer to manage production of our daily topical news promotion. The ideal applicant will be, first and foremost, a solid copywriter with at least two years experience in news or promotion. Knowledge of television production, including computer-editing, is a must. College degree in Telecommunications or Journalism is preferred. We offer a fast-paced, creative environment in one of the nicest facilities local television can offer. Please send relevant copywriting samples, non-returnable tape, referral source and a current resume to Box 01167, Attn: Job No. 74. Replies held in confidence. Qualified minorities and women are encouraged to apply. We are a drug-free and smoke-free environment. Equal Opportunity Employer.

News Reporter. General news reporting, editing and writing skills required. Related degree from a four year accredited college. Experience at a commercial television station news department preferred. Send resume and 1/2" tape to: Dan Steele, Operations and Program Manager, WPSD-TV, PO 1197, Paducah, KY 42002-1197. EOE, M/F, ADA.

News Producer. 27 News in Madison, Wis. seeks on-line producer and newsroom leader. We need a fast, creative writer, and thinker who likes live news and knows how to deliver compelling newscasts. College degree and former on-line producing experience preferred. This is a full-time position. M-F, at an aggressive ABC news affiliate. Please send a tape and resume by 07/07/97 to: Andrew Bohage, News Director, WKOW-TV, 5727 Tokay Boulevard, Madison, WI 53719. No phone calls please! WKOW-TV is part of Shockey Communications Corporation. SCC is an Equal Opportunity Employer.

News Producer. Producer wanted for #1 station in the 38th market. We have all the hardware. What we need is someone who knows how to use it. If you have a tape which shows an innovative approach to presenting the news, and two years producing, please contact us via mail. No calls please. Send tape and resume with list of references to: Patti McGettigan, Executive Producer, WOOD TV, PO Box B, Grand Rapids, MI 49501. WOOD TV is an Equal Opportunity Employer.

News Photographer: Are you a top quality photojournalist ready to join an award winning news department? WESH-TV, the NBC affiliate in Orlando, wants you. Thorough technical knowledge of ENG is just the beginning. You must be able to combine your personal style, excellent lighting and composition, and high NPPA standards to tell a compelling story. Commitment to teamwork a must. Five years experience required, college degree preferred. If this sounds like your kind of challenge, rush your non-returnable tape and resume to Pat Gribbin, Chief Photographer, WESH-TV, PO Box 547697, Orlando, FL 32854. No phone calls! An Equal Opportunity Employer.

Increase your exposure with Mediastaging's audio/video classifieds. Your tape will be heard/seen by thousands of broadcast professionals via the Internet. Affordably priced! Call 414-926-9620 or www.mediastaging.com.

Good job for a qualified News Photographer: Join the number one team...committed to news. ENG/SNG. News background and clean driving record a must. Send non-returnable tape and resume to: Al Aamodt, News Director, WDAY Television, 301 8th Street South, Fargo, North Dakota 58103. EOE. **Reporter:** Immediate opening. Some anchoring and producing background helpful. Join the number one team committed to news. ENG/SNG/Computers. Send non-returnable tape and resume to: Al Aamodt, News Director, WDAY Television, 301 8th Street South, Fargo, North Dakota 58103. EOE.

General Assignment Reporter. If you have the ability to enterprise stories - produce high energy live shots and come to work everyday with new ideas, I'd like to see your work. WLFL-TV is the FOX affiliate in dynamic Raleigh/Durham, NC, and did I mention we recently won three RTNDAC awards for news excellence. Non-returnable tape, any format, resume, etc. to Kevin Kelly, News Director, WLFL-TV, 3012 Highwoods Boulevard, Raleigh, NC 27604. EOE.

General Assignment Reporter. WKBN TV has an immediate opening for a TV News reporter. We're looking for someone who's aggressive on the streets. If you have what it takes - and have the tape to back it up - you're the person we want to talk to. Previous experience is a must. Send your tape, cover letter, references and resume to Gary Hanson, News Director, WKBN-TV, 3930 Sunset Boulevard, Youngstown, OH 44512. EEO. No calls!

Experienced News Director needed to join our management team at NBC affiliate station. Professionalism, team building, and motivation critical to overseeing a successful goal oriented newsroom. Please send resumes to: Personnel Dept., PO Box 11847, Winston-Salem, NC 27106.

Assignment Manager. WGNX-TV, CBS in Atlanta, seeks an experienced, aggressive, and creative candidate for this key newsroom managerial position. The Assignment Manager oversees all desk operations and plays a major role in shaping daily news coverage as well as future planning. We need an idea person who knows how to make great television stories happen. Send resume and letter explaining why you're the best to Mike Dreaden, News Director, WGNX-TV, 1810 Briarcliff Road, NE, Atlanta, GA 30329. Please, no phone calls. WGNX-TV, a Tribune station. EOE.

HELP WANTED RESEARCH

Nationally syndicated all-video reality TV show, based in Los Angeles, seeks two full-time Researchers to locate and acquire amazing video tapes from television stations, stringers, videographers, production companies, law enforcement and emergency services, home videos, and many other sources. Candidates must have three years experience in television news or magazine show research. Also needed: *Internet Production Assistant* -- eager go-getter computer whiz to scour the internet full time for organizations and individuals who may have amazing video, do all follow-up emails to acquire the tapes, and promote the show's web site. Send resumes to Richard Wortman, 1040 N. Las Palmas Avenue, Stage 2, Los Angeles, CA 90038 or fax to 213-860-0101.

HELP WANTED PRODUCTION

Television Producer required. Plan & direct audio & multicamera video aspects of television programs including live broadcasting of talk shows, sporting events & various religious activities. Bachelor's degree required in Mass Media related communication curriculum plus 1 years experience in the job duties described above. Must have proof of legal authority to work in the U.S. Salary - \$22,500/year for a 40 hour work week. Interested applicants contact the Oklahoma State Employment Service, 11654 E. 21st Street, Tulsa, OK 74129 (I.D. #7209). Phone number (918)437-4473. Refer to Job Order #258997. Ad paid by an Equal Opportunity Employer.

Successful national talk show looking for experienced east coast based producers. Please fax resume to 212-262-3731.

Special Projects Producer-Photographer. Requires research and interviewing ability in addition to highly developed photography/editing/post-production skills as well as writing, graphic and video coordination. Send resume to Special Projects Director, WCPX-TV, 4466 John Young Parkway, Orlando, FL 32804. EOE.

Production Coordinator. Production Coordinator wanted for National Geographic Explorer. Minimum one year experience as a Production Assistant with logistical and scheduling experience in the field of entertainment. Knowledge of Excel and Word a must. Experienced qualified applicants should submit their resume, including compensation history to Box 01162. No calls please. An Equal Opportunity Employer.

Producer/Writer (Television). International Christian Relief Organization located in western North Carolina is looking for a television producer with strong broadcast quality writing and creative skills to write and produce programs, promos, PSAs, direct response, features, and corporate videos. Minimum of 3-5 years of television writing experience a must. Must be able/willing to travel at any time. If interested, send resume to Box 01165 EOE.

KRIV/FOX Television Houston. On-Air Graphics/Fill In Director. Operation of on-air graphics; Infinit; Quantel Picture Box Still Store; Teleprompter of assigned production sessions and live newscast. Direct public service, commercials and special projects as assigned. Fill in direct newscast when assigned. Requires 1-2 years hands on production experience in a live broadcast environment. 1-2 years hands-on experience as director for a live newscast, 1-2 years experience with graphics equipment. Interested applicants forward resume to: Charmaine Steiner, Human Resources Director, KRIV FOX Television Stations, Inc., PO Box 22810, Houston, Texas 77227. 713-626-2610, Job Line 713-626-2610 ext. 2040. EOE/M/F/D/V.

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.

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

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

Art Director. WLOS and WFBC-TV (35th market) are seeking an Art Director with the knack for news, the imagination for independent television and the stamina to do both. The ideal candidate must be able to balance the urgency of a newscast with the high demands of an independent station while supervising a two person staff and managing the department's resources, including a Mac 8500 with over 300 megs, 660 laser writer and latest software. Candidates must also have a college degree, a minimum of three years in television graphic design. Experience with electronic paint systems, AVID and Mac software are preferred. Salary commensurate with experience and education. Send resume and non-returnable sample tape to: Guy Chancey, WLOS/WFBC-TV, 288 Macon Avenue, Asheville, NC 28804. WLOS/WFBC-TV is a Sinclair Communications station. Drug free workplace and an Equal Opportunity Employer.

HELP WANTED PROMOTION

PROMOTION MANAGER W*USA-TV

Gannett Broadcasting's flagship station, W*USA-TV, is looking for an experienced Promotion Manager to join its dynamic Marketing team and lead its talented Producers, Graphic Designers and Photographer/Editors.

If you're a team builder and teacher; viewer-focused and product-driven; a top notch producer of strong News promotion; a strategic thinker who can develop Marketing concepts; creative with an eye for design and consistency; high-energy, fun and passionate...you may be the key player we need.

W*USA-TV is a great station, in the 7th largest market, with a great team of employees committed to excellence and winning.

Send your resume and reel to:

Teri Lane
Director of Marketing and Promotion
W*USA-TV
4100 Wisconsin Avenue, NW
Washington, DC 20016

No phone calls, please. EOE. M/F



WB22, KTZZ-TV needs a promotion writer-producer-editor. Excellent writing and editing skills are required. Minimum 3 years experience in mid-size or larger market. EOE. www.ktzz.com Send resume to WB22, KTZZ-TV, 945 Dexter Avenue South, Seattle, WA 98109. No phone calls please.

Topical/In-show Tease Writer. Looking for the hottest topical/in-show news tease writer in the nation. Your topicals and teases make TV viewers stay right where they are. Must be aggressive, able to work in high stress news environment and get along with all news personalities - and still get what you want. You will be part of the Marketing Dept. but you'll spend most of your energies in the newsroom promoting the late news. This fast paced, high stressed job is not for beginners or the weak-hearted. Great salary, great San Francisco location, great opportunity for promo writer who loves news. Must have experience and reel to prove you're the one. Send resume and reel to: Human Resources-Topical Tease Writer, KPIX-TV, 855 Battery Street, San Francisco, CA 94111.

Promotion Writer/Producer. Southwest Florida TV and radio stations needs experienced promotion writer/producer. Send reel and resume to Paul Greeley, WINK Television, 2824 Palm Beach Boulevard, Ft. Myers, FL 33916. EOE. DFWP.

TO PLACE AN Ad IN BROADCASTING & Cable's
Classified Section, Call

ANTOINETTE Fasulo: PHONE 212-337-7073/FAX 212-206-8327

OR SANDRA FREY: PHONE 212-337-6941/FAX 212-337-6957

On-Air Promotions Manager. WTVZ-TV, the FOX affiliate in Norfolk, Virginia, is looking for a creative individual with at least 3 years broadcast experience to maintain the station's on-air look. Requirements include: strong copywriting skills, and an ability to organize and implement campaigns for station image, topical and contest promotion. Knowledge of media buying helpful. Send resumes to WTVZ Promotions, 900 Granby Street, Norfolk, VA 23510. No phone calls. EOE.

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

HELP WANTED PROGRAMMING

Program Director. Join one of the fastest growing FOX affiliates in the mid-west! WRSP in Springfield, IL is searching for an experienced broadcast professional to head our programming department. Minimum 2 years experience with programming, promotions and traffic issues preferred. Ideal candidate will have a dedicated work ethic and excellent communication skills. Send resume, cover letter and salary requirements to: General Manager, WRSP-TV, 3003 Old Rochester Road, Springfield, IL 62703. WRSP is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

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.

PROGRAMMING SERVICES

St. Pé - Cinéclassique Film Library Available to TV

High quality 600 plus classic film library available to TV stations nationwide. Public domain titles to choose from include: Drama, Horror, Comedy, Sci-Fi and Cartoons. Build and own your own library at lowest pricing. Masters come from 35mm or 16mm stock and are duplicated to your format choice.

Call 1-800-353-9177 for more information

CABLE

HELP WANTED PROGRAMMING

Odyssey Network - Director of Acquisitions needed to bring their 5-7 years experience in the cable or broadcast industry to Odyssey. Must be willing to travel and able to interpret Nielsen Research. Extensive industry contact international and domestic. College grad preferred. Prior experience negotiating industry contracts a must. Fax salary request and resume to G. Griffo at 212-964-5966. EOE.

HELP WANTED PUBLIC RELATIONS

Public Relations. Odyssey Channel seeks full-time writer/publicist to handle trade and consumer press relations. Bachelor's degree in communications or a related field and minimum of 2-3 years media PR experience preferred. Cable industry experience required. Fax salary request and resume to G. Griffo at 212-964-5966. EOE.

HELP WANTED TECHNICAL

**Shopping...
we're making
it a major production.**

Responsive. Entertaining. SUCCESSFUL. These are just some of the words used to describe QVC, Inc., the world's preeminent electronic retailer with over \$1.8 billion in sales. As we continue to lead the industry and introduce new products and programs to a world of shoppers, there has never been a better time to explore the new things—the great things—going on at QVC.

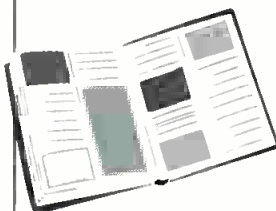
DIRECTOR/ TECHNICAL DIRECTOR

Based out of our West Chester, PA headquarters, the successful candidate will be responsible for: operating robotic cameras; functioning as Record/Playback Operator, Graphics Operator, Audio Operator, Studio Camera Operator as needed; and operating key Control Room equipment such as Sony 7000 switcher, Sony 7000 DME, Custom robotic camera joysticks, and ASC Virtual Recorder System. Previous Director/Technical Director experience, excellent interpersonal and organizational skills, and the ability to work in a fast-paced, challenging environment required.

QVC is an innovative network that reaches over 61 million households. Our corporate headquarters is home to a brand new 20,000 square foot Studio and Production facility and to a brand new state of the art digital Control Rooms.

QVC's corporate headquarters is located just 30 miles outside Philadelphia in a highly rated suburban setting. We offer a competitive salary, comprehensive benefits, a cutting-edge work environment, and room for personal and professional advancement. Qualified individuals may send resume, cover letter, and salary requirements to: **QVC, Inc., 1365 Enterprise Drive, West Chester, PA 19380. Fax: (610) 701-1150.** Visit our website at <http://www.qvc.com>. Equal Opportunity Employer. Drug Free/Smoke Free Work Environment. Pre-employment drug screening required.

QVC®



**To place your CABLE
or ALLIED FIELDS
classified ad in**

**Broadcasting
& Cable**

call

Sandra Frey

(212) 337-6941

or fax

(212) 337-6957

SENIOR COMPUTER/ BROADCAST ENGINEER

JERSEY CITY, NJ

Join USA Networks, a leading broadcast entertainment conglomerate, featuring the #1 rated USA Network and the acclaimed Sci-Fi Channel. Currently, we are seeking a computer savvy professional to work in our Engineering Division of Network Operations, located in Jersey City, NJ.

The selected candidate must possess a strong computer background and proven experience working with DOS, MAC & SGI platforms. Programming knowledge as well as database management of Unix and Irex systems a plus. Diversified responsibilities will also include the day-to-day maintenance required to keep a broadcast facility on air. The qualified candidate should at least have a College Degree in Computer Science or related industry experience.

We offer a competitive salary and an outstanding benefits package including a 401K plan. Please send/fax your resume with salary requirements (only resumes with salary requirements will be considered) to: HR Dept SCBE, USA Networks, 1230 Avenue of the Americas, NY, NY 10020. Fax: 212-262-5343. No phone calls please. An EOE M/F.



Engineering

Director of Technical Operations

Premier \$35 Million organization in cable ad sales seeks individual to manage our engineering, information systems, and customer services departments. Position reports directly to the General Manager.

Qualified candidates should have 3-5 years management experience in an operations environment and possess excellent communications skills. Experience with project management, computer systems and development of budgets required. Background in telecommunications/cable TV industry or local television advertising operations is highly desirable. Bachelors/Advanced degree in Engineering/Telecommunications/Computer Science preferred.

Please send resume and salary history to:

Bay Cable Advertising

Attn: Human Resources Dept.

20902 Cabot Blvd.

Hayward, CA 94545

Fax (510) 732-0900

An Equal Opportunity Employer

HELP WANTED MARKETING

MANAGER, MARKETING & SALES

MediaOne has an immediate opportunity for a Marketing/Sales professional who will formulate plans and strategies of customer acquisition and retention for our Stockton cable system. You will assess and analyze market trends to design and implement advertising and promotional campaigns to increase sales of products and services; manage and direct the operational and fiscal performance of the department in accordance with regional and Company policies and procedures; and establish and administer operational policies and procedures to ensure quality performance in accordance with Company goals.

Qualified candidates will have a BA/BS degree or commensurate experience, a minimum of 5-7 years customer service, marketing, sales or community relations experience, preferably in the cable TV industry, and a minimum of 3 years supervisory experience. Must be PC proficient and possess excellent math skills, with an understanding of accounting principles. Previous experience in budgetary development and fiscal management is a plus. Strong analytical skills, attention to detail, excellent organizational skills and the ability to handle multiple projects at once are essential. Flexible hours are required, including evenings and weekends.

Please forward your resume including salary history (will not be considered if omitted) to: MediaOne, Attn: Human Resources, BC/97-36, 6505 Tam O'Shanter Drive, Stockton, CA 95210. MediaOne encourages diversity and supports a drug-free environment.

MediaOneSM

This is Broadband. This is the way.

HELP WANTED SALES

Sales Manager Latin America

COMARK-THOMCAST, a worldwide manufacturer of broadcast television transmitters, is seeking a highly motivated sales professional who possesses excellent communication, presentation and negotiation skills for the international region of Latin America. Requirements include EE or SBE certification and 5 yrs. broadcast and/or 5 yrs. sales experience. Demonstrated success in large system technical sales, knowledge of the broadcast industry an asset, must be able to travel, fluent (written and verbal) in Spanish and/or Portuguese. Base location negotiable. Send resume and salary requirements to:



COMARK

Human Resources
104 Feeding Hills Road, Southwick, MA 01077

Odyssey Network - Director Affiliate Relations. Odyssey seeks computer literate person with 5 years experience in sales and management. Must have strong communication and contract negotiation skills. College grad preferred. Knowledge of N.E. cable industry a plus. Must be willing to travel. Fax salary request and resume to G. Griffo at 212-964-5966. EOE.

HELP WANTED RESEARCH

Odyssey Network - Director of Research wanted to analyze and report on Nielsen and other market research to the various departments at Odyssey. College graduate with 4-5 years experience in cable or broadcast industry preferred. Proficiency in Word and Excel worksheets, presentation skills and some overnight travel required. Fax salary request and resume to G. Griffo at 212-964-5966. EOE.

HELP WANTED PRODUCTION

PRODUCER

New York based cable news network. Must have two years experience in segment or field producing. Self-starter, good story ideas a plus.

Salary starts at \$40,000.
Reply to Box 01166. EOE.

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.

Television On-Air Writer/Producer. Talented professional with experience in all aspects of video production and on-air design; specific experience in topical and image promotion production. Requires strong interest in & thorough knowledge of the Arts. Resume & non-returnable VHS reel to VP Network Operations, OVATION - The Arts Network, 4100 East Dry Creek Road, Littleton, CO 80122. No telephone calls.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Mass Communications Faculty (Full-time). Harford Community College, a dynamic and progressive institution for higher education committed to excellence in all its programs and services, systemic change in a collegial environment, and life-long learning invites applications for the position of Mass Communications Faculty to begin August 15, 1997. The College is located in Bel Air, Maryland, 25 miles northeast of Baltimore City. HCC seeks employees who are able and willing to meet the higher education challenges of a community of learners in the 21st century. We seek applicants whose interests and presence will enrich and broaden the cultural and ethnic diversity of our campus and classrooms. Equivalencies for any requirement will be evaluated. All positions are subject to available funding. This position will require teaching a variety of courses such as: Introduction to Electronic Media, Audio Production, Television Studio Production, Writing for the Electronic Media and Introduction to Journalism. This is a tenure track position. Minimum qualifications require an appropriate Master's degree and full-time college-level teaching or the equivalent, recent professional experience in an appropriate field, computer skills, and excellent interpersonal skills. Minimum starting salary range: \$23,355-\$34,644. Exact placement is commensurate with background and experience. An excellent fringe benefit package is included. Applications may be obtained from the Human Resources Office, Harford Community College, 401 Thomas Run Road, Bel Air, MD 21015-1698, or by calling (410)836-4415. Resumes are encouraged but will not be accepted in lieu of an application (application includes a professional statement). All applications must be completed in full, signed in all areas, and returned to Ms. Wanda S. Hutchinson, Director of Human Resources and Affirmative Action. For best consideration apply by July 15, 1997. HCC is strongly committed to achieving staff diversity through affirmative action. The College encourages applications for employment from women, minorities, disabled individuals and veterans. Only those candidates to receive further consideration will be contacted.

EMPLOYMENT SERVICES

**PROFESSIONAL JOBS
WITH ENTERTAINMENT COMPANIES**

*BROADCAST & CABLE TELEVISION, DISTRIBUTORS,
MOTION PICTURE, POST PRODUCTION & MORE*

Entry to senior level jobs nationwide in ALL fields
(news, sales, production, management, etc.).

Published biweekly. For subscription information:

(800) 335-4335

In CA, (818) 901-6330.

Entertainment Employment Journal™



We need to fill positions!

- ▲ Media Buyers & Planners
- ▲ Traffic & Continuity
- ▲ Account Executives
- ▲ Assistants

TEMPS, INC.
1 (800) 556-5550

**MEDIA'S INNOVATIVE
STAFFING SOLUTIONS**

**MediaLine
OnLine**

MediaLine.

Now your best source of
job leads at your fingertips.
Either online or voice mail.

www.medialine.com
email: jobs@medialine.com
800-237-8073
Since 1986

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

FINANCIAL SERVICES

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

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

PRODUCTION SERVICES

PRODUCTION SERVICES

Two TV Studios Live to Satellite and Ultimate 6; Digital Beta (601) Suite - GVG 220, Krystal DVE.

Two AVID's - AVR77 with pro tools
Available for contract and co-production work.

Strategic alliance opportunity
Strong Field Production Facilities

Joe Gora
404-355-3398
<http://www.avpc.com>

Call
Sandra Frey
at
(212) 337-6941



**CABLE
or
ALLIED
FIELDS
ADVERTISERS!**

FOR SALE EQUIPMENT

SMART TAPES.

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

(800)238-4300 CARPEL VIDEO

EQUIPMENT FOR SALE

Thomson Camera 1657 4:3/16:9 with Lens.....\$42k
 Portable digital Beta VTR TTV 3425/DVW 250 with 4 lithium batteries/charger\$27k
 GVG 100 Switcher\$4,900.00
 Shipping Cases, A and V Patch Fields, U-Matic, VTRs and more.
 Yamaha PA Audio Board, Scopes

Joe Gora
404-355-3398

<http://www.avpc.com>

Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888. Fax 215-884-0738.

FOR SALE STATIONS

**AT LAST!
 A BETTER WAY TO BUY OR SELL YOUR
 RADIO STATIONS!**

Thousands of Prospects a Day!
 You don't have to be online to use us!
<http://www.buysellradio.com>
deb@buysellradio.com
 (319)243-8679

Booming, Niche, High-Quality Publishing Co. in Midwest seeks broadcasting group buyer. Very profitable. Biz can be expanded nationally. 80% available. management will stay. \$4-MM cash. Fax: 630-627-1233 Agent.

Central Oklahoma combo, \$600,000; Florida Keys FM. \$1,300,000. Opportunities for top sales professionals, husband and wife teams. Mayo Communications. 813-971-2061.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

Broadcasting & Cable

Classifieds

Order Blank (Fax or Mail)

CLASSIFIED RATES

Display rate: Display ads are **\$187** per column inch. Greater frequency rates are available in units of 1 inch or larger.

Non-Display rates: Non-Display classified rates (straights) are **\$2.10** per word with a minimum charge of **\$42** per advertisement. Situations Wanted rates are **\$1.15** per word with a minimum charge of **\$23** per advertisement.

Blind Boxes: Add **\$30.00** per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category:

Line ad ☐

Display ☐

Ad Copy: _____

Date(s) of insertion: _____

Amount enclosed: _____

Name: _____

Company: _____

Address: _____

City: _____

State: _____

Zip: _____

Authorized Signature: _____

Payment:

Check ☐

Visa ☐

MasterCard ☐

Amex ☐

Credit Card #: _____

Name on Card: _____

Exp. Date: _____

Phone: _____

Clip and Fax or Mail this form to:

B & C

245 W. 17 Street ▲ NYC 10011 • Attention: Antoinette Fasulo or Sandra Frey

FAX NUMBER: 212-206-8327

technology

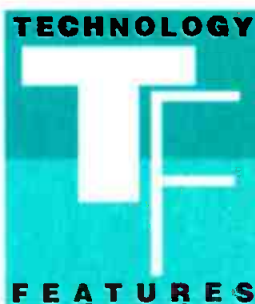
Special Report: SNG/ENG

Reach Decisionmakers in Real Time

More than ever, the news industry is calling for state-of-the-art SNG/ENG to deliver the goods. And SNG/ENG technology is speeding ahead like never before. Analog sales are up, and insiders predict a shift to SNG digital as transponder capacity shrinks even further.

On September 15, *Broadcasting & Cable* gets readers up to speed on SNG/ENG. We'll present the new generation of SNG and ENG vehicles, and

we'll also look into the use of compression for news feeds.



If you are in the fast-moving SNG/ENG field and you want to reach influential news directors, GMs and other top decision-makers, you'll want to be part of this issue. To send a powerful signal of your own to industry leaders everywhere, contact Rob Foody (212-337-7026) or Chuck Bolkcom (317-815-0882) to reserve your ad space today.

Special Report: SNG/ENG

Issue Date: September 15 • Ad Close: September 5

Broadcasting & Cable

ONE MARKETPLACE. ONE MAGAZINE.

Advertising Offices: New York 212.337.6940 Los Angeles 213.549.4113
Western Technology/Cable 317.815.0882 Washington D.C. 202.659.2340
Technology Marketplace: 212.337.7073

features

For the Record

<http://www.broadcastingcable.com>

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italics*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi.—miles; TL—transmitter location; TOC—transfer of control; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Indian River Shores, Fla. (BALH-961007-GF)—Indian River Shores Radio Partners for WQSN(FM): voluntary AOL to Commodore Media of Florida Inc. *June 2*

Kansas City, Mo. (BAL-970520EA)—KCBR-AM LP for KPHN(AM): voluntary AOL to Innovative Broadcasting Corp. *June 3*

NEW STATIONS

Canceled/dismissed

Denver City, Tex. (BPH-941122MF)—Lloyd Senn for new FM at 97.5 mhz. *June 2*

Returned

Homestead, Fla. (BPED-970417MF)—Evangelical Crusade of Homestead, Fla., for noncommercial FM at 91.7 mhz. *June 6*

Rogers Heights, Mich. (BPED-970603-MA)—Great Lakes Broadcasting Academy Inc. for noncommercial FM at 87.9 mhz. *June 6*

Bennington, Vt. (BPED-970417ML)—Green Mountain Ed Fellowship Inc. for noncommercial FM at 88.1 mhz. *June 9*

Filed

Pueblo, Colo. (BPED-970606MB)—Family Stations Inc. (Harold Camping, president, 4135 Northgate Blvd., Suite 1, Sacramento, Calif. 95834) for noncommercial FM at 89.9

mhz, .87 kw, ant. 647 m., 2.1 km NW of Gardner Rd., 12.5 km NW of San Isabel, Colo. *June 6*

Ball, La. (BPH-9706)—Ball Broadcasting Co. (A.T. Moore, partner/80% owner, 3712 Cornell Dr., Shreveport, La. 71107) for FM at 105.5 mhz, 6 kw, ant. 100 m., 212 Wagner Rd. Grant, Pollack, La. *May 29*

Cape May Courthouse, N.J. (970522-MC)—Maranatha Ministries for FM at 88.1 mhz. *June 5*

Albion, N.Y. (BPH-970529MC)—Citicasters Co. (a subsidiary of Jacor Communications Inc.) (Benjamin L. Homel, president, 50 E. RiverCenter Blvd., Suite 1200, Covington, Ky. 41011) for FM at 95.5 mhz, 6 kw, ant. 100 m., 1.5 km SSE of intersection of Gaines Rd. and Park Ave. *May 29*

Albion, N.Y. (BPH-970529MD)—Calvary Chapel of the Westside Inc. (Henry Tomaso, president, 67 Lyell Ave., Spencerport, N.Y. 14559) for noncommercial FM at 95.5 mhz, 6 kw, ant. 71 m., just E of Rte. 98 in Barre, N.Y. *June 10*

Monroe, N.Y. (BPED-970603MD)—Monroe-Woodbury School District (Terrence L. Olivo, superintendent, Dunderberg Rd., Central Valley, N.Y. 10917) for FM at 88.1 mhz, .95 kw, ant. 1 m., Sapphire Elementary School, Sapphire Rd. *June 11*

Waddington, N.Y. (BPH-9706)—Champlain Radio Inc. (Carl J. Auel, Scott L. Smith, co-owners, 1501 Belvedere Rd., 204E, West Palm Beach, Fla. 33406) for FM at 670 khz, 10 kw day, 1.5 kw night, Hwy. 345 1 mi. S of city. Auel owns WCHP(AM) Champlain, N.Y. *June 5*

Brownsville, Tenn. (970603MB)—Haywood County Board of Education for FM at 88.3 mhz. *June 10*

Zapata, Tex. (970521MC)—La Nueva Cadena Radio Luz Inc. for FM at 93.5 mhz. *June 12*

Goochland, Va. (BPH-970604MG)—George S. Flinn Jr. (188 S. Bellevue, Suite 222, Memphis, Tenn. 38104) for FM at 100.5 mhz, 6 kw, ant. 99 m. 3 Chopt Rd., 1.5 km NW of E. Leake, Va. *June 4*

Goochland, Va. (BPH-970604MH)—John L. Crump (11403 Waples Mill Rd., Oakton, Va. 22124) for FM at 100.5 mhz, 6 kw, ant. 65.1 m., 2809 Sandyhook Rd. *June 4*

Goochland, Va. (BPH-970604MI)—Main-Quad Broadcasting Inc. (Daniel Berman, president/50% owner, PO Box 910, Roanoke Rapids, N.C. 27870) for FM at 100.5 mhz, 6 kw, ant. 100 m., 1 Hwy 634, .5 mi. SE of US 522 near Gum Spring, Va. *June 4*

Goochland, Va. (BPH-970604MJ)—David W. Layne (PO Box 110, Farmville, Va. 23901) for FM at 100.5 mhz, 5 kw, ant. 100 m., 2.5 km SSW of Goochland. *June 4*

Goochland, Va. (BPH-970604MK)—FM 100 Inc. (Walton M. Belle, president/45% owner, 3267 S. Crater Rd., Petersburg, Va. 23805) for FM at 100.5 mhz, 6 kw, ant. 100 m., 2801 Dogtown Rd., 1.32 km SW of intersection of rtes. 614 and 522. *June 4*

Casper, Wyo. (970527AD)—Citicasters Co. (a subsidiary of Jacor Communications Inc.) (Benjamin L. Homel, president, 50 E. RiverCenter Blvd., Suite 1200, Covington, Ky. 41011) for FM at 1400 khz, 1 kw, NE corner of Salt Creek Hwy. and Stone Ave. *June 5*

FACILITIES CHANGES

Filed/Accepted for filing

Montgomery, Ala. (970530IA)—Deep South Broadcasting Co. for WBAM-FM: change channel. *June 11*

Tallassee, Ala. (970609IA)—Tiger Communications Inc. for WACO-FM: change ant., TL, ERP. *June 19*

Payson, Ariz. (BMPH-970512IG)—Rainbow Broadcasting Inc. for KRIM(FM): change ant. *June 5*

Jonesboro, Ark. (970604MA)—American Family Association for KAOG(FM): change ant., TL, ERP, class. *June 12*

Ola, Ark. (BMPH-970514IE)—KERM Inc. for FM at 101.3 mhz: change ant., TL, ERP. *June 10*

Freedom, Calif. (BPH-970523IG)—Elettra Broadcasting Inc. for KPIG(FM): change ERP. *June 5*

Grover City, Calif. (970603IF)—R&L Broadcasters Inc. for KIXT-FM: change ant., TL, class, ERP. *June 19*

Indio, Calif. (BMPED-970529IF)—Santa Monica Community College Dist. for KCRY(FM): change ant., TL, ERP. *June 10*

Sutter Creek, Calif. (970528ID)—Idaho Broadcasting Consortium Inc. for KSAC(FM): change TL, ERP, ant. *June 11*

Boulder, Colo. (BPH-970520ID)—Salem Media of Colorado for KRKS-FM: change TL. *June 12*

Seaford, Del. (BPH-970516IA)—Connor Broadcasting Delaware Co. for WSUX(FM):

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,814
Commercial FM	5,468
Educational FM	1,874
Total Radio	12,156
VHF LPTV	546
UHF LPTV	1,405
Total LPTV	1,951
FM translators & boosters	2,785
VHF translators	2,278
UHF translators	2,701
Total Translators	7,764

Service	Total
Commercial VHF TV	558
Commercial UHF TV	635
Educational VHF TV	124
Educational UHF TV	241
Total TV	1,558

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	68.3%

*Based on TV household universe of 97 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

change channel from 252A to 253A. *June 10*
Live Oak, Fla. (BMPH-970527ID)—Leon F. Pettersen for WLVO(FM): change ant., TL, ERP. *June 12*

Marianna, Fla. (BPH-970521ID)—Jackson Radio Ltd. for WBNF(FM): change ant., ERP. *June 12*

Sebring, Fla. (970527AB)—Citicasters Co. for WJCM(AM): change frequency, power, ant. *June 5*

Tallahassee, Fla. (970530IB)—Catamount-1 Communications Inc. for WAIB(FM): change TL, ERP, ant. *June 11*

Tampa, Fla. (970527AC)—Jacor Broadcasting of Tampa Bay Inc. for WFLA(AM): change power, ant. *June 5*

Ringgold, Ga. (970603IB)—J.L. Brewer Broadcasting LLC for WMPZ(FM): change ant., TL, ERP. *June 19*

Twin Falls, Idaho (BP-970603AB)—AM 1270 Co. for KTFI(AM): change ant. system. *June 12*

Bloomington, Ind. (BPED-970602IA)—Bloomington Community Radio Inc. for WFHB(FM): change ERP, ant. *June 11*

Veedersburg, Ind. (970606IA)—Veedersburg Radio for WKLO(FM): change TL. *June 19*

Columbus, Kan. (BPH-970522IB)—Acorn Broadcasting Co. for KOCB(FM): change ERP, ant., TL. *June 5*

Lawrence, Kan. (BPED-970602MB)—University of Kansas for KJHK(FM): change ERP, ant. *June 12*

Danville, Ky. (970602IB)—Hometown Broadcasting of Danville Inc. for WHIR-FM: change ant., TL, ERP. *June 19*

Somerset, Ky. (BPED-970528ME)—Somerset Educational Broadcasting Foundation for WTHL(FM): change ERP, class, ant. *June 12*

Valley Station, Ky. (BMPH-970521IC)—

Cox Louisville LLC for WHITE(FM): change TL. *June 10*

Lake Charles, La. (970605IB)—KBIU Acquisition Inc. for KBIU(FM): change ant. *June 19*

Ash Grove, Mo. (BMPH-970519IB)—Moon Song Communications Inc. for KOMO(FM): change TL, ant., ERP. *June 10*

Kimberling City, Mo. (BMPH-970527IC)—

Kevin M. and Patricia W. Wodlinger for KRLK(FM): change ant., ERP. *June 12*

Springfield, Mo. (BPED-970513IB)—Baptist Bible College Inc. for KWFC(FM): change ant. *June 6*

Big Sky, Mont. (970602ID)—Mountain Broadcasting Inc. for KBFN(FM): change ant., TL, ERP. *June 19*

—Compiled by Elizabeth A. Rathbun

Changing Hands

Continued from page 48

Buyer: Broadcasting Partners Holdings LP, New York (Lee Simonson, chairman; VS&A Communications Partners II LP, 96.1% limited partner); is buying 13 FMS (including one option to buy) and eight AMS
Seller: Mercury Radio Communications, Buffalo (Charles W. Banta, president; Greenwich Street Capital Partners Inc., owner); no other broadcast interests

Facilities: WHTT(AM): 1120 khz, 1 kw day; WHTT-FM: 104.1 mhz, 50 kw, ant. 390 ft.; WEDG-FM: 103.3 mhz, 49 kw, ant. 341 ft.; WGRF-FM: 96.9 mhz, 24 kw, ant. 712 ft.

Formats: WHTT(AM): ethnic/religion; WHTT-FM: oldies; WEDG-FM: alternative rock; WGRF-FM: classic rock

Broker: Star Media Group Inc.

KZGL(FM) Cottonwood, KVNA-AM-FM Flagstaff and KAAA(AM)-KZZZ(FM) Kingman, Ariz., and KFMF(FM), KPPL(FM) and KALF(FM) Chico, KVOY(AM) and KTPI(FM) Mojave, KQMS(AM)-KSHA-FM Redding, KOWL(AM)-KRLT(FM) South Lake Tahoe and KROY(AM)-KATJ(FM) Victorville, all Calif.

Price: \$23.5 million cash

Buyer: Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, chairman). Jacobs is chairman/80% owner of JS Communications Inc., which is buying KCBQ(AM) San Diego; WXZZ(FM) Lexington, Ky., and WEZL(FM) and WXLV(FM) Charleston, S.C.

Seller: Park Lane Group, Menlo Park, Calif. (James H. Levy, chairman); no other broadcast interests

Facilities: KZGL: 95.9 mhz, 9 kw, ant. 2,493 ft.; KVNA(AM): 600 khz, 5 kw day, 500 w night; KVNA-FM: 97.5 mhz, 100 kw, ant. 1,509 ft.; KAAA: 1230 khz, 1 kw; KZZZ: 94.7 mhz, 46 kw, ant. 2,492 ft.; KFMF: 93.9 mhz, 2 kw, ant. 1,128 ft.; KPPL: 107.5 mhz, 28 kw, ant. 600 ft.; KALF: 95.7 mhz, 7 kw, ant. 1,265 ft.; KVOY: 1340 khz, 1 kw; KTPI: 103.1 mhz, 6 kw, ant. 580 ft.; KQMS: 1400 khz, 1 kw; KSHA-FM: 104.3 mhz, 100 kw, ant. 1,560 ft.;

KOWL: 1490 khz, 1 kw; KRLT: 93.9 mhz, 6 kw, ant. -190 ft.; KROY: 1590 khz, 500 w day, 135 w night; KATJ: 100.7 mhz, 260 w, ant. 1,548 ft.

Formats: KZGL: classic rock; KVNA(AM): sports; KVNA-FM: AC; KAAA: news/talk; KZZZ: AC; KFMF: adult rock; KPPL: soft AC; KALF: country; KVOY, KTPI: country; KQMS: news/talk; KSHA-FM: lite rock; KOWL: news/talk; KRLT: classic rock; KROY: traditional country; KATJ: country
Broker: Star Media Group Inc.

WWCK-AM-FM Flint and WOAP(AM)-WAHV-FM Owosso/Flint, Mich.

Price: \$18 million

Buyer: Connoisseur Inc., Westport, Conn. (Jeffrey D. Warshaw, 75% general partner); owns WFDF(AM)-WDZZ(FM) Flint, Mich.

Seller: Majac of Michigan Inc., Flint (Marc Steenbarger, president); no other broadcast interests

Facilities: wwck(AM): 1570 khz, 1 kw day, 24 kw night; wwck-FM: 105.5 mhz, 25 kw, ant. 328 ft.; WOAP: 1080 khz, 1 kw day; WAHV-FM: 103.9 mhz, 2.9 kw, ant. 482 ft.

Formats: wwck-AM-FM: top 40; WOAP: news/talk; WAHV-FM: AC

Broker: Media Venture Partners

RADIO: FM

WAVH(FM) Daphne/Mobile, Ala.

Price: \$4 million

Buyer: Anthony S. and L. Roger Brandon (each 25% owner), Baltimore and Bakersfield, Calif. Bransons co-own WYDE(AM) Birmingham-WRAX-FM Trussville, Ala.

Seller: Baldwin Broadcasting Co., Arlington, Va. (Barry D. Wood, president); no other broadcast interests

Facilities: 106.5 mhz, 50 kw, ant. 449 ft.

Format: oldies

—Compiled by Elizabeth A. Rathbun

Amplification

Roehling Broadcast Services Ltd. was the broker for the \$1.2 million sale of WIRE(FM) Lebanon/Indianapolis, Ind., from Boone County Broadcasters Inc. to IBL LLC (B&C, June 2).

OpenMike

<http://www.broadcastingcable.com>

Stanton vs. Congress

EDITOR: Re your June 9 editorial, "Hold that line." I respectfully disagree that 1969 was the last time that Frank Stanton stood up to Congress.

Two years later, in 1971, Frank defied a subpoena from the House Commerce Committee for outtakes and other nonbroadcast material related to *The Selling of the Pentagon*. It was in July 1971, I believe, that Frank, CBS and the entire broadcast industry prevailed.

I submit that that incident was far more important and far more lasting than the one you cite.—
Gene Mater, Washington

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.

A subsidiary of A D King, PA

240 North Washington Blvd
Suite 700
Sarasota, Florida 34236
(941) 366-2611

MEMBER AFCEE

CARL T. JONES CORPORATION

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704

MEMBER AFCEE

LOHNES AND CULVER CONSULTING RADIO ENGINEERS

8309 Cherry Lane
Laurel, MD 20707 4830
(301) 776-4488



Since 1944

Member AFCEE

COHEN, DIPPELL AND EVERIST, P.C.

CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005

(202) 898-0111

Member AFCEE

Technical Broadcast Consultants, Inc.

Transmission Specialists

TV (NTSC & DTV) / STL Microwave / FM
P.O. Box 97262 - Raleigh, NC 27624
Tel / Fax (919) 846-2976

e-mail: tbc@vnet.net

HAMMETT & EDISON, INC.

CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128



707/996-5200

202/396-5200

e-mail: engr@he.com

CARL E. SMITH CONSULTING ENGINEERS

AM/FM TV, Engineering Consultants,
Computer Tower and Hacking Services

Serving the Broadcast Industry
for over 50 Years

Box 807 Bath, Ohio 44210

(216) 659-4440



Denny & Associates, PC
Consulting Engineers

PH 202 452 5630

FX 202 452 5620

Member AFCEE

EM info@denny.com

E. Harold Munn, Jr., & Associates, Inc.

Broadcast Engineering Consultants

Box 220

Coldwater, Michigan 49036

Phone: 517-278-7339

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115

Member AFCEE

HATFIELD & DAWSON

CONSULTING ENGINEERS

9500 GREENWOOD AVE. N.

SEATTLE, WASHINGTON 98103

(206) 783-9151 Facsimile (206) 784-9814

MEMBER AFCEE

F.W. HANNEL & ASSOCIATES

Registered Professional Engineers

911 Edward Street

Henry, Illinois 61537

(309) 364-3903

Fax (309) 364-3775



COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage
Laura M. Mizrahi

P.O. Box #1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124

JOHN F. BROWNE & ASSOCIATES

CONSULTING ENGINEERS

BLOOMFIELD HILLS Broadcast • Cable
810-642-6226 • Wireless •

WASHINGTON
202-293-2020

Member AFCEE



Radio/TV Engineering
Company

Serving Broadcasters over 55 Years

Consultants: Horwood J. Peterson, Pres.
1416 Hollister Lane Los Osos, CA 93402
Ph (805) 528-1996 & Fax (805) 528-1982

Tiner Communications Systems

• RF & Structural studies to include
DTV on existing towers

• Factory authorized DIELECTRIC

Please contact Jim Tiner or Bob Piano

(954) 771-7095

Cavell, Mertz & Perryman, Inc.

Engineering, Technology
& Management Solutions

10300 Eaton Place, Suite 200
Fairfax, VA 22030
(703) 591-0110 (202) 332-0110
FAX (703) 591-0115

NEW!!

6 Week Rate
\$115.00/week

AND
SERVICES



TOWERS TOWER ERECTION
ANTENNA INSTALLATION
TOWER ANALYSIS
TRANSMITTER BUILDINGS

Tower Structures, Inc.

1859 NIRVANA AVENUE
CHULA VISTA, CALIFORNIA 91911
(619) 421-1181 FAX (619) 421-0533
WWW.TOWERSTRUCTURE.COM

Religion News Service

Daily, weekly wire service
Electronic photo service
Used by NBC, ABC, NPR
and major newspapers.
Call 1-800-767-6781

dataworld®

The Global Information Source™
for the Communications Industry
25 Years of Service

800-368-5754 FAX: 301-656-5341

e-mail: info@dataworld.com

- DATAxPERT™ software
- Custom mapping
- Current year demographics
- 5 year projections
- Broadcast databases

WWW: http://dataworld.com

East Coast Video Systems

consultants • engineers • systems integrators

3 Mars Court
Boonton, NJ 07005
201.402.0104
Fax: 201.402.0208

www.ecvs.com

on line in time

Shoolbred Engineers, Inc.

Structural Engineers

Towers and Antenna Structures
Robert A. Shoolbred, PE

1048 Morrison Drive
Charleston, SC 29403 • (803) 577-4881



LDL
COMMUNICATIONS, Inc.

RF DESIGN & INSTALLATION SPECIALISTS
LARCAN / LARCAN-TTC TRANSMITTERS
RFS ANTENNAS COMBINERS XMISSION LINES
LEBLANC TOWER SYSTEMS

650 South Taylor Avenue, Louisville, CO 80027
TEL:303-665-8000 FAX:303-673-9900



Phone 916-383-1177

Fax 916-383-1182

ANTENNAS / RF SYSTEMS

*Antennas UHF/VHF/FM *Rigid line
*Combiners FM & UHF *Waveguide

COMPLETE SYSTEM SOLUTIONS

e-mail jampro@ns.net http://www.jampro.com



Stainless, Inc.

New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

TOWER NETWORK SERVICES



Serving You
Since 1969

Dallas
(817) 561-9992
Atlanta
(770) 386-3991
Fort Lauderdale
(954) 771-7180

NATIONWIDE TOWER COMPANY

ERECTOR - DISMANTLES - ANTENNA - RELAMP
ULTRASOUND - STRUCTURAL ANALYSIS - PAINT
INSPECTIONS - REGUY - ENGINEERING

P.O. BOX 138 POOLE, KY 42444-0138

PHONE (502) 533-0888 FAX (502) 533-0844
24 HOUR EMERGENCY SERVICE AVAILABLE



RF Systems, Inc.

- Remote Camera Systems
- Transmitter and Studio Installation
- Microwave and Satellite
Engineering and Installation

908-561-1144

24A World's Fair Drive
Somerset, NJ 08871

Shively Labs

- FM, UHF & MMDS Antennas
- Pattern Study & RSL Maps
- FM & UHF Transmitters
- Filters & Combiners

Tel.: (207) 647-3327

Fax: (207) 647-8273

web site: www.shively.com

Datebook

THIS WEEK

Through June 24—Public Broadcasting Service annual meeting. Windham Anatole Hotel, Dallas. Contact: (703) 739-5001.

Through June 26—UTC Telecom '97, annual telecommunications conference and exhibition presented by UTC. Oregon Convention Center, Portland, Ore. Contact: (503) 655-1222.

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. Sheraton Fountainebleau, Ocean City, Md. Contact: (410) 974-6206.

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 *Institute for International Research*. Hyatt Regency, San Francisco. Contact: (800) 999-3123.

July 15—Deadline for entries for the duPont-Columbia Awards for excellence in television and radio news. Contact: Denise Lester, (212) 854-5047.

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 *WCOR-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. 4—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. 12-14—Alabama Cable Telecommunications Association annual convention. Marriott Grand Hotel, Point Clear, Ala. Contact: Jennifer Robinson, (334) 271-2281.

Aug. 13-16—"The Road to Revolution," *Asian American Journalists Association* 10th annual national convention. Boston Park Plaza, Boston. Contact: (415) 346-2051.

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. 24-26—National Religious Broadcasters western regional convention. South Coast Plaza Hotel, Costa Mesa, Calif. Contact: (714) 575-5000.

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 Satel-

lite 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. 10—18th annual News and Documentary Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Marriott Marquis Hotel, New York City. Contact: Stew Stoltz, (212) 586-8424.

Sept. 11-13—National Religious Broadcasters midwestern regional convention. Maranatha National Bible and Missionary Conference, Muskegon, Mich. Contact: Scott Keegan, (616) 772-7300.

Sept. 12-16—1997 International Broadcasting Convention. Amsterdam, Holland. Contact: 011 44 171 240 3839.

Sept. 14-16—"Electronic Retailing Worldwide: Marketplace of the Next Millennium," *NIMA International '97* meeting and trade expo. Marriott Hotel and Marina, San Diego. Contact: Jennifer Harding, (202) 289-6462.

Sept. 16—International Radio & Television Society Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

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. 24-28—ANTENNES & Collectives-Réseaux, satellite, cable and digital TV exhibition presented by *Reed OIP*. Parc des Expositions Hall, Paris. Contact: Alain Cognard, (33) 01 41 90 47 56.

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)

Door to door to Web

To hear Charlie Fink tell it, his formula for success hasn't been much different from those of the animation heroes he helped to create during his days at Disney Pictures: put yourself in harm's way and count on sheer dumb luck.

That's the way America Online's Greenhouse Networks senior VP/chief creative officer sees a career that seemed to get its kick-start when Fink graduated from the Art Institute of Chicago with a master's in film in 1983. He produced "Door to Door," a "fictional documentary" about door-to-door salesmen, for \$7,500, took it around to film festivals and concurrently made a reputation as a promising filmmaker. "I've been very lucky and very opportunistic," says Fink.

He got a video deal on the film and made back most of the cost of production when Shapiro Entertainment made a film of the same name and paid him \$5,000 for rights to the title.

Fink began doing free-lance production work in Chicago on Hollywood productions, TV commercials and whatever else he could find. Eventually, he landed a production assistant's post with independent producer Alex Rose and director Garry Marshall for the TriStar feature "Nothing in Common," with Tom Hanks and Jackie Gleason.

He established himself in Los Angeles in 1985 and worked with Rose and Marshall on a series of other projects. "I read scripts and ran out for lunch," he recalls. But things move fast in Hollywood, and Fink was soon recommended to Peter Schneider at Disney Pictures, which was looking for someone to read scripts and help revitalize its animation division. Initially, he wasn't thrilled at the prospect: "Disney Animation, as far as I knew, hadn't made a film since 'Bambi.'"

After interviewing for the job, he realized that the sense of mission and the resources were there at Disney to effect a turnaround. So despite Disney's relatively low animation profile at the time, he signed on as a creative executive in 1987, with the resulting elevation in stature: "Somebody else was running out for lunch and I was taking story meetings."

Jeffrey Katzenberg and Michael Eisner were determined to revive the art of animation at Disney on a grand scale, and Fink found himself in the midst of an effort to draw top Hollywood talent to Disney in all



"I think there's a set of new applications that this medium will develop. And some of it will be old service developed in new ways."

Charles David Fink

Senior VP/chief creative officer, Greenhouse Networks, America Online, Dulles, Va.; b. Jan. 31, 1959, Westchester, N.Y.; BA, film, Sarah Lawrence College, 1981; MA, film, Art Institute of Chicago, 1983; assistant producer "Nothing in Common," TriStar Pictures, 1985-86; Walt Disney Pictures, Los Angeles: creative executive, animation, 1987; director of production, 1988; VP of production, 1989-92; chief operating officer, Virtual World Entertainment, Chicago, 1992-96; current position since February 1996; m. Jane Hostick, Sept. 1, 1984; children: David, 9; Michael, 7; Betty, 2

areas of production. The talent was gathered and the transformation took place.

During his tenure there, Disney Pictures turned out a string of animation hits, including "Roger Rabbit," "The Little Mermaid," "Beauty and the Beast," "Aladdin" and "The Lion King"—a story line he suggested.

With Schneider and Roy Disney as his mentors, Fink was named director of production in 1988 and vice president of production in 1989. He was particularly pleased with his position on the animation side. "I was the only one doing the animation stuff. These poor guys in live action were beating each other up to get ahead. But I got to be sort of a specialist," he says.

He got offers from other major studios, but didn't see the sense in making the jump and trying to recreate what had been accomplished at Disney. He was looking for something different, though, and Tim Disney pitched him on an opportunity with a new media company he had acquired called Virtual World Entertainment.

At that time Virtual World had a multiplayer location-based game in Chicago called Battle Tech. Interested in gaining operating skills beyond those he exercised at Disney in developing films, Fink made the move to become executive vice president and chief operating officer at Virtual World in mid-1992.

Ultimately, he helped develop Battle Tech into an animation series and attendant merchandising products. "I really got to be a grown-up and run a company," he says.

After that, the move to America Online to create hybrid multimedia seemed a natural one. Fink started talking to AOL in late 1995 and saw striking similarities to the situation he had walked into at Disney. He would be the only person doing his job: developing online entertainment properties with the prospect of migrating them to television.

"Here, we're really building off the traditions of a lot of disparate businesses," including TV, publishing and software, he says. "I think there's a set of new applications that this medium will develop. And some of it will be old service developed in new ways."

Next on his list at AOL is the creation of a sports channel to rival ESPN SportsZone and expansion of AOL's entertainment channel with an area on mainstream movie-making. Bringing things full circle, Fink says animation eventually will have a presence there too.

—RT



Growth spurt

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

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

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

Special Report: Children's Programming

Issue Date: July 28 • Ad Close: July 18

**Broadcasting
& Cable**

ONE MARKETPLACE. ONE MAGAZINE.

Advertising Offices: New York 212.337.6940 Los Angeles 213.549.4113

Western Technology/Cable 317.815.0882 Washington D.C. 202.659.2340

Website Listings & Classified Ads: 212.337.7073

Fates & Fortunes

BROADCAST TV

Diane Feinbloom, director, sales, WDCA (TV) Washington, named VP/GM.

Perry Boxx, news director, KRIS-TV Corpus Christi, Tex., joins KTNV (TV) Las Vegas in same capacity.



Holland

Jim Holland, news director, KTVT (TV) Dallas/Fort Worth, named VP, news.

Nancy Dickson, director, public affairs, WSPA-TV Spartanburg, S.C., named director, community affairs and special projects, Spartan Communications Inc. (parent of WSPA-TV).

Paul Wilson, national sales manager, WLVI-TV Cambridge, Mass., joins WABU (TV) Boston as local sales manager.

Russell Hamilton, president/GM, KGAN (TV) Cedar Rapids, Iowa, joins WOLO-TV Columbia, S.C., as GM.

Lisa Churchville, VP, sales, WCAU (TV) Philadelphia, joins WJAR (TV) Providence, R.I., as president/GM.

Ted Gurley, sales manager, Katz National Television, Dallas, adds Katz American Television there to his responsibilities.

Diann Karnitsky, sales executive, Katz Continental Television, Los Angeles, named sales manager, Gold team.

Daniel Marcu, research analyst, Katz Continental Television, New York, named research manager.

Bob Calvert, national sales manager, WIBW-TV Topeka, Kan., joins KSNT (TV) there as general sales manager.

Michelle Fink, director, creative services, KFOR-TV Oklahoma City, named VP, creative and on-air services.

Lee Minard, director, advertising and promotion, WCBS-TV New York, joins WMAR-TV Baltimore as director, creative services.

Marcia Alvar, host/producer, *Upon Reflection* (public TV interview program), joins *The Savvy Traveler*, a new travel show produced by USC Radio Productions, Los Angeles.

Sarah Carlstrom, weekend anchor/

reporter, KDRV (TV) Medford, Ore., joins KDLH (TV) Duluth, Minn., as news anchor, morning and noon newscasts.

Appointments at WDAF-TV Kansas City, Mo.: **Adam Benson**, news producer, NorthWest Cable News, Seattle, joins as producer, *Primetime*; **Sapna Jos**, producer, *Saturday/Sunday Morning*, named producer, *Primetime*; **Aaron Romek**, news producer, WOWK-TV Huntington, W.Va., joins as weekend producer; **Courtney Maxwell**, anchor/producer, WHO-TV Des Moines, Iowa, joins as anchor, *Fox 4 Saturday/Sunday Morning*; **Kim Byrnes**, anchor/reporter, KSPR (TV) Springfield, Mo., joins as reporter, *Primetime* and *Fox 4 News at Ten*; **Natalie Woods**, producer, WMBD-TV Peoria, Ill., joins in same capacity.



Malveaux

Suzanne Malveaux, general assignment reporter, WRC-TV Washington, joins NBC News, Washington, as network correspondent.

Appointments at WUAB (TV) Lorain/Cleveland, Ohio: **Cynthia Tinsley**,

anchor/reporter, WXIA-TV Atlanta, joins as weeknight co-anchor, *Ten O'Clock News*; **Will Starks**, VP, Stern Advertising Inc., Cleveland, joins as brand manager.

Tina Schultz, local commercial coordinator, WJXT (TV) Jacksonville, Fla., named operations manager.



Goldman

Ed Goldman, VP/GM, WBZ (AM) Boston, named VP/GM, WBZ-TV there; **Bill Aber**, GM, WBZ-TV Boston, named VP, business development, CBS Cable.

Parker Cannan, station manager, KAMR-TV Amarillo, Tex., named president/general manager.

Jim Church, news director, WTVC (TV) Chattanooga, joins WJXX (TV) Jacksonville, Fla., in same capacity.

Gregg Hayes, research director, KSAZ-TV Phoenix, named director, programming and research.

Gary Avenel, local account executive, WGNO (TV) New Orleans, named national sales manager.

Michael Wolff, regional director, marketing and advertising, WPGH-TV and WPTT-TV Pittsburgh, named station manager.

Mark Bullock, general assignment reporter, WRBL (TV) Columbus, Ga., named weekend anchor, 6 and 11 p.m. newscasts.

Frank Whittaker, executive producer, 10 p.m. newscast, WLS-TV Chicago, named assistant news director.

Ann Zeiser, senior VP/director, public relations, McDougall Marketing, Advertising and Public Relations, Peabody, Mass., joins WGBH-TV Boston as director, national promotion.

PROGRAMING



Austin

Appointments at Carsey-Werner Distribution, Los Angeles: **Susan Austin**, VP, research, named senior VP, research and strategic planning; **Michael Chinery**, territory manager, East,

named division manager.

Appointments at GRB Entertainment, Studio City, Calif.: **David Kovacs**, chief financial and operating officer, Pittard Sullivan and Nu Pictures Inc., joins as CFO; **Michael Rose**, president/CEO, Times Mirror Multimedia, joins as COO.

Virgil Dominic, consultant, joins Malrite Communications Group, Cleveland, as executive director, news services.

Ned Kandel, television producer, joins Children's Television Workshop, New York, as executive producer, *The New Ghostwriter Mysteries*.

Simon Kenny, VP/managing director, Buena Vista International Television, joins Walt Disney Television International (Latin America), Miami, as senior VP/managing director.

Bob Lanning, coordinating producer/director, venue production, Atlanta Olympic Broadcasting, joins Turner Sports, Atlanta, as coordinating pro-

Fox Liberty Network appointments

Richard Battista, senior VP, Fox Sports International, and GM, Fox Sports Americas, named executive VP, Fox/Liberty Networks, and



Battista



Morton

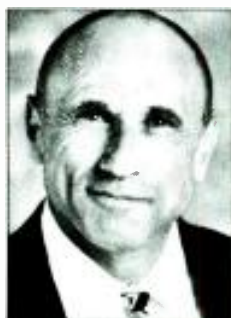


Honeycutt

head, Fox Sports International; **Angela Morton**, head, network planning, Star TV, Hong Kong, named senior VP, network development; **John Honeycutt**, director, promotion operations, Fox Sports Net, Los Angeles, named VP, production operations, Fox Sports Net.

ducer, special events.

Appointments at Fox Broadcasting Co., Beverly Hills, Calif.: **Stephen Weinheimer**, VP, on-air promotion operations, named senior VP, promotion production; **Gavin Glynn**, assistant to senior VP, specials and alternative programming, named production manager, specials.



Jacobson

Jake Jacobson, senior VP, business affairs, Paramount Television Group, Hollywood, named executive VP, business affairs, network television division.

Cynthia Hudson-Fernandez, senior

VP, programming and creative services, United Family Communications, joins Hearst Entertainment, Miami, as senior VP, *Cosmopolitan* Television Development Project.

Appointments at Public Broadcasting Service, Alexandria, Va.: **Alan Foster**, executive director, syndication services and fund-raising programming, named

VP: **Steven Gray**, director, program scheduling, planning and standards, named senior director; **Pat Hunter**, senior director, program administration and communications, named VP; **Donald Thoms**, senior director, program management, named VP; **John Wilson**, senior director, program scheduling and editorial management, named VP.

Michael DiPasquale, VP, finance and operations, Rainbow Media Holdings Inc., New York, named senior VP.

Jeneane Fountaine Murray, broadcast counsel, CBS New York, joins Children's Television Workshop there as senior counsel, legal and business affairs.

Steven LoCascio, interim CFO, King World Productions Inc., New York, named senior VP/CFO.



DiPasquale

RADIO

Phill Kline and **Mary O'Halloran** join KMBZ(AM) Kansas City, Mo., as hosts, *Phill & Mary* show.



Henderson

Michael Henderson, VP, sales and marketing, Paragon Research Inc., Denver, joins Jones Radio Network, Englewood, Colo., as director, affiliate sales.

Jill Cohen, anchor, WTOP(AM) Washington, joins Associated Press Radio Network there in same capacity.

Appointments at Amcast Radio Sales: **Jon Latzer**, director, sales, Katz Radio, joins as VP/director, sales, New York; **Jamie Kriegel**, senior account executive, named VP/sales manager, Los Angeles; **Mary Tierney**, senior account executive, named sales manager, Chicago; **Bill Freund** joins as VP/sales manager, New York; **Sue Marohl-Freund** joins as director, sales, New York; **Dennis Sternitzky** joins as VP/sales manager, Chicago; **Melissa Sarcia** joins as sales manager, Chicago; **Leslie Heinemann** joins Detroit office as sales manager; **Norman Wondero** joins Minneapolis office as sales manager; **Stan Greenberg** joins St. Louis

office as VP/sales manager; **Nunzio DeGregorio** joins Dallas office as sales manager; **Mark Lively** joins Houston office as sales manager.

Ed Powers, affiliate relations manager, Westwood One Radio Networks, Washington, joins MediaAmerica Inc., New York, in same capacity.

Jack Taddeo, consultant, joins SFX Broadcasting Inc., as senior VP, programming resources, Chicago.

Alan Furst, national program director, NewCity Communications, joins Gulf-Star Communications Inc., Austin, Tex., as VP, programming.

Bonnie Bordins, account supervisor, music editorial, Columbia House, joins SJS Entertainment, New York, as director, rock programming services.

Stacey Goldfaden, account executive, United Stations, joins MultiVerse Networks, New York, as national account manager.

Appointments at ABC Radio Networks: **Julia Atherton**, director, marketing and promotions, KHKS(FM) Denton/Dallas, Tex., joins as director, marketing, Dallas; **Denise Kessler**, project manager, The Interep Radio Store, New York, joins as manager, promotions and merchandising, New York.

Steven McAleer, underwriting director, Northstate Public Radio, KCHO(FM) Chico and KPRR(FM) Redding, both California, adds assistant general manager to his responsibilities.

Charlayne Hunter-Gault, national correspondent, *The NewsHour with Jim Lehrer*, joins National Public Radio, Washington, as chief correspondent in Africa.

Ted Jordan, VP/GM, WODS(FM) Boston, adds WBZ(AM) there to his responsibilities.

CABLE

Appointments at Foxtel, Sydney, Australia: **Rod Thole**, director, cable operations, named COO; **Peter Smart**, chief engineer, named director, engineering and technology; **Don Brooks** joins as engineering manager; **Michael Lilley**, operations manager, named broadcast manager; **Mike Lewis**, production manager, Channel 10, Melbourne, joins as operations manager.

Greg Picker, producer, USA Sports, New York, named senior producer.

Appointments at Viewer's Choice,

New York: **Rebecca Kramer**, account executive, Trylon Communications Inc., joins as manager, corporate communications; **Tony White**, executive director, sales and marketing planning and research, named VP, research.

Appointments at Showtime Networks Inc., New York: **Christopher Montpetit**, supervisor, public relations operations, named manager; **Deirdre Wilson Matthews**, supervisor, photographic services, named manager; **Peter Keramidas**, VP, programing, named senior VP.



Radziwill

Anthony Radziwill, producer, *Prime-Time Live*, joins Home Box Office, New York, as VP, documentaries.

Jon Cherney, national sales manager, Home Team Sports/Westinghouse,

Washington, joins Midwest Sports Channel, Minneapolis, as director, advertising sales.

Tina Curran, VP/assistant media director, Leo Burnett Co., joins E! Entertainment Television, Los Angeles, as VP, advertising and research.

Brad Sherwood, account executive, advertising sales, Fox Sports Pittsburgh, named local sales manager.

Dana Michaelis, head, affiliate relations, The Travel Channel, adds senior VP, affiliate relations, The Weather Channel, Atlanta, to his responsibilities.

Micah France and **Laurence Gevers**, production technicians, Pennsylvania Cable Network, Camp Hill, Pa., named producers.

Ruth Katz, manager, affiliate marketing, America's Health Network, Universal Studios, Fla., named director.

Appointments at Spice Networks, New York: **Steve Shepard**, director, on-air promotion, named VP, on-air promotion and production; **Jackie Israel**, director, named senior director, marketing; **Carroll Tillman**, manager, named director, trade and special events; **Laurie Kessler**, coordinator, named marketing manager.

Appointments at Turner properties: **Cathy Wischner-Sola**, manager, program development, Turner Network Television, Los Angeles, named director; **Jonathan Carreau**, director/producer, WTLN(TV) Jacksonville, Fla., joins

Headline News, Atlanta, as director, Headline News systems; **Iris Grossman**, VP, talent and casting, TNT, named senior VP; **Robin Thomas**, senior project manager, TNT Research, named director; **Michael Thomas**, director, production operations, TNT and TCM, joins Turner Original Productions, Atlanta, as VP, production; **Glenn Kesner**, creative director, Turner Classic Movies, Atlanta, named VP/creative director; **Matthew Zavala** named regional marketing manager, West, Turner Network Sales, San Francisco.

Charles Meehan, manager, advertising sales, MTV Networks, Los Angeles, named director, Western region.

Appointments at Court TV, New York: **Chris Gordon**, journalist, WUSA(TV) Washington, joins as correspondent;

Dan Broden, host, Teen Court TV, adds afternoon anchor, Court TV, to his responsibilities; **Lynne Kirby**, senior producer, Teen Court TV, named director, development/senior producer, educational programing.

Patrick Mulvey, consultant, Coronado Capital Inc., San Diego, joins Cablevision Systems Corp., Woodbury, N.Y., as senior VP, corporate marketing.

Peter Nawrocki, president, All Access, joins MuchMusic USA, New York, as director, advertising sales.

ADVERTISING/MARKETING PUBLIC RELATIONS



Pittard

Billy Pittard, founder/CEO, Pittard Sullivan (with offices in Culver City, Calif., New York, Munich and Hong Kong), named to Promax International board of directors.

Appointments at Adlink, Los Angeles: **Victoria Lins**, manager, advertising and marketing programs, AirTouch Cellular, joins as director, marketing; **Nancy Padberg**, national account executive, *Los Angeles Times*, joins as promotions manager.

Darren Grote, VP, sales and marketing, Marketlink, joins Evergreen Sales and Marketing Services Inc., Daytona Beach, Fla., as director, sales, Eastern region.

Tony Smith-Hastie, financial director,

Quantum International, joins Guthy-Renker International, Palm Desert, Calif., as VP, operations.

MULTIMEDIA

Bob O'Brien, account executive, Seltel, Detroit, named general manager; **Jeffrey Roberts**, director, sales, Seltel's Senators, New York, adds Generals team to his responsibilities.



Walker

Charles Walker, director, broadcast operations, KTLA(TV) Los Angeles, joins Medialink Worldwide Inc., New York, as VP, production.

Appointments at MediaOne, Boston: **Richard**

Woundy, manager, Internet and transaction services development, IBM's Global Network division, joins as director, network technology and standards; **Robert Redella**, senior VP/chief programing officer, American Sky Broadcasting, New York, joins as VP, programing development.

Kim Southard, CFO, Healthsource Tennessee Inc., joins Speer Communications Ltd., Nashville, in same capacity.

Appointments at KRG Sports Dimensions: **Amy Schreer**, account executive, Sports Channel, joins as sales manager, New York; **James Austin**, manager, Los Angeles, named VP/manager; **Maryanne Maguire**, manager, Dallas, named VP/manager.

James Adams, bureau chief, the *Sunday Times* of London, Washington, joins United Press International there as CEO.

Nicole Ellingson, project manager, Reuters America Inc., joins CNN Newsource Sales Inc., Atlanta, as marketing project manager.

ASSOCIATIONS/LAW FIRMS

Theodore Frank, partner, Arent, Fox, Kintner, Plotkin & Kahn, joins Arnold & Porter, Washington, as partner to participate in the expansion of the firm's telecommunications practice.

Jacqueline Leo, editorial director, *Good Morning America*, ABC News, named president, New York Women in Communications Inc.

Robert Levine, principal, Mullin, Rhyne and Topel, joins Vorys, Sater, Seymour and Pease, Washington.

TECHNOLOGY



White

Melinda White, president, infra-Serve Corp., joins Wink Communications Inc., Alameda, Calif., as VP, cable sales.

Jerry Zavitzkovski, sales representative, Western

Manufacturing, joins FWT Inc., Fort Worth, as director, international marketing and sales.

James Kutzner, VP, operations and engineering, Twin Cities Public Television, St. Paul, joins Comark Digital Services, Alexandria, Va., as director, engineering.

Appointments at Philips Broadcast Television Systems Co., Los Angeles: **Lamont Dorrity**, senior project manager, Philips' International Competence Center, Salt Lake City, named district manager, San Diego, Orange County and West Los Angeles; **Mike Lang**, West Coast regional sales manager, Hitachi Denshi, joins as district manager, Northern California, Hawaii and Nevada.

Lewis Kling, senior VP/GM, commercial avionics systems, Allied Signal Corp., joins Dielectric Communications, Raymond, Me., as president.

SATELLITE/WIRELESS

Scott Macdonald, controller, national division, TCI, named VP/controller, TCI Satellite Entertainment (TSAT), Englewood, Colo.

Gerald Allen, VP/managing director, AT&T Communications Services, Ottawa, Canada, and **Todd Kannegieter**, executive director, financial planning and analysis, US West International, join Comsat International, Bethesda, Md., as VPs, European region and finance and planning, respectively.

Appointments at ComStream, San Diego: **Richard Hercules**, VP/GM, operations and engineering, Bell Atlantic Corp., joins as VP/GM, satellite products division; **Gwen Carlson**, director, corporate communications, PCSI, joins in same capacity.

ALLIED FIELDS

Appointments at Itochu Cable Services Inc., Deerfield Beach, Fla.: **Lawrence White**, senior VP, purchasing and product management, Telewire, joins as purchasing manager; **Stephanie Spieth**, sales manager, Antec, joins as Southeast regional manager, based in Atlanta.



Varela

Andrew Varela, product placement specialist, joins Western International Media, Los Angeles, to head new division, Western Product Placement.

Appointments at Universal Studios, Universal City, Calif.: **William Patrizio**, senior director, reengineering, named VP; **Bryan Glover**, VP/controller, studio operations, named senior director, reengineering.

Jane Lee, technology marketing consultant, Apple Computer Inc., joins Digital Planet, Culver City, Calif., as VP, sales and marketing.

Appointments at Integrated Computing Engines Inc., Waltham, Mass.: **Nick Accomando** joins as COO/VP, operations; **Geoffrey Parkhurst**, chief scientist, ColorAge Inc., joins as chief technology officer; **Diane Turner Tyler** joins as program director, strategic relations.

Alan Hamersley, VP, technology development and advanced product sales, Disc Manufacturing Inc., Anaheim, Calif., joins The Rank Group Plc film and entertainment services division, Los Angeles, as senior VP, DVD development.

Appointments at Northwest Teleproductions: **Nancy Reid**, VP, sales and marketing, Chicago, named VP/GM; **J.P. Shives**, GM, Southwest Teleproductions, Dallas, named VP; **Bret McQuinn**, senior editor, StagePost, Nashville, joins Minneapolis office as senior online editor, Post & Transfer (post-production boutique of NWTL).

Appointments at Viewpoint, Boston: **David Shilale** joins as senior producer; **Jane Funke Holland** and **Christina Brigham** join as designers; **Carrie Larson** joins as producer.

Pierre Sissmann, president, Disney Consumer Products, Europe, Middle East

and Africa, based in Paris, adds executive VP, The Walt Disney Co., Europe, to his responsibilities.

Randi Goodman, director, licensing, Alaska Momma licensing agency, joins New Line Television, New York, as director, domestic licensing and merchandising.

TELEMEDIA

Appointments at Columbia TriStar Interactive, Los Angeles: **Robert Tercek**, founding partner/creative director, 7th Level Inc., joins as VP, online programming; **Stever Katz**, technology consultant, joins as VP, technology and production.

Michael Whelan, president, Trade-media.net, Philips Electronics, joins NBC Interactive, New York, as VP, advanced technology.

Steven Stanford, VP, new media and business development, International Creative Management, Hollywood, joins Cowen & Co., San Francisco, as VP, technology investment banking group. He will concentrate on financing for Internet, media and entertainment companies.

DEATHS

M.C. "Mort" Watters, 87, broadcast pioneer, died June 5 at his home in Indian Hill, Ohio. Watters retired from his post as executive VP of Scripps Howard Broadcasting in 1981. He launched WCPO-TV Cincinnati (owned by Scripps) in 1949 and also played a major role at WCPO(AM). Watters's ability to spot talent and his belief in the importance of local programming and news put WCPO radio and television on the map. In 1950, *Variety* named him TV's Man of the Year. He is survived by his wife, Paula, and three children.

Sidney Joseph Levet III, 61, engineer and station owner, died June 6 of myelodysplasia, a bone marrow disease. Levet worked as an electrical engineer in the FCC Broadcast Bureau before putting WCKW-FM LaPlace, La., on the air in 1966. In 1970 he launched WCKW(AM) Garyville, La., and worked as a radio engineering consultant. Levet is survived by his wife, Loren, and three children.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

King World has sold its new talk/variety show starring Roseanne to five NBC O&Os:

WNBC(TV) New York, KNBC(TV) Los Angeles, WMAQ-TV Chicago; WCAU-TV Philadelphia and WRC-TV Washington. It's the first major deal between KWP and the NBC station group. Sources say the show sent for \$100,000 weekly license fee, with 10-1/2 minute local 3-1/2 minute national barter split. KWP had talked about the show to several other groups, including CBS, Post Newsweek and Hearst.

In the wake of John Agoglia's decision to leave the network (see story, page 45), **NBC named Harold Brook and Jerry Petry executive VPs.** Brook will oversee NBC and NBC Studio Business Affairs; Petry will handle NBC Enterprises. Brook has been with the network since 1987 and has served as senior VP, business affairs and business affairs administration, since 1993. Petry joined NBC in 1976

and has been senior VP, finance and business operations, NBC West Coast, since 1993. Agoglia



Petry (l) and Brook

stepped down as NBC Enterprises president last week after 18 years with network.

Arbitron is seeking \$5 million in punitive damages and \$100,000 in actual damages in a lawsuit against Phoenix Broadcasting Corp., owner of KYEA(FM) West Monroe, La., on grounds that a KYEA employee returned four falsified diaries to Arbitron last spring. Arbitron says an in-house investigator was paid \$100 by a KYEA executive for four diaries that were returned to Arbitron's processing headquarters with

"extensive KYEA listening entries." Arbitron says it has information that a KYEA employee turned in five falsified diaries during the winter 1996 survey as well. Arbitron says it will delist KYEA from its spring 1997 report.

The FCC last week adopted a schedule of fines for violations of its rules.

The table includes base fines that companies can expect to pay if found in violation of the corresponding rule.

Dateline NBC was the big winner of the Edward R. Murrow

awards for excellence in electronic journalism, given out annually by the Radio-Television News Directors Association. The show won for spot news coverage, investigative reporting, feature reporting, sports reporting and best new series. ABC won two awards in the network/syndication category, one apiece for *Nightline* (continuing coverage) and *Turning Point* (documentary). Univision beat out the competition for best newscast, becoming the first foreign-language news operation to win that award and only the second foreign-language service to win a Murrow award. CBS was shut out of the network news category. On the network radio side, ABC took four awards: overall excellence, newscast, continuing coverage and feature reporting. TV station winners in the overall excellence category were KARE(TV) Minneapolis (large market) and WJXT(TV) Jacksonville, Fla. (small market). Overall excellence winners among radio stations were WBAL(AM) Baltimore (large market) and WHO(AM) Des Moines, Iowa (small market). Fifty-two award winners were select-

ed from almost 2,000 entries.

Late last week Paramount Domestic Television cleared *The Howie Mandel Show* in Phoenix (KPNX[TV]); Cleveland (WKYC-TV); West Palm Beach, Fla. (WPTV[TV]); San Diego (KUSI-TV), and Albany, N.Y. (WTEN[TV]). The show is set to go into syndication in fall 1998. Paramount officials say they have yet to approach the top three markets: Los Angeles, New York and Chicago. Terms of the deals were not released, but the barter element is said to be 10-1/2 minutes local and 3-1/2 national. Industry sources say Paramount has been having trouble finding its desired daytime-early fringe clearances. Paramount had been counting on placing *Mandel* in time periods occupied by *The Maury Povich Show*, which moves to Universal at the end of the year, sources say.

To quell consumer concerns about purchasing NTSC large-screen TVs now that the switch to HDTV sets looms on the horizon, **Zenith has announced a trade-in program** called the "Ultimate Cutting-Edge Pledge." Under the program, buyers of 32- to 60-inch Zenith sets between Aug. 1 and Dec. 31, 1997, will be able to apply the purchase price toward a Zenith HDTV set until Dec. 31, 1999. Zenith is also offering a \$100 rebate on DTV converter boxes until Dec. 31, 1999, to consumers buying large-screen sets in the same time frame. Zenith HDTV sets should be available late in 1998; converter boxes are due in 1999.

After five and a half years in the post, ABC drama pro-



Remembering when

The Museum of Broadcast Communications celebrated its 10th anniversary with a black-tie "Salute to Television" gala in Chicago featuring numerous personalities spanning the medium's history. More than 500 people attended, raising over \$100,000 for the museum. Among the revelers were (l-r) Bruce DuMont, the museum's director/founder; CBS's Mike Wallace, and broadcasting pioneer Red Quinlan.

Stewart plants future in radio

Lifestyle guru Martha Stewart has announced plans to host a daily radio feature, *askMartha*, syndicated by Westwood One in partnership with Stewart's company, Martha Stewart Living OmniMedia. The



Martha Stewart and Westwood's Mel Karmazin hope 'askMartha' will stir up interest among radio listeners.

show will debut later this summer. In addition, Stewart will host four live, multihour radio specials for Westwood One. Listeners will be able to call in for her advice on gardening, home decorating and the like. Westwood One also plans to develop station promos to give advertisers an exclusive local spot during the program. —DP

graming VP **Greer Shephard is leaving**. Shephard oversaw the development of five new dramas scheduled for ABC's 1997-98 prime time season and a sixth that's on tap for mid-season. Sources say Shephard had indicated earlier that she intended to leave, but agreed to stay through the end of the most recent development process.

Joe Keenan has signed a three-year deal to develop comedy series for the network TV division of Paramount Television Group. Keenan, who has worked as supervising producer and writer for NBC's *Frasier*, also has been named that show's co-executive producer. Keenan has been with *Frasier* since 1994.

Constance Marie has joined the cast of NBC's new fall sitcom *Union Square*. Marie will play Gabriella Valdez, an

actress with dreams of making it on Broadway. The show, which centers on a diner called Union Square, will air Thursdays at 8:30.

Business is getting a bad name on prime time network TV, according to a study by Alexandria, Va.-based Media Research Center. "Businessmen Behaving Badly" looked at 862 sitcoms, dramas and made-fors over 26 months and concluded that there was a "deep, passionate and pervasive" bias against businesspeople.

America Online President **Robert Pittman** is the scheduled keynote speaker at the National Association of Broadcasters 1997 Radio Show to be held in New Orleans Sept. 17-20.

Gateway 2000 made a play to get into the server technology business last week, agreeing to buy **Advanced Logic Research for \$194 mil-**

lion. ALR will continue to produce its Intel-based PC servers as a Gateway unit. On the consumer front, Gateway introduced a DVD-equipped Destination Big Screen PC/TV. It will cost \$3,199 when it starts shipping next month.

Time Warner plans to launch its Road Runner high-speed Internet access service on Oceanic Cable in Oahu, Hawaii, in the fourth quarter. This iteration of Road Runner will be equipped with a customized version of Microsoft's Internet Explorer browser and the Microsoft Commercial Internet System, software for commercial services.

GT Interactive Software signed a deal with MTV last week to publish several software titles using MTV animation properties, including *Beavis and Butt-head* and *Aeon Flux*. The company plans to release the first of its MTV games next year.

Cigna Corp. renewed its

commitment to the PBS family series *Adventures from the Book of Virtues*. The company is underwriting 13 new episodes of the series.

ABC Radio Networks says its Radio Disney children's radio format earned an average 1.3 rating/9.4 share among children 5-9 during its three-month trial in five markets. The data—compiled by Statistical Research and Stratford Research—were the first released by ABC since the 24-hour format was launched in January on AM stations in Atlanta, Dallas, Minneapolis and Salt Lake City. ABC, which added a Seattle outlet midway through the trial, says it wants to sign 150 markets to the 24-hour children's format by adding 25-30 stations annually. Radio Disney will be offered on a barter basis as a full-service format, and will not be offered as an hour-by-hour service.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"...Well, I just wish to (a *# you people would make up your minds what you want in this *%@!! rating system."

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletesting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting-Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Inc. 'Reg. U.S. Patent Office'.

Cahners

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly except at year's end when two issues are combined by Cahners Publishing Co. 245 West 17th St. New York, NY 10011. Cahners Publishing Co. is a division of Reed Elsevier Inc. 275 Washington St. Newton, MA 02158-1630. Bruce A. Barnett, President and Chief Executive Officer; Jackie A. Daya, Vice President and Chief Financial Officer; Mark Lieberman, Executive Vice President. *Broadcasting & Cable* copyright 1997 by Reed Elsevier Inc. All rights reserved. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Properties Inc. used under license. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post International Publications Mail Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster: please send address changes to *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Rates for non-qualified subscriptions, including all issues: USA \$129; Canada \$169 (includes GST); Foreign Air \$350; Foreign Surface \$199. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues, except for special issues where price changes are indicated, single copies are \$7.95 US, \$10 foreign. Please address all subscription mail to *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600). Cahners Publishing Co. does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

Incorporating The Fifth Estate TELEVISION Broadcasting

The First still comes first

"Our republic and its press will rise or fall together."

It was a newspaperman who contributed that truth to our national legacy, but it's applicable to the electronic press as well. That's what the First Amendment is all about. That is why this publication has sought for 65 years to secure First Amendment protections for radio and television. It is why we rise so quickly to protest all efforts to impinge on the free and full exercise of the news and entertainment capabilities of broadcasting and cable.

We are as aware as anyone of the shortcomings exhibited by radio and television. But we are aware, too, of their strengths. One of those strengths is that they truly represent what the people want. They can never get too far in front of the country without suffering the penalty. That is one reason, among many, that the current attempts to assign national ratings to broadcast and cable programming will fail. The people will have their way—and their *Melrose Place*.

And that's perfectly proper. Our fight for the First Amendment is not confined to political speech. We deplore second-class status for the electronic media on all levels and in all fields of artistic endeavor. We resist the notion that because broadcasting is universal, it must meet the test of common denomination. Society will never know how high radio and television can soar until these media are set free from the restraints of government. (Yes, we know—nor how low they can sink. We submit that radio and TV take the higher roads most of the time, and because they want to, not because they're made to. The one thing all should have learned by now is that creativity cannot be legislated.)

The instant problem is with those aforementioned national ratings. The television industries involved have walked away from the negotiating table, citing Vice President Gore's "unwarranted" intervention. This page has always urged broadcasters to refuse the order to construct a "voluntary" ratings system and, instead, to challenge the V-chip

and ratings principle in court. We have held that no ratings system would ever satisfy those whose real motive is to restrict or change what television puts on the air. Yes, it's today's fight. But more important, it's tomorrow's. Those with the privilege and responsibility of setting policy for broadcasting and cable today must know that they are setting policy for the republic and its press forevermore.

It's time not only to step away but to stay away from that negotiating table. Broadcasting and cable must set their own courses, their own policies, their own standards. They must proactively pursue the public interest. It is not the Vice President's job to define how television is to be a public trustee. It is clearly a job for broadcasters.

As it happens, the joint board of the National Association of Broadcasters is meeting in Washington as these and other regulatory incursions crash about the industry. The 62 members of that board should remind themselves that the First Amendment is the first principle of broadcasting, not the last, and that it is not a quid to trade off for every quo that comes along. They should stand with Joseph Pulitzer, the author of the quotation that leads this editorial, in defending the republic and its broadcast press.

NAB President Eddie Fritts and his staff have every reason for satisfaction with their stewardship. Theirs is a lobbying organization second to none in Washington. But their job will not be done until full First Amendment protection has been secured for radio and television. Whether it's digital spectrum or analog givebacks or liquor ads, there will never be an issue of equal or greater concern to broadcasters than the freedom to program. If the board believes that, it should make it clear in assigning priorities to the staff. And if it doesn't, broadcasting as an institution is in trouble.

There always will be issues or concerns that directly affect today's bottom line or the potential for profit in the future. And there always will be threats to the First Amendment. The medium can't protect itself; it relies on the public trustee. That trustee is the broadcaster, whose responsibility is to the medium's long-run welfare, not its short-run profit.

Washington 1705 DeSales Street, N.W. Washington, DC 20036
Phone: 202-659-2340 Editorial Fax: 202-429-0651

Harry A. Jessell, executive editor
Mark K. Miller, managing editor
Kira Greene, assistant managing editor (special projects)
John S. Eggerton, assistant managing editor
Dan Trigoboff, senior editor
David R. Borucki, art director
Kim McAvoy, contributing editor
Elizabeth A. Rathbun, **Chris McConnell**, assistant editors
Paige Albiniak, staff writer
Rick Higgs, systems manager
Denise P. Smith, **Kenneth R. Ray**, graphic artists
Winslow Tuttle, proofreader

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028
Stephen McClellan, bureau chief
John M. Higgins, assistant managing editor (cable)
Richard Tedesco, associate editor (Telemidia)
Donna Petrozzello (radio),
Glen Dickson (technology), staff writers

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036;
213-549-4100; Fax 213-937-4240
Lynette Rice, bureau chief
Joe Schlosser, staff writer

Denver 28310 Pine Dr., Evergreen, CO 80439
303-670-4124; Fax 303-670-1082
Price Colman, bureau chief

www.broadcastingcable.com

Broadcasting & Cable
The Newsweekly of
Television and Radio
Founded 1931

Peggy Conlon, vice president/group publisher
Donald V. West, editor/senior vice president

Cahners Publishing Co.

Bruce Barnet, president and chief executive officer
Mark Lieberman, executive vice president
Richard Vitale, vice president, operations and planning
Dan Hart, group controller
Robert W. DeAngelis, circulation director
Sharon Goodman, director of manufacturing and distribution
Louis Bradfield, distribution director
Eric Peterson, acting production manager
212-463-6571; Fax 212-463-6563

Circulation Inquiries

Broadcasting & Cable: 800-554-5729
Broadcasting & Cable Yearbook: 800-521-8110

Sol Talshoff, Founder and Editor (1904-1982)
Lawrence B. Talshoff, Chairman Emeritus

Los Angeles 213-549-4113; Fax 213-937-5272

Gary Rubin, national advertising director
Craig Hitchcock, account executive
Chuck Bolkom, account executive, (technology/cable).
San Francisco. CA 317-815-0882; Fax 317-815-0883
Kathleen Shuken, administrative assistant
Barbara Wise, director of creative services

New York 212-337-6940; Fax 212-337-6947

Randi T. Schatz, director of special projects,
international sales director
Millie Chiavelli, director of cable advertising
Robert Foody, director of technical advertising
Yvonne Pettus, **Julie DesRoberts** account executives
Lisa M. Murphy, executive assistant, special projects
Joan Miller, executive secretary
Estrella Diaz, executive assistant
Antoinette Fasulo, classified advertising manager
Doris Kelly, telemarketing sales representative
Sandra Frey, classified advertising representative
Classified 212-337-7073; Fax 212-206-8327

Yukari Media (Asia): 81-6-956-1125;
Fax 81-6-956-5015

London Paramount House, 162-170 Wardour St. W1V3AT;
44-171-437-0493; Fax 44-171-437-0495

Meredith Amdur, **Lloyd Shepherd**, international editors
BCC (United Kingdom & Europe):
44-171-437-0493; Fax 44-171-437-0495



Music programming is hitting just the right note for cable and network programmers and syndicators. With increased channel capacity ahead, industry insiders predict a sharp demand for musically-oriented ventures. PBS continues to make music shows a top priority. And while *MTV* and *VH1* may be the cable leaders of the band, numerous music-driven cable networks such as *BET on Jazz*, *The Box* and *Country Music Television* — along with dozens of up-and-coming music channels — are orchestrating record numbers of viewers.

On September 1, *Broadcasting & Cable* examines *Music Programming*. If you are involved in any facet of the music business and you want to reach top-echelon cable and broadcasting network decisionmakers, you'll want to be part of this issue. Toot your own horn and reach 35,000 leaders in electronic communications. Contact your advertising sales representative to reserve your space today.

Special Report: Music Programming
Issue Date: September 1 • Ad Close: August 22

**Broadcasting
& Cable**

ONE MARKETPLACE. ONE MAGAZINE.

Advertising Offices: New York 212.337.6940 Los Angeles 213.549.4113
Western Technology/Cable 317.815.0882 Washington D.C. 202.659.2340
www.americanradiohistory.com

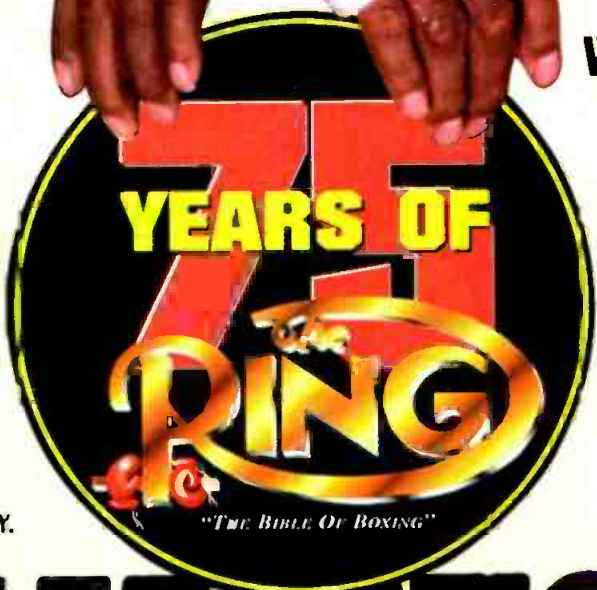
★ MUHAMMAD ALI ★ JAKE LAMOTTA ★ KEN NORTON ★ JOE FRAZIER ★

RANDALL "TEX" COBB ★ GENE FULLMER ★ BERT SUGAR ★ CARMEN BASILIO ★ TOMMY HEARNS

★ TERRY NORRIS ★ ARTHUR MERCANTE ★ DAVE BONTEMPO ★ THOMAS HAUSER ★ JOSE TORRES



CLASSIC SPORTS NETWORK
PRESENTS ANOTHER ORIGINAL
PROGRAMMING EVENT.
THE RING AT 75
CELEBRATING 75 YEARS
OF GREAT BOXING WITH
THE RING MAGAZINE. IT'S
PART OF AN INCREDIBLE
WEEK OF BOXING
EXCITEMENT, FEATURING
'CLASSIC RIVALRIES' FROM
CLASSIC SPORTS NETWORK'S
UNPARALLELED BOXING LIBRARY.



WHO IS THE ALL-TIME
BEST FIGHTER?
WHAT WAS THE
BEST FIGHT?
WHAT WAS THE
BEST KNOCKOUT?

A CELEBRATION OF BOXING'S BEST

A CLASSIC SPORTS NETWORK ORIGINAL PRESENTATION

Premieres June 27, 8:00pm ET; 5:00pm PT



**CLASSIC
SPORTS
NETWORK**

HOSTED BY DICK SCHAAP
Don't miss your chance to see boxing's
all-time greats.

**THE GREATEST NEW NETWORK
IN THE HISTORY OF SPORTS.**



**CLASSIC
SPORTS
NETWORK**

★ BOBBY CZYZ ★ EDDIE FUTCH ★ DON DUNPHY ★ ANGELO DUNDEE