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Bud Paxson Stationed to Create No. 7

No.3 on List of Top 25 TV Groups Plans Next Network

Hollywood Turnover's Toll on Prime Time

Subscriber Losses Mount at TCI

Karmazin Says Cash Is For Closers

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June 30, 1997

TOP OF THE WEEK / 4

Musical chairs TV networks spent last week getting rid of the old to make way for the new. Big changes took place in the executive suites at ABC, Fox, UPN and CBS. / **4**

TCI faces sinking sub numbers, but profits are up Tele-Communications Inc.'s flurry of deals to hand off systems to other operators isn't the only way the company is shrinking its subscriber base. When the second quarter closes this week, the MSO will once again have suffered sharp internal losses in basic and pay cable customers. But its cost-cutting is boosting profits. / **8**



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No spectrum fees in budget bills Broadcasters dodged spectrum fees last week as the balanced budget package passed in the House and the Senate. The threat is not completely dispensed, however. / **14**

Ratings deal in limbo Broadcasters' demands for legislative assurances from lawmakers and advocacy groups last week stalled an expected deal on TV ratings. Before they sign off on a modified ratings system, broadcasters want a guarantee of a three-year moratorium on TV ratings legislation. / **14**

Supreme Court rejects CDA With the Supreme Court's decisive rejection of Congress's attempt to regulate Internet content, 'Net critics scramble to find a way to make cyberspace safe for kids. / **16**



Stu Bloomberg was named chairman of ABC Entertainment. / **6**

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CBS commissions sales force

In an effort at motivation, sales reps in the CBS-owned television sales force, who now earn about 75% of their compensation from salary, will work on straight commission starting July 1. / **48**

PolyGram will try 'Total Recall'

PolyGram Television has acquired the U.S. distribution rights to Alliance Communications' production of *Total Recall: The Series*. PolyGram Television President Bob Sanitsky says the series will rival *Star Trek* and other sci-fi hits. / **48**

ABC will roll out children's radio nationally

ABC Radio Networks last week touted listenership surveys for Radio Disney that show audience response on a par with two similarly targeted ABC networks. / **65**



Chris Spencer will host 'Vibe.' / **49**

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Thomson out at TCI Leo Hindery continues to reshape TCI top management, as Bob Thomson of TCI's media relations team departed last week. More are likely to follow, observers say. / **66**

Magness will contested

Sharon Magness, widow of TCI founder Bob Magness, has filed a lawsuit contesting her late husband's will, which left her \$35 million. The bulk of the estate was left to two sons from Magness's first marriage. / **66**



Fox/Liberty will be bidding against ESPN for sports rights. / **68**

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KGO-TV taps Tek for news conversion KGO-TV, the ABC O&O in San Francisco, has chosen Tektronix to replace its entire news production system with a disk-based architecture in a deal worth almost \$5 million. / **76**

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Peacock in the Web NBC will become the first major broadcast network to get serious about interactive programming this fall when it builds interactive elements into prime time and weekend content. / **79**



COVER STORY

Bud Paxson adjusts his sights

Lowell "Bud" Paxson has already built the nation's seventh over-the-air television network. But Paxson looks to change his "nfcMall" to a different kind of network. / **42**

Cover photo by John Lopinot/
Black Star

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Churn up, shares down in L.A.

Turnover among programers cited by some as disruptive to long-term strategies

By Lynette Rice
HOLLYWOOD

Six percent fewer households tuned in broadcast television last season?

If you're a network executive that's easy enough to rationalize: distinctive programming was out, copycat programming was in. There was too little strategy and too much mudslinging. And forget about trying to present a unified front against cable.

One reason seldom voiced is instability at the helm, despite the fact that executive turnover at the networks has become as commonplace as their reliance on in-house production. Personnel changes in programming can often mean a change in strategy for prime time, not to mention a whole new set of ideas about what makes a good show.

"Never in history has there been such a revolving door of executives," says Jamie Kellner, CEO of The WB—which, unlike its network competitors, has enjoyed some stability in its top slots. "And people scratch their heads and wonder why the shares are going down. There's no stability. Nobody's there long enough to get their stride going."

"It genuinely takes two years to figure out any business," says Peter Chernin, president of News Corp., which owns the Fox network. "There's always a learning curve, which comes with huge cost ramifications. A new person will want to throw out the old stuff, overspending to make their mark on the market.... Senior corporate management can be accused of shortsightedness. But on the flip side, there's a time when change is appropriate."

ABC would say that time came for the number-three network last week,



Fox's 'Party of Five'—which debuted in 1994 to slow growth until it hit pay dirt last season—survived two network presidents, Sandy Grushow (l) and John Matoian (c), and is into its third, Peter Roth.

when ABC President Bob Iger announced that Entertainment President Jamie Tarses—whom he and other Disney executives recently defended as needing no help—was about to get a new supervisor: Stu Bloomberg.

A 19-year veteran of the network, Bloomberg was named chairman of ABC Entertainment—a post vacated in January by network veteran Ted Harbert (see box, page 6). Bloomberg also represented the ninth executive change in prime time series development at ABC in the past 12 months, starting with Tarses' hire, through some early in-house promotions and the addition of number-two Rob Dwek and extending to the departure of programming executives Kim Fleary, Mike Rosenfeld and, most recently, Greer Shepherd.

Tarses, who has indicated a willingness to stick around despite having been one of the last to learn of her new

boss, issued this statement last week: "Since my first years in television, I'd heard incredible things about Stu and his skills as a creative executive, so it's a privilege to finally get to collaborate with him. And selfishly, I'm also looking forward to having someone alongside me in the hot seat."

For the creative community, it was a mind-blowing turn of events. "I've known Stu for about 12 years, and I've spent maybe a total of 12 minutes with Jamie," says one producer who has a show on the ABC schedule next season. "Who do I call?"

Yet the revolving door at ABC was in motion before last season, especially for those involved in freshman series that now sit on the cutting room floor.

When the producers of *Relativity*, for instance, were pitching the drama to ABC, the meeting included Harbert, Bloomberg, Shepherd, and Steve Tao—the last two of whom were drama executives. Since then, every one of those executives has a new title or new responsibilities elsewhere. Tarses ultimately embraced the series, which nevertheless died because of low ratings and a dismal Saturday night slot.

"[Executive turnover] is most relevant to shows on the bubble, shows that if they were embraced might have a chance to succeed but [otherwise] will surely fail," says one studio head.

Bloomberg isn't buying the instability theory or a causal connection with what's right or wrong with prime time programming.

"I think all it speaks to is that this is a tough job and ABC is just recognizing what it takes to get this done," Bloomberg told BROADCASTING &

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CABLE. "If we can take advantage of the creative muscle the network has, that's what we're going to do."

And some bubble shows can survive in spite of changes at the top. Fox's *Party of Five*—which debuted in 1994 to slow growth until it hit pay dirt last season—managed to survive two network presidents—Sandy Grushow and John Matoian—and is into its third, Peter Roth. In the meantime, many shows that were developed under Matoian's rule—he came in with a mandate to improve the network's demographic reach—have since been dropped from the schedule.

No matter how prime time eventually fares, heavy turnover at the top is here to stay, industry sources say. "It is so much more competitive, because networks are now part of big multimedia corporations run by people who tend not to be patient," says the studio head. "They really don't have a grasp of the creative process, and there's so damn much money at risk. They don't wish to be patient. They always have one eye on the stock. And taking that into consideration, with all the cable competition and the proliferation of broadcast networks, it's harder to hold on to a job."

"The perfect analogy to network TV is team sports," says The WB's Kellner. "While most of the time it's great to have the one right person, it's not just that person but a whole staff of development and creative executives who make decisions together on a regular basis. If you change the team, take the leader out and half the team leaves, you've got to expect they're not going to play together." ■

Networks play musical chairs

HOLLYWOOD—Throwing out the old to make way for the new applies not only to the fall schedules but also to the executive suites of the TV networks. Here's a rundown of some of the recent turnovers affecting network programming:



Tarses

ABC: Stu Bloomberg last week was upped from creative development president to chairman of the entertainment division, where president Jamie Tarses has presided for only one year. Her number-two, Rob Dwek, has been on the job only a few months. Steve Tao, an ABC drama executive, is expected to be named the new vice president of drama to replace Greer Shepherd, who left the network June 20.

CBS: Leslie Moonves, who's preparing for his third season as entertainment president, has a new senior executive to report to, Mel Karmazin. Karmazin became the head of radio/TV stations after Peter Lund stepped down as CBS Inc. president.

Fox: As Entertainment President Peter Roth prepares for his first fall schedule since taking the job late last year, he'll oversee a department that has no number-two—Bob Greenblatt left this month. The new senior vice president of comedy, former CAA talent agent Cheryl Bayer, replaced the departing Theresa Edy. Danielle Claman was promoted to senior vice president, drama.



Salhany

UPN: CEO Lucie Salhany, who is not renewing her contract in September but will sit on the network's operating board, is reportedly yearning for an in-house hire. Here's one possibility: her number-two, Len Grossi.

Studios: Ken Solomon left DreamWorks syndication to become the new head of Universal's television division, replacing veteran Tom Thayer; Warner Bros. programming executive David Janollari took the high road to start a new film and production company with former Fox executive Bob Greenblatt; Brillstein-Grey Senior Vice President Fernanda Carapinha left the programming ranks for a development deal, while Peter Traugott was elevated to senior vice president.



Moonves

—LR

Stu Bloomberg: Man with a programming past



Bloomberg

HOLLYWOOD—Stu Bloomberg's appointment as chairman of ABC Entertainment is a case of experience following experience. Both he and the man he replaces are ABC programming veterans.

Like Ted Harbert, who after 20 years with the network stepped down as chairman last January, Bloomberg brings nearly two decades of experience to the post. A graduate of Georgetown University with a master's in film from the University of Southern California, Bloomberg joined ABC in 1978 as a program

executive overseeing comedy and variety programs. He subsequently took on development responsibilities in drama as well.

By 1989, Bloomberg was overseeing all prime time comedy and drama development under then-entertainment president Bob Iger. Then Harbert succeeded to the top spot in the early '90s.

Soon after, Bloomberg headed to New York to take his most recent post, president of television creative development for all network dayparts.

Bloomberg's appointment was described by ABC President Iger as heralding the creation of the "strongest possible entertainment team to revitalize our prime time lineup." Yet Bloomberg, who admitted to playing a passive role in the 1997-98 schedule, says he has no plans to undo the work of entertainment president Jamie Tarses.

"I think the schedule is strong. Jamie's done a good job of putting on new series that are distinct and smart and fun, and I really feel confident that they are going to become building blocks to get us back on the road," Bloomberg told BROADCASTING & CABLE.

Whether that means Bloomberg and Tarses will show a united front in public remains unclear. During last summer's annual press gathering, Tarses and Harbert walked onstage to the strains of "Happy Together" by The Turtles.

"I've never chosen the spotlight. Ted was so good at it," Bloomberg says. "But I like opening my mouth." —LR

T R U T H

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TCI faces sinking sub numbers

But Hindery cost-cutting moves are boosting profits

By John M. Higgins

NEW YORK

Tele-Communications Inc.'s flurry of deals to hand off systems to other operators isn't the only way the company is shrinking its subscriber base. When the second quarter closes this week, the MSO will once again have suffered sharp internal losses in basic and pay cable customers.

Analysts and industry executives familiar with TCI's operations say the company lost as many as 80,000-100,000 basic customers during the three months ending today (June 30), while pay units dropped 500,000-700,000.

The drop marks the fourth consecutive quarter of trouble on TCI's subscriber front, triggered by last summer's sharp basic rate hikes. Excluding the effects of system sales and acquisitions, TCI has lost 225,000 basic sub-

scribers in 12 months. Although the company posted a slight uptick in the December quarter, the loss is about 2% of its customer base.

Pay units have dropped steadily, with TCI losing 2 million, or about 14%, in the past year. The loss stems partly from a \$1 rate increase for pay, but also comes from customers offsetting basic rate hikes by dropping Home Box Office or TCI's own Starz!

The good news, however, is that cost cutting continues to boost profits. Analysts estimate that TCI's cable system unit will post \$675 million-\$725 million in cash flow for the second quarter, while industry executives expect the company to at least match the \$701 million the cable systems posted in the first quarter.

That would mark a 33% gain over last year's \$525 million. Part of the gain stems from system acquisitions,

TCI'S SUBSCRIBER WOES

(LOSSES INDICATED IN RED)

QUARTER ENDING	BASIC SUB CHANGE (000)	PAY SUB CHANGE (000)
9/96	70	300
12/96	28	102
3/97	83	1,040
6/97	80-100	500-700
12-MONTH TOTAL	205-220	1,942-2,142

but analysts agree that exceeding \$700 million proves that last fall's layoffs and other moves to reduce overhead are paying off.

Still, some MSO executives say the subscriber slide seems limited to TCI. "We're having a pretty good quarter," says the CEO of one major operator.

The subscriber sag is a cloud over the recent cable stock rally and the remarkable series of deals that TCI President Leo Hindery, drafted by chairman John Malone from Intermedia Partners just four months ago, has pulled off in recent weeks.

Hindery's decisiveness has helped spur the multiple billion-dollar deals, from merging Primestar Partners and News Corp.'s potentially potent rival American Sky Broadcasting to securing a 40% stake in Cablevision Systems Corp.'s regional sports operation, which Malone has coveted for seven years.

His biggest coup may be slimming TCI's unwieldy 14 million-subscriber portfolio by almost a third by putting systems serving 4 million subscribers in the hands of eight other operators—including Cablevision—to bring greater management resources to bear and shed \$4.5 billion of debt in the process.

"TCI would have screwed around for years on this stuff," says the CEO of one MSO negotiating a system deal with TCI. "Leo's making it happen."

While Wall Street is impressed enough to have boosted TCI's stock price in recent weeks by 38%, to \$16.50 per share, Hindery ultimately has to prove that he can turn TCI's internal operations around.

Goldman Sachs & Co. media analyst Barry Kaplan says that cash-flow gains from cost control are a good sign, but the company must revive internal growth.

"I think people are going to remain



Hindery

Nathanson

TCI taps Falcon in system move

NEW YORK—Tele-Communications Inc. President Leo Hindery has cut his third system deal in a month, pushing systems serving 300,000 subscribers in the Northwest into a venture with Falcon Holding Group LP.

The deal is part of a series Hindery has launched to shrink TCI's subscriber base and pare debt. In addition to a recent \$2 billion deal with Cablevision Systems Corp. and a smaller \$300 million agreement with Adelphia Communications Corp., TCI is in talks with Time Warner Inc., Charter Communications Corp., Comcast Corp. and TCA Cable TV.

Hindery believes that TCI's management talent is stretched too thin across too many systems, so the deals are putting clusters in hands that might run them better and increase value. But just as important is the ability to send debt along with the systems; Hindery's goal is to shed \$4.5 billion of TCI's \$14 billion in debt through these transactions.

The latest deal will combine TCI cable systems in Oregon, Washington, Missouri, Alabama and California with nearby Falcon systems. TCI will take a minority interest in the partnership, but Falcon, which specializes in "classic" small-town cable systems, will manage it.

Falcon Chairman Marc Nathanson has long promoted the idea of wide-ranging swaps and joint ventures among operators to cluster system operations, which then become much more efficient to run. Nathanson says Falcon needed greater size and geographic concentration to stay in the game: "Without this deal, in a year or two Falcon would have ceased to exist. Because of TCI, we will survive."

Hindery says: "We have the imperative of consolidating markets to the benefit of our customers."

—JMH

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nervous about it and anxious about it until subscribers start growing again," Kaplan says.

Wall Street's enthusiasm—partly fueled by Microsoft Corp.'s \$1 billion investment in MSO Comcast Corp.—is beginning to wane. Last week, Morgan Stanley & Co. analyst Richard Bilotti and Credit Suisse First Boston analyst Laura Martin cut their TCI ratings, as had A.G. Edwards & Sons' James Jungjohann two weeks ago.

Hindery has cautioned investors that subscriber erosion will continue until the management reorganization and revival is complete. "Don't judge me on the second quarter," Hindery recently told one group of money managers. "Judge me on the third and the fourth."

TCI will not disclose its results until mid-August, but TCI Vice President of Investor Relations Linda Dill generally confirms the numbers, acknowledging continuing subscriber losses and say-

ing she feels "comfortable with the range" of cash-flow estimates.

Dill says that part of the subscriber slide stems from TCI's decision to halt marketing from October through March, but acknowledges that part of the losses are from increases in basic and pay rates.

There are some benefits amid the subscriber fallout, however. For example, raising HBO prices by \$1 may have spurred many cancellations, but it made the pay business far more profitable. ■

Cable ops poised to exit PCS

German, French companies prepare bids expected to be \$30-\$40 per potential sub

By Price Colman

DENVER

Deutsch Telekom and France Telecom are considering buying out the three cable partners in the Sprint PCS joint venture, a sign that a long-awaited partnership restructuring is gathering steam.

Tele-Communications Inc. owns a 30% interest in the PCS joint venture, while Comcast and Cox own 15% each. Sprint owns the remaining 40%.

Brian Roberts, president of Comcast, says "constructive discussions" about restructuring the partnership are under

way, but declines to supply details.

Other sources familiar with the situation say the German and French phone companies are in the early stages of preparing bids, although no agreements are likely for several months. The cable partners are seeking \$30-\$40 per potential subscriber (termed POP, or point of presence), sources say.

Sprint PCS has licenses covering about 150.3 million POPs. At an average \$35 per POP, that translates into an asset value of \$5.26 billion for the entire business. If the joint venture's \$1.32 billion in debt and roughly \$1

billion in construction obligations are subtracted, the three cable companies' total 60% interest would fetch roughly \$1.7 billion. If debt and construction obligations are part of the deal, it could be worth as much as \$3.2 billion.

Sprint officials decline to comment on the issue. "It falls under the category of rumor and speculation, and we don't comment on that," says Sprint spokesman Bill White.

While Cox has voiced commitment to its PCS business, TCI and Comcast have signaled they'd be willing to cash out at the right price. They, like other cable operators, have largely backed away from the telephone business, both wired and wireless, because of cost and complexity and because their stocks have failed to reflect the value of their investments.

Deutsche Telekom and France Telecom each hold a 10% interest in Sprint, and there has been persistent speculation that the two European firms might team to buy out the long-distance service, which has extensive operations overseas. Should the cable partners agree to the bids, Deutsche Telekom and France Telecom could end up owning about 70% of the Sprint PCS venture. That, in turn, could be a stepping stone to a merger or acquisition of Sprint.

Cox Communications could be one sticking point in a deal. "To Cox, it's more strategic than it is to the other guys," says Rick Westerman of UBS Securities. "You could make the argument that they might stay in."

However, by making separate bids to each of the cable companies, Deutsche Telekom and France Telecom would not be limited to an all-or-nothing transaction. ■

TBS Superstation switch on hold

The conversion of TBS Superstation to a conventional cable network is on hold for at least six months.

Time Warner Inc. had hoped to switch the network from superstation status to collect more money from operators. But because the superstation feed includes Atlanta UHF station WTBS's ostensibly local carriage of the games of Time Warner teams Atlanta Braves and Atlanta Hawks, the conversion requires the consent of ESPN and Fox Broadcasting, which hold national TV rights to Major League Baseball games.

But those consents have been slow in coming, and industry executives say that Time Warner has notified cable operators that the plan has been delayed from a target date of today (June 30) until Dec. 31 at the earliest. TBS Inc. would not comment.

The switch was one of the few tangible efficiencies that Time Warner laid out as part of its takeover of Turner Broadcasting System last year. To carry TBS, cable operators have been required to pay copyright fees to Hollywood studios that sell the station programming; operators have not been allowed to sell and insert local ads.

By converting, Time Warner expects to increase license fees and channel most of those copyright payments and local ad revenue into its own pockets. The company has said the increased cash flow could total \$160 million annually.

But cable operators have to make semiannual copyright payments six months in advance, with checks due this week. "They didn't get the approval, so they can't convert before operators' next payment date," says one industry executive.

—JMH

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<i>Washington, DC</i>	<i>WRC-TV</i>

PLUS CBS O&O:

<i>San Francisco</i>	<i>KPIX-TV</i>
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No spectrum fees in budget bills

But payments for digital channels could emerge in conference

By Paige Albiniak

WASHINGTON

Broadcasters artfully dodged spectrum fees last week as the House and Senate passed budget bills without them.

But the fees could reemerge in the House-Senate conference to reconcile differences in the two budget bills, the National Association of Broadcasters warns. The conference is expected to get under way shortly after the Fourth of July recess.

"We will not become less vigilant in any way," says NAB chief lobbyist Jim May. "If anything, we will become more vigilant."

The Budget Committee chairmen in the House and Senate joined with the administration in pushing for fees on spectrum not purchased through auction. That would include the second channel each TV station is to receive for the transition to digital broadcasting.

The proponents wanted the fees to help offset a projected \$6 billion budget shortfall from the sale of spectrum. Congress's budgeteers need \$26 billion from the auction of broadcast and non-broadcast spectrum, but the Congressional Budget Office estimates such

auctions would yield just \$20 billion.

With the support of the NAB, Senate Commerce Committee Chairman John McCain (R-Ariz.) and House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) led the fight to stave off the fees. They view such fees as another tax on consumers.

After the budget package is settled in conference, the bill goes back to the House and Senate for final votes and then to the White House for the President's signature.

The budget bills also contain language that will give broadcasters wiggle room on when they must give up their analog channels. The FCC and the administration hope to recapture the spectrum no later than 2006.

The House language gives the FCC the authority to permit broadcasters to hold on to their analog channels beyond 2006 if more than 5% of households in a market cannot receive local digital broadcast signals.

The Senate's bill would require the FCC to grant broadcasters waivers if more than 5% of households in a market do not have access to local digital broadcast signals either off the air or through digital cable or digital broadcast satellite. ■

TV ratings deal in limbo

WASHINGTON—Broadcasters' demands for legislative assurances from lawmakers and advocacy groups last week stalled an expected deal on TV ratings.

Before they sign off on a modified ratings system, broadcasters want House and Senate leadership to guarantee a three-year moratorium on TV ratings legislation, and they want the advocacy groups to agree not to agitate for such legislation for three years. But the advocacy groups say three years is too long. They are offering no more than 18 months.

Although Hill Republicans are willing to agree to the three years, Democrats are balking. Senator Ernest Hollings (D-S.C.) is refusing to offer assurances. In fact, he says that even if a deal is reached, he will still try to move legislation that would restrict violent programming to late-night hours in the absence of content ratings.

In the House, V-chip champion Edward Markey (D-Mass.) is waiting to see the terms of the deal.

Behind the squabbling is a basic agreement on modifying the ratings system by adding content warnings. Only NBC is still threatening not to go along.

The age-based markers—Y, Y-7, G, PG, 14, and M—will stay. Attached to these will be letters: S for sex, V for violence, L for objectionable language and D for suggestive dialogue. An additional designation, FV for fantasy violence, will accompany the Y-7 for programs such as action cartoons. —PA

THE BILLS AT A GLANCE

Both the House and the Senate passed budget bills last week that would modify the FCC digital TV rules. Under the rules, the FCC would give each full-power TV station a second channel so that it could begin digital broadcasts while maintaining for a number of years its existing analog service. Broadcasters are expected to convert to digital and return their analog channels. The FCC has targeted 2006 for the return. The differences between the bills will be reconciled in House-Senate conference committee.

Auction of channels 60-69

HOUSE—Requires the FCC to: reallocate four channels between TV channels 60 and 69 for public safety uses; auction the six other channels in the band for undetermined "commercial purposes"; make its best efforts to do what it can to find new channels for low-power television.

SENATE—Same as House version.

Return of analog channels

HOUSE—Empowers the FCC to allow broadcasters to keep their analog channels past 2006 if more than 95% of households in a market area cannot receive over-the-air digital broadcasts. The original House Commerce Committee language would have permitted broadcasters to keep the analog spectrum until the 95% market-penetration threshold was reached.

SENATE—Requires broadcasters to give back their analog spectrum by Dec. 31, 2006, but instructs the FCC to put off the give-back date until 95% of households have access to local digital broadcast signals by digital cable or DBS or by other means.

Auction of analog channels

HOUSE—Requires the FCC to auction channels no later than Sept. 30, 2002.

SENATE—Requires FCC to start auctioning off returned analog spectrum by July 1, 2001.

**THIS
CAN BE
CLONED.**



Is I-chip next for the Internet?

After Supreme Court rejection of indecency rules, new approaches to protect kids arise

By Dan Trigoboff

WASHINGTON

The determination to regulate the Internet to protect children from indecent material has survived an adverse Supreme Court decision—even if the regulations didn't—and critics of the 'Net's prurient postings have been left looking for a cyberspace version of television's V-chip.

Those—including the President—who find the World Wide Web a dangerous place for children's minds appear undeterred by the Supreme Court's rejection of Congress's attempt to regulate the Internet through criminal penalties prescribed in the 1996 Communications Decency Act. Violators could have faced five years in prison and \$250,000 in fines.

Backers of the defeated law, such as Morality in Media counsel Paul J. McGeady, would like to draft new legislation, but McGeady concedes that the court didn't offer much guidance on how to write Internet regulations that would pass constitutional muster. Opponents of the CDA say that's because the court determined in *Reno*



v. *ACLU* that there's little Congress can do in this area without violating free speech rights. Even the law's sponsors, like Indiana Republican Senator Dan Coats, who accused the high court of "undermin[ing] religious liberty and influence" and "defend[ing] immediate unrestricted access of children to pornography," did not discuss a legislative alternative after the ruling.

The White House apparently anticipated that the law would go down in defeat, and earlier this month was preparing a new policy that would call for technology and self-policing as solutions to parents' concerns. "We can and must develop a solution for the Internet that is as powerful for the computer as

the V-chip will be for television," President Clinton said following the decision.

Technological solutions can take the form of filtering software. Net Nanny and Cyber Patrol, for example, purport to block out offending Web pages based on content. Another technology, the PICS platform, would block offensive sites based on assigned ratings.

Civil liberties advocates find technology solutions preferable to regulation, but each presents problems.

Technocrats also will debate where to impose the technology. Morality in Media says the onus should be on the online companies, and would advocate that future legislation mandate online provider responsibility for content. "If they insist that the parent has to provide the filtering," McGeady says, "we're against it."

But law professor Larry Lessig says that any mandate to impose ratings within a 'Net architecture would run into constitutional problems.

Andrew Schwartzman of the Media Access Project sees PICS as "a neutral technology that encourages labeling and is amenable to any number of private ratings groups."

Affiliates seek exclusivity contracts

NEW YORK—While CBS's stated guidelines on program exclusivity are for the most part well received by affiliates, some station managers question whether they're worth the paper they're printed on, because they are not legally binding. CBS TV President Jim Warner confirmed last week the network won't make a legal commitment on exclusivity. And it's not clear whether any of the Big Three will put their stated commitments about program exclusivity in contractual form.

Meanwhile, ABC has agreed to supply several soap operas and some prime time programming to Discovery Communications' Your Choice TV, which debuts in late July on three newly upgraded digital TCI systems (in the San Francisco, Chicago and Hartford-New Haven, Conn., markets). The network also has agreed to share revenue it receives from Your Choice with affected affiliates, according to David Barrett, second-in-command at Hearst Broadcasting and chairman of the ABC affiliates advisory board.

CBS, which briefed affiliates on exclusivity guidelines at their annual meeting in May, followed up with a letter two weeks ago. Affiliates were generally happy to hear CBS grant 12 months' exclusivity for most general entertainment programs and news magazines.

Affiliates at ABC, CBS and NBC say they will press for

legal agreements. The networks aren't enthusiastic about legal commitments because they want to be able to take advantage of unforeseen revenue opportunities that might require changing their commitments to exclusivity.

So far, CBS has done more on the exclusivity issue than NBC and ABC. It's the only network to have a stated policy, although even CBS says its policy will "evolve over time." NBC will meet with major affiliate groups on July 22 to discuss the issue. ABC has not yet set a meeting.

And some CBS affiliates aren't uncomfortable with the CBS policy. "Their word is good and I feel confident they're going to try to live up to this as best they can," says Dino Corbin, general manager of KHSI-TV Chico, Calif.

ABC has agreed to supply *One Life to Live*, *General Hospital*, *All My Children*, *Port Charles*, *Ellen* and *20/20* to Your Choice. The network and its affiliates have agreed to a "financial participation model" for Your Choice, says Barrett. Meanwhile, Your Choice says it's talking to CBS and NBC. But CBS says that no deal is imminent.

Some affiliates aren't happy about network participation in Your Choice. "I would not like it," says Pulitzer Broadcasting President Ken Elkins, because it gives the viewer an opportunity to watch network shows somewhere other than the local station.

—SM

**THIS
CAN'T.**



Everett gets Senate support

By Chris McConnell
WASHINGTON

Ralph Everett's quest for the FCC chairmanship has picked up some momentum. Ten Senate Democrats signed a June 19 letter to the White House endorsing the Washington lawyer and former Senate Commerce Committee chief counsel.



Everett

While Ernest Hollings (S.C.) for weeks has been backing Everett as the next chairman, Everett now has the backing of Robert Kerrey (Neb.), John Breaux (La.), John Kerry (Mass.), Carol Moseley-Braun (Ill.), Wendell Ford (Ky.), Christopher Dodd (Conn.), Barbara Boxer (Calif.), Daniel Inouye (Hawaii) and Richard Bryan (Nev.).

"Having known Ralph for many years, we feel strongly that he is the right person for this position and would be confirmed easily," the senators said. "He would be an outstanding asset to this administration and to the FCC."

Several Senate Democrats have been pushing for rural-state representation on the FCC. In past weeks they have maintained that other potential White House choices for the job would leave the FCC without a rural voice. Sources also expect FCC nominee Harold Furchtgott-Roth to encounter tough questioning on rural-related issues when the economist comes before senators for confirmation as a commissioner.

Although some Senate Democrats back Everett, the short list of likely White House picks for FCC chairman includes White House adviser Kathleen Wallman, FCC General Counsel and nominee William Kennard and FCC Commissioner Susan Ness.

Last week, Denver lawyer Tom Strickland emerged as a possible candidate, although Washington observers say he might land in another Clinton administration post.

Strickland, 45, ran for Senate last November but lost to Republican Wayne Allard. Strickland is a lawyer with Brownstein Hyatt Farber & Stickler, a law firm whose clients include Tele-Communications Inc. ■

Closed Circuit

NEW YORK

Sweet deal

Just how sweet a sweetheart deal were the Robertsons hoping to get in selling International Family Entertainment? A new SEC filing shows that chairman Pat Robertson and president Tim Robertson wanted News Corp. to pay \$70 for the supervoting shares they controlled—nearly triple the \$24 that public shareholders might have had to settle for. Even IFE's board balked at that, so the Robertsons cut their demand to \$40. Thank the press if you're an outside shareholder. The filing showed that after word of the sweetheart deal leaked, the Robertsons decided "they would prefer that all stockholders receive the same per-share value," which turned out to be \$35 per share or \$1.9 billion. The Robertsons have had to settle for half the \$461 million they wanted. Of course, they put up only \$300,000 of their own cash to buy The Family Channel from Pat Robertson's ministry. That's less than the \$400,000 he gets in the first year of a News Corp. consulting deal.

DTV set projections

Philips Electronics first digital TV sets (in 1998) will be attention-grabbing widescreen projection models. According to Philips' Reid Wender, broadcasters, set manufacturers and retailers should promote widescreen, high-quality picture features instead of confusing consumers by discussing interactive applications or multiple channels. Philips will market medium-size direct-view sets by 1999. Only Philips' mid-size and smaller sets will have progressive displays, because the high power level required for progressive requires huge transistors and super-thick glass in a large-screen set, Wender says.

LOS ANGELES

L.A. moves?

As contract talks continue between news/talk KABC(AM) Los Angeles and veteran talk show host Michael Jackson, word is that Jackson may be moved from his weekday 9 a.m. slot

to noon. It is unclear whether Jackson will remain with KABC if he loses his time slot. Some sources think that if KABC does replace Jackson's mid-morning show, it may bring in talk host Ronn Owens from ABC-owned KGO(AM) San Francisco. If KABC switches to Owens, look for a move in mid-July.

WASHINGTON

Custom-tailored response

FCC officials this week hope to respond to network concerns about scheduling children's educational programs. ABC, NBC and CBS are worried that their educational lineups won't count toward the FCC's three-hour standard once stations start preempting shows for weekend sports. An original draft of the children's programming rules specified that a show could not qualify as "regularly scheduled" if stations preempted more than 10% of a 13-week run. Although the clause was struck from the rules, broadcasters are concerned that the FCC might impose that threshold. Last week, sources were expecting the FCC to take a custom-tailored approach, sending individual responses to each of the three networks that requested flexibility.

CHICAGO

Paxson eyes Chicago

Paxson Communications has just poned one hole in the top 10 TV markets where it does not own, operate or have an agreement to buy a station—Chicago. It's been trying for a while to buy a station there, and Paxson officials don't anticipate a deal until fall. Paxson has made several offers to buy WJYS(TV), which is licensed to Hammond, Ind., but covers the Chicago market. Most recently, sources say, WJYS owner Joseph Stroud rejected a \$70 million offer that combined \$50 million cash and \$20 million in Paxson stock, or about 17.5 times the station's cash flow. It is believed Paxson will sweeten the offer. A Paxson official would say only that the company is talking to several potential sellers in the market.

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FCC stuck between Congress and court

Hopes for authorization of spectrum auctions before judges act on license backlog

By Chris McConnell

WASHINGTON

The FCC is giving Congress a little more time to empower the commission to auction analog broadcast spectrum.

With pressure mounting to deal with a backlog of more than 1,500 TV and radio applications, FCC officials hope lawmakers will let them settle the applications through competitive bidding. Later this summer the commission plans to tell the U.S. Court of Appeals in Washington that it still expects congressional action on the issue.

The report to the court is part of the FCC's effort to demonstrate to the court that it's making progress toward resolving the long-stalled license applications. Earlier this year, the court rejected a request that it order the FCC to act on the applications. But after Aug. 7, petitioners can submit a new request if the FCC has not shown it is making strides toward clearing the backlog.

The applications have been backing up at the FCC since a 1993 court ruling struck down the criteria that the FCC was using to award broadcast licenses. Officials have adopted no new set of criteria since then, and some officials voice doubts that commissioners can agree on any comparative criteria.

The lack of a review procedure has not stopped applications from pouring into the FCC, however. Officials now count 970 applications for 236 radio licenses. On the television side, there are 572 applications covering 118 markets. Last fall the commission stopped accepting new analog TV applications as part of its effort to set digital TV rules.

In 1995 officials tried to cut down on the backlog by temporarily waiving rules that prevent applicants from paying off competitors for the license. The action allowed some settlements but has still left hundreds of pending applications.

Earlier this year Senate Commerce Committee Chairman John McCain (R-Ariz.) asked the FCC to keep the issue on ice so he could push legislation to extend the commission's auction authority to include analog broadcast licenses. The FCC has waited, but so far it has received no new auction authority.

One source says the commission plans to give lawmakers until year's end to address the analog licenses. Others say the FCC also is developing a backup plan for acting on the licenses if Congress does not act.

Commissioners last week had not settled on that plan, although some at the FCC did not rule out the possibility that the FCC might resort to lotteries if officials are unable to auction the licenses.

Applicants, meanwhile, voice frustration at the prospect of more waiting.

"It's disheartening," says Ken Robol, an applicant for an AM station in Suffolk, Va. "I wish there was some way we could make this process move faster."

Robol would prefer using comparative criteria rather than auctions to award licenses in smaller markets. Harry Cole, a Washington lawyer who represents some applicants, also would like to see a new comparative policy rather than wait for action by Congress.

"[Waiting for Congress] would be less than satisfactory," says Cole.

Others say an auction would resolve the competing applications faster than a comparative hearing process. "It's very difficult for the commission to come up with a rational process," says Washington lawyer David Oxenford. "It seems to make sense to go ahead and do auctions." ■

Broadcasters concerned over DTV effect on analog

Petitions predict digital interference, spectrum shortage

By Chris McConnell

WASHINGTON

Some broadcasters are worried about their digital TV channels. Others are worried about the

the Association for Maximum Service Television (MSTV) said in its FCC petition. Making a similar case is communications lawyer Julian Shepard, who points to areas where the new service could cause many analog viewers to lose service.

"All broadcasters have is NTSC service," says Shepard, citing the risks of banking too heavily on consumer acceptance of digital TV. "What if it doesn't catch on?"

Shepard favors limiting the power of DTV transmitters in cases where the interference into the analog signal is most severe. "There are few, if any, other feasible solutions to



Broadcasters don't want the clean DTV pictures to mess up their analog video.

channels they're using now.

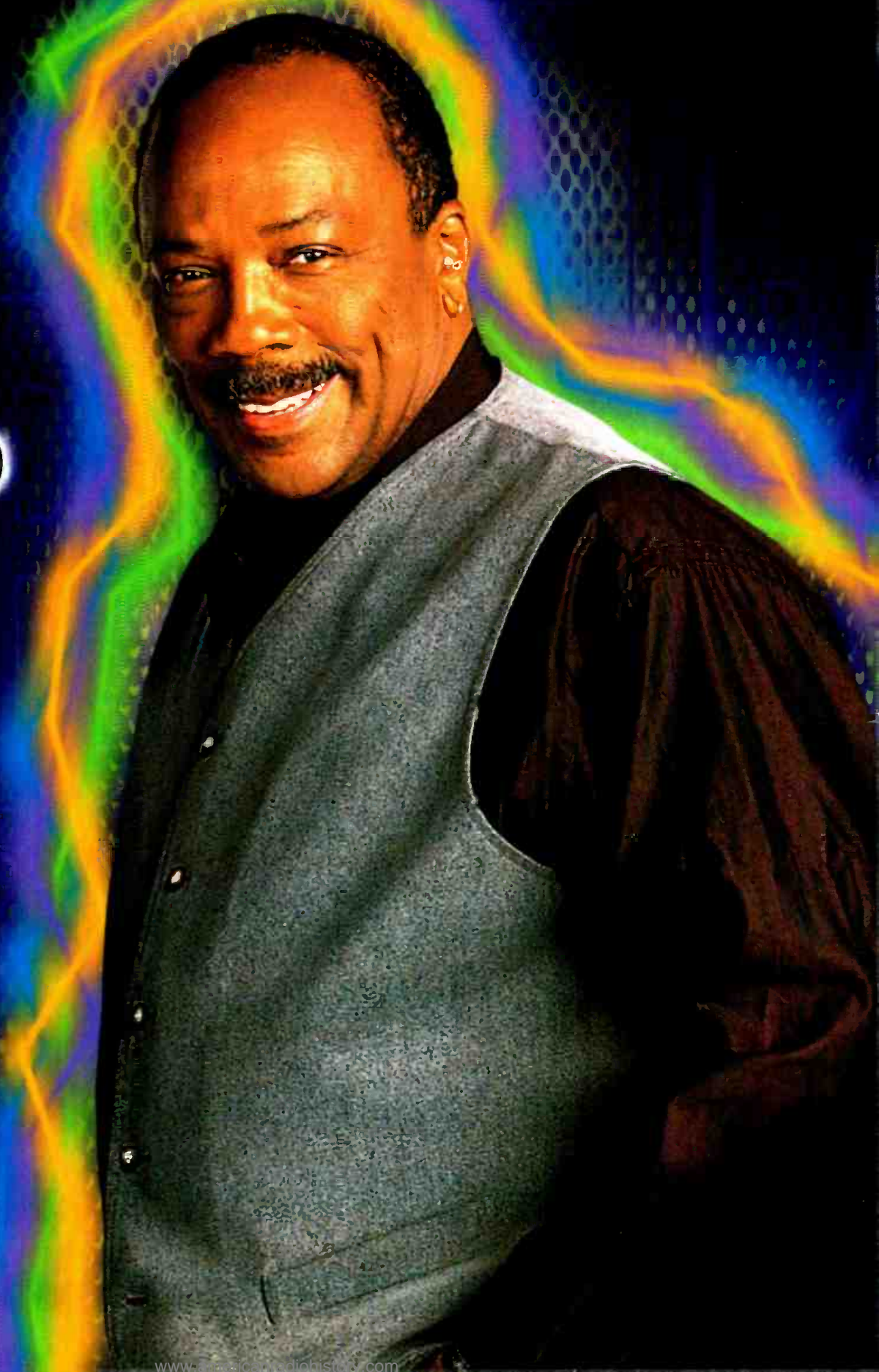
While most of the petitions for reconsideration filed at the FCC come from stations unhappy with their digital channel assignment, others deal with the impact the new service will have on analog TV.

"Some stations...will be disproportionately harmed by the additional interference to their NTSC service,"

the problem of DTV-to-NTSC interference during the transition, given the commission's basic spectrum assumptions," he wrote in a paper on the subject.

Others agree that interference problems exist, but they favor looking at alternative solutions to fix the problems. MSTV, for instance, suggested placing more digital channels in the 60-69 range. FCC officials avoided using

Q.



AND THE CREW.

T. Sean Shannon
Head Writer

- Writer for "The Tonight Show with Jay Leno" and "In Living Color"

Sandra Fullerton
Director

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

David Salzman
Executive Producer

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

Greg Phillinganes
Music Director

- Music director on tour for Michael Jackson and Lionel Richie
- Musical projects with Toni Braxton, Babyface, Michael Jackson, Stevie Wonder, Barbra Streisand, Eric Clapton and Quincy Jones

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Quincy Jones
Executive Producer

- Winner of 26 Grammy Awards
- Emmy Award winner
- 7 Oscar® nominations
- Producer of all-time best-sellers "We Are The World" and "Thriller"
- Producer of "68th Annual Academy Awards"®
- Producer of Presidential Inauguration Event

Bill Royce
Executive in Charge of Talent

- Emmy Award winner
- Writer and producer of "Arsenic" for 4 years
- Co-producer of "The Tonight Show with Jay Leno" for 4 years

Daniel Kellison
Executive Producer

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

I BE

PREMIERING AUGUST 4TH.

the 60-69 band so that the government could reclaim the spectrum immediately rather than wait for broadcasters to complete their transition to digital TV.

Art Allison, senior engineer at the National Association of Broadcasters, cites the shortage of spectrum in some markets. "Somebody had to get a lot of interference," Allison says, maintaining that the commission should use some of the 60-69 spectrum in cases where it will cut down on interference.

The FCC's Bruce Franca agrees that the FCC's allotment plan presents situations "where basically you run out of spectrum."

But Franca says that, overall, there are lots of options for preserving the existing service, including boosting the power of NTSC signals in some situations.

Others, meanwhile, are pushing the FCC to allow more interference into analog signals so that the new DTV

signals will be stronger. Sinclair Broadcast Group's Nat Ostroff says the interference "cannot be viewed as an absolute." His group has argued that the FCC has not shown the public interest in protecting analog signals out to their "Grade B" signal contours—a distance extending up to 70 miles from a station's transmitter.

"We cannot lose this fight," Ostroff says. "We're teeing it up to go to court." ■

Apartment wiring rules will be revised

New scheme could give new video access to old wires

By Chris McConnell

WASHINGTON

FCC officials are getting ready to revise some of their rules on cable wiring in apartment buildings.

A plan circulating among commissioners would give new video distributors a leg up in gaining access to the wires in apartment buildings. Concerned that incumbent operators lack incentive to let newcomers use the wires already installed in buildings, commission officials are looking to establish a new process for dealing with the inside wires. Sources say the plan would apply to cases where a new company took over for the incumbent in providing video to a building.

The proposal calls for giving the incumbent operator a limited time to negotiate a deal that would allow the new provider to use the inside wires. If the operator did not complete a deal within the specified time and did not remove the wiring, the inside wires then would be considered abandoned.

"It's a very balanced compromise," one FCC official says of the plan.

The Independent Cable & Telecommunications Association has been pushing for such a negotiation procedure. Earlier this year, the group submitted a plan that would give the incumbent operator 30 days to remove the inside wires, abandon them or sell them to the building owner or the new video provider.

Operators electing to sell would then have 30 days to negotiate a sale. If no deal were reached, the incumbent

would have to remove the wires or abandon them.

Deborah Costlow, an attorney for the group, says the plan is aimed at removing the wiring issue from the process of switching between video providers: "Many property owners don't want their building wired a second or third time."

Cable operators question the FCC's authority to regulate inside wires. They point to differing state laws concerning ownership of the wires and in-building competition among video providers.

"Anytime [the FCC] suggests taking

away our property, we're going to have a problem," says Steve Effros, president of the Cable Telecommunications Association. Effros maintains the issue should be left to state laws.

He also says the proposal to limit negotiations for use of the wires would benefit landlords more than viewers: "It perpetuates a monopoly situation."

The plan backed by the independent cable group also calls for limits on negotiating periods in cases where two video providers were competing within a building and a tenant decided to switch from one service to the other.

The group's proposal emerged from a 1995 FCC proposal to alter its inside wiring rules to reflect the then-converging worlds of cable and telco service.

FCC officials say they now have largely given up the effort to set common rules for telephone and cable inside wiring. "The technologies are different," says Effros. ■

Quello fires at Hundt

WASHINGTON—FCC Commissioner James Quello took aim at Reed Hundt's First Amendment record last week.

"I see the Bill of Rights as a limitation upon government action; the chairman apparently sees it as a regulatory mission statement," Quello said in an address to the Florida Association of Broadcasters. "I consider freedom of expression to be the result of the government's abstention from editorial decision-making; the chairman evidently sees it as a gift to be bestowed by politically appointed bureaucrats."

Quello cited Hundt's efforts to establish public interest obligations for users of wireless cable, satellite radio and digital television spectrum. And he discussed Hundt's address earlier this month to the Museum of Television and Radio, in which the FCC chairman discussed TV news ethics and also called for government hearings on improved legal protection for TV journalists.

"I think I smell a quid pro quo approaching," Quello said of the speech. "If the chairman's speech is any clue...then the price of journalistic protection will be the obligation to be 'fair' and to have the highest ethics, as those terms are defined by the government represented by the FCC."

Quello also opposed the idea of writing rules to promote so-called First Amendment values, such as free time for politicians and public service announcements. A Hundt aide responded that Quello's First Amendment remarks call into question the commissioner's actions on indecency enforcement. —CM

KTTV FOX 11 LA NUMBER ONE IN MAY 97!



	<u>A18-34</u>	<u>A18-49</u>	<u>A25-54</u>
6:00P HOME IMPROVEMENT	#1	#1	#1
6:30P THE SIMPSONS	#1	#1	#1
7:00P HOME IMPROVEMENT	#1	#1	#1
7:30P THE SIMPSONS	#1	#1	#1
MON-SUN PRIME*	#1	#1	#1
FOX 11 NEWS AT TEN	#1	#1	#1

FOX 11
KTTV · LOS ANGELES

*KTTV M-Sa 8-10p/Su 7-10p vs. KABC, KCBS & KNBC M-Sa 8-11p/Su 7-11p time period
Source: May 1997 Nielsen Los Angeles Ratings book, ranking of adult demographics

NAB backs drop of crossownership ban

Broadcasters' group also seeks FCC flexibility on children's programming

by Paige Albinia

WASHINGTON

The National Association of Broadcasters' television and radio boards voted unanimously last week to lobby the FCC to repeal the ban on owning a TV station and a newspaper in the same market.

The NAB also voted to ask the FCC for more flexibility in children's programming. The association will set up a digital TV task force to ensure that consumers do not lose service as broadcasters move to digital transmissions.

Broadcasters oppose the crossownership rule because it is no longer needed, board members said.

"That concept doesn't work," says Phil Jones, ex officio joint board chairman. "There is no reason to keep that rule in place."

"To a great degree, this is like trying to decide whether airplanes should be allowed to fly in the sky," says Dick Ferguson, NAB joint board chairman. The newspaper/television crossownership rule was put in place in 1975, and many feel it is outdated.

"Everyone has come to the realization that if it is a multimedia world out there, if you have cable systems with 40 to 70 channels and ownership of multiple channels, and if you have direct broadcast satellite with a couple of hundred channels, [the rule] doesn't make sense anymore," says NAB TV Board Chairman Jim Babb. "It was fine back in the days when there were two or three TV stations in a market, but that is no longer the case."

Before NAB's vote, the 30 board members of the Newspaper Association of America also had asked the FCC to consider getting rid of the rule.

Support for eliminating the newspaper/television crossownership ban is growing on Capitol Hill.

In the House Commerce Committee budget debate, committee members led by Representative Scott Klug (R-Wis.) added a provision that would waive the television/newspaper crossownership rule for broadcasters who want to bid



on the returned analog spectrum. That provision held up as the reconciliation version of the bill passed on the House floor last week.

Earlier this year, Senator John McCain (R-Ariz.) introduced legislation that would allow such crossownership.

The FCC has shown less interest in repealing the ban. Last fall the commission proposed changing the policy for newspaper/radio station crossownership, but it has not considered newspaper/TV crossownership alterations since early 1996.

In what was considered more pressing business, the NAB sent a letter to the FCC asking for more flexibility on children's programming rules immediately.

"The FCC is being very responsive and taking a good, quick look at it," Babb says.

Some broadcasters have contracts to air live sporting events, such as college football, that would often preempt children's programming. The FCC's children's television rule requires that the three hours of regularly scheduled children's programming air a certain number of times per season in those time slots in order to qualify.

"The biggest problem right now is football in the fall," says Babb, of LIN Television in Charlotte, N.C. Broadcasters would like at least a one-year waiver of the rule to handle problems caused by contracts to run college football games, which start in mid-August. Broadcasters would then work with the FCC on a longer-term solution. The FCC is reviewing that situation, Babb says.

The NAB TV board also formed a digital television task force on a suggestion by Harry Pappas of Visalia, Calif.-based Pappas Broadcasting. The force will work with the FCC to make sure that television stations' digital signals are replicated as closely as possible to analog signals to maintain constant free television service for consumers.

Anderson, Ferguson, McElveen, win NAB board slots

WASHINGTON—National Association of Broadcasters board member Bill McElveen, president of WTCB(FM), WOMG(FM) and WISW(AM) Columbia, S.C., won a tightly contested race to become vice chairman of the radio board last weekend.

Mike McDougald of McDougald Broadcasting in Rome, Ga., dropped out after the first round of voting, but Martha Dudman of Dudman Communications in Ellsworth, Me., held on. Dudman had won the support of broadcasters in larger markets, but McElveen's small- and medium-market support pulled him through after a second round.

Howard Anderson of KHWY(FM) Los Angeles, became radio board chairman and former radio board chairman Dick Ferguson, vice president of Cox Radio in Bridgeport, Conn., moved up to joint board chairman.

The radio board also voted to allow one corporation to hold two district seats on the board as long as the same company does not occupy any one seat for more than two terms in a row.

In the light of First Amendment battles going on in Washington for broadcasters, Bill O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., suggested appointing a "First Amendment/public interest task force." That idea will receive more attention at the NAB executive committee's meeting Sept. 2, says McElveen.

—PA

Every week, Outdoor Life Network goes on another "Adventure Quest." Here are just a few of the souvenirs we picked up along the way.



When our camera crew went out to shoot our original series *Adventure Quest*, they picked up more than just a few trinkets. The team also picked up an Emmy for outstanding electronic camerapersons. So, to show them how much we appreciate their hard work (as well as their ability to operate a camera while hanging off the side of a cliff), we'd like to thank each of them personally: Thank you, Roger Brown. Thank you, Gordon Brown. Thank you, Michael Brown. Thank you, Wade Farely. Thank you, Debbie Karls. Thank you, Michael Graber. Thank you, Eric Perlman. And thank you, Dick Dennison. To find out more about Outdoor Life Network and how you can become an affiliate of one of the youngest networks to ever win an Emmy, call (203) 406-2500.


Television with a View

FCC fines TV stations over movie soundtrack

Two radio stations also hit with penalties for indecency

By Chris McConnell
WASHINGTON

FCC officials added a new twist to broadcast indecency fines this month, sending a \$2,000 "notice of apparent liability" to two television stations.

FCC officials cannot remember the last time they issued such a fine against a television station. Although the commission in 1988 fined KZKC-TV Kansas City, Mo., \$2,000 for airing the R-rated "Private Lessons," that fine was dropped after a court overturned part of the FCC's indecency policy.

And while the 1988 fine centered on nudity, last week's fine was prompted by a soundtrack from the 1988 movie "Deep Star Six." The underwater adventure film contains a series of verbal exchanges involving profanity.

"We believe that the subject excerpts are indecent in that they con-



Some of the language in the Carolco Pictures Inc. 1988 film 'Deep Star Six' was a bit too salty for regulators at the FCC.

tain repetitious and gratuitous use of language that refers to sexual and excretory activities or organs in patently offensive terms," FCC Mass Media Bureau Chief Roy Stewart wrote in a letter to WJPR(TV) Lynchburg, Va., and WFXR-TV Roanoke, Va.

FCC officials compiled a transcript of the allegedly indecent material

from a videotape sent to the FCC.

The stations have until July 7 to contest the fines, and the stations say they probably will. The owner, Grant Broadcasting System II Inc., plans to make its case on the basis it did not own the stations when the broadcast occurred.

"It's not an issue for Grant Broadcasting," says Kenneth Satten, an attorney for the broadcaster. Grant Broadcasting acquired the stations in September 1993, two months after the broadcast that prompted the fine.

That fine was joined last week by two more FCC notices of apparent liability, this time against radio stations. In one, the commission fined WCMF-AM-FM Rochester, N.Y., \$2,000 for a 1994 broadcast of the *Brother Wease Morning Circus*. In the other action, FCC officials fined WEBN(FM)

Cincinnati \$4,000 for two February 1997 broadcasts of *Bubba, the Love Sponge*.

America Radio Systems License Corp., owner of the two Rochester stations, has until July 7 to contest the fine; Jacor Broadcasting Corp., owner of the Cincinnati station, has until July 21.

Fine display

The following soundbites were parts of broadcasts drawing fines from the FCC this month.

On WJPR(TV) Lynchburg, Va./WFXR-TV, Roanoke, Va., July 24, 1993:

Female voice: Hey, that thing killed half our crew. I want it dead.

Male voice #1: Fucking-A.

Male voice #2: Fucking-A nothing, hotshot. You ran like a rabbit when that thing came after Richardson.

Male voice #1: You go straight to hell, McBride. You saw that thing. What the fuck was I supposed to do? Stay and get eaten?

On WCMF-FM Rochester, N.Y., Aug. 17, 1994:

Male voice: If you charge a guy \$200 and he's naked and you're feathering his peeper on a table, I got to

think that's against the law.

Female voice: Yeah, but see, this is a business. This is my business to know. I'm not going to do anything illegal; you sign a disclaimer that says we're not doing anything illegal here. It's consensual between two adults.

Male voice: You think that's going to hold up in court?

On WEBN(FM) Cincinnati, Feb. 26, 1997:

Male voice: Guido is like knee deep with the butch bitch, and all of a sudden here is the fem bitch looking at me. Hot. I get crazy. I hook up a little bit. Then Guido says, 'Hey, I done got mine, how about we switching?' So I went into the private bedroom with the butch bitch and then got another one...I didn't think Cincinnati, Ohio, could ever get this Goddamned kinky, but it sure as hell did last night. Jesus.



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Special Report

Top 25 TV Groups

TELEVISION'S REVAMPED LEADERSHIP

Big growth and consolidation among television groups have turned the tables on last year's Top 25. Fox Television has moved up four places to overtake CBS in the number-one spot with 23 stations reaching 34.8% of America's television households (by FCC calculations) after the purchase of New World (number 11 on last year's list). Other big movers are Paxson, which would have the highest coverage if UHF stations were counted at full value, and A.H. Belo, after the acquisition of Providence Journal Co. (number 22 last year). In terms of sheer number of stations, Paxson also tops the list with 46.

Numbers in parentheses represent a company's place on the 1996 list

- | | |
|---|---|
| 1. Fox Television Stations Inc. (5) | 14. Cox Broadcasting (18) |
| 2. CBS Corp. (1) | 15. Hearst-Argyle Television Inc. (19) |
| 3. Paxson Communications Corp. (7) | (pending merger of Hearst Corp. and Argyle Television Inc., Hearst Corp. will remain privately owned) |
| 4. Tribune Broadcasting (2) | 18. Young Broadcasting (14) |
| 5. NBC Inc. (3) | 17. E.W. Scripps Co. (18) |
| 6. Walt Disney Co./ABC Inc. (4) | 18. Sinclair Broadcast Group (15) |
| 7. Gannett Broadcasting (9) | 19. Post-Newsweek Stations (20) |
| 8. Chris-Craft Industries Inc./BHC Communications Inc./United Television Inc. (8) | 20. Meredith Corp. (NA) |
| 9. HSN Inc./Silver King Broadcasting (8) | 21. Granite Broadcasting (NA) |
| 10. Telemundo Group (12) | 22. Raycom Media (24) |
| 11. A.H. Belo (17) | 23. Pulitzer Broadcasting (23) |
| 12. Paramount Stations Group Inc. (13) | 24. Media General (NA) |
| 13. Univision Television Group Inc. (10) | 25. Allbritton Communications Co. (25) |

1 Fox Television Stations Inc.

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(310) 369-2300

Chase Carey, chairman/CEO (pictured)
Subsidiary of News Corp.,
Rupert Murdoch, chairman
(NYSE:NWS)



FCC—34.8% / 23 Stations / Total—40.3%

	DMA	TOTAL COVERAGE	FCC COVERAGE
WNYW-TV New York (Fox, ch. 5)	1	6.925	6.925
KTTV-TV Los Angeles (Fox, ch. 11)	2	5.100	5.100

WFLD-TV Chicago (Fox, ch. 32)	3	3.224	1.612
WTFX-TV Philadelphia (Fox, ch. 29)	4	2.739	1.370
WFXT-TV Boston (Fox, ch. 25)	6	2.219	1.110
WTTG-TV Washington (Fox, ch. 5)	7	1.969	1.969
KDFW-TV (LMA w/KDFI-TV) Dallas			
(Fox, ch. 4; Fox, ch. 27)	8	1.907	1.907
WJBK-TV Detroit (Fox, ch. 2)	9	1.828	1.828
WAGA-TV Atlanta (Fox, ch. 5)	10	1.677	1.677
KRIV-TV Houston (Fox, ch. 26)	11	1.646	.823
WJW-TV Cleveland (Fox, ch. 8)	13	1.508	1.508
WTVT-TV Tampa (Fox, ch. 13)	15	1.456	1.456
KSAZ-TV Phoenix (Fox, ch. 10)	17	1.251	1.251
KDVR-TV Denver (Fox, ch. 31)	18	1.223	.612
KTVI-TV St. Louis (Fox, ch. 2)	21	1.145	1.145
WITI-TV Milwaukee (Fox, ch. 6)	31	.812	.812
WDAF-TV Kansas City, MO (Fox, ch. 4)	32	.812	.812



KSTU-TV Salt Lake City, (Fox, ch. 13) - - - - -	36	---	.692	---	.692
WNBQ-TV Memphis (Fox, ch. 13) - - - - -	42	---	.631	---	.631
WGHP-TV Greensboro, N.C. (Fox, ch. 8) - - - - -	48	---	.586	---	.586
WBRC-TV Birmingham, Ala. (Fox, ch. 6) - - - - -	51	---	.542	---	.542
KTBC-TV Austin, Tex. (Fox, ch. 7) - - - - -	63	---	.450	---	.450

Other media holdings: Buying Heritage Media Corp., but plans to sell Heritage's five TV and 24 radio stations, buying International Family Entertainment

2 CBS Stations Inc.

51 W 52nd St., New York 10019;
(212) 975-4321

Mel Karmazin, chairman (pictured)
Subsidiary of Westinghouse Corp.,
Michael H. Jordan, chairman
(NYSE: WX)



FCC-30.9% / 14 Stations / Total-31.8%

	DMA	TOTAL COVERAGE	FCC COVERAGE
WCBS-TV New York (CBS, ch. 2) - - - - -	1	-- 6.925	-- 6.925
KCBS-TV Los Angeles (CBS, ch. 2) - - - - -	2	--- 5.1	--- 5.100
WBBM-TV Chicago (CBS, ch. 2) - - - - -	3	-- 3.224	-- 3.224
KYW-TV Philadelphia (CBS, ch. 3) - - - - -	4	-- 2.739	-- 2.739
KPIX-TV San Francisco (CBS, ch. 5) - - - - -	5	-- 2.351	-- 2.351
WBZ-TV Boston (CBS, ch. 4) - - - - -	6	-- 2.219	-- 2.219
WWJ-TV Detroit (CBS, ch. 62) - - - - -	9	-- 1.828	--- .914
WCCO-TV Minneapolis (CBS, ch. 4) - - - - -	14	-- 1.474	-- 1.474
WFOR-TV Miami (CBS, ch. 4) - - - - -	16	-- 1.407	-- 1.407
KCNC-TV Denver (CBS, ch. 4) - - - - -	18	-- 1.223	-- 1.223
KDKA-TV Pittsburgh (CBS, ch. 2) - - - - -	19	-- 1.185	-- 1.185
WJZ-TV Baltimore (CBS, ch. 13) - - - - -	23	-- 1.021	-- 1.021
KUTV-TV Salt Lake City (CBS, ch. 2) - - - - -	36	--- .692	--- .692
WFRV-TV Green Bay, Wis. (CBS, ch. 5) - - - - -	70	--- .388	--- .388

Other media holdings: CBS Radio Network, CBS Television Network, 82 radio stations, including WCSR-AM Chicago, KOOO-AM and KYNG-AM Dallas, Eyemark, Maxam Entertainment, Group W Satellite Communications, Westinghouse Broadcasting International

3 Paxson Communications Corp.

601 Clearwater Park,
West Palm Beach, Fla. 33401;
(561) 659-4122

Lowell W. "Bud" Paxson, chairman
(ASE: PXN)

FCC-26.8% / 44 stations / Total-51.2%



HOW TO READ THE TOP 25

BROADCASTING & CABLE's Top 25 TV station groups are ranked by their total coverage of Nielsen's 96.9 million U.S. TV homes as calculated for regulatory purposes (FCC coverage). The FCC, which limits the coverage of any single group to 35%, discounts the coverage of UHF stations by 50% and does not count stations controlled under local marketing agreements and similar arrangements. The chart also shows the coverage with full credit for UHF and LMAs (total coverage). In either case, groups controlling more than one station in a market are credited only once for that market's homes. Those coverage percentages are in italics and do not count toward the totals. Stations in each group are listed according to their market (Nielsen's Designated Market Area [DMA]).

Key to symbols: * = is buying/acquiring,
** = option to buy *** = TBA

Compiled by Elizabeth A. Rathbun and Sara Brown

	DMA	TOTAL COVERAGE	FCC COVERAGE
WHA1-TV New York (inTV, ch. 43) - - - - -	1	-- 6.925	-- 3.463
WPXN-TV**, *** New York (inTV, 31) - - - - -	1	-- 6.925	-- 3.463
KZKI-TV Los Angeles (inTV, ch. 30) - - - - -	2	-- 5.100	--- 2.55
WTGI-TV Philadelphia (inTV, ch. 61) - - - - -	4	-- 2.739	--- 1.370
KLXV-TV San Francisco (inTV, ch. 65) - - - - -	5	-- 2.351	--- 1.176
WGOT-TV Boston (inTV, ch. 60) - - - - -	6	-- 2.219	--- 1.110
WVVI-TV Washington (inTV, ch. 66) - - - - -	7	-- 1.969	--- .985
KINZ(TV) Dallas 49%(inTV, ch. 68) - - - - -	8	-- 1.907	--- .954
WBSX-TV* Detroit (inTV, ch. 31) - - - - -	9	-- 1.828	--- .914
WTLK-TV Atlanta (inTV, ch. 14) - - - - -	10	-- 1.677	--- .839
WNGM-TV**, *** Atlanta (inTV, ch. 34) - - - - -	10	-- 1.677	--- .839
KTFH-TV Houston (inTV, ch. 49) - - - - -	11	-- 1.646	--- .823
WAKC-TV Cleveland (inTV, ch. 23) - - - - -	13	-- 1.508	--- .754
WOAC-TV**, *** Cleveland (inTV, ch. 67) - - - - -	13	-- 1.508	--- .754
KXLI-TV Minneapolis (inTV, ch. 41) - - - - -	14	-- 1.474	--- .737
WFCT-TV Tampa (inTV, ch. 66) - - - - -	15	-- 1.456	--- .728
WCTD-TV Miami (inTV, ch. 35) - - - - -	16	-- 1.407	--- .704
KWBF-TV Phoenix (inTV, ch. 13) - - - - -	17	-- 1.251	--- 1.251
KUBD-TV Denver (inTV, ch. 59) - - - - -	18	-- 1.223	--- .611
WPCB-TV Greensburg/Pittsburgh (inTV, ch.40) - - - - -	19	-- 1.185	--- .593
KCMY-TV Sacramento, Calif. (inTV, ch. 29) - - - - -	20	-- 1.151	--- .576
WCEE-TV St. Louis (inTV, ch. 13) - - - - -	21	-- 1.145	--- 1.145
WIRB-TV**, *** Orlando (inTV, ch. 56) - - - - -	22	-- 1.055	--- .839
WHKE(TV) Milwaukee, Wis. (inTV, ch. 55) - - - - -	31	--- .812	--- .406
KINB-TV Kansas City, Mo. (inTV, ch. 50) - - - - -	32	--- .812	--- .406
KOOG-TV**, *** Salt Lake City (inTV, ch. 30) - - - - -	36	--- .692	--- .346
WJUE-TV Grand Rapids, Mich. (inTV, ch. 43) - - - - -	37	--- .669	--- .335
KNMZ-TV Oklahoma City (inTV, ch. 62) - - - - -	43	--- .607	--- .304
WAAP-TV Greensboro/High Point/Winston-Salem (inTV, ch.16) - - - - -	46	--- .586	--- .293
WOST-TV Providence, R.I. (joint venture) (inTV, Ch. 69) - - - - -	47	--- .575	--- .288
WSWB-TV Scranton, Pa. (inTV, ch.64) - - - - -	49	--- .570	--- .285
WNAL-TV Birmingham, Ala. (inTV, ch. 44) - - - - -	51	--- .542	--- .271
WOCD-TV Albany, N.Y. (inTV, ch. 55) - - - - -	52	--- .523	--- .262
WTJC-TV Dayton, Ohio (inTV, ch. 26) - - - - -	53	--- .519	--- .260
KKAG-TV Fresno, Calif. (inTV, ch. 61) - - - - -	55	--- .507	--- .254
KGLB-TV Tulsa, Okla. (inTV, ch. 44) - - - - -	58	--- .478	--- .239
WEFC-TV Roanoke, Va.(inTV, ch. 38) - - - - -	67	--- .413	--- .207
WSCO(TV) Green Bay, Wis. (inTV, ch. 14) - - - - -	70	--- .388	--- .194
KTVC-TV Cedar Rapids, Iowa (inTV, ch. 48) - - - - -	86	--- .316	--- .158
WSJN-TV San Juan, P.R. (inTV, 24) - - - - -	na	---	na



LMAs and time brokerage agreements

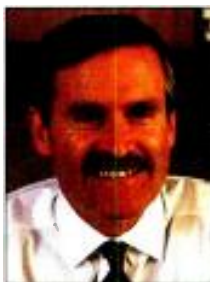
WHRC-TV Boston (inTV, ch. 46) ----- 6 -- 2.219
 WSHE-TV Washington (inTV, ch. 60) ----- 7 -- 1.969
 WTWS-TV Hartford (inTV, ch. 26) ----- 27 --- .945
 WRMY-TV Raleigh/Durham, N.C. (inTV, ch. 47) - 29 --- .841
 WRMY-TV Raleigh/Durham, N.C. (inTV, 47) -- 29 --- .841
 KBCB(TV) Seattle/Tacoma, Wash. under construction
 WAQF-TV Buffalo, N.Y. ----- under construction
 KAPA-TV Honolulu under construction
 49% of kvut-TV Little Rock, Ark. under construction
 49% of KAJW-TV Phoenix under construction

Other media holdings: Infomall Television Network; has applied to build TV in Midland, Tex. (inTV, ch. 61)

4 Tribune Broadcasting

435 N. Michigan Ave., Suite 1900,
 Chicago 60611; (312) 222-3333

Dennis FitzSimons, president (pictured)
 Subsidiary of Tribune Co.,
 John Madigan, president
 (NYSE: TRB)



FCC-25.9% / 17 stations / Total-35.3%

	DMA	TOTAL COVERAGE	FCC COVERAGE
WPIX-TV New York (WB, ch. 11) -----	1 --	6.925 --	6.925
KTLL-TV Los Angeles (WB, ch. 5) -----	2 --	5.100 --	5.100
WGN-TV Chicago (WB, ch. 9) -----	3 --	3.224 --	3.224
wphl-TV Philadelphia, (WB, ch. 17) -----	4 --	2.739 --	1.370
WLVI-TV Boston (WB, ch. 56) -----	6 --	2.219 --	1.110
WBDC-TV*** Washington (WB, ch. 50) -----	7 --	1.969 ---	.985
KDAF-TV Dallas (WB, ch. 33) -----	8 --	1.907 ---	.954
WGNX-TV Atlanta (C BS, ch. 46) -----	10 --	1.677 ---	.839
KHTV-TV Houston (WB, ch. 39) -----	11 --	1.646 ---	.823
WDZL-TV Miami (WB, ch. 39) -----	16 --	1.407 ---	.704
KWGN-TV Denver (WB, ch. 2) -----	18 --	1.223 ---	1.223
KTXL-TV Sacramento, Calif. (Fox, ch. 40) -----	20 --	1.151 ---	.576
WXIN-TV Indianapolis (Fox, ch. 59) -----	25 ---	.969 ---	.485
KSWB-TV San Diego (WB, ch. 69) -----	26 ---	.946 ---	.473
WTIC-TV Hartford, Conn. (Fox, ch. 61) -----	27 ---	.945 ---	.473
WGNO-TV New Orleans (ABC, ch. 26) -----	41 ---	.641 ---	.321
WPMT-TV Harrisburg, Pa. (Fox, ch. 43) -----	45 ---	.603 ---	.302

Other media holdings: Four radio stations, Tribune Entertainment (first-run TV programming), Tribune Media Services (print and broadcast news service), CLTV News (Chicago cable channel), Chicago Cubs baseball team; *Chicago Tribune*, *Fort Lauderdale Sun-Sentinel*, *Orlando Sentinel* and Hampton Roads, Va., *Daily Press* newspapers; Tribune Education (educational products and services); 33% of Qwest Broadcasting LLC; 28% of TV Food Network; 21% of The WB network; 4% of America Online; 20% of Digital City Inc. (with AOL)

5 NBC Inc.

30 Rockefeller Plaza,
 New York 10112; (212) 664-4444

Robert Wright, president/CEO (pictured)
 Subsidiary of General Electric,
 John Welch Jr., chairman
 (NYSE:GE)



FCC-24.6% / 11 Stations / Total-25.0%

	DMA	TOTAL COVERAGE	FCC COVERAGE
WNBC-TV New York (NBC, ch. 4) -----	1 --	6.925 --	6.925
KNBC-TV Los Angeles (NBC, ch. 4) -----	2 --	5.100 --	5.100
WMAQ-TV Chicago (NBC, ch. 5) -----	3 --	3.224 --	3.224
WCAU-TV Philadelphia (NBC, ch. 10) -----	4 --	2.739 --	2.739
WRC-TV Washington (NBC, ch. 4) -----	7 --	1.969 --	1.969
WTVJ-TV Miami (NBC, ch. 4) -----	16 --	1.407 --	1.407
KNSD-TV San Diego (NBC, ch. 7/39) ---	26 --	.946 ---	.946
WCMH-TV Columbus, Ohio (NBC, ch. 4) -	34 --	.759 ---	.759
WJAR-TV Providence, R.I. (NBC, ch. 10) -	47 --	.575 ---	.575
WVTM-TV Birmingham, Ala. (NBC, ch. 13) -	51 --	.542 ---	.542
WNCN-TV Raleigh/Durham, N.C. (NBC, ch. 17) -----	29 --	.841 ---	.421

Other media holdings: NBC Television Network, CNBC; MSNBC—joint ownership with Microsoft Corp. 25% owner of Cablevision Rainbow Programing Holding Inc. Part interest in A&E, Court TV, and the History Channel. Broadcasting and Cable networks in Europe and Asia.

6 Walt Disney Co./ABC Inc.

77 W. 66th St., New York
 10023-6298; (212) 456-7777

Robert Iger, president, ABC (pictured)
 Subsidiary of Walt Disney Co.,
 Michael D. Eisner, chairman
 (NYSE: DIS)



FCC-24.0% / 10 Stations / Total-24.2%

	DMA	TOTAL COVERAGE	FCC COVERAGE
WABC-TV New York (ABC, ch. 7) -----	1 --	6.925 --	6.925
KABC-TV Los Angeles (ABC, ch. 7) -----	2 --	5.100 --	5.100
WLS-TV Chicago (ABC, ch. 7) -----	3 --	3.224 --	3.224
WPVI-TV Philadelphia (ABC, ch. 6) -----	4 --	2.739 --	2.739
KGO-TV San Francisco (ABC, ch. 7) -----	5 --	2.351 --	2.351
KTRK-TV Houston (ABC, ch. 13) -----	11 --	1.646 --	1.646
WTVJ-TV Raleigh/Durham (ABC, ch. 11) -----	29 ---	.841 ---	.841
KFSN-TV Fresno (ABC, ch. 30) -----	55 ---	.507 ---	.254
WJRT-TV Flint, Mich. (ABC, ch. 12) -----	62 ---	.453 ---	.453
WTVG-TV Toledo, Ohio (ABC, ch. 13) -----	66 ---	.420 ---	.420

Other media holdings: ABC Television Network; ABC Radio Networks; cable channels including ESPN, ESPN2, ESP-NEWS, The Disney Channel, A & E, The History Channel, Lifetime Television; Disney/ABC International Television; Buena Vista Television; Buena Vista International, Buena Vista Home Video; Buena Vista Home Entertainment; Walt Disney Television, Walt Disney Television Animation; Walt Disney Theatrical Productions, Hollywood Records; 50 trade publications (in the process of selling trade publications)



We're tuned in to Entravision.

FOR THE PAST 20 YEARS, ENTREPRENEURS WALTER ULLOA AND PHILIP WILKINSON HAVE HELPED MAKE SPANISH-LANGUAGE TELEVISION ONE OF THE NATION'S HOTTEST MEDIA SEGMENTS.

And during the last decade, Union Bank of California has emerged as one of the nation's premier providers of

funding to Spanish-language media companies—having funded a quarter-billion dollars of growth capital to this segment alone.

So when Walter and Philip wanted to combine their respective Univision-affiliated stations to create a new entity called Entravision Communications Company LLC, they came to us. We quickly

provided Entravision with a new bank facility totaling \$65 million—allowing them to consolidate and acquire two more stations in key Hispanic markets. Entravision now owns the second-largest group of Univision-affiliated stations. Our commitment to entrepreneurial broadcasting companies makes for compelling viewing. Stay tuned.



Communications/Media Division

Craig Dougherty, Executive Vice President (213) 236-5780



7 Gannett Broadcasting

1100 Wilson Blvd., Arlington,
VA 22234; (703) 284-6760

Cecil L. Walker, president (pictured)
Subsidiary of Gannett Co.,
John Curley, chairman/president/CEO
(NYSE: GCI)



FCC-18.0% / 18 Stations / Total-18.2%

	DMA	TOTAL COVERAGE	FCC COVERAGE
WUSA-TV Washington (CBS, ch. 9)	7	1.969	1.969
WXIA-TV Atlanta (NBC, ch. 11)	10	1.677	1.677
WKYC-TV Cleveland (NBC, ch. 3)	13	1.508	1.508
KARE-TV Minneapolis/St. Paul (NBC, ch. 11)	14	1.474	1.474
WTSP-TV Tampa, Fla. (CBS, ch. 10)	15	1.456	1.456
KPNX-TV Mesa/Phoenix, Ariz. (NBC, ch. 12)	17	1.251	1.251
KNAZ-TV Flagstaff/Phoenix (NBC, ch. 2)	17	1.251	1.251
KMOH-TV Kingman/Phoenix (Ind., ch. 6)	17	1.251	1.251
KUSA-TV Denver (NBC, ch. 9)	18	1.223	1.223
KSDK-TV St. Louis (NBC, ch. 5)	21	1.145	1.145
WZZM-TV Grand Rapids, Mich. (ABC, ch. 13)	37	.669	.669
WGRZ-TV Buffalo, N.Y. (NBC, ch. 2)	39	.653	.653
WFMY-TV Greensboro, NC (CBS, ch. 2)	46	.586	.586
WTLV-TV Jacksonville, Fla. (NBC, ch. 12)	54	.509	.509
KTHV-TV Little Rock, Ark. (CBS, ch. 11)	57	.496	.496
WBIR-TV Knoxville, Tenn. (NBC, ch. 10)	60	.471	.471
KVUE-TV Austin, Tex. (ABC, ch. 24)	63	.45	.225
WMAZ-TV Macon, Ga. (CBS, ch. 12)	124	.203	.203

Other media holdings: *USA Today*, Gannett newspapers

8 Chris-Craft Industries Inc./BHC Communications Inc./United Television Inc.

767 5th Ave., 46th Fl.,
New York 10153;
(212) 421-0200

Herbert J. Siegel, president,
28.3% owner, Chris-Craft
(NYSE: CCN; ASE: BHC; Nasdaq: UTV)



FCC-17.6% / 8 stations / Total-19.4%

	DMA	TOTAL COVERAGE	FCC COVERAGE
WWOR-TV Secaucus, N.J./New York (UPN, ch. 9)	1	6.925	6.925
KCOP-TV Los Angeles (UPN, ch. 13)	2	5.1	5.1
KVBC-TV San Francisco (UPN, ch. 44)	5	2.351	1.176
KMSP-TV Minneapolis/St. Paul (UPN, ch. 9)	14	1.474	1.474
kutp-tv Phoenix (UPN, ch. 45)	17	1.251	.626
KPTV-TV Portland, Ore. (UPN, ch. 12)	24	.983	.983
KTVX-TV Salt Lake City (ABC, ch. 4)	36	.692	.692

KMOL-TV San Antonio (NBC, ch. 4) ----- 38 --- .662 --- .662

Other media holdings: UPN Network

9 HSN, Inc./Silver King Broadcasting

1 HSN Drive., St. Petersburg
Fla. 33729; (813) 572-8585

Barry Diller, chairman
(Nasdaq: HSNl)



FCC-16.4% / 17 stations / Total-31.0%

	DMA	TOTAL COVERAGE	FCC COVERAGE
WHSE-TV New York (HSN, ch. 68)	1	6.925	3.463
KHSC-TV Los Angeles (HSN, ch. 46)	2	5.100	2.55
WEHS-TV Chicago, Ill (HSN, ch. 60)	3	3.224	1.612
WHSP-TV Philadelphia (HSN ch. 65)	4	2.739	1.370
WHSN-TV Boston (HSN, ch. 66)	6	2.219	1.095
KHSX-TV Dallas, Tex. (HSN, ch. 49)	8	1.907	.954
KHSH-TV Houston (HSN, ch. 67)	11	1.646	.823
WQHS-TV Cleveland, (HSN, ch. 61)	13	1.508	.754
WBHS-TV Tampa, Fla. (HSN, ch. 50)	15	1.456	.728
WYHS-TV Miami (HSN, ch. 69)	16	1.407	.704
WHSW-TV Baltimore (HSN, ch. 24)	23	1.021	.511
WVUE-TV * New Orleans (Fox, ch. 8)	41	.641	.641
WALA-TV* Mobile, Ala.(FOX, ch. 10)	61	.463	.463
KHON-TV* Honolulu (and satellites KHAW-TV[Fox, ch. 11] Hilo and KAI-TV Wailuku[Fox, ch. 7], Hawaii) (Fox, ch. 2)	69	.395	.395
WLWK-TV* Green Bay, Wis. (Fox, ch. 11)	70	.388	.388

Other media holdings: Home Shopping Network, 26
LPTVs, non-voting 33%-49% equity interest in seven TV
stations, Internet Shopping Network, Inc., Vela Research,
Inc. National Call Center, Inc.

10 Telemundo Group

2290 W. 8th Ave. Hialeah, Fla.
33010; (305)884-8200

Roland A. Hernandez, president, CEO



FCC-10.7% / 8 stations / Total-21.3

(Tm.=Telemundo)

	DMA	TOTAL COVERAGE	FCC COVERAGE
WNJU-TV Newark, N.J./New York (Tm., ch. 47)	1	6.925	3.460
KVEA-TV Corona/Los Angeles (Tm., ch. 52)	2	5.100	2.550
WSNS-TV Chicago (Telemundo, ch. 44)	3	3.224	1.612
KSTS-TV San Francisco/Oakland (Ind., ch. 48)	5	2.351	1.176
KTMD-TV Galveston/Houston (Tm., ch. 48)	11	1.646	.823
WSCV-TV Miami/Ft. Lauderdale, Fla. (Tm, ch. 51)	16	1.407	.704
KVDA-TV San Antonio, Tex. (Tm., ch. 60)	38	.662	.331
WKAQ-TV San Juan, P.R. (Telemundo, ch. 2)	n/a	n/a	n/a

Other media holdings: Telemundo network.

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



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

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

Here's how we work. When a situation arises, just one phone call to an ICE contact (officially, just for the record, we call them "partners") can pull together a team of professionals versed in the various disciplines of your business—whether it be finance, accounting, information technology, or telecommunications,

to name just a few. In fact, as we speak, we're all over the world advising, fixing, re-engineering, and creating strategies for ICE-related clients of every size and type.

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

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

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



INFORMATION, COMMUNICATIONS & ENTERTAINMENT

Good advice whispered here.SM

11 A.H. Belo

Communications Center,
PO Box 652371, Dallas 75265;
(214) 977-6606



Ward L. Huey Jr., vice chairman/president,
Broadcast Division (pictured)
Robert W. Decherd, chairman/president/
CEO/8.3% owner
(NYSE: BLC)

FCC-10.5% / 16 stations / Total-13.5%

	DMA	TOTAL COVERAGE	FCC COVERAGE
WFAA-TV Dallas/Fort Worth (ABC, ch. 8) -----	8	1.907	1.907
KHOU-TV Houston (CBS, ch. 11) -----	11	1.646	1.646
KING-TV Seattle (NBC, ch. 5) -----	12	1.54	1.540
KXTV-TV Sacramento, Calif. (ABC, ch. 10) ---	20	1.151	1.151
KMOV-TV* St. Louis (CBS, ch. 4) -----	21	1.145	1.145
KGW-TV Portland, Ore. (NBC, ch. 8) -----	24	.983	.983
WCNC-TV Charlotte, N.C. (NBC, ch. 6) -----	28	.844	.844
WVEC-TV Norfolk, Va. (ABC, ch. 13) -----	40	.652	.652
WWL-TV New Orleans (CBS, ch. 4) -----	41	.641	.641
KASA-TV Albuquerque/Santa Fe, N.M. (Fox, ch. 2)-	48	.572	.572
WHAS-TV Louisville, Ky. (ABC, ch. 11) -----	50	.568	.568
KOTV-TV Tulsa, Okla. (CBS, ch. 6) -----	58	.476	.476
KHNL-TV Honolulu (NBC, ch. 8) -----	69	.395	.395
KREM-TV Spokane, Wash. (CBS, ch. 2) -----	73	.383	.383
KMSB-TV Tucson, Ariz. (Fox, ch. 11) -----	78	.366	.366
KTVB-TV Boise, Idaho (NBC, ch. 7) -----	127	.19	.190

Other media holdings: Buying WFKN(AM) Franklin, Ky.
Managing general partner, Television Food Network. Has
controlling interest in America's Health Network. Six daily
newspapers, including *Dallas Morning News* and *Provi-
dence Journal-Bulletin*

12 Paramount Stations Group, Inc.

1515 Broadway,
New York 10036; (212) 258-6000



Tony Cassara, president (pictured)
Subsidiary of Viacom (ASE: VIA),
Sumner M. Redstone, president/
66.66% owner; Kerry McCluggage,
chairman, Paramount TV Group

FCC-9.1% / 13 stations / Total-19.1%

	DMA	TOTAL COVERAGE	FCC COVERAGE
WPSG-TV Philadelphia (Fox, ch. 57) -----	4	2.739	1.370
WSBK-TV Boston (Ind., ch. 38) -----	6	2.219	1.110
WDCA-TV Washington (Ind., ch. 20) -----	7	1.969	.985
KTXA(TV) Arlington/Dallas/Ft. Worth (Ind., ch. 21)-	8	1.907	.954
WKBD(TV) Detroit (Ind., ch. 50) -----	9	1.828	.914
WUPA(TV) Atlanta (Ind., ch. 69) -----	10	1.677	.839

KTXH(TV) Houston (Ind., ch. 20) ----- 11 -- 1.646 --- .823
KSTW(TV) Seattle/Tacoma (CBS, ch. 11) ---- 12 -- 1.540 -- 1.540
WTOG(TV) Tampa/St. Petersburg (Ind., ch. 44)- 15 -- 1.456 --- .728
WBFS-TV Miami/Fort Lauderdale (Ind., ch. 33)- 16 -- 1.407 --- .704

LMAs

WTVX(TV)* West Palm Beach, Fla. (Ind., ch. 34)- 44 --- .606
WVIT(TV) New Britain/Hartford/New Haven, Conn. (LMA with
WTVX(TV) Waterbury/Hartford) (NBC, ch. 30) - 27 --- .945

13 Univision Television Group Inc.

1999 Avenue of the Stars,
Los Angeles 90067;
(310) 566-7600



A. Jerrold Perenchio,
chairman

FCC-9.9% / 12 stations / Total-19.8%

	DMA	TOTAL COVERAGE	FCC COVERAGE
WXTV-TV Paterson, N.J./New York (Un., ch. 41) - 1	1	6.925	3.475
KMEX-TV Los Angeles (Univision, ch. 34) -----	2	5.100	2.550
WGBO-TV Chicago (Univision, ch. 66) -----	3	3.224	1.612
KDTV-TV San Francisco (Univision, ch. 14) -----	5	2.351	1.176
KUVN-TV Dallas/Fort Worth (Univision, ch. 23)- 8	8	1.907	.954
KXLN-TV Houston (Univision, ch. 45) -----	11	1.646	.823
WLTW-TV Miami (Univision, ch. 23) -----	16	1.407	.704
KTVW-TV Phoenix (Univision, ch. 33) -----	17	1.251	.626
KCSO-TV Sacramento Calif. (Univision, ch. 19)- 20	20	1.151	.576
KWEX-TV San Antonio, Tex. (Univision, ch. 41)- 38	38	.662	.331
KLUZ-TV Albuquerque, N.M. (Ind., ch. 41) --- 48	48	.572	.286
KFTV-TV Fresno (Univision, ch. 21) -----	55	.507	.254

Other media holdings: Univision Network; has applied to
build TVs in Roswell and Silver City, N.M., and Odessa, Tex.

14 Cox Broadcasting

1400 Lake Hearn Dr., Atlanta
30348; (404) 843-5000



Nicholas D. Trigony, president (pictured)
Subsidiary of Cox Enterprises Inc.,
James C. Kennedy, chairman

FCC-9.5% / 12 stations / Total-11.4%

	DMA	TOTAL COVERAGE	FCC COVERAGE
KTVU-TV Oakland, Calif. (Fox, ch. 2) -----	5	2.351	2.351
WSB-TV Atlanta (ABC, ch. 2) -----	10	1.677	1.677
KIRO-TV* Seattle/Tacoma (Ind., ch. 7) -----	12	1.540	1.540
WPXI-TV Pittsburgh (NBC, ch. 11) -----	19	1.185	1.185
WFTV-TV Orlando (ABC, ch. 9) -----	22	1.055	1.055
WSOC-TV Charlotte, N.C. (ABC, ch. 9) -----	28	.844	.844
WHIO-TV Dayton, Ohio (CBS, ch. 7) -----	53	.519	.519
KFOX-TV El Paso, Tex. (Fox, ch. 14) -----	99	.271	.135
KRXI-TV Reno, Nev. (Fox, ch. 11) -----	119	.216	.216

LMAs and joint sales agreements

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www.comarkcom.com



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WAXN-TV Charlotte (Ind., ch. 64)	-----	28	---	.844
WUPL-TV New Orleans (Ind., ch. 54)	-----	41	---	.641
KAME-TV Reno (Ind., ch. 21)	-----	119	---	.216

Other media holdings: Rysher Entertainment and newspapers in Arizona, Colorado, Florida and Atlanta

15 Hearst-Argyle Television Inc.

(pending merger of Hearst Corp. Argyle Television)
959 Eighth Ave., New York 10019; (212) 649-2300

John G. Conomikes, president, co-CEO(l)/
Bob Marbut, chairman, co-CEO(r)
Subsidiary of Hearst Corp. (83% owner),
Frank A. Bennack Jr., president



FCC-9.2% / 16 stations / Total-11.6%

	DMA	TOTAL COVERAGE	FCC
wcvb-TV Boston (ABC, ch. 5)	-----	6	--- 2.219 --- 2.219
wwwb-TV Tampa/St. Pete, Fla. (Ind., ch. 32)	15	---	1.456 --- .728
WTAE-TV Pittsburgh (ABC, ch. 4)	-----	19	--- 1.185 --- 1.185
WBAL-TV Baltimore (NBC, ch. 11)	-----	23	--- 1.021 --- 1.021
WLWT-TV Cincinnati (NBC, ch. 5)	-----	30	--- .826 --- .826
WISN-TV Milwaukee (ABC, ch. 12)	-----	31	--- .812 --- .812
KOCO-TV* Oklahoma City (ABC, ch. 5)	-----	43	--- .607 --- .607
WPBF-TV* West Palm Beach, Fla. (ABC, ch. 25)	44	---	.606 --- .303
WNAC-TV* Providence, R.I. (Fox, ch. 64)	-----	47	--- .575 --- .288
WDTN-TV Dayton, Ohio (ABC, ch. 2)	-----	53	--- .519 --- .519
KITV-TV* Honolulu (ABC, ch. 4)	-----	69	--- .395 --- .395
WAPT-TV* Jackson, Miss. (ABC, ch. 16)	-----	90	--- .305 --- .153
KHBS-TV* Fort Smith/Fayetteville (and satellite KHOG-TV* Fayetteville), Ark. (ABC, ch. 40; ch. 29)	-----	118	--- .217 --- .109

LMAs

KMBC-TV (LMA with KCWB-TV) Kansas City, Mo.
(ABC, ch. 9; ind., ch. 29) ----- 32 --- .812

Other media holdings: Hearst is partner with ABC Inc. in ESPN, Lifetime Television and A&E cable channels, and with Continental Cablevision in New England Cable News.

16 Young Broadcasting

599 Lexington Ave., 47th Floor
New York 10022;
(212) 754-7070

Vincent Young, chairman/38.5% owner
(Nasdaq: YBTVA)

FCC-9.0% / 15 stations / Total-9.1%



	DMA	TOTAL COVERAGE	FCC
KCAL-TV Los Angeles (Ind., ch. 9)	-----	2	--- 5.100 --- 5.100
WKRN-TV Nashville (ABC, ch. 2)	-----	33	--- .808 --- .808
WTEN-TV Albany, N.Y. (ABC, ch. 10)	-----	52	--- .523 --- .523
WRIC-TV Richmond, Va. (ABC, ch. 8)	-----	59	--- .476 --- .476
WATE-TV Knoxville, Tenn. (ABC, ch. 6)	-----	60	--- .471 --- .471
WBAY-TV Green Bay, Wis. (ABC, ch. 2)	-----	70	--- .388 --- .388
KWQC-TV Davenport, Iowa (NBC, ch. 6)	-----	88	--- .313 --- .313
WLNS-TV Lansing, Mich. (CBS, ch. 6)	-----	106	--- .238 --- .238
KELO-TV Sioux Falls (and satellites KPLO-TV Florence and KCLO-TV Rapid City, S.D. (CBS, ch. 3; ch. 15; ch. 6))	-----	107	--- .237 --- .237
(CBS, ch. 11)	-----	107	--- .237 --- .237
KLFY-TV Lafayette, La. (CBS, ch. 10)	-----	121	--- .210 --- .210
WKBT-TV LaCrosse, Wis. (CBS, ch. 8)	-----	130	--- .183 --- .183
WTVQ-TV Rockford, Ill. (NBC, ch. 17)	-----	135	--- .171 --- .355

17 E.W. Scripps Co.

312 Walnut St., Suite 2800,
Cincinnati 45202; (513) 977-3000

William R. Burleigh, president, CEO
Edward W. Scripps Trust, 83% owner
(NYSE: SSP)



FCC-8.7% / 10 stations / Total-10.4%

	DMA	TOTAL COVERAGE	FCC
wxyz-TV Detroit (ABC, ch. 7)	-----	9	--- 1.828 --- 1.828
WEWS-TV Cleveland (ABC, ch. 5)	-----	13	--- 1.508 --- 1.508
WFTS-TV Tampa/St. Petersburg (ABC, ch. 28)	15	---	1.456 --- .728
KNXV-TV Phoenix (ABC, ch. 15)	-----	17	--- 1.251 --- .626
WMAR-TV Baltimore (ABC, ch. 2)	-----	23	--- 1.021 --- 1.021
WCPO-TV Cincinnati (CBS, ch. 9)	-----	30	--- .826 --- .826
KSHB-TV Kansas City, Mo. (NBC, ch. 41)	-----	32	--- .812 --- .406
KENS-TV* San Antonio, Tex. (CBS, ch. 5)	-----	38	--- .662 --- .662
WPTV-TV West Palm Beach, Fla. (NBC, ch. 5)	44	---	.606 --- .606
KJRH-TV Tulsa, Okla. (NBC, ch. 2)	-----	58	--- .478 --- .478

Other media holdings: Cincinnati Post, Kentucky Post, Denver's Rocky Mountain News, Memphis Commercial Appeal, Knoxville News Sentinel newspapers; nonattributable interest in Comcast Corp.

18 Sinclair Broadcast Group

2000 W. 41st St., Baltimore
21211; (410) 467-4545

David D. Smith, president/28.1% owner
(NASDAQ: SBGI)



FCC-8.2% / 28 stations / Total-14.2%

	DMA	TOTAL COVERAGE	FCC
WPGH-TV Pittsburgh (Fox, ch. 53)	-----	19	--- 1.185 --- .593
KOVR-TV Sacramento, Calif. (CBS, ch. 13)	-----	20	--- 1.150 --- 1.150
KDNL-TV St. Louis (ABC, ch. 30)	-----	21	--- 1.150 --- .573
WBFF-TV Baltimore (Fox, ch. 45)	-----	23	--- 1.020 --- .511

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June 24, 1997

5,990,000 Shares



EVERGREEN MEDIA CORPORATION

\$3.00 Convertible Exchangeable Preferred Stock

Liquidation Preference \$50 Per Share

Convertible into Class A Common Stock at \$50 Per Share

Price \$50 Per Share

The undersigned privately placed these securities with qualified institutional buyers and accredited investors pursuant to Rules 144A and 501 under the Securities Act of 1933.

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INCORPORATED

BT SECURITIES CORPORATION

CREDIT SUISSE FIRST BOSTON

GOLDMAN, SACHS & CO.

NATIONSBANC CAPITAL MARKETS, INC.

TD SECURITIES



WTTV(TV) Bloomington/Indianapolis (and satellite WTTK(TV) Kokomo/Indianapolis) (Ind., ch. 4; ch. 29) 25 --- .969 --- .969

WLFL(TV) Raleigh/Durham, N.C. (Fox, ch. 22) 29 --- .841 --- .421

WSTR-TV Cincinnati (Ind., ch. 64) --- 30 --- .826 --- .413

WCGV-TV Milwaukee, Wis. (Ind., ch. 24) --- 31 --- .812 --- .406

KSMO-TV Kansas City, Mo. (Ind., ch. 62) --- 32 --- .812 --- .406

WLOS(TV) Asheville, N.C. (ABC, ch. 13) --- 35 --- .723 --- .723

KABB-TV San Antonio, Tex. (Fox, ch. 29) --- 38 --- .662 --- .331

WTVZ-TV Norfolk/Newport News, Va. (Fox, ch. 33) 40 --- .652 --- .326

KOCB-TV Oklahoma City (Ind., ch. 34) --- 43 --- .607 --- .304

WTTQ(TV) Birmingham, Ala. (Ind., ch. 21) --- 51 --- .542 --- .271

WSMH(TV) Flint/Bay City, Mich. (Fox, ch. 66) 62 --- .453 --- .227

WDKY-TV Danville/Lexington, Ky. (Fox, ch. 56) 71 --- .387 --- .194

KDSM-TV Des Moines, Iowa (Fox, ch. 17) --- 72 --- .386 --- .193

WYZZ(TV) Peoria/Bloomington (Fox, ch. 43) 110 --- .231 --- .116

WDBB(TV) Tuscaloosa, Ala. (Ind., ch. 17) --- 185 --- .064 --- .032

LMAs and TBAs:

WPTT-TV Pittsburgh (ind., ch. 22) --- 19 --- 1.185

WNUV-TV Baltimore (ind., ch. 54) --- 23 --- 1.021

WRDC-TV Raleigh/Durham, N.C. (Ind., ch. 28) 29 --- .841

WVTV-TV Milwaukee, Wis. (ind., ch. 18) --- 31 --- .812

WTTE(TV) Columbus, Ohio (Fox, ch. 28) --- 34 --- .759

WFBC-TV Greenville, S.C. (Ind., ch. 40) --- 35 --- .723

KRRT-TV San Antonio, Tex. (Ind., ch. 35) --- 38 --- .662

WABM-TV Birmingham, Ala. (ind., ch. 68) --- 51 --- .542

Other media holdings: Has applied to build TVs in Tuscaloosa, Ala. Boulder City, Nev., Portland, Ore., Geis-tow and Hollidaysburg, Pa., and Virginia Beach, Va. Smith also owns 18.75% of WTTA(TV) St. Petersburg, Fla.

19 Post-Newsweek Stations

3 Constitution Plaza, Hartford, Conn.; (203) 493-6530

G. William Ryan, president, CEO (pictured) Subsidiary of The Washington Post Co. Donald Graham, chairman/CEO/publisher (NYSE: WPO),



FCC-7.1% / 6 stations / Total-7.1%

	DMA	TOTAL COVERAGE	FCC
WDIV-TV Detroit (NBC, ch. 4) ---	9	1.828	1.828
KPRC-TV Houston (NBC, ch. 2) ---	11	1.646	1.646
WPLG-TV Miami (ABC, ch. 10) ---	16	1.407	1.407
WCPX-TV Orlando (CBS, ch. 6) ---	22	1.055	1.055
KSAT-TV San Antonio, Tex. (ABC, ch. 12) ---	38	.662	.662
WJXT-TV Jacksonville, Fla. (CBS, ch. 4) ---	54	.509	.509

Other media holdings: Pro Am Sports System (sports network)

20 Meredith Corp.

1717 Locust St., Des Moines, Iowa 50309; (515) 284-3000

William T. Kerr, president (NYSE: MDP)



FCC-6.2% / 11 stations / Total-7.6%

	DMA	TOTAL COVERAGE	FCC
KPHO-TV Phoenix (CBS, ch. 5) ---	17	1.251	1.251
WOFL(TV) Orlando, Fla. (Fox, ch. 35) ---	22	1.055	.528
KPDx(TV)* Vancouver, Wash./Portland, Ore. (Fox, ch. 49) ---	24	.983	.492
WFSB-TV Hartford, Conn. (CBS, ch. 3) ---	27	.945	.945
KCTV(TV) Kansas City, Mo. (CBS, ch. 5) ---	32	.812	.812
WSMV(TV) Nashville, Tenn. (NBC, ch. 4) ---	33	.808	.808
WHNS(TV)* Asheville, N.C./ Greenville/Spartanburg, S.C. (Fox, ch. 21) ---	35	.723	.362
WNEM-TV Flint/Bay City, Mich. (CBS, ch. 5) ---	62	.453	.453
KVVU-TV Las Vegas, Nev. (Fox, ch. 5) ---	64	.441	.441
WOGX(TV) Ocala/Gainesville, Fla. (Ind., ch. 51) 165	---	.100	.050
KFKO-TV Bend, Ore. (Fox, ch. 39) ---	203	.039	.015

21 Granite Broadcasting

767 3rd Ave., New York, New York 10017; (212) 826-2530

W. Don Cornwell, chairman



FCC-5.9% / 11 stations / Total-7.7%

	DMA	TOTAL COVERAGE	FCC
KNTV-TV San Francisco/Oakland (ABC, ch. 11) 5	---	2.351	2.351
WXON-TV* Detroit (Ind., ch. 20) ---	9	1.828	.914
WWMT-TV Grand Rapids/Kalamazoo (CBS, ch. 3) 37	---	.669	.669
WKBW-TV Buffalo, N.Y. (ABC, ch. 7) ---	39	.653	.653
KSEE-TV Fresno, Calif. (NBC, ch. 24) ---	55	.507	.254
KEYE-TV Austin, Tex. (CBS, ch. 42) ---	63	.450	.225
WTVH-TV Syracuse, N.Y. (CBS, ch. 5) ---	68	.396	.396
WPTA-TV Fort Wayne, Ind. (ABC, ch. 21) ---	103	.249	.125
WEEK-TV Peoria/Bloomington, Ill. (NBC, ch. 25) 110	---	.231	.116
KBJR-TV Duluth, Minn./Superior, Wis. (NBC, ch. 6) ---	134	.174	.174

TBAs

WLAJ-TV (TBA) Lansing, Mich. (ABC, ch. 53) 106 --- .238

Other media holdings: WEEK-FM, Eureka, Ill.

22 Raycom Media

RSA Tower, Suite 710, 201 Monroe St., Montgomery, Ala.; (334) 206-1400

John Hayes, president/CEO



FCC-5.6% / 26 stations / Total-6.4%



	DMA	TOTAL COVERAGE	FCC
WMC-TV Memphis, Tenn. (NBC, ch. 5) - - - - -	42	.631	.631
WTVR-TV* Richmond, Va. (CBS, ch. 6) - - - - -	59	.476	.476
WTNZ-TV Knoxville (Ind., ch. 43) - - - - -	60	.471	.236
WUPW-TV Toledo, Ohio (Fox, ch. 36) - - - - -	66	.420	.210
WSTM-TV* Syracuse, N.Y. (NBC, ch. 3) - - - - -	68	.396	.396
KSLA-TV Shreveport, La. (CBS, ch. 12) - - - - -	77	.372	.372
KOLD-TV Tucson (CBS, ch. 11) - - - - -	78	.366	.366
KFVS-TV* Cape Girardeau, Mo. (ABC, ch. 12) - - - - -	79	.365	.365
WAFF-TV* Huntsville, Ala. (NBC, ch. 48) - - - - -	81	.336	.168
KWWL-TV* Cedar Rapids/Waterloo/Dubuque, Iowa (NBC, ch. 7) - - - - -	86	.316	.316
WACH-TV Columbia, S.C. (Fox, ch. 57) - - - - -	89	.312	.156
WAFB-TV Baton Rouge, La. (CBS, ch. 9) - - - - -	98	.275	.275
WTOG-TV* Savannah, Ga. (CBS, ch. 11) - - - - -	100	.264	.264
WITN-TV* Greenville, N.C. (NBC, ch. 7) - - - - -	105	.241	.241
KSFY-TV Sioux Falls (and satellites KABY-TV Aberdeen/Sioux Falls, (ABC, ch. 13) and KPRY-TV Pierre, S.D. (ABC, ch. 13; ch. 9; ch. 4) - - - - -	107	.237	.237
WPBN-TV* Traverse City/Cadillac, (NBC, ch. 7) and satellite WTOM-TV* Cheboygan/Cadillac (NBC, ch. 4) - - - - -	117	.217	.217
KNDU-TV* Yakima, Wash. (NBC, ch. 23) and satellite KNDU-TV* Richland/Yakima, Wash. (NBC, ch. 25) - - - - -	123	.203	.102
WTVM-TV* Columbus, Ga. (ABC, ch. 9) - - - - -	125	.193	.193
WECT-TV Wilmington, N.C. (NBC, ch. 6) - - - - -	154	.131	.131
WDAM-TV Laurel/Hattiesburg, Miss. (NBC, ch. 7) - - - - -	169	.097	.097
WLUC-TV* Marquette, Mich. (NBC, ch. 6) - - - - -	176	.086	.086
KTVO-TV* Ottumwa, Iowa (ABC, ch. 3) - - - - -	200	.044	.044

23 Pulitzer Broadcasting

101 S. Hanley Rd., Suite 1250,
St. Louis 63105-3428;
(314) 721-7335

Ken J. Elkins, chairman/president/CEO (pictured) Subsidiary of Pulitzer Publishing Co., Michael E. Pulitzer, president/chairman/23.2% owner (NYSE: PTZ)



FCC-5.2% / 10 stations / Total-5.5%

	DMA	TOTAL COVERAGE	FCC
WESH-TV Daytona Bch/Orlando, Fla. (NBC, ch. 2) - - - - -	22	1.055	1.055
WYFF-TV Greenville/Spartanburg, S.C. (NBC, ch. 4) - - - - -	35	.723	.723
WDSU-TV New Orleans (NBC, ch. 6) - - - - -	41	.641	.641
WGAL-TV Harrisburg/Lancaster (NBC, ch. 8) - - - - -	45	.603	.603
WXII-TV Greensboro/High Point/Winston-Salem, N.C. (NBC, ch. 12) - - - - -	46	.586	.586
KOAT-TV Albuquerque/Santa Fe and satellite station KOCT-TV Carlsbad/Albuquerque/Santa Fe, N.M. (ABC, ch. 7; ABC, ch. 6) - - - - -	48	.572	.572
WLKY-TV Louisville, Ky. (CBS, ch. 32) - - - - -	50	.568	.284
KCCI-TV Des Moines, Iowa (CBS, ch. 8) - - - - -	72	.386	.386
KETV-TV Omaha, Neb. (ABC, ch. 7) - - - - -	75	.377	.377

Other media holdings: Four radio stations

24 Media General

Box 85333 Richmond, Va.
23293-0001; (804) 649-6000

J. Stewart Bryan III, president/4.6% owner
Cede & Co., 80.8% owner



FCC-4.7% / 13 stations / Total-5.3%

	DMA	TOTAL COVERAGE	FCC
WFLA-TV Tampa/St. Pete, Fla. (NBC, ch. 8) - - - - -	15	1.456	1.456
WBMG-TV Birmingham (CBS, ch. 42) - - - - -	51	.542	.271
WJKS-TV Jacksonville, Fla. (ABC, ch. 17) - - - - -	54	.509	.255
WSLS-TV Roanoke, Va. (NBC, ch. 10) - - - - -	67	.411	.411
WTVQ-TV Lexington, Ky. (ABC, ch. 36) - - - - -	71	.387	.194
WDEF-TV Chattanooga Tenn (CBS, ch. 12) - - - - -	87	.316	.316
WJTV-TV* Jackson, Miss. (satellite WHLT-TV)* Hattiesburg (CBS, ch. 12) - - - - -	90	.305	.305
WJHL-TV Johnson City, Tenn (CBS, ch. 11) - - - - -	93	.295	.295
WSAV-TV* Savannah, Ga. (ABC, ch. 3) - - - - -	100	.264	.264
WNCT-TV Greenville, N.C. (CBS, ch. 9) - - - - -	105	.241	.241
WCBD-TV Charleston, S.C. (Ind., ch. 2) - - - - -	109	.231	.231
WMOA-TV Montgomery, Ala. (ABC, ch. 32) - - - - -	113	.225	.113
KALB-TV Alexandria, La. (NBC, ch. 5) - - - - -	177	.083	.083

Other media holdings: Cable TV systems in Fairfax County and Fredericksburg, Va. 20 daily newspapers, 89 weeklies

25 Allbritton Communications Co.

800 17th St., Suite 301,
Washington 20006
(202) 789-2130

Robert L. Allbritton, executive VP/COO



FCC-4.2% / 10 stations / Total-4.3%

	DMA	TOTAL COVERAGE	FCC
WJLA-TV Washington (ABC, ch. 7) - - - - -	7	1.969	1.969
WHTM-TV Harrisburg/Lancaster (ABC, ch. 27) - - - - -	45	.603	.302
WJXX-TV* Jacksonville, Fla. (ind., ch. 25) - - - - -	54	.509	.255
KATV-TV Little Rock, Ark. (ABC, ch. 7) - - - - -	57	.496	.496
KTUL-TV Tulsa, Okla. (ABC, ch. 8) - - - - -	58	.478	.478
WSET-TV Lynchburg-Roanoke, Va. (ABC, ch. 13) - - - - -	67	.411	.411
WCIV-TV Charleston, S.C. (ABC, ch. 4) - - - - -	109	.231	.231
WCFT-TV Tuscaloosa, Ala. (ABC, ch. 40) - - - - -	185	.064	.032
LMAs			
WBSG-TV Brunswick, Ga./Jacksonville, Fla. (LMA with options to buy) (ABC, Ch. 21) - - - - -	54	.509	
WJSU-TV Anniston, Ala. (LMA with option to buy) (ABC, ch. 33) - - - - -	201	.044	

Other media holdings: NewsChannel 8 cable channel, Washington

Bud Paxson SETS HIS SIGHTS TO BE LUCKY NUMBER 7

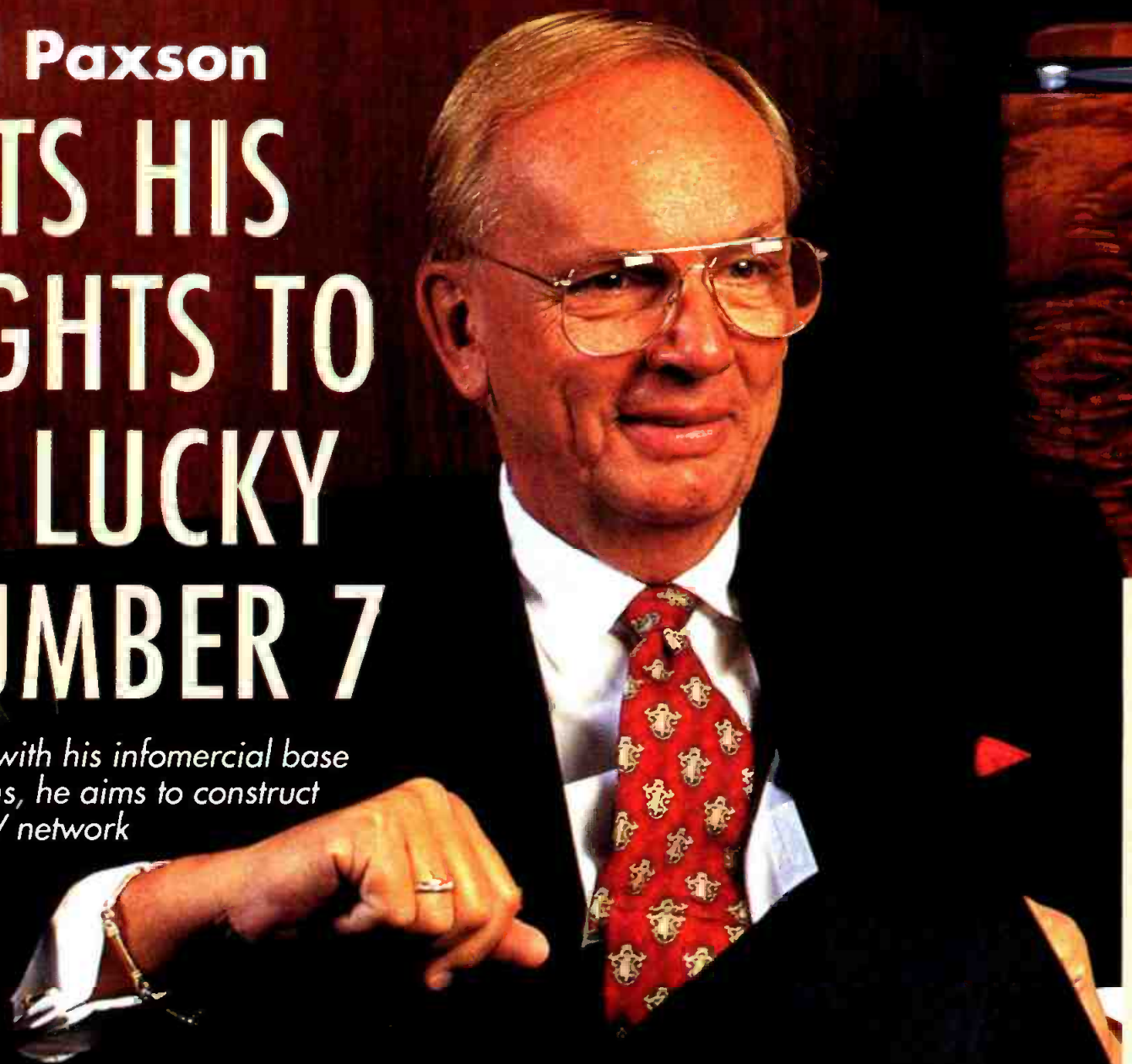
Starting with his infomercial base of stations, he aims to construct a new TV network

By Steve McClellan

Lowell "Bud" Paxson says he's going to build the nation's seventh over-the-air television network. Actually, he's already done it. It's called inTV, or the "InfoMall." Paxson sells blocks of time on inTV mostly to infomercial producers, who create elaborate pitches for products ranging from the Thigh Master to Microsoft software. Those long-form commercials then air on Paxson's 42 owned-and-operated stations and a handful of affiliated stations that together reach 49% of the country.

But Paxson, who co-founded the Home Shopping Network in the early 1980s, has another type of network programming in mind. The basic distribution structure of his network is not going to change. The company will still sell blocks of time to outside producers, and Paxson's collection of stations will still be "bare-bones operations," with staffs unlikely to exceed 20 employees, he says. It's just that in key dayparts, the producers he sells time to will be mainstream entertainment program providers, who will then have to go out and sell spots to advertisers.

Paxson figures he can charge mainstream producers more because they will then be able to tap into the \$37 billion general television advertising market. By comparison, he says,



the infomercial business, although growing, is only about a \$2 billion market.

Since he will be paid upfront, Paxson will have few, if any, risks. The producers, however, desperate for a distribution outlet, will risk all on the bet that the programs they air will attract a viable audience. "What we've been telling our prospective partners in the course of negotiations is, we hope you don't take a risk," Paxson says.

Station acquisition has been key

Since it was formed in 1991, Paxson Communications has spent hundreds of millions of dollars acquiring local broadcasting outlets—focusing first on radio, then on television. The company took

advantage of radio deregulation (specifically, an end to the duopoly rules) to quickly gobble up almost 40 stations in Florida. In Miami alone the company has a "super duopoly" of seven stations that commands a 15% share of the market's audience and more than 20% of the market's radio revenue.

The Paxson radio group, sold to Clear Channel last week (see story, page 46), reaches 75% of the listening audience in Florida each week, and the company created four statewide radio networks to exploit that reach.

Largely through acquisitions, the company's revenue has been growing dramatically—in 1996 it totaled \$144,497,611, up

66% from 1995 and almost triple 1994's \$54,589,935. This year, excluding the radio divestiture, revenue will approach \$200 million. At the same time, the company has been spending heavily on acquisitions over the past three years: just over \$300 million combined for 1994, 1995 and 1996 (with another \$353 million pending) and \$70 million more on equipment and buildings to upgrade acquired properties.

Those expenses, combined with about \$200 million in repayment of debt over the past three years, have resulted in net losses of \$48 million last year, \$46.7 million in 1995 and \$8.1 million in 1994.

Indeed, until Paxson agreed last week to sell its radio division for \$693 million, Wall Street was wondering whether the company was overextended.

Paxson's response to those concerns had been that it would go to the debt and equity markets this

fall (for the second time in two years) to cover the costs of its acquisitions. But again, Wall Street expressed doubts, noting that Paxson's stock is trading well below the price of the company's equity offering last year (\$16 per share) and that shareholders would be angry if the company took another step to dilute the value of their shares by offering more stock.

Wall Street likes radio sale

But the deal to sell its radio division to Clear Channel has eased many of Wall Street's concerns about Paxson, with most analysts rating the stock a speculative buy.

It's been a bumpy road for Paxson's stock over the past year. Before the Supreme Court's must-carry decision in March, which requires cable systems to continue to carry broadcast stations in their local markets, Paxson's stock dipped to a 52-week low of 6-5/8. But it's been gaining ground steadily since. After last week's divestiture of the radio division, the stock popped to a yearly high of 12-7/8.

"Paxson is a very viable entity," says John Reidy, Smith Barney managing director and a leading media and entertainment analyst. Last week's deal to sell its radio unit puts Paxson in a comfortable financial position going forward, he says. Reidy estimates that Paxson Communications now has a market value of roughly \$1 billion.

Rita Zanella Benson, media and entertainment analyst at Gruntal & Co., agrees. Paxson was under a cash crunch up to last week, Benson says. "The major question was how they would fund their acquisitions. The radio deal alleviates some of the risk in the Paxson shares and puts them in a much stronger financial position."

Bud Paxson says he's getting "well over double what we paid" for the radio stations being sold to Clear Channel. Three weeks ago, Paxson strongly denied he was thinking about selling the radio division. But last week he admitted to having "entertained" one offer at least a month ago. "They developed their interest, and we casually called three of the other major players." Asked if Clear Channel was the original suitor, Paxson will say only that it was "one of the original parties" to express interest. Clear Channel is paying 17 times projected 1997 cash flow for the Paxson group. That's a premium even in these heady times for sellers, when radio prices are averaging multiples in the mid-teens.

Paxson will net \$614 million of the \$693 million sale price. He says he'll use \$353 million to pay off pending transactions, including the \$257.5 million purchase of flagship station WPXN-TV New York from Dow Jones and ITT. (The station changed its calls today [June 30] from WBIS.)

Another \$46 million will be used to buy back junior preferred stock, leaving Paxson with \$214 million in cash and \$338 million in debt. "That gives us a lot of buying power to go out and finish this project," he says of the company's intention to acquire

"The radio deal alleviates some of the risk in the Paxson shares and puts them in a much stronger financial position."

—Analyst Rita Zanella Benson

65 to 70 TV stations covering 70% of the country by the end of 1998. He also confirms that the company will not go to the debt and equity markets this fall as it had planned to do before spinning off radio.

Paxson even thinks he can extend his distribution beyond 70% of the country, with low-power TV outlets and cable ventures like the WeB project that The WB is developing to serve markets 100-plus. With a WeB-type link to cable, and with a handful of unowned broadcast affiliates, Paxson says his TV distribution network could reach 85% of the country.

It's possible the FCC may take steps that could curb Paxson's reach. The commission next year plans to review the UHF discount rule, which lets group owners attribute just half the reach of owned UHF stations. All of Paxson's stations are U's; if the rule were discontinued, the commission could force the company to sell much of its portfolio. But Paxson believes that even if the rule is changed the FCC would grandfather existing situations.

Network programming to debut next spring

Meanwhile, Bud Paxson has delayed by nine months the debut of the network program service. He says he has done so at the request of potential programmers, who want the extra time to package their shows and sell them in the spring 1998 upfront advertising market. But Paxson already has done locally at WPXN-TV what he hopes to accomplish nationally. He has subleased all but six hours of the available time on WPXN-TV to a handful of programmers and infomercial producers, with contracts that run through August 1998.

The single biggest chunk of time goes to Bloomberg Television, which will program the station from 6 a.m. to 6 p.m. with a mix of business and general news. Bloomberg's programming replaces that of Dow Jones, which was to go off the air last night (June 29). Paxson says he has options to extend the deal with Bloomberg another three years.

And Paxson says the sale of the remaining time through August 1998 will generate \$26 million in annual cash flow for the station. Prime time will be filled largely by Liberty/Fox Sports, in a five-year programming contract inherited



from Dow Jones and ITT. Six hours will be reserved for kids' and public affairs programming, Paxson says.

Time-sale contracts expire at the end of August 1998 to make way for the new network program service.

It's possible that Bloomberg may buy a chunk of time across Paxson's entire network of stations. At a conference spon-

PAXSON'S TV PORTFOLIO

With 44 stations covering 26.8% of the nation's TV homes, Paxson commands the third largest TV group. And he plans to use the proceeds from the sale of his radio group to get even bigger.

	DMA	TOTAL COVERAGE	FCC COVERAGE
WHA1-TV New York (inTV, ch. 43)	1	6.925	3.463
WPXN-TV**, *** New York (inTV, 31)	1	6.925	3.463
KZKI-TV Los Angeles (inTV, ch. 30)	2	5.100	2.55
WTGI-TV Philadelphia (inTV, ch. 61)	4	2.739	1.370
KLVX-TV San Francisco (inTV, ch. 65)	5	2.351	1.176
WGOT-TV Boston (inTV, ch. 60)	6	2.219	1.110
WVVI-TV Washington (inTV, ch. 66)	7	1.969	.985
KINZ(TV) Dallas 49%(inTV, ch. 68)	8	1.907	.954
WBSX-TV* Detroit (inTV, ch. 31)	9	1.828	.914
WTLK-TV Atlanta (inTV, ch. 14)	10	1.677	.839
WNGM-TV**, *** Atlanta (inTV, ch. 34)	10	1.677	.839
KTFH-TV Houston (inTV, ch. 49)	11	1.646	.823
WAKC-TV Cleveland (inTV, ch. 23)	13	1.508	.754
WOAC-TV**, *** Cleveland (inTV, ch. 67)	13	1.508	.754
KXLI-TV Minneapolis (inTV, ch. 41)	14	1.474	.737
WFCT-TV Tampa (inTV, ch. 66)	15	1.456	.728
WCTD-TV Miami (inTV, ch. 35)	16	1.407	.704
KWBZ-TV Phoenix (inTV, ch. 13)	17	1.251	1.251
KUBD-TV Denver (inTV, ch. 59)	18	1.223	.611
WPCB-TV Greensburg/Pittsburgh (inTV, ch.40)	19	1.185	.593

KCMY-TV Sacramento, Calif. (inTV, ch. 29)	20	1.151	.576
WCCE-TV St. Louis (inTV, ch. 13)	21	1.145	1.145
WIRB-TV**, *** Orlando (inTV, ch. 56)	22	1.055	.839
WHKE(TV) Milwaukee, Wis. (inTV, ch. 55)	31	.812	.406
KINB-TV Kansas City, Mo. (inTV, ch. 50)	32	.812	.406
KOOG-TV**, *** Salt Lake City (inTV, ch. 30)	36	.692	.346
WJUE-TV Grand Rapids, Mich. (inTV, ch. 43)	37	.669	.335
KNMZ-TV Oklahoma City (inTV, ch. 62)	43	.607	.304
WAAP-TV Greensboro/High Point (inTV, ch.16)	46	.586	.293
WOST-TV Providence, R.I. (inTV, Ch. 69)	47	.575	.288
WSWB-TV Scranton, Pa. (inTV, ch.64)	49	.570	.285
WNAL-TV Birmingham, Ala. (inTV, ch. 44)	51	.542	.271
WODD-TV Albany, N.Y. (inTV, ch. 55)	52	.523	.262
WTJC-TV Dayton, Ohio (inTV, ch. 26)	53	.519	.260
KKAG-TV Fresno, Calif. (inTV, ch. 61)	55	.507	.254
KGLB-TV Tulsa, Okla. (inTV, ch. 44)	58	.478	.239
WEFC-TV Roanoke, Va. (inTV, ch. 38)	67	.413	.207
WSCO(TV) Green Bay, Wis. (inTV, ch. 14)	70	.388	.194
KTCV-TV Cedar Rapids, Iowa (inTV, ch. 48)	86	.316	.158
WSJN-TV San Juan, P.R. (inTV, 24)	na	na	

LMAs and time brokerage agreements

WHRC-TV Boston (inTV, ch. 46)	6	2.219	
WSHE-TV Washington (inTV, ch. 60)	7	1.969	
WTWS-TV Hartford (inTV, ch. 26)	27	.945	
WRMY-TV Raleigh/Durham, N.C. (inTV, ch. 47)	29	.841	
Totals:		51.2	26.8

Total coverage of Paxson group, expressed in percentages of Nielsen's 96.9 million TV homes, is calculated in two ways. For regulatory purposes and for BROADCASTING & CABLE group rankings ("FCC coverage" column), UHF stations are credited for just half their markets' homes and stations controlled through LMAs and similar arrangements are not counted. In "Total coverage" column, UHF stations are given full credit and LMAs are counted. In either case, groups controlling more than one station in a market are credited only once for that market's homes. Those coverage percentages are in italics and do not count toward the totals. DMA: Nielsen's Designated Market Area.

"It's apparent to me we will end up with some existing in-the-can programming rather than a lot of original programming when this network begins."

sored by the American Stock Exchange in New York two weeks ago, Seth Grossman, Paxson vice president, confirmed that the two sides were talking about such an arrangement: "Their clear desire is to get in about half our markets. They want the top markets for sure. The question for them is not how much they will pay for those markets, but how much they would be willing to pay for the entire network to build brand awareness."

Paxson confirms his company is talking to Fox, Universal, Sony, Turner, Hearst, All American Communications Corp., ABC and NBC about possible programming alliances.

While Paxson won't discuss specific proposals, he does say the shows for the new program services will come initially from existing libraries: "It's apparent to me we will end up with some existing in-the-can programming rather than a lot of original programming when this network begins. Depending on [the network's] financial strength a year or so into it, that's when the programmers will consider doing original programming. It's not a case of creating another WB here. It's a case of creating the old independent station or a WTBS more than anything else."

Paxson says his potential programming partners have one thing in common: they all are interested in acquiring what he calls "our digital TV rights"—that is, the ability to program secondary channels in the age of digital television. The networks Paxson is talking with have raised the possibility of rebroadcasting their main network feeds (in whole or part) over those secondary channels. Paxson says he's willing to make secondary channels part of the deal.

Paxson also says he's had talks with

the heavy hitters of the computer world. "They want to know how they can get some of my spectrum for over-the-air data distribution. The spectrum is wide and I want to do some of it in data. But that's all very preliminary. The computer that can deliver it hasn't been built yet. You can spit over the air faster than any computer can accept it today."

Paxson has his own plans to create programming (or have someone else create it) for secondary digital channels. As for high-definition TV, it's simply not in the cards, he says: "We want the channel shelf space." Paxson figures he'll have to spend an average \$1.5 million per station, or about \$70 million, to upgrade his stations to digital pass-through capability.

Don't say good-bye to the infomercials

Paxson stresses that infomercials won't disappear. But there will be far fewer of them as Paxson sells dayparts to entertainment programmers: "They will air less and less on our stations, but I don't see it ever going away [entirely]."

It's possible, Paxson says, that a sec-

ondary digital channel could be devoted entirely to infomercials. "I definitely see us returning to transactional television in the DTV world of compressed channels." He insists it won't be home shopping. "That niche is filled. We'll create a new transactional niche, and it will be more than just the telephone and TV"; it could include the Internet, he says. Transactional program services will be "absolutely necessary" in the digital world, Paxson adds, because there won't be enough mainstream advertising to support all the new channels.

Two weeks ago, Paxson entered the cable network arena with the \$75 million purchase of The Travel Channel. Key to that acquisition is a transactional strategy in which viewers will be directed to Websites to buy vacations in places featured on the cable channel. Paxson also owns a travel agency called the World Travelers Network.

Bud Paxson has made a career working the niches and fringes of broadcasting and cable. So far it's paid off. The big question now, analysts say, is what kind of entertainment programming he'll choose for the TV network. Until Paxson divulges those plans, the company is likely to attract only investors with a tolerance for high risk. ■

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Paxson sells radio holdings to Clear Channel for \$693M

Deal includes 46 stations, news and sports networks, billboard firm

By Donna Petrozzello

Radio brokers say that Clear Channel and Paxson Communications have talked for years about strategic sales but that such deals always were postponed. Last week, Paxson Chairman Lowell "Bud" Paxson must have decided the time was right.

In a \$693 million tax-friendly cash exchange, Clear Channel agreed to purchase Paxson's 46 radio stations—42 in Florida and four in Nashville—six radio news and sports networks, two minor-league sports teams and 526 billboards in Florida. Brokers estimate that the deal represented slightly more than 22 times Paxson's trailing cash flow for 1996.

While some brokers describe the purchase price as relatively high, Houston Lane, Clear Channel vice president of finance, says it was partially determined on the value of the stations going forward and Clear Channel's ability to raise profit margins.

Lane says some of Paxson's stations, particularly those most recently acquired, were operating at an average 29% profit margin. Clear Channel intends to raise the Paxson stations to an average 50% profit margin, he says, which is closer to the margins at many of Clear Channel's stations. Lane also notes performance clauses based on the stations' 1998 returns that, if met, will drive down Clear Channel's ultimate purchase price to \$663 million.

CLEAR CHANNEL'S PRIZE		
The Paxson radio group, the nation's 19th largest, comprises 31 FMs and 15 AMs. All but four are in Florida.		
Miami/Ft. Lauderdale (11)	WHNZ(AM) 3,000	WFSJ-FM 3,200
WLVE-FM 21,000	WKES-FM NR	WNZS(AM) 1,500
WZTA(FM) 20,400	Orlando, Fla. (38)	WTLK-FM* 600
WIOD(AM)* 13,600	WMGF(FM) 11,200	WZNZ(AM) 500
WINZ(AM) 12,900	WTKS(FM)* 8,900	Lakeland, Fla. (104)
WPLL-FM 12,400	WJRR(FM) 7,100	WSJT(FM) 1,600
WFTL(AM) 4,600	WSHE(FM)* 5,200	WZTM(AM) 200
WAVK(FM)* NR	WQTM(AM) 2,000	Pensacola, Fla. (125)
WFKZ(FM)* NR	WWNZ(AM) 1,200	WYCL-FM* 2,400
WKRY(FM)* NR	Nashville (44)	WTXX(FM)* NR
Tampa/St. Pete, Fla. (21)	WPTN(AM) NR	Tallahassee, Fla. (167)
WHPT(FM) 11,400	WGSQ(FM) NR	WTNT(FM)* 2,400
	WHUB(AM) NR	WXSJ(FM)* 1,800
	WGIC-FM NR	WSNI(FM)* 1,500
	West Palm Bch., Fla. (49)	WJZT(FM)* 800
	WKGR-FM* 6,300	WNLS(AM) 400
	WBTZ(AM)* 4,500	Panama City, Fla. (224)
	WOLL-FM* 3,300	WSHF (FM) 2,000
	WEAT(AM)* 1,600	WPAP-FM* 1,900
	Jacksonville, Fla. (53)	WFSY(FM) 1,200
	WROO-FM 8,700	WPBH(FM)* 500
	WPLA(FM) 5,100	WDIZ(AM) NR

"This purchase certainly was very much on the high side of our comfort level, and it's certainly about as much as you'll ever see us pay for properties, but we wouldn't have done it if we didn't have full faith and confidence in the ability to improve these assets," Lane says.

The deal comes days after Paxson announced plans to purchase cable's Travel Channel for \$75 million and to buy WPXN-TV, formerly WBIS(TV) New York (ch. 31) for \$257.5 million from ITT/Dow Jones (see cover story, page 42). Some brokers speculate that Paxson likely cashed in his radio assets to cover those deals and to provide for future TV acquisitions.

"Bud saw a moment in time where he

could take the radio company and its value and move it into what has become his main business, television," says Tampa-based broker Glenn Serafin.

Acquiring Paxson's Florida stations lets Clear Channel build on its existing holdings in Miami and Tampa. In Tampa, Clear Channel adds WHPT(FM), WHNZ(AM), WSJT(FM), WZTM(AM) and WKES(FM) to its WRBQ-AM-FM and WMTX-AM-FM. Lane says the group likely will spin off one of the Tampa AMs to comply with federal ownership rules.

In Miami, Clear Channel adds WLVE(FM), WZTA(FM), WIOD(AM), WINZ(AM), WPLL(FM), WFTL(AM), WAVK(FM), WFKZ(FM) and WKRY(FM) to its WHYI-FM, WAQI(AM), WBGQ-FM, WQBA-AM-FM and WRTO(FM).

Citing annual compounded growth rates that average above 12% in several Florida cities and outpace industry averages, Lane says "Florida represents one of the most attractive regions of the country" in which to own radio. He also cites recent reprogramming efforts at some Paxson stations as having helped boost margins.

"At first glance, the price appears high, but Clear Channel is a shrewd buyer and I think this will go down as another good deal for them," says broker Michael Bergner of Bergner & Co. in Boca Raton, Fla. "The higher multiple may be justified because these stations have some upside."

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CBS TV sales gets new commission

Karmazin sets higher sales goals, takes salespeople off salary

By Steve McClellan

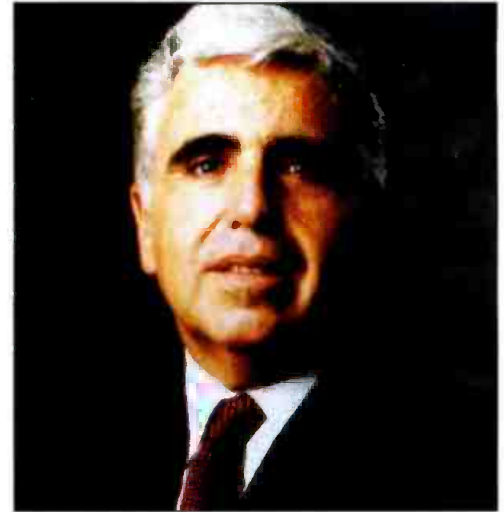
In an effort to motivate the CBS-owned television sales force, sales reps in the division will work on straight commission starting July 1, according to Mel Karmazin, chairman, CBS Stations Inc. Karmazin took control of the owned TV group in May. The TV station sales reps now earn about 75% of their compensation from salary.

Earning a salary is "why people go to work for the post office and not for us," Karmazin said of those sales staffers who were not enthusiastic

about the new compensation plan.

"There's a new viewpoint on the part of the TV station managers that they need to sell more advertising this year than last," Karmazin told a group of investors attending the Montgomery Securities media conference in New York last week. He acknowledged that the CBS-owned TV stations—particularly in the top markets—have been under-performing both in ratings and in sales.

While ratings improvements will come as stations improve their overall quality, "we are also going to gener-



Earning a salary is "why people go to work for the post office and not for us," Karmazin says of the new compensation plan.

ate more revenue with what we have now," he said. The CBS executive essentially confirmed that he has imposed tough new targets for the CBS stations: "I am happy to report

PolyGram has 'Total Recall'

PolyGram Television has acquired the U.S. distribution rights to Alliance Communications' production of *Total Recall: The Series*.

Neither of the film's original stars—Arnold Schwarzenegger and Sharon Stone—will be involved with the series, but PolyGram Television President Bob Sanitsky says the series will rival *Star Trek* and other sci-fi hits. A budget of nearly \$30 million has been put together for the production of 22 hour episodes.

Based on the 1991 box office hit "Total Recall," the syndicated sci-fi/action hour is targeted for fall 1998.

"This is a very expensive production if done right," says Sanitsky, who took over the reins at PolyGram Television three months ago. "We want to create something that is a very high-end product. The audience is going to anticipate something like *Star Trek*, and we hope to give them just that."

Ron Shusett has been retained by PolyGram and



'Total Recall' is targeted for fall 1998.

Alliance as a creative consultant for the series. Shusett was the producer and co-writer of the theatrical release, which was based on the novel by sci-fi cult favorite Philip K. Dick.

"Total Recall" claimed more than \$150 million in U.S. theaters and nearly the same amount internationally. Drew Levin, chairman of Team Entertainment Group, from which PolyGram purchased the domestic rights, says the series will blend action adventures with top-dollar special effects.

"With the success of *Xena* and *Hercules*, we're starting to see a million syndication clones," says Sanitsky. "All the others...are trying to be third through eighth in the genre. We want to be number one, and we're spending

that kind of money on this."

The series, which will be produced in Canada at Alliance Communications' production facilities, has yet to be cast.

—JS

that investors will see, as soon as the third quarter, a turnaround in the big markets on the top line, and you will see revenue growth." Karmazin said there is a "no-excuse attitude" toward improving sales performance at the group. "I will not stand in front of investors and give you any reasons why we have not increased our revenue.... The only answer is we should be increasing our revenue."

On a recent trip to WBZ-TV Boston, Karmazin recalled, staffers asked if he were serious about selling more advertising in the second half of 1997 than in the second half of 1996, when political advertising reached an all-time high. "I told them the company would not stop them from selling political advertising. I don't care."

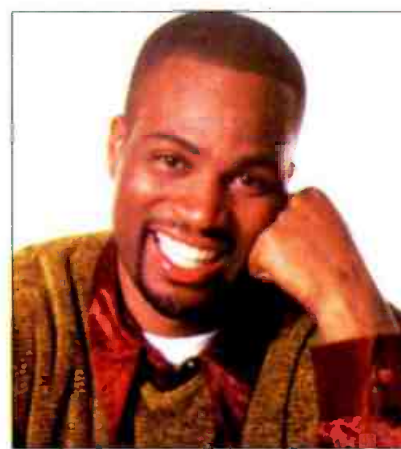
Karmazin said he was "highly confident" that the owned-TV group would achieve the higher revenue goals—in part by putting more salespeople on the street, a process that has already begun.

His presentation was a pitch to

'Vibe' tunes up

Columbia TriStar Television Distribution executives were putting the final touches on their late-night series *Vibe* last week with the announcement of some personnel appointments. T. Sean Shannon was named head writer. Shannon most recently wrote for *The Tonight Show with Jay Leno* and has also worked on *In Living Color* and *House of Buggin*. Bill Royce was named executive in charge of talent. Royce's credits include *Today*, *Larry King Live* and *The Tonight Show with Jay Leno*. Daniel Salzman, from QDE (Quincy David Entertainment) and son of QDE's David Salzman, has joined the show as senior producer, as has Annette Grundy. Grundy's credits include *Jerry Springer* and *Jenny Jones*. Bo Banks, formerly a production executive with *Jenny Jones*, will be *Vibe*'s line producer. Executive producers are Quincy Jones, David Salzman and Daniel Kellison.

The show, which will debut Monday, Aug. 4, from Stage 46 on the CBS Television City lot in Los Angeles, has been cleared on 202 stations rep-



Chris Spencer will host 'Vibe.'

SYNDICATION MARKETPLACE

O'Boyle returns to 'Extra'

Maureen O'Boyle is returning to Warner Bros. Domestic Television Distribution's *Extra* as a co-host. O'Boyle was previously a senior correspondent and weekend anchor for the show before leaving in 1995 to host her own talk show, *In Person with Maureen O'Boyle*. O'Boyle will join co-host Brad Goode sometime in early July.

Station 'Bounty'

Affinity Television's action hour *Bounty Hunters* has cleared all of the top 10 markets and 80% of the country for a second season. Top market clearances include WWOR-TV New York, KCAL(TV) Los Angeles and WPRV-TV Chicago. Affinity has also cleared paranormal hour *Looking Beyond* in nine of the top 10 markets and 75% of the country for fall '97. Top clearances include KABC-TV Los Angeles, WATL(TV) Atlanta and KRON-TV San Francisco.

'Conan' clears

Weekly action series *Conan* has been cleared on 110 stations covering 85% of the country. *Conan* is a co-production of Western International Syndication, Keller Entertainment Group and ZDF Enterprises. The show will

NSS POCKETPIECE

Top ranked syndicated shows for the week ending June 15, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	10.5/226/98
2. Jeopardy!	8.2/217/98
3. Oprah Winfrey Show	7.4/228/99
4. Home Improvement	7.0/230/98
5. Seinfeld	6.6/224/97
6. Sally Jessy Raphael	5.6/196/96
6. Simpsons	5.6/205/96
8. Entertainment Tonight	5.2/187/96
9. Xena: Warrior Princess	5.0/216/97
10. Hercules, Journeys of	4.7/225/98
11. Rosie O'Donnell Show	4.3/215/96
11. Star Trek: Deep Space Nine	4.3/232/97
13. Montel Williams Show	3.9/191/96
14. Jenny Jones Show	3.8/178/93
14. Maury Povich Show	3.8/174/96
14. Wheel of Fortune-wknd	3.8/137/71

debut the week of Sept. 22.

Roseanne list grows

King World has added CBS O&O KPIX-TV San Francisco to its list of top market clearances for its Roseanne talker. KW has also closed a deal with NBC O&Os in five of the top 10 markets (B&C, June 23). The company has declared the show a "firm go" for two years. King World officials, who say no CBS group deal is pending, intend to sell the show market by market. The show debuts in fall 1998.

Taking off

Tribune Entertainment's annual special, *Macy's Fourth of July Fireworks Spectacular*, has been sold in 141 markets representing 90% of the country. This year will be the 21st edition of the special. Clearances include WPIX(TV) New York, KTLA(TV) Los Angeles and WGN-TV Chicago.

Comic possibilities

Twentieth Television and Telescene Film Groups have begun production in Montreal on a live-action/animation series, *Student Bodies*, which has been cleared on Fox O&Os for a September start. The weekly half-hour comedy chronicles a group of high school students who run an underground comic book.

Men at work

Summit Media's animated strip *Mr. Men* has been cleared in 19 of the top 20 U.S. markets and 95 of the top 100 for its first season. *Mr. Men*'s clearances include KCAL(TV) Los Angeles, WCIU-TV Chicago and WPIX(TV) New York. Forty half-hour episodes of the children's series are being produced by Summit, a division of 4 Kids Entertainment.—JS

investors to buy Westinghouse stock, which Karmazin said was undervalued given the company's dominant position in radio and its vast upside potential in television. Wall Street reacted favorably to the speech, boosting Westinghouse's stock last Wednesday by 11/16, to \$23.25.

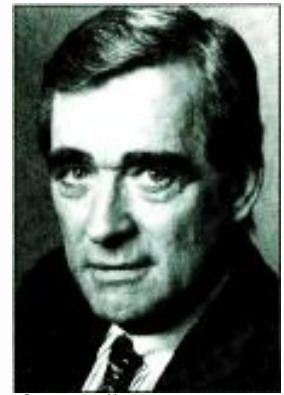
Karmazin confirmed analysts' estimates that the CBS radio division would generate \$600 million-\$700 million in cash flow next year—enough to cover Westinghouse's interest and debt payments for the year. That would leave a "tremendous amount" of free cash flow, which he said could be used to make further acquisitions (both radio and television) and to buy back company stock.

He also predicted that revenue growth in radio would continue to be strong. The industry is up 10% in revenue through June, while CBS's first-quarter radio revenue was up 18% and cash flow was up more than that, he said.

The radio industry as a whole commands about 7% of the advertising pie,

Stringfellow tops KW sales

Stu Stringfellow, executive vice president, domestic television sales, for King World Productions, has been named president of domestic television sales. He assumes the post left vacant when Bob Jacobs left the company last November. Stringfellow will oversee distribution of King World's six existing first-run series and the new Roseanne talker. Stringfellow has been with King World since 1985, when he opened the company's Chicago sales office. Before joining the company he had sales stints at CBS, Twentieth Century Fox and Columbia Pictures Television. —JSE



Stringfellow

roughly the same percentage it had 30 years ago. "The research shows that people spend three hours and thirty minutes a day" listening to radio, about 40% of the time they're exposed to media, Karmazin said.

CBS Radio has opened sales offices in eight of the top 10 markets for the sole purpose of generating new business—mainly by persuading advertisers to spend less with news-

papers and more with radio. A ninth sales office, in Philadelphia, will open shortly.

One investor was concerned that CBS is spending too much to get sports rights—particularly for the National Football League—that won't provide a good return on investment. Karmazin said he would have "a seat at the table to make sure we are prudent in how we approach sports rights." ■

Fox gains, NBC leads in off season

Fourth network gets some boost from originals

By Lynette Rice

Pointing to the success of its small slate of original programming, Fox last week reported the highest gains of the Big Four in key adult demos and households for the first four weeks of the summer season.

Although ratings usually slide as reruns mount, since the end of the 1996-97 season Fox has posted a 10% gain in adults 18-49 (3.2 versus last year's 2.9)

and a 7% gain in households (4.8 versus a 4.5). It also recorded double-digit rating gains among adults 25-54 and adults 25-49.

ABC, in comparison, saw ratings drop 14% in the 18-49 group (3.7 versus last year's 4.3). Households fell 16% (6.7 versus 8.0). Drops were minimal at NBC and CBS, with both seeing a 3% decline in adults 18-49.

While new Fox shows like *Beyond Belief: Fact or Fiction*, not to mention

original movies like last week's *L.A. Johns*, are performing better than repeats of *Melrose Place* and *Beverly Hills, 90210*, NBC still holds the cards for summer.

NBC—relying on a "It's New To You" campaign to boost its reruns—averaged a 9.9/19 in households for the first four weeks of summer, a cool lead over CBS's 7.5/14, ABC's 6.7/12 and Fox's 4.8/9. In 18-49s, NBC held the top spot with a 6.2/20, a significant lead over ABC's 3.7/12 and CBS's 3.1/10.

Helping matters are the news-magazines, which are enjoying top spots in the weekly top 10. During the week of June 16-22, *Dateline NBC* on Monday earned a respectable number-two ranking of 12.2/22, behind *Seinfeld* at 14.0/26. Yet ABC's *20/20* and *PrimeTime Live* also performed well, garnering a 11.3/20 and 10.6/19 respectively, while CBS's *60 Minutes* finished up at number-eight with a 10.0/21.

In all, NBC held on to its lead during June 16-22 with an 8.1/15 in households and a 4.6 rating in 18-49s. CBS was number-two in households with 6.8/13, followed by ABC at 6.3/12 and Fox with 4.6/9. ■

Brogliatti gets corporate post



Brogliatti

Barbara S. Brogliatti last week was named to the newly created post of senior vice president, corporate communications, for Warner Bros. Inc. Brogliatti has been the company's senior vice president, worldwide television publicity, promotion and public relations since 1995. In her new position, Brogliatti will serve as the official spokeswoman and chief press officer for Warner Bros., responsible for the company's corporate and business press. Before joining Warner Bros., she worked in publicity for Lorimar Television and Embassy Communications. She also headed her own firm, The Brogliatti Company. —JS



You simply won't behave.
Entertaining us wasn't enough for you.
From primetime to sports to news to kids TV,
you had to be innovative,
to challenge us.
You got what you wanted.
Television will never be the same.

Not to mention that you don't respect your elders.
Airing the Emmys wasn't enough for you.
Oh, no . . .

You had to get the Super Bowl,
the NHL & Major League Baseball, too.
You couldn't be content with 106 affiliates in 1987.
Of course not.
You had to go and become a network.

You break the rules constantly.
But, then again . . . you're Fox.
Why should we expect anything less?



***Broadcasting & Cable* Salutes Fox Broadcasting's 10th Anniversary**

On September 8, *Broadcasting & Cable* salutes Fox Broadcasting Company on a landmark first decade full of breaking barriers and setting new precedents. Fox is on the cusp of an aggressive new future, and our special report on the fourth network's 10th year is the perfect opportunity for you to tell this television maverick what you think about its exceptional success. Call today to reserve your ad space.

Issue Date: September 8 • Ad Close: August 29

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UK awards digital frequencies

By Nicole McCormick

The stage is set for the launch of the first digital terrestrial TV services in the UK. The Independent Television Commission, Britain's TV regulating body, has awarded all three commercial multiplexes (groups of frequencies) to British Digital Broadcasting, a joint venture of ITV companies Granada Group and Carlton Communications. BDB has until August 1998 to launch.

News Corp.-backed UK pay-TV operator BSkyB was forced to withdraw from BDB after the ITC said BDB could not win a license with Sky's equity participation because of anticompetitive concerns. But Sky will still be BDB's main program supplier

with premium Sky Movies, The Movie Channel and Sky Sports. BSkyB also will handle subscriber management services.

Sky's premium channels now will be available across all delivery modes: satellite, cable and digital terrestrial television. The main check on BSkyB's dominance, however, could be the introduction of regulations that forbid the bundling of Sky channels. BSkyB currently has cable operators over a barrel, forcing them to take all or none of Sky's popular premium channels.

Thirty digital terrestrial channels eventually will be on the air. BDB will launch a 15-channel package including the planned BBC-Flextech channels BBC Horizons (natural history), BBC Style/Showcase (lifestyle/library) and

One-TV (music) and four Granada channels. Terrestrial broadcasters BBC1, BBC2, ITV, Channel 4 and Channel 5/S4C in Wales also were guaranteed frequencies. The BBC was awarded a single multiplex, which can accommodate about five channels. BBC plans to launch existing services BBC1 and BBC2 plus a new 24-hour news channel and widescreen versions of BBC1 and BBC2.

ITC CEO Peter Rogers admitted that the ITC preferred BDB's rival bidder Digital TV Network's programming slate, which included "slightly more in terms of new channels." But the ITC was concerned about DTN's business plan, which depended on parent NTL raising more money.



Walden upped at 20th

On the heels of a successful development season for dramas, Dana Walden was named senior vice president of drama for 20th Century Fox Television last week, from vice president in charge of drama. Reporting to

president Sandy Grushow, Walden will oversee the studio's drama department, including current programming and development. "Dana's promotion is in recognition of the tremendous work she's done over the past year, piloting the studio to its most successful sales season ever in the drama area," Grushow says. With nine series, 20th Century Fox Television is the leading supplier of prime time network dramas for the 1997-98 season: the new *Ally McBeal*, *The Visitor* and *413 Hope St.* for Fox and *Nothing Sacred* for ABC, as well as veterans *The X-Files* and *Millennium* (Fox), *Chicago Hope* (CBS), *The Practice* (ABC) and *Buffy the Vampire Slayer* (The WB).

Thriller from Scripps Howard

Scripps Howard Productions has bought the rights to "A Thin Dark Line," the best-selling novel from Tami Hoag, for production as a two-hour movie for ABC. Hoag's previous best-seller "Night Sins" was produced by the Santa Monica, Calif.-based production company as a four-hour CBS miniseries that aired during the February sweeps. Jacqueline Zambrano, the creator and executive producer of USA Network's *The Big Easy*, is writing the teleplay. "A Thin Dark Line" is a psychological thriller about a young policewoman who continues an investigation into a murder after the case is dismissed by the court.

Cast changes

Look for new cast members on NBC's *ER* and Fox's *Melrose Place* come fall. Alex Kingston (PBS miniseries *Moll Flanders*) will join the cast of the Warner Bros. drama as surgeon Elizabeth Corday. She'll be introduced in the premiere episode. Over at Fox, Jamie Luner (The WB's *Savannah*) and Linden Ashby (*Wyatt Earp*, *Mortal Kombat*) will show up on *Melrose Place*. Ashby will be introduced in the season premiere as Dr. Brett Cooper, while Luner will sign on in the fourth episode as Coop's ex-wife, Lexi Sterling.

Kids are Paramount

The Paramount Stations Group will launch a "Kids Are Paramount" public service campaign July 1. Designed for viewers ages 6-12, the campaign will include public service spots and printed guides that tackle such issues as citizenship, substance abuse, health, the environment, violence and cultural diversity. It also will include, for Paramount-owned stations, half-hour specials hosted by Marcus Paulk, who stars in UPN's *Moesha*, and produced by Simon & Schuster, the publishing arm of Viacom Inc.

'Another World' to conquer for Rivers

Add soap diva to Joan Rivers' list of accomplishments. The comedian will guest-star on the NBC daytime drama *Another World* July 9.

Paramount signs Nathan

Paramount TV has signed an overall deal with producer/novelist Robert Nathan to develop TV series, telefilms and miniseries. Nathan's television credits include serving as executive producer/co-creator of NBC's shortlived *Prince Street* last season as well as executive producer of CBS' *The Client*. From 1994 to 1995, he served as co-executive producer on NBC's *ER*. Nathan is represented by William Morris's Lenny Noveck.

—LR

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 40	abc	CBS	NBC	FOX	U/P/N	WB
	5.6/10	7.4/13	10.0/18	3.8/7	2.0/3	2.3/4
MONDAY	8:00 76. Extreme Comedy 4.2/8	27. Cosby 7.5/14	16. NBC Monday Night Movie—Twisted Desire 8.9/16	77. Mad TV 4.0/8	107. In the House 2.1/4	03. 7th Heaven 2.1/4
	8:30	29. Ev Loves Raymd 7.4/14		95. Ruby Wax Show 3.1/6	107. Mal & Eddie 2.1/4	
	9:00 42. ABC Monday Night Movie—Beyond Obsession 6.3/11	23. Cybill 7.8/13		82. Married...w/Chld 3.9/7	109. Sparks 2.0/3	05. Buffy/Vampire Slayer 2.2/4
	9:30	32. Murphy Brown 7.2/12			111. Goode Bhr 1.8/3	
	10:00 32. Chicago Hope 7.2/13					
TUESDAY	10:30		2. Dateline NBC 12.2/22			
	8:00 7.4/13	6.5/12	9.4/17	5.9/11	2.3/4	
	8:30 62. Roseanne 5.3/10	42. Promised Land 6.3/12	27. Mad About You 7.5/15	47. Fox Tuesday Night Movie—L.A. Johns 5.9/11	97. Moesha 3.0/6	
	9:00 54. Life's Work 5.6/10		29. Smthng So Right 7.4/14		103. Homeboys 2.2/4	
	9:30 14. Home Imprvmt 9.0/16	40. CBS Tuesday Movie—To Save the Children 6.5/11	10. Frasier 9.7/17		103. Burning Zone 2.0/3	
	10:00 18. Spin City 8.6/14		14. Caroline in/City 9.0/15			
WEDNESDAY	10:30 22. NYPD Blue 7.9/14		4. Dateline NBC 11.5/20			
	8:00 8.3/15	7.1/13	6.0/11	4.7/9	2.8/5	3.2/6
	8:30 50. Grace Undr Fire 5.8/12	35. The Nanny 6.8/14	70. NewsRadio 4.8/10	57. World's Most Incred Animal Rescues 5.5/11	99. The Sentinel 2.9/6	101. Sister, Sist 2.0/6
	9:00 47. Coach 5.9/11	68. Pearl 4.9/9	57. NewsRadio 5.5/11		100. Parent'Hood 5.2/6	
	9:30 17. Drew Carey 8.7/16	25. CBS Wednesday Movie—Simon and Simon: In Trouble Again 7.7/14	62. Wings 5.3/10	77. Pacific Palisades 4.0/7	100. Star Trek: Voyager 2.8/5	101. Jamie Foxx 5.2/6
THURSDAY	10:00 21. Ellen 8.1/14		54. Chicago Sons 5.6/10		103. Wayans Bro 5.4/6	
	10:30 7. PrimeTime Live 10.6/19		29. Law & Order 7.4/13			
	8:00 5.6/11	6.1/12	11.4/22	3.8/7		
	8:30 70. High Incident 4.8/10	35. Diagnosis Murder 6.8/14	10. Friends 9.7/20	85. Martin 3.7/8		
	9:00 75. Vital Signs 4.3/8	35. Moloney 6.8/12	12. Men Bhvg Badly 9.3/18	84. Living Single 3.8/8		
FRIDAY	9:30 26. Turning Point 7.6/14	70. Class of 2000 4.8/9	1. Seinfeld 14.0/26	82. New York Undercover 3.9/7		
	10:00		5. Suddenly Susan 11.3/20			
	10:30		3. ER 12.1/22			
	8:00 7.7/16	5.0/11	7.3/15	3.7/8		
	8:30 54. Step by Step 5.6/13	77. Dave's World 4.0/9	32. Unsolved Mysteries 7.2/17	88. Sliders 3.4/8		
SATURDAY	9:00 53. Boy Meets World 5.7/13	87. Life and Stuff 3.6/8		77. Millennium 4.0/8		
	9:30 35. Sabrina/Witch 6.8/14	67. JAG 5.0/10	13. Dateline NBC 9.1/19			
	10:00 57. Hercules 5.5/11	42. Nash Bridges 6.3/13	61. Profiler 5.4/11			
	10:30 5. 20/20 11.3/23					
	8:00 3.3/7	6.8/15	5.5/12	4.7/10		
SUNDAY	8:30 91. Family Matters 3.3/8	68. Early Edition 4.9/11	70. The Pretender 4.8/11	77. Cops 4.0/10		
	9:00 92. Hanging w/Mr. C 3.2/7			73. Cops 4.7/11		
	9:30 88. Dangerous Minds 3.4/7	23. Walker, Texas Ranger 7.8/16	47. NBC Saturday Night Movie—Jack Reed: A Killer Among Us 5.9/12	66. America's Most Wanted: AFB 5.1/11		
	10:00 95. Spy Game 3.1/6					
	10:30					
WEEK AVG	6.4/12	8.3/16	7.1/14	5.5/11		2.1/4
	85. Second Noah 3.7/8	8. 60 Minutes 10.0/21	50. Dateline NBC 5.8/13	74. Beyond Belief: Fact or Fiction? 4.6/10	114. Nick Frano 1.5/3	
	8:00 64. Am Fun Hm Vid 5.2/11	9. Touched by an Angel 9.9/19	50. 3rd Rock fr/Sun 5.8/12	40. The Simpsons 6.5/13	112. Parent'Hood 1.7/4	
	8:30 46. Am Fun Hm Vid 6.0/12		57. NewsRadio 5.5/10	45. King of the Hill 6.2/12	113. Steve Harvey 1.6/3	
	9:00 20. ABC Sunday Night Movie—Someone Else's Child 8.2/15	39. CBS Sunday Movie—The Oldest Living Confederate Widow, Part 1 6.6/12	19. NBC Sunday Night Movie—Honeymoon in Vegas 8.5/15	57. The X-Files 5.5/10	104. Steve Harvey 2.3/4	
STD AVG					101. Unhap Ev Af 2.7/5	
					101. Wayans Brs 2.7/5	
WEEK AVG	6.3/12	6.8/13	8.1/15	4.6/9	2.4/5	2.5/5
STD AVG	8.9/15	9.4/16	10.3/18	7.4/12	3.1/5	2.5/4

Katz Media reorganizes

By Steve McClellan

Katz Media Group announced a reorganization last week that will do away with Katz National Television, the division that represents independent stations.

In addition, Katz-owned Seltel gets a new president (Jack Higgins), becomes part of the Katz Television group of companies and will move its facilities next year to the New York office building where Katz is housed. However, a spokesperson said that Seltel will remain a separate rep firm.

Higgins, who reports to Jim Beloyia-

nis, president of Katz Television Group, replaces Donald Robinson, who becomes a consultant to Katz. Higgins has been with Katz since 1978, most recently as president of Katz Continental for seven years.

Katz also announced that Michael Hugger has been promoted to president of Katz TV, overseeing both Katz American and Katz Continental, and reporting to Beloyianis. A 22-year Katz veteran, Hugger most recently was president of the Katz American division.

The company said that the dozen stations repped by Katz National, as well as the division's employees, would be

reassigned to Katz American or Katz Continental over the next several months. Groups with stations that are affected include Scripps Howard, Clear Channel Communications, Argyle (soon to be merged with Hearst), Bahakel Communications and McKinnon Broadcasting.

Katz also said it was merging its TV and radio marketing departments under the direction of Bonnie Press, president of Katz Radio Group Dimensions, which will become Katz Dimensions. Also being consolidated are TV and radio data systems, information management and sales research and support units. All of these units will report to Gerry Boehme, who is being named senior vice president, information systems and strategic support. ■

Changing Hands

The week's tabulation
of station sales

COMBOS

WZNZ(AM), WNZS(AM), WROO(FM), WPLA(FM), WFSJ-FM and WTLK-FM* Jacksonville, **WSJT(FM) and WZTM(AM)** Lakeland and **WIOD(AM)*, WFKZ(FM)*, WAVK(FM)*, WKRY(FM)*, WFTL(AM), WPLL(FM), WINZ(AM)-WLVE(FM) and WZTA(FM)** Miami/Fort Lauderdale; **WSHE(FM)*, WTKS(FM)*, WQTM(AM), WMGF(FM), WWNZ(AM) and WJRR(FM)** Orlando; **WPAP-FM*, WDIZ(AM)-WFSY(FM), WPBH(FM)* and WSHF(FM)** Panama City; **WYCL(FM)* and WTXS(FM)*** (formerly WOWW) Pensacola; **WNLS(AM)-WTNT(FM)*, WSNL(FM)*, WJZT(FM)* and WXSRI(FM)*** Tallahassee; **WHPT(FM), WKES(FM) and WHNZ(AM)** Tampa/St. Petersburg and **WKGR(FM)*, WOLL(FM)*, WBZT(AM)* and WEAT(AM)*** West Palm Beach, all Fla.; and **WPTN(AM)-WGSQ(FM) and WHUB(AM)-WGIC-FM** (formerly WHUB-FM)

Proposed station trades

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

THIS WEEK:

TVs □ \$0 □ 0

Combos □ \$731,480,000 □ 8

FMs □ \$101,415,000 □ 6

AMs □ \$14,150,000 □ 3

Total □ \$847,045,000 □ 17

SO FAR IN 1997:

TVs □ \$3,731,488,000 □ 58

Combos □ \$5,597,209,904 □ 168

FMs □ \$1,447,306,298 □ 199

AMs □ \$188,896,395 □ 101

Total □ \$10,965,300,597 □ 528

SAME PERIOD IN 1996:

TVs □ \$2,483,343,896 □ 49

Combos □ \$3,609,970,359 □ 198

FMs □ \$1,157,074,253 □ 211

AMs □ \$120,295,404 □ 113

Total □ \$7,370,683,912 □ 571

Source: BROADCASTING & CABLE

Nashville, Tenn.

*seller is in process of buying

Price: \$693 million (includes six radio

networks; two minor-league sports teams; 526 billboards)

Buyer: Clear Channel Communications Inc., San Antonio, Tex. (L. Lowry Mays, president); owns/controls WAWs(TV) (LMA with WTEV(TV)) Jacksonville, WHYI-FM, WBGG-FM, WRTO(FM), WAQI(AM) and WQBA-AM-FM Miami/Fort Lauderdale; WPMI(TV) (LMA with WJTC(TV)) Pensacola, Fla., and WMTX-AM-FM and WRBO-AM-FM Tampa/St. Petersburg. Clear Channel owns/is buying 146 other radio stations and 11 TV stations.

Seller: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns/is buying/building 40 TV stations; owns Infomall Television Network; is buying Travel Channel

Facilities: WZNZ: 1460 khz, 5 kw; WNZS: 930 khz, 5 kw; WROO: 107.3 mhz, 100 kw, ant. 705 ft.; WPLA: 93.3 mhz, 50 kw, ant. 462 ft.; WFSJ-FM: 97.9 mhz, 50 kw, ant. 482 ft.; WTLK-FM: 106.5 mhz, 6 kw, ant. 328 ft.; WSJT: 94.1 mhz, 100 kw, ant. 1,059 ft.; WZTM: 820 khz, 50 kw day, 1 kw night; WIOD: 610 khz, 10 kw; WFKZ: 103.1 mhz, 25 kw, ant. 250 ft.; WAVK: 106.3 mhz, 3 kw, ant. 112 ft.; WKRY: 93.5 mhz, 31.5 kw, ant. 75 ft.; WFTL: 1400 khz, 1 kw; WPLL: 103.5 mhz, 100 kw, ant. 1,007 ft.; WINZ: 940 khz, 50 kw day, 10 kw night; WLVE: 93.9 mhz, 96 kw, ant. 1,006 ft.; WZTA: 94.9 mhz, 100 kw, ant. 1,007 ft.; WSHE: 100.3 mhz, 100 kw, ant. 1,597 ft.; WTKS: 104.1 mhz, 100 kw, ant. 1,609 ft.; WQTM: 540 khz, 50 kw; WMGF: 107.7 mhz, 100 kw, ant. 1,584 ft.; WWNZ: 740 khz, 50 kw; WJRR: 101.1 mhz, 100 kw, ant. 1,598 ft.; WPAP-FM: 92.5 mhz, 100 kw, ant. 930 ft.; WDIZ: 590 khz, 1.7 kw day, 2.5 kw night;

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WFSY: 98.5 mhz, 100 kw, ant. 1,090 ft.; WPBH: 94.5 mhz, 100 kw, ant. 991 ft.; WSHF: 99.3 mhz, 50 kw, ant. 519 ft.; WYCL: 107.3 mhz, 100 kw, ant. 1,407 ft.; WTXS: 93.5 mhz, 1.3 kw, ant. 659 ft.; WNLS: 1270 khz, 5 kw; WTNT: 94.9 mhz, 100 kw, ant. 840 ft.; WSNi: 107.1 mhz, 100 kw, ant. 981 ft.; WJZT: 100.7 mhz, 11.3 kw, ant. 489 ft.; WXSr: 101.5 mhz, 50 kw, ant. 476 ft.; WHPT: 102.5 mhz, 100 kw, ant. 1,776 ft.; WKES: 101.5 mhz, 100 kw, ant. 1,358 ft.; WHNZ: 570 khz, 5 kw; WKGR: 98.7 mhz, 100 kw, ant. 1,381 ft.; WOLL: 94.3 mhz, 1.26 kw, ant. 480 ft.; WBZT: 1290 khz, 5 kw; WEAT: 850 khz, 5 kw day; WPTN: 780 khz, 1 kw day; WGSQ: 94.7 mhz, 100 kw, ant. 1,219 ft.; WHUB: 1400 khz, 1 kw; WGIC-FM: 98.5 mhz, 50 kw, ant. 492 ft.

Formats: WZNZ: news; WNZS: sports; WROO: country; WPLA: classic rock; WFSJ-FM: jazz; WTLK-FM: entertainment/talk; WSJT: jazz; WZTM: sports; WIOD: news/talk; WFKZ, WAVK: AC; WKRY: soft AC; WFTL: talk; WPLL: AOR; WINZ: news, sports; WLVE: new AC; WZTA: classic rock; WSHE: AOR; WTKS: talk; WQTM: sports; WMGF: soft AC; WWNZ: news; WJRR: AOR; WPAP-FM: modern country; WDIZ: sports, talk; WFSY: lite hits; WPBH: classic hits; WSHF: AC; WYCL: country; WTXS: hit country; WNLS: news/talk; WTNT: country; WSNi: good time oldies; WJZT: '80s and '90s; WXSr: alternative; WHPT: AC; WKES: religion; WHNZ: news; WKGR: classic rock; WOLL: oldies; WBZT: news/talk; WEAT: news; WPTN: news/talk; WGSQ: C&W; WHUB: country; WGIC-FM: AC

Adviser: Communications Equity Associates

KTOF(AM)-KHAK(FM) and KDAT(FM) Cedar Rapids, Iowa

Price: \$15 million

Buyer: CapStar Broadcasting Partners LP; Austin, Tex. (Thomas O. Hicks, owner); owns/is buying 163 FMs and 76 AMs

Seller: Quass Broadcasting Co., Cedar Rapids (Mary Quass, president); no other broadcast interests

Facilities: KTOF: 1360 khz, 1 kw day, 124 w night; KHAK: 98.1 mhz, 100 kw, ant. 485 ft.; KDAT: 104.5 mhz, 100 kw, ant. 500 ft.

Formats: KTOF: Christian; KHAK: country; KDAT: soft rock

Broker: Media Venture Partners

WTLC-AM-FM Indianapolis

Price: \$15 million cash

Buyer: Emmis Broadcasting Corp., Indianapolis (Jeffrey Smulyan, president); owns WENS-FM, WNAP-FM and WIBC(AM) Indianapolis. Emmis owns/

is buying 11 FMs and 3 AMs.

Seller: Panache Broadcasting LP, Bala Cynwyd, Pa. (Charles D. Schwartz, president); no other broadcast interests

Facilities: AM: 1310 khz, 5 kw day, 1 kw night; FM: 105.7 mhz, 50 kw, ant. 449 ft.

Formats: AM: gospel; FM: urban

Broker: Star Media Group Inc.

KZRK-AM-FM Amarillo, Tex.

Price: \$2.5 million (default on note)

Buyer: United Heritage Corp., Cleburne, Tex. (Walter G. Mize, president/84% owner); no other broadcast interests

Seller: Madison Radio Group Inc., Fort Worth (Stanley L. Vick, court-appointed interim operator/VP of buyer); no other broadcast interests

Facilities: AM: 1550 khz, 1 kw day; FM: 107.9 mhz, 96 kw, ant. 1,322 ft.

Formats: AM: AOR; FM: rock

WGIG(AM) Brunswick, Ga., and WYNR(FM) Darien/Brunswick

Price: \$2.125 million

Buyer: Root Communications Ltd., Daytona Beach, Fla. (James L. Devis, president; Susan S. Root Revocable Trust, owner); owns WMOG(AM), WHFX (FM) and WFGA(AM)-

WBGA(FM) Brunswick/Savannah, Ga. Root owns/is buying one TV, 14 FMs and three AMs.

Seller: Stewart Broadcasting Inc., St. Simons Island, Ga. (J. Wayne Stewart, president). Stewart stockholders have LMA with WOKF(FM) Folkston, Ga.

Facilities: AM: 1440 khz, 5 kw day, 1 kw night; FM: 107.7 mhz, 50 kw, ant. 403 ft.

Formats: AM: news/talk; FM: country

KBID(AM) Bakersfield, Calif., and KLYD(FM) Shafter/Bakersfield

Price: \$1.5 million

Buyer: Anthony S. and L. Rogers Brandon, Towson, Md.; are buying WGCX-FM Fairhope, Ala.; selling KKCL-FM Lorenzo/Lubbock, Tex. (see items, below). In various arrangements, Brandons own/are buying 14 FMs and 10 AMs.

Seller: Southpaw Communications Inc., Bakersfield (James R. Darling, president); no other broadcast interests

Facilities: AM: 1350 khz, 1 kw day, 33 w night; FM: 104.3 mhz, 3 kw, ant. 308 ft.

Formats: Both adult standards

Broker: Kalil & Co.

Bliss Communications, Inc.

S.H. Bliss, President

has agreed to acquire

WRJN(AM) and WEZY(FM)

Racine, Wisconsin

for

\$5,000,000

from

M.G. Radio, L.L.C.

Gregory Marcus and Anthony Gazzana, Principals

Patrick Communications represented the parties
as exclusive broker for this transaction.



PATRICK COMMUNICATIONS

5074 Dorsey Hall Drive • Suite 205 • Ellicott City, MD 21042 • 410-740-0250

KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz.

Price: \$1.3 million

Buyer: Mad Dog Wireless Inc., Lake Havasu City (Rick L. Murphy, CEO/57% owner); owns KZUL-FM Lake Havasu City

Seller: London Bridge Broadcasting Inc., Lake Havasu City (Lee R. Shoblom, president); no other broadcast interests

Facilities: AM: 980 khz, 1 kw day, 53 w night; FM: 101.1 mhz, 100 kw, ant. 988 ft.

Formats: AM: MOR; FM: CHR

WCIT(AM)-WLJM(FM) Lima, Ohio

Price: \$1.055 million

Buyer: Forever of Ohio LLC, Altoona, Pa. (Kerby E. Confer and Donald J. Alt, members). Confer and Alt each own 40% of Forever Broadcasting LLC, which owns WYRX(FM) Lima; is buying WKMC(AM) Roaring Spring, Pa. (see item, below). Forever Broadcasting owns/is buying 13 FMs and eight AMs.

Seller: Allen Broadcasting Co. Inc., Lyndhurst, Ohio (David Skylar, president); no other broadcast interests

Facilities: AM: 940 khz, 250 w day; FM: 104.9 mhz, 3 kw, ant. 260 ft.

Formats: AM: news/talk; FM: AC

Amplifications

■ Biernack Brokerage was the broker for the \$1.3 million sale of KMZX (FM) Lonoke/Little Rock, Ark., from Willis Broadcasting Corp. to Arkansas Media LLC (B&C, June 16).

■ Jerry Johnson was the broker for the \$1.4 million sale of KLTC(AM)-KCAD(FM) Dickinson, N.D., from Wester Media & RoughRider Communications Inc. to Roberts Radio LLC (B&C, June 9).

RADIO: FM

KDGE-FM and KZPS-FM Dallas

Price: \$83.5 million

Buyer: Chancellor Media Corp., Dallas (Scott K. Ginsburg, president); owns KSKY(AM) Dallas; is buying KHKS(FM) Dallas. Chancellor owns/is buying 99 radio stations

Seller: Bonneville International Corp., Salt Lake City (Bruce T. Reese, president; Corporation of the President of the Church of Jesus Christ of Latter-Day Saints, owner); owns/is buying two TVs, 12 FMs and 4 AMs.

Facilities: KDGE-FM: 94.5 mhz, 100 kw, ant. 1,896 ft.; KZPS-FM: 92.5 mhz, 96

kw, ant. 1,591 ft.

Formats: KDGE-FM: alternative rock;

KZPS-FM: classic rock

Broker: Star Media Group Inc.

WDGE(FM) Wakefield-Peacedale/ Providence and WDFG(FM) Middletown/ Providence, R.I.

Price: \$8.5 million (includes Edgenet Internet access provider)

Buyer: Citadel Broadcasting Co., Bigfork, Mont. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II LP, 37.2% owner); is buying WLKW(AM)-WWLI(FM) and WPRO-AM-FM Providence and KLKY(FM) Milton-Freewater, Ore./Tri-Cities, Wash. (see item, below). Citadel owns/is buying 56 FMs and 25 AMs.

Seller: ■ WDGE: Urso Major Broadcasting Co. (Philip Urso, president/owner); no other broadcast interests ■ WDFG: Bear Broadcasting Co. (Natale Urso, president/father of Philip); owns WERI-AM-FM Westerly/Block Island, WADK(AM) Newport and WPMZ(AM) Providence, R.I.

Facilities: WDGE: 99.7 mhz, 2.3 kw, ant. 535 ft.; WDFG: 100.3 mhz, 3.35 kw, ant. 295 ft.

Formats: WDGE: alternative; WDFG: dance

WZBQ(FM) Carrollton/Tuscaloosa, Ala.

Price: \$3.2 million

Buyer: CapStar Broadcasting Partners LP; Austin, Tex. (Thomas O. Hicks, owner); owns WAAX(AM)-WQEN(FM), WACT-AM-FM and WTXT-FM Tuscaloosa; is buying combo in Cedar Rapids, Iowa (see item, above), and KZZB(FM) Poteau, Okla. (see item, below). Capstar owns/is buying 164 FMs and 76 AMs.

Seller: Grant Radio Group LLC, Tuscaloosa (Walter Grant, president); no other broadcast interests

Facilities: 94.1 mhz, 100 kw, ant. 1,007 ft.

Format: CHR

Broker: Stan Raymond & Associates

KKCL-FM Lorenzo/Lubbock, Tex.

Price: \$3.15 million

Buyer: CapStar Broadcasting Partners LP (see item, above)

Seller: Anthony S. and L. Rogers Brandon (see Combo item, below)

Facilities: 98.1 mhz, 50 kw, ant. 436 ft.

Format: Oldies

Broker: Whitley Media

WFGO(FM) Erie, Pa.

Price: \$1.565 million

Buyer: William Fleckenstein, Hubbard, Ohio; no other broadcast interests

Continues on page 94

ENTERCOM

has acquired

KSEG-FM & KRXQ-FM

Sacramento, California

from

JACOR COMMUNICATIONS

for

\$45,000,000

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



Kalil & Co., Inc.

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



Radio Celebrates Its Creative Side

Radio took a moment to celebrate itself on June 11, when the sixth annual Radio-Mercury Awards ceremony convened in the Grand Ballroom of New York's Waldorf-Astoria hotel. Although the forum's purpose was to recognize the year's best in radio advertising, the show made a point, with its glittering array of stars and aptly scripted production, that radio—perhaps the least appreciated medium in an era of flashy new alternatives—plays a vital role in most people's lives.

"It was a very important night for all of us," said Bruce "Cousin Brucie" Morrow, of WCBS-FM New York, who emceed the event. "We listened to one another and we showed respect for the energy and the creativity that goes into what we do."

The Radio-Mercury Awards are presented each year by the Radio Creative Fund, a group founded in 1991 with the idea of attracting better creative talent to work in radio. "The idea is to raise the profile of radio in the minds of creative people, who are the lifeblood of our medium," explained Nicholas J. Verbitsky, president and CEO of United Stations Radio Networks and a member of the Radio Creative Fund's executive committee.

A record 980 commercials were entered in this year's Radio-Mercury Awards competition, and 1,078 people, an increase of 300 over a year ago, attended the awards presentation.

Top honors for the evening, the \$100,000 grand prize for best commercial of the year, went to Los Angeles-based Radio Savant Productions for "Instant Death," a spot it created for Ortho Antstop Fire Ant Killer (see story, page S2). In May, the same spot won the Andy award in New York for best advertisement in all media.

The fact that a radio spot took the year's top Andy is testament to "the vast improvement that has taken place in radio creative," said Mel Karmazin, president of CBS Stations Group and chairman of the Radio-Mercury Awards presentation. The awards "have played a key role in improving the quality of radio commercials."

In addition to the grand prize, gold and silver awards, with accompanying cash prizes of \$20,000 and \$5,000, respectively, went to a dozen other companies or creative teams (see pages S4 and S5).

Sara Napoli, a 16-year-old high school student from Medford Lakes, N.J., received the 1997 Dick Clark Fellowship for writing, producing and voicing a public service announcement entitled "Drunk Dri-



CBS's Mel Karmazin praised 'the vast improvement that has taken place in radio creative.'

ving." Napoli produced her winning PSA in conjunction with work she does at college radio station WBCZ-FM.

One of the evening's highest points came when ABC Radio Networks announcer Paul Harvey accepted the Radio Creative Fund's first Lifetime Achievement Award. Presented by CBS Radio correspondent Charles Osgood and Harvey's wife and long-time producer, Angel, the award recognized Harvey's

"extraordinary contributions to radio as an advertising medium."

Harvey demonstrated his incomparable ability to wow an audience with an acceptance speech that drew every listener in the room out of his or her chair (see text, page S3).

Celebrities on hand to celebrate radio that evening included WOR Radio Network's Dr. Joy Browne, CBS Radio Networks' Mary Matalin, ABC Radio Networks' Tom Joyner, Hispanic radio star Vikki Carr and ABC Radio Networks' The Fabulous Sports Babe.

John Costello, senior executive vice president of marketing at Sears Roebuck & Co., was advertiser chairman of the Radio-Mercury Awards presentation. Clifford L. Freeman, chairman and CEO of Cliff Freeman & Partners, was competition chair.

Radio-Mercury is the richest awards program in the advertising industry, presenting a total of \$225,000 in cash prizes to winners this year. Throughout the evening, radio's assets as a medium were a constant refrain.

"The pictures on radio are better than in any other medium," said CBS Radio's Osgood. WOR's Dr. Joy Browne called radio "a medium of immediacy and intimacy," and quoted a time-honored piece of research that "97 percent of people in the U.S. listen to radio every week and more than 80 percent tune in every day."

R-MA



Emotion Is Key to Winning Spot

It could have been a copywriter's worst nightmare: Ortho needed a radio spot promoting a product that accomplishes the decidedly unpicturesque task of killing fire ants. To meet the challenge, writer April Winchell and creative director Mick Kuisel knew they had to arouse consumers' feelings about the terrible little pests.

The result was "Instant Death," a 60-second spot that took the \$100,000 Grand Radio-Mercury Award for best commercial of the year. Winchell and Kuisel, partners in marriage as well as in business, are the brains behind Los Angeles-based Radio Savant Productions, creator of the winning campaign.

"Instant Death" targets one of nature's least-loved creatures. Hated and feared in Texas and adjoining states, the fire ant leaves intense pain and welts when it stings and, in droves, has even killed animals and people.

The commercial promises "death, a quick excruciating 'see-you-in-hell' kind of death" for the detested bug. It exemplifies the kind of emotion that, Winchell insists, is at the heart of effective radio spots.

"We needed to create something extremely emotional



April Winchell and Mike Kuisel won the grand Award for 'Instant Death.'

"Radio is singularly the most visual medium, making the creator and listener draw pictures in sound."

— April Winchell

that would play on people's loathing," she said. "We had to understand consumers' passion about fire ants and to focus it upon this product."

At the same time, Kuisel said, the spot describes how the product works quickly and without a lot of messy applications—using humor and emotion to fulfill one of advertising's basic objectives: describing the product's attributes.

Not only did the spot grab attention, it generated the kind of controversy merchandisers dream about. Because the announcer seemed a tad "over the top" in

his twisted glee over the destruction of these pests, Winchell said, "We were contacted by people from a group that promotes the ethical treatment of animals. They didn't have a problem with our promoting a product that kills fire ants, but they deeply resented the fact that the presenter was simply too happy about it."

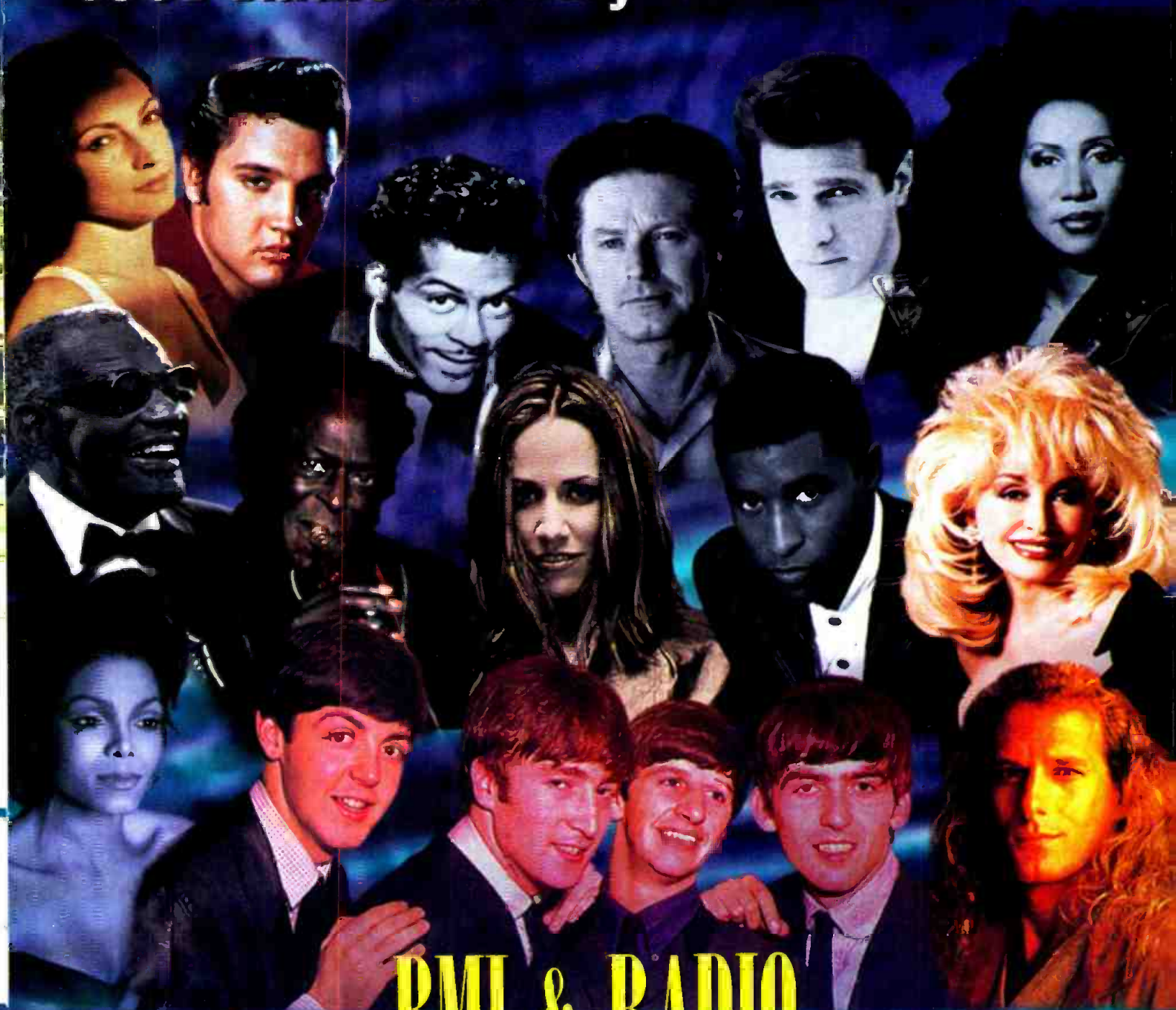
Other animal protection groups countered, arguing that that position was ridiculous and that fire ants have no redeeming value. As a result, "Instant Death" got huge play in newspapers and on radio talk shows. Best of all, Winchell said, "the product leaped off the shelves."

For Winchell, who grew up listening to Jack Benny and Shelly Berman records, radio is the ultimate theater. "It is singularly the most visual medium, making the creator and listener draw pictures in sound," she said.

Winchell and Kuisel founded Radio Savant seven years ago. In addition to being half the radio savant team, Kuisel also is senior art director at BBDO West in Los Angeles.

R-MA

**BMI's creators of music
salute the efforts of the
1997 Radio Mercury Award Winners**



BMI & RADIO

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at <http://bmi.com>



Paul Harvey Celebrates Advertising

*a*BC Radio Networks' Paul Harvey accepted the Radio Creative Fund's Lifetime Achievement Award with the following thoughts: I love advertising. It's such a treat for me, when most of the day's news is malfasance, misfeasance, mistakes, tragedies, destructions, fires and disasters, to get to the commercial portion of the program and accentuate the positive. I love advertising.

Some days I am not certain which is of more lasting significance: a change of tribal leaders in Zaire or a one-time purchase that will filter the allergies out of your house.

What better news have you heard in the last year than that I can end those leak spots on your garage floor permanently for \$2?

However menacing the world's truce-breakers, trouble-makers and terrorists, the commercial portion of every program is certain to include some good news.

There is now available a tire that will outlast your car. There's a sleeping surface that will suspend you on a cushion of air. And there's a drug store food for your fragile bones and a window shade on a roller that will unload your truck for you.

Which is of more lasting significance: that someone swims in a shark-proof cage from Cuba to Key West, or that the finest Swedish lawn and garden tools now have permanent roots in the United States, making work easier, making life more productive for all of us?

And there is now—you've just run out of excuses men—there is now an electric shaver that fits *any* beard.

So much of what the world calls news is written in either mud or blood, but will any of it outshine a magic music box of unprecedented fidelity and heartburn medicine that works even while you sleep?

You gifted wordsmiths of our nation's advertising profession have done more than anybody to raise our standard of living by raising our nation's level of long-ing.

And at the same time, almost unnoticed, while many programs get tastelessly profane, most ads don't. Watching TV, we've been fast forwarding through the wrong part. I'm almost as proud of what our advertising profession does not do as for what it does.

Paul Harvey News, to the sometimes dismay of our talented, long-suffering ABC salespeople, will not accept for sponsorship any product which we cannot recommend with left-brain logic.

This is not to criticize any other approach to adver-



ABC's Paul Harvey (c) is flanked by his wife Angel, and CBS's Charles Osgood as he receives his Lifetime Achievement Award.

tising. This just happens to be mine. I know that the ad business is first a business; that decisions are based on professional craftsmanship rather than on personal commitment. But to those of you—and you and your clients know who you are—who commit yourself to a client because you personally believe absolutely in that client's product, thank you. Because I know what that costs sometimes. The reward, however, is enhanced professionalism for us all.

I was uncomfortable about accepting something called a Lifetime Achievement Award. I'm quite aware that I've not yet earned that. Maybe this recognition from such esteemed colleagues means rather that a country boy is king of the hill, at least for tonight. Certainly more than half of the credit for anything Paul Harvey has accomplished in the last more-than-50 years belongs to the Angel who has shared every minute of that career.

Now for what it's worth, I remember Angel's father in his 90s had coal black hair and was jumping horses; not just riding horses. They were jumpers, he was energetic, vigorous and virile. Yet each birthday the family insisted on a reunion dinner and everybody would whisper to everybody that this might be Dad's farewell dinner. Well he ended up outliving almost everybody at that table. And this is fair warning to you pitch men warming up in the bullpen that longevity runs in the family. Thank you very much.

R-MA

Arthur Frommer On Travel
 OnLine Today with David Lawrence
 The O'Leary-Kamber Report
 The Alan Colmes Show
 The Financial Advisor with Charles DeRose
 On the House with The Carey Brothers
 The Techno-File
 Awakenings with Maya Angelou
 Left to Right
 The Barry Farber Show
 The Victoria Jones Show
 Dick Clark's Rock Roll & Remember
 The Difference
 Lucy Grant's Cookin' Country Music Revue
 Custom Country Music Revue
 Nascar Country
 Legends of Jazz with Ramsey Lewis
 Right Turn Radio
 American Music Awards Special
 Academy of Country Music Awards
 Sunrise
 Dick Clark's US Music Survey
 The Elliot Report
 News From Nashville
 The Morning Show Fax
 Annual Country Specials
 Backtrax USA
 The Rock and Roll Hall of Fame and
 Museum's Psychedelic Era 1965-1969
 Dr. Dave's Comedy Drops
 The Apollo Comedy Minute
 Dr. Will Miller
 Country Comedy Jamboree
 Headline Songs
 The Comedy Central Minute
 The Daily Show with Craig Kilborn
 Comedy Plus on Demand
 The Last Laugh
 Major League Sports Comedy
 Characters on Demand
 Laugh Attack

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The Radio-Mercury Award Winners

Gold Award—Humor

Cliff Freeman & Partners, New York for Little Caesars "Family Dinner"—*Ian Reichenthal and Wayne Best, copywriters; Maresa Wickham and Arlene Adoremos, producers; Arthur Bijur, president and executive creative director*

A three-foot long pizza and a foot of crazy bread—a meal so big it might complicate a family's dinner conversation. "So how was your day, Jimmy?..." "What, Dad?



Best, Adoremos, Reichenthal

Dad, is that Mom sitting next to you?"

The spot helped introduce Little Caesars' new Family Dinner by using word pictures to paint a humorous scene.

A related TV spot "was very visual and we just didn't have that advantage, so we had to figure out a different way of showing it," explained co-writers Ian Reichenthal and Wayne Best. "The shouting and passing sound effects worked really well."

"Family Dinner" isn't the first award-winning spot Cliff Freeman & Partners has produced for Little Caesars. "We've been together since they were very small," said Reichenthal. "They've quadrupled in size and we've doubled."

Silver Award—Humor

DDB Needham, New York for Anheuser Busch/Bud Light

"Bookstore"—John Brennan, copywriter; Mike Doran, producer; Mike Rogers, creative director

When Anheuser Busch wanted a bigger market share for its Bud Light brand in the Northeast, DDB Needham created a series of spots lending the beer the right "attitude" for the region. In "Bookstore," a pushy guy with a New York accent tries to talk a bookstore into letting him sign autographs in his new book, which, by the way he hasn't yet written, on beer.

Since the campaign, Anheuser Busch has become a major player again in the Northeast,

with sales having increased nearly 20 percent in the New York region alone.

Gold Award—Radio Station Produced

WHUD-FM Peckskill, N.Y., for Hudson Valley Shakespeare Festival
"Your Life is Not..."—Dick Terhune, copywriter, producer

Shakespeare was a man of the people, yet too few of them turned out each summer for the Hudson Valley Shakespeare Festival. Then, WHUD-FM Peckskill created a spot that connected listeners' everyday lives to Shakespeare's style: "Decaf or not decaf—is that the question? Is this a donut I see before me? Quick let me clutch thee."

The 60-second spot boosted both attendance and subscription rates, reported Dick Terhune, copywriter and producer at WHUD. This summer, Terhune is trying to draw listeners to a season of Shakespeare and Moliere. "Clients come to us for our creativity," he said. "That trust allows us to give the audience what they want to hear."



Terhune

Silver Award—Radio Station Produced

WEZE Boston for Gardner Mattress Makers of Salem

"Three Bears"—Mark Stevick, copywriter and producer; Matt Hillas, copywriter; Carol Smith Austin, creative director

As a small station in a large market, WEZE Boston can't compete dollar for dollar with its larger rivals, but it created a fairy tale ending, for itself and its client, Gardner Mattress Makers, with its spot, the "Three Bears." Mimicking a National Public Radio documentary in style, the spot describes investigators inspecting the well-known bears' habitat. As may be imagined, each mattress they find is "just right."

The "Three Bears" has been so well received that it has led to fairy tale spots for other advertisers around town, said Matt Hillas, copywriter for WEZE. Those spots air on lots of different stations, and each time they do, they silently plug WEZE and its creative team to the ad community.

Gold Award (Tie)—Music & Sound Design

Martin Williams, Minneapolis for Target Stores

"Hit The Target"—Brian Tierney, copywriter; Becky Anderson, producer; Lyle Wedemeyer, creative director



Tierney

Target Stores wanted a radio spot to complement its successful TV campaign featuring Stomp, a British percussion group known for making music with everyday items like garbage cans. To copywriter and former drummer Brian Tierney, of Minneapolis ad agency Martin Williams, the answer was simple: a sound-track of music made with items from Target, such as cans, bowls, cups and even a pair of jeans. "We got a lot of weird looks at the Target store, banging on different items to get just the right sound before we took them back to the studio," Tierney said.

Target won't reveal results of the campaign, but it reported record earnings for the year. Although it has no long-term contract with Target, Martin Williams tends to get a lot of the retailer's advertising work, Tierney said. "We've had a lot of TV success with Target, but this is one of the first radio successes."

Gold Award (Tie)—Music & Sound Design

World Wide Wadio, Hollywood, Calif., for Twentieth Television's Gordon Elliott Show
"Hidden Message/Moving"—Paul Fey, copywriter; Brent Hahn, producer

When the *Gordon Elliott Show* was getting ready to move from one station to another in many markets across the U.S., World Wide Wadio took on the task of letting viewers

know. "There's a hidden message in this commercial. See if you can find it," the spot starts out, and then proceeds to repeat the phrase "Gordon's moving" over and over, each time to the tune of a classic piece of music. "What kept it from overkill is the fact that



Fey, Hahn

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*Radio-Mercury Awards Grand Prize
Andy Awards Grand Prize
One Show Gold & Silver
Gold Clio
Advertising Age Best of 1997
Communication Arts Advertising Annual
British D&AD
(And it's only July)*



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we carefully arranged the message as inoffensively as possible," said copywriter Paul Fey. Gordon Elliott moved to the new stations without losing any ratings ground—a big success for Twentieth Television and the World Wide Wadio team.

Silver Award—Music & Sound Design

Cliff Freeman & Partners, New York, for Cherry Coke

"Beautiful Okinawa"—Michelle Roufa, copywriter; Tom Meloth, producer; Arthur Bijur, president and executive creative director

The unusual sound of Japanese reggae helped Cherry Coke break through the clutter in a spot created by Cliff Freeman & Partners to compliment a TV campaign. As listeners search for something familiar in the music, the spot delivers, several times, with the words, "Cherry Coke."

"People don't listen to most of the words in a radio message anyway so we had our audience searching for words rather than ignoring them," explained Michelle Roufa, copywriter.

Gold Award—Non Humor

Radioland, Portland, Ore., for Full Sail Brewing

"Don't Drink Our IPA"—Austin Howe, creative director and copywriter; Cathy Boyle, producer

Full Sail Brewing knew its products had loyal followings, but the company itself had no solid identity, even



Howe

among its customers. In an era in which image can be as important as sales, Austin Howe, creative director at Portland, Ore.-based Radioland, wanted a spot as unique as his client, which closes up shop every Friday so employees can go fishing.

Howe and his associates came up with a spot that talks about the kinds of people who shouldn't drink Full Sail Brewing's India Pale Ale. "What I really liked about the spot was the way it defined our audience," Howe said. "They're individuals but not pretentious." The spot also reflected this in its straightforward approach, using just a woman's voice and no jingles, music or special effects.

Testing has shown the image campaign, which also includes other spots, has had the desired effect. "Share of mind and brand

awareness both went up," Howe said.

Silver Award—Non Humor

TraverRohrback, Kalamazoo, Mich., for Community Hospitals, Indianapolis

"Bud Revived"—Bill Hahn, copywriter; Tracey Ellenberg and Margo Montaquila, producers; Joe Clipner, creative director



Colberg, Grajales, Soroeta

In an age of high-tech medicine, a small hospital proved it can still compete, by emphasizing what Joe Clipner, creative director at TraverRohrback, calls "patient-focused medicine." His ad campaign for Community Hospitals of Indianapolis captures this concept by letting patients tell their own stories. "Bud Revived" features a heart patient who regains consciousness to find his bed "lined with nurses and one was crying, 'thank you God' for bringing me around and I'll never forget that little gal for that." "Nobody could write these words and if you did, nobody would believe you," Clipner said. Name awareness for Community Hospitals doubled following the campaign, which is now entering its second season.

Gold Award—Hispanic

Badillo Nazoa S & S, San Juan, Puerto Rico, for San Juan Star

"Perrita"—Marcus Grajales, copywriter; Margarita Soroeta, producer; Norma Jean Colberg, creative director

As the largest English-language newspaper in Puerto Rico's capital, the San Juan Star wanted people to use its classified advertising section, printed in both Spanish and English, more often. Badillo Nazoa Saatchi & Saatchi created a campaign that capitalized on the Star's bilingual readership and the fact that its classified rates are cheaper than competitors'.

In the commercial, a lady wants to sell her dog "Perrita," but has only a few coins to pay for an ad. At competing papers, all she can afford is a bunch of abbreviations plus a phone number. "That really struck a bell," said Norma Jean Colberg, creative director at Badillo Nazoa. "We really didn't get into

what you could sell in the classified ad, but how many more words you could say for less money."

The "Perrita" campaign permitted the Star to target a larger audience by giving Spanish-only readers a reason to buy the paper. Its ultimate compliment came, however, when the competing newspaper launched a similar radio campaign.

Silver Award—Hispanic

Bromley, Aguilar & Associates, Austin, Tex., for Procter & Gamble

"Tango"—Alma Duran, senior producer; Federico Traeger, vice president, creative director; Mauricio Castro, senior copywriter

Girl meets boy. Girl loses boy because of bad breath. Will girl get boy back? Yes, after she uses Scope mouthwash to the passionate strains of a tango.

The spot, created for Procter & Gamble by Bromley, Aguilar & Associates, uses music and clever writing to build Scope's image with Hispanic listeners. Passionate background music surrounds the spot's stars, Raul and Regina, while wordplay on the "mintality" of Scope spices things up even further. (Mente means mind and minte means mint). Happily, Regina loves Scope's minty taste and has the smarts to chose the clinically proven, germ killing rinse.

Gold Award—PSA

WUSL, Philadelphia

"Stop The Violence"—Loraine Ballard-Morrill, copywriter; Mike Koste, producer

A gun's crackling fire, a dead youth, all for a jacket. The senseless killing of yet another young man led Power 99 WUSL-FM to create "Stop The Violence," a public service announcement that uses raw human emotions to communicate its point.

"In the hospital, we thought the doctors were fixing Dean up, but they were cleaning him up. He was dead." So the spot, using excerpts from chilling interviews conducted with the victim's family over a period of two days, drives its message home.

WUSL produced the spot "to challenge our community to raise its stakes to increase the peace," explained copywriter Loraine Ballard-Morrill. The spot ran for a limited time, to spare the victim's family undue pain. "The rest," Ballard-Morrill said, "is up to the community."

R-MA

This supplement was edited by Kathy Haley, with writing by Richard Churchill and Bob Selwitz.

RIDING GAIN

Advertisers spend more to reach 18-49

National radio advertisers are buying more inventory on stations targeted at adults 18-49 and less on those whose core listeners are adults 25-54, according to a new study released by Interep Research.

Based on a survey of national spot buys in the top 10 markets, Interep reports that advertisers in 1996 devoted 14.1% of their national spot buys to reach adults 18-49, compared with 11.9% in 1995. By contrast, the percentage of national spot buying for adults 25-54 has declined from 58% in 1994 to 55.4% in 1995 to 53.3% in 1996.

Interep also found that advertisers are spending more to reach adults 35 and older. Since 1994, the percentage of national spot buying targeted to this demo has increased from 3.9% to 5.9% in 1995 and to 7.3% in 1996. Interep also reports that national spot buying aimed at adults 25-49 dipped from 8.6% in 1995 to 8% in 1996.

United Stations goes psychedelic on July 4

United Stations Radio Networks' syndicated retrospective series, *I Want to Take You Higher: The Psychedelic Era 1965-1969*, debuts July 4 on 52 classic rock and album rock stations. The nine-week series examines the music, politics and culture of the late 1960s in weekly one-hour segments and daily short features. The program was developed in conjunction with the Rock and Roll Hall of Fame in Cleveland to coincide with a similarly-themed museum exhibit opening this summer.

WFAN(AM) rings in its 10th

WFAN(AM) New York celebrated its 10th year on the air as a sports/talk station. As part of the festivities, WFAN gave away more than 15,000 tickets to local sporting events. The station also hosted a party for station staff, clients and guests at New York City's All-Star Cafe. WFAN went on the air with sports talk on July 1, 1987.—DP

ABC says kids listen as much as adults

Plans to roll out Radio Disney children's format nationally

Radio

By Donna Petrozzello

ABC Radio Networks touted listenership results for Radio Disney last week, releasing surveys that place audience response to the 24-hour children's format on a par with two of ABC's adult and young adult-targeted networks.

Citing results from phone surveys conducted by Statistical Research Inc. over three months, ABC Radio Networks President David Kantor says Radio Disney earned an average 1.3 rating for Monday-Sunday, 6 a.m.-p.m. for January-March. For the total week—Monday-Sunday, 6 a.m.-midnight—Radio Disney earned an average 1.5 rating.

By comparison, ABC's "Prime" network, targeted at adults ages 25-54, earned an average 2.0 rating for 6 a.m.-7 p.m., Kantor says. Between 6 a.m. and midnight, Prime earned a 1.7 rating in SRI's latest network radio survey. ABC's "Genesis" network, aimed at young adults, earned an average 1.1 rating for 6 a.m.-7 p.m., says Kantor.

ABC introduced Radio Disney in a trial last November on KDIZ(AM) Minneapolis, WKHX(AM) Atlanta, KCNR(AM) Salt Lake City, KKDZ(AM) Seattle and WYDE(AM) Birmingham, Ala.

In January, ABC hired SRI to survey radio listening among 1,500 children 5-9 and their mothers. While ABC is targeting Radio Disney programming at children 2-11, Kantor says the core audience is 5-9 year olds.

SRI ratings cited for Radio Disney were compiled in a special report for ABC; those cited for other networks were included in SRI's latest ratings survey compiled for all 14 full-service radio networks.

SRI's survey of children in the test markets also revealed significant radio listening by children. In its report, ABC notes an average 15.5 rating for radio listening in general by children 5-9, Monday-Sunday, 6 a.m.-midnight, January-March.

Of that 15.5 rating, the average rat-

ing of children listening to Radio Disney was 1.2, giving the format a 7.7 share of children radio listeners, says ABC. By comparison, ABC says the comparable share for teen-focused networks was 9.5, as reported in SRI's latest RADAR report.

Among the mothers interviewed by SRI, 85% listened to the radio "yesterday," says ABC. Of that number, 2.4% said they listened to Radio Disney "yesterday." By comparison, SRI's recent RADAR surveys note that 72% of women 18-plus listen to the radio at least once daily.

Based on these results and favorable responses to questions ABC asked children and mothers about Radio Disney programming, Kantor says "the next step is a nationwide roll-out of Radio Disney."

ABC says it wants to sign 150 markets by adding 25-30 stations annually. Radio Disney will be offered on a barter basis as a full-service format, but not as an hour-by-hour service, says Kantor. ■

Talking talk

Westwood One Inc. founder and chairman Norm Pattiz (l) was the keynote speaker at the National Association of Radio Talk Show Hosts (NARTSH) annual convention June 19-21 at the Century Plaza Hotel in Los Angeles. Discussing the state of radio programming, Pattiz called talk radio "the most exciting format in radio today." Greeting California Governor Pete Wilson (r), who also addressed the convention, is talk show host and NARTSH President Blanquita Cullum. —DP

Thomson latest to exit TCI

More are likely to follow under Hindery remake

By Price Colman

With Bob Thomson the latest high-ranking executive to depart Tele-Communications Inc., the question of who's next remains.

Thomson, 53, a 10-year TCI veteran who was part of the management team during its most challenging era, last week joined the ranks of former or repositioned management personnel.

Since becoming TCI Chairman John Malone's number-two man in February, Leo Hindery has moved quickly to realign his team.

Gone are former Liberty Media president Peter Barton, cable boss Gary Marshall and customer satisfaction vice president Barbara Mowry. Former TCI Communications president Brendan Clouston, once considered a possible heir-apparent to Malone, is now chief financial officer for TCI and soon to be head of a new company that will include everything but domestic cable and programming operations.

Among those rumored to be on the bubble are Barney Schotters, senior vice president of finance for TCIC; Camille Jayne, who heads TCI's digital cable deployment, and SummiTrak head Sadie Decker. Thomson's departure was hardly a surprise. When TCI rehired Lela Cocoros to head corporate communications and media relations (B&C May 19), Thomson's responsibilities were essentially halved.

"From a policy standpoint, Leo [Hindery] and I are almost precisely on the same page," Thomson says. But he acknowledges that they disagreed on certain issues. "Leo made some mistakes with respect to me; and quite frankly, I made some mistakes with respect to Leo. Our operating styles did not mesh.

"Those things happen. This is the big leagues. When they happen, the proper

thing for an executive in my position to do is to acknowledge it, urge the other party to acknowledge it and leave gracefully," Thomson says.

Thomson, who characterizes his departure as amicable, says the thing he'll miss most is working with the field organization and other people in TCI.

"They've had it very rough over the last five to six years," he says. "One consolation they should have is that



Bob Thomson

Leo's policies seem very field-friendly and very supportive of their posture. He's to be commended for that. They should have optimism."

Thomson says he's mulling business opportunities and hopes to "stay generally in the set of industries I've become familiar with." In the interim, he'll take some time off to spend with his family. TCI General

Counsel Stephen Brett will assume Thomson's government affairs responsibilities. ■

Magness widow contests will

Decision could hinge on prenuptial agreement

By Price Colman

Sharon Magness, widow of Tele-Communications Inc. founder Bob Magness, has filed suit contesting her husband's will and seeking a larger portion of his estimated \$1 billion estate.

But in what could be a weak point in her case, Sharon Magness signed a prenuptial agreement that essentially requires her to abide by terms of the will.

In a filing last week in Arapahoe County, Colo., District Court, Sharon Magness asked for a jury trial to determine how much of the estate she should get.

Under Colorado law, the surviving spouse may be entitled to up to 50% of an estate, depending on how long the couple had been married, experts in probate law said. Colorado law permits the surviving spouse to receive 5% per year for up to 10 years, or a maximum of 50%.

The couple married in 1986. Magness's first wife, Betsy, with whom he had two sons, died in 1985.

When Magness died Nov. 15, 1996, he left a will bequeathing Sharon about \$35 million in two trusts; Magness Arabians Inc.; the home they shared in a posh Denver suburb; an extensive art collection, and personal effects. Magness also left about \$14.9 million to Denver charities. The remainder of the estate went, in trusts, to sons Kim and Gary.

Sources said that under the prenuptial agreement, Sharon Magness agreed to abide by terms of the will. But the prenuptial agreement could be subject to attack because Bob Magness altered his will in late March 1996 after learning he had lymphatic cancer. Should the case come to trial, it could hinge on whether that alteration invalidates the prenuptial agreement.

It's unclear what, if any, impact Sharon Magness's suit might have on TCI. In mid-June, TCI, the estate and

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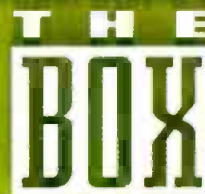
You're in the papers. THE BOX builds partnerships with local music-based print media and puts your brand in ink.

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investment banking houses Lehman Bros. and Merrill Lynch forged a deal under which Lehman and Merrill Lynch bought \$528.6 million of TCI shares in the estate. After two years, TCI is to buy back the shares, many of them 10-to-1 supervoting B shares, and take them out of circulation. The deal allows the estate to pay taxes estimated to be as much as \$500 million. It also allows TCI Chairman John Malone to

keep control of TCI shares in friendly hands.

TCI spokeswoman Lela Cocoros said Sharon Magness's suit would have no impact on the deal, which has been completed. Attorneys for Sharon Magness, Kim and Gary Magness and the estate did not return phone calls requesting comment.

If Sharon Magness is successful, it could mean a substantial reduction in

the estate's tax bill. The IRS does not tax bequests to surviving spouses.

It's unclear what Sharon Magness's motivation was in contesting the will. "It's not so much about the money, but she feels slighted," says one Magness family friend. Also, in an interview with the Denver Post, Sharon Magness said that she hopes to use any additional portion of the estate she might receive to give more money to charity. ■

National net keys regional deal

By John M. Higgins

News Corp. and Liberty Media Corp.'s dream of challenging ESPN's dominance of cable sports by buying 40% of Cablevision Systems Corp.'s sports operation hinges on their ability to create a strong national network shared by their 18 combined regional channels.

News Corp.'s Fox unit and Telecommunications Inc.'s Liberty division narrowly beat out The Walt Disney Co.'s ESPN unit in bidding for the \$850 million deal.

Top executives at News Corp., TCI and Cablevision say that the key to the deal is attracting sports fans to programming other than the local pro basketball and baseball games that already generate huge ratings in their home markets.

"This represents what will be a new TV sports model that will marry home teams with a real strong national component," says Josh Sapan, president of Cablevision's Rainbow Programming unit. "We have become quite a behemoth," says Fox Sports President David Hill.

Eventually, the companies hope to start a separate national service and bid aggressively for rights now held by ESPN and TNT.

The deal calls for Fox/Liberty to get a piece of Cablevision's eight sports services, two in New York and one apiece in New England, Chicago, Florida, Philadelphia, San Francisco and Ohio. Cablevision will run its channels and Fox/Liberty will manage its 10 channels. But the SportsChannels will switch to the Fox Sports name and agree to an unusual amount of cooperation in promoting the services, scheduling national ads to run across all the services.

While the executives wax about a new channel, what they're really doing



Fox/Liberty will be bidding against ESPN for sports rights.

is fixing an old one. Rainbow Sports and the current Fox/Liberty regionals have shared a national service—Prime Network—since 1991, when Rainbow folded its SportsChannel America. That 50-50 venture combined the "backdrop" services both groups used to fill the dozens of hours each week between popular local games, using far less popular—and less expensive—programs like bodybuilding and boat racing.

The two companies are already partners in three of the SportsChannel nets and failing news service NewSport, which goes dark next month.

What's different now?

First is programming and promotion. Fox/Liberty is spending heavily to create stronger, more appealing news shows and to improve the look of the backdrop. Second is clearing commercials. Currently, national advertisers can't buy a spot that will appear on all the regional channels at the same moment.

"It really was a hodgepodge of prod-

uct filling in the regionals—catch as catch can," says Cablevision Chairman Marc Lustgarten.

What crystallized the deal after years of stumbling was Cablevision's need for cash. Last year, Cablevision bought half of Madison Square Garden, then last week bought out partner ITT Corp., spending a total \$1.3 billion. At the same time, News Corp. and TCI—which teamed in the Liberty networks a year ago—agreed to cough up serious money.

"I'd say we were willing to pay up," says Liberty President Robert Bennett. "They tell us that Disney was in there willing to do the same or a better deal."

Combined with TCI's agreement to merge \$2 billion worth of cash-pumping systems into Cablevision for a third of the MSO's stock, the deal will pare Cablevision's debt from a huge 9 times cash flow to a moderate 6.4 times cash flow.

ESPN executives contend they are unfazed by the deal. "We've always faced competition," one says. ■

Regional sports step up to bottom line

News Corp./Liberty are banking on Rainbow networks scoring with viewers, advertisers

By John M. Higgins

When the home team is playing, SportsChannel or Fox's local sports networks regularly score double and up to five times the average ratings of the strongest national cable network, TNT.

Sports programming draws the highest dollars from advertisers hungry for adult male demos. Monthly license fees levied on operators can exceed \$1 per subscriber versus the 10-20 cents many other services collect.

So why are the regional sports networks making so little money? That's one of the questions raised by News Corp. and Liberty Media's agreement to pay \$850 million for a 40% stake in Cablevision System Corp.'s Rainbow Sports unit, which owns seven SportsChannel regional networks plus Madison Square Garden.

Everyone involved agrees that the only way the deal makes sense is if the companies can radically change the economics of the regional sports business so the networks gush the kind of cash national sports network ESPN generates rather than the relative trickle Rainbow and Fox Sports currently generate.

"It's really the most powerful programming in television," says Peter Barton, the former president of Tele-Communications Inc. subsidiary Liberty who spent years trying to engineer some sort of combination with Rainbow Sports. "now that it's wall-to-wall across the country it will be able to start demanding the kinds of revenue that ESPN is getting."

Media executives and analysts say the reason Rainbow and Liberty don't generate much cash is simple. Past stumbles in stitching together national ad packages means regionals charge about a third less per eyeball than ESPN. And audiences flocking to SportsChannel Chicago when Michael Jordan is on the court don't watch much else on the channel.

Worst, they depend on the most expensive and volatile raw material in media—sports rights. And local baseball and basketball team owners command, relatively, even more than the monster multi-billion dollar packages national cable networks like ESPN and



Everyone involved agrees that the only way the deal makes sense is if the companies can radically change the economics of the regional sports business

TNT sign with the leagues.

"Rights fees are going up faster than advertising," says Morgan Stanley & Co. media analyst Richard Bilotti. Sanford Bernstein & Co. media analyst Tom Wolzien agrees, saying, "In the end it all goes to the teams." But the players in the Rainbow Sports deal insist that the deal will dramatically change the revenue equation by tightly aligning all the regional networks, guaranteeing national advertisers simultaneous clearance across all the channels and a 55 million subscriber base that approaches ESPN's reach.

"There has really been an untapped resource in the power of the viewer," says Cablevision President James Dolan. "We've never really been able to sustain that viewership throughout the day."

The deal puts a huge valuation on the sports networks. The Fox/Liberty deal prices Rainbow Sports at \$2.1 billion. That excludes Rainbow's entertainment networks like American Movie Classics but includes MSG's arena plus pro teams New York Knicks and New York Rangers. Analysts isolating just Rainbow's sports services—some of which are already partly-owned by Fox/Liberty—pegged the SportsChannels and MSG Network price at \$1.3 billion.

How big is that? Well, a year ago analysts had valued the SportsChannel networks at \$200 million-\$300 million because the cash flow was so lean.

MSG Network was valued at another \$250 million. One analyst, who asked not to be named, predicted that the Rainbow Sports' services will generate less than \$55 million in cash this year and priced the deal at more than 23 times cash flow.

Basic networks are generally valued around 13-15 times yearly cash flow. Cablevision doesn't detail Rainbow's financial results, but Vice Chairman Marc Lustgarten said Street estimates were too low and "on a cumulative basis there is substantial cash flow from the regionals."

The Fox/Liberty side doesn't look any better. First-quarter revenues increased 20% to \$180 million. Cash flow totalled just \$2 million.

This year should improve in some ways. One industry executive familiar with Fox/Liberty's operations estimated that the regional networks alone could produce \$150 million in cash flow this year. But the national Fox Sports net-

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work "backdrop" network filling the time between the big local games with news, rodeo, bowling, etc. could lose \$100 million.

Bilotti said that a mature, successful regional network operation would spend 20% of its revenue on production of the actual games, 20% on ad sales and 35%-40% on rights fees. That would leave a healthy 25% cash-flow margin. So far that optimal cash hasn't been achieved many places.

By comparison ESPN—which The Walt Disney Co. considers the single most valuable asset it got by taking over Capital Cities/ABC Inc.—generated more than \$600 million in cash flow on \$1.5 billion in revenues, according to Lehman Bros. analyst Larry Petrella. That leaves a 40% margin.

Can the two regional groups make it work? The economics of the business have radically evolved before. In the 1980s, regional sports were largely pay networks with operators charging \$5-\$10 monthly per subscriber. But that not only limited the potential advertising audience, it caused huge seasonal churn. Rabid Mets fans canceled their SportsChannel New York subscriptions once the season was over—or often in mid-season if they were bigger losers than usual. The nets then turned to an advertising-based model, converting to basic networks for maximum reach.

TCI then started to rationalize the fragmented ownership structure, buying up networks from team owners and local entrepreneurs who launched the local channels.

Next came the easing of competition in some markets, like San Francisco, which had TCI/Liberty and Cablevision bidding up cable rights. But suspicious of each other and coveting control, TCI Chairman John Malone and Cablevision Chairman Charles Dolan could never engineer a merger.

The greatest vote of confidence comes from ESPN. The network has considered starting regional networks of its own. Disney was the losing bidder in the contest for Rainbow Sports. And in the Los Angeles market, where Disney owns the Anaheim Angels baseball and Anaheim Mighty Ducks hockey teams, the company is suing to break its rights deal with Fox Sports West aiming, industry executives believe, to start a competing regional network. ■

Wait 'til next year, WCA says

Wireless cable hopes its promise and its investors will return

By Joe Schlosser

The close proximity of the Wireless Cable Association's 10th annual convention to Disneyland's Tomorrowland in Anaheim, Calif., was appropriate, as the fledgling association tried to put the past year behind it and look to the next.

In less than 12 months, the once-promising industry has seen the stock prices of its top companies plummet, investors flee and the once flowing cash well dry up.

Wireless was once billed as the cable alternative in the out-of-reach marketplace—cheap and easy to bring to a

city or neighborhood near you. The wireless community attracted the attention of Wall Street and telephone companies alike. Both jumped on board, putting money behind individual systems and sending stock prices soaring.

But once the Baby Bells and investors saw that wireless could deliver only 30 channels of video, almost nothing to cable's 70-80 channels, they abandoned ship. Suddenly direct-to-home satellite systems were the hot commodity and wireless was nothing more than a 30-channel-short industry.

So last week the WCA limped into its convention in California, looking to gather steam. Wireless leaders attending



WCA President Andrew Kreig

Olbermann goes to MSNBC

Former ESPN *SportsCenter* co-host Keith Olbermann is joining NBC News to anchor an hour-long, weeknight news show for MSNBC to launch this fall. Olbermann, who announced he was leaving ESPN last week after being suspended by the channel last month, says he met with NBC News President Andrew Lack less than two weeks ago. Olbermann says Lack suggested he join NBC News as an anchor for MSNBC. Olbermann called the opportunity "perfect" and says his background covering general news with a variety of broadcast, cable and radio outlets and his ongoing interest in history qualify him to move into the news anchor slot: "General news coverage doesn't replace what I'm doing for ESPN, it will just expand it," Olbermann says. While specifics of the MSNBC show remain to be worked out, editorial content will be "95% news and 5% sports," he says. ESPN suspended Olbermann in May after his unapproved appearance on Comedy Central's *The Daily Show*, hosted by former ESPN anchor Craig Kilborn. Olbermann says his parting with ESPN is amicable —DP

"The Dawn of Digital: WCA 1997" arrived no longer promising the moon—rather they talked of taking small steps back to viability. And in an effort to get back on Wall Street's radar screens, digital compression and high-speed data delivery were sold in Anaheim as the solutions to the industry's problems.

"It has been a very tough year for the industry," said Arthur Newman, an analyst with Gerard, Klauer and Mattison. "The real challenge for the wireless companies now is to have a clear business plan and to start rolling it out and adding customers.

"That has to be their fundamental mission. And I think when they start doing that and earning revenues, they will clearly show Wall Street and the rest of

the world that what they have works."

Cliches and analogies were commonplace among the top wireless players.

"We can be the phoenix that rises from the ashes," said WCA founding president Robert Schmidt. "I think there is a feeling of what do we do next around here. The good news is there is nowhere to go but up, and the key is to get up and out there in the marketplace."

Bob Hostetter of American Telecasting Inc. challenged the WCA members to stop talking and start working.

"We need to just do it," Hostetter said emphatically. "We need to put on 100 customers, then worry about 1,000, instead of just talking about it."

When compared with the top U.S. cable companies in number of subscribers, the WCA members combined would rank as only the 11th-largest MSO. The WCA just conducted the first hard count of wireless cable subscribers both domestically and internationally. On 252 systems in the U.S., wireless has 1.1 million subscribers. The WCA estimates 5.5 million wireless subs in more than 90 nations worldwide.

New WCA President Andrew Kreig didn't want to talk about potential numbers, but he hopes that new technology—especially digital compression and data delivery—will dramatically raise sub levels.

Last month Pacific Bell video services launched a digital wireless platform in the Los Angeles basin. The rollout of digital by Pacific Bell was the first of its kind for the wireless industry in a major market. The digital service can provide up to 140 video, audio and data channels. Analysts and WCA members say the ability to compete with the cable industry may finally have arrived with the introduction of digital.

"That's what we are looking at as our future," Krieg said. "We are an industry that has been undervalued and misperceived. Digital is just a great opportunity to turn things around, which a lot of us think we can do."

Glenn D. Altchek, General Instrument's marketing manager for digital wireless, said Pacific Bell's rollout is exactly what the industry needed. Pacific Bell's move came after major deals with Nynex/Bell Atlantic in CAI Wireless and PacTel's acquisition of VideoTron and Transworld fell through.

"The industry players that are here [in Anaheim] have the product and can make digital a reality now," Altchek said. "In six months, when the industry shows that it can make money, Wall

"We are an industry that has been undervalued and misperceived. Digital is just a great opportunity to turn things around."

WCA's Andrew Kreig

Street is going to come back quickly and invest once again."

The industry is also counting on Washington and regulatory relief when the FCC approves two-way capability. More than 100 wireless cable system operators filed a petition with the FCC in March, hoping for access to multi-point distribution services. Wireless operators with such FCC compliance could then enter the high-speed data and digital voice businesses.

"There is a substantial demand for such high-speed Internet services, and we think we are in a very good situation to deliver it," Hostetter said. "Wireless, since it offers such low upfront and infrastructure costs, is ideally situated to get in front of cable on this."

Newman said such high-speed Internet access might be just what the wireless operators need.

"The cable industry is deploying the

Internet access in a very limited fashion," Newman said. "I think there is a very good opportunity to go into a market and offer both digital and Internet and have a compelling product."

Besides regulatory approval and digital compression, the industry is still missing one other thing—cash. Wireless officials said they are all right for the short run, but it is a different story when talking two and three years out. Many of the companies are looking for partners who can help finance digital rollout and provide some technical skills, say analysts.

"We don't have enough cash on our balance sheets to satisfy all the business plans we hope to launch," said Matthew Oristano of People's Choice TV. "Ultimately we need to have strategic partners, even though we can get started today by ourselves."

Whether a wireless operator needs a partner or not comes down to how they spend their money, Newman said.

"They can last a couple of years if they do very little. But the minute you start to launch one of these new systems, you start to use cash very rapidly," Newman said. "How long will \$100 million last? If you go and launch in a major market with digital and Internet services, you'll use the money very quickly. Or you could do nothing, in which case you'll *really* use your money slowly."

Urban initiative

David Falk, agent of such basketball stars as Michael Jordan and Patrick Ewing, is teaming up with entrepreneurs Dennis Brownlee and Robert Townsend to develop "urban programming for TV and other media." Townsend, a former telephone and cable executive, says the programming will have broad appeal. "We're not going to focus on the [African-American] market, we are going to broadcast from it...It's the place where all trends start."

New Urban Entertainment, as the venture is known, hopes to raise \$50 million, Townsend says. Combined with corporate sponsors that Falk will bring in, he says, NUE will produce or co-produce films and TV series for broadcasting and cable. And if all goes well, he says, it will eventually create its own channel. Townsend says NUE will soon name a senior programming executive with well-known credits.

Townsend is the former president of Stargazer, Bell Atlantic's experimental video-on-demand company. Brownlee was among the original applicants for direct broadcast satellite license, and was involved in the successful launch of the United States Satellite Broadcasting's DBS service. —HAJ



Falk, Townsend and Brownlee

Ameritech stays its wired course

With other RBOCs dropping out, telco continues aggressive overbuild strategy

By Price Colman

With SBC dropping out of the wired cable competition, Ameritech remains the only major RBOC player. A lot of people are wondering how much longer it will gut it out.

"There's no question that in this industry you don't have one company break ranks in an area like this and confidently plow ahead when every other large telephone company has slowed down," says Bill Deatherage of Bear Stearns. "They clearly are alone in the overbuild strategy."

Ameritech's justification for its persistence is long on generalities and short on specifics.

"What we see is that consumers want choice in cable TV providers, and they want Ameritech New Media to offer them that choice," says Geoff Potter, spokesman for Ameritech New Media.

Economics notwithstanding, Ameritech insists it's in the wired cable business for the long haul. But economics has a way of changing the definition of "long haul."

Current estimates put the cost of building a hybrid fiber/coax, 750 mhz network, such as Ameritech is building, at roughly \$300 per home passed. Current estimates are that Ameritech has passed about 700,000 homes, translating into roughly \$210 million in capital expenditures thus far. That amounts to about 8.4% of an estimated \$2.5 billion that Ameritech will make in capital expenditures this year.

In other words, the telco's investment in cable overbuilds is a relatively small part of the whole. But penetration rates are where the rubber meets the road, and that's where things get a bit hazy. Ameritech has told analysts that it has about a 28% penetration rate in those franchises where its plant is operational. Anecdotal information from competitors and observers shows penetration rates ranging from 7% to nearly 50% in isolated areas. As for Ameritech, it's closely guarding virtually all hard numbers.

"They say they're satisfied with what's going on but won't tell numbers," says Gail Whitty, executive director of the Intergovernmental Cable



Communications Authority. The authority encompasses an 11-city consortium in suburban Detroit, where Ameritech is focusing much of its effort.

Other key battlegrounds include Columbus and Cleveland, both Ohio; and Ameritech's headquarters city, Chicago. So far, Ameritech New Media has 39 cable franchises, winning them at the rate of roughly one a month. But the faster it gains franchises, the more expensive the ante becomes. The estimate from one cable company competing with the telco in suburban Detroit is that it's costing Ameritech about \$15,000 per subscriber to build its network.

"When you have pockets as deep as Ameritech's, perhaps you do things sometimes that don't make a lot of sense, just to be in the marketplace, because it clearly does not pay to overbuild," says Bill Black, MediaOne's (formerly Continental Cablevision) director of public affairs for the Midwest region.

The Baby Bells, Ameritech excepted, apparently agree with that conclusion. US West decided it made more sense to buy a cable operator than to overbuild. SBC subsidiary PacTel tested the wired-cable waters and got out. Nynex and Bell Atlantic are pursuing other approaches to the video market.

Although Ameritech is not the only telco overbuilding cable systems, it stands alone as by far the most aggressive. Indeed, all the telephone partners in the Americast consortium—whose members include The Walt Disney Co., Ameritech, GTE, BellSouth and SNET—are overbuilding to varying degrees.

GTE has overbuilt TCI, Jones and Falcon Cable in Ventura County, Calif., just north of Los Angeles. It has a wired cable system up and running, with 8,000 customers, in Cerritos, south of Los Angeles. GTE is also overbuilding Time Warner in the Clearwater-St. Petersburg, Fla., market. The overbuilds have passed about

74,000 homes in Florida and about 55,000 homes in Ventura County.

"The take rate exceeds our expectations," says GTE spokesman Brian Blevins. "In California, we're at about 40 percent of homes passed in active nodes." GTE's plans call for it to be in 66 markets, passing 7 million homes, by 2004.

SNET is overbuilding also, replacing its copper-wire network in Connecticut with HFC. But there's a difference: "We would have built the HFC network, even if not for cable," says Beverly Levy, SNET spokeswoman. "It is not an overbuild strategy."

BellSouth also is doing HFC overbuilds, but they're part of a larger strategy that incorporates MMDS, perhaps to a greater degree. The company has won 17 cable franchise agreements in Florida, Georgia, Tennessee and Alabama, and "in those areas where it makes sense, we will build," says Chris Anderson, BellSouth spokesman. "In certain new subdivisions we have begun."

In contrast, Ameritech has 39 cable franchises—the latest, in Detroit suburb Warren awarded just last week—and is offering service in 25 communities. If nothing else, the telco's presence is changing the rules of the franchising game.

"Ameritech's basic strategy...as a cookie-cutter franchise has been very consistent," says Neil Lehto, who specializes in cable and telecommunications for the suburban Detroit law firm O'Reilly, Rancilio, Nitz, Andrews & Turnbull. Ameritech comes in as competition for the cable incumbent, builds an HFC network and dedicates 0.5%-1% of gross revenue for PEG requirements. But Ameritech is not interested in building or running PEG facilities. Predictably, incumbent cable players facing franchise renewals are changing their approach as a result. In effect, communities' willingness to grant Ameritech franchises has "lowered the bar" for cable operators, Lehto says.

"Our expectation is that we would get franchises similar to the Ameritech franchise," says Madie Gustafson, senior counsel in charge of franchising at TCI.

If Ameritech has lowered the bar on franchising, it has clearly raised the bar on competition. And in those commu-

nities where cable operators are aggressively fighting back, Ameritech has encountered a tougher time gaining a foothold.

"In Fraser (Michigan), the competition Comcast has put up has been vociferous," says Lehto. "In Fraser, my understanding is that on a percentage basis [Ameritech] is doing poorly." Its biggest gains apparently have come in Lincoln Park and Garden City, Mich., where the incumbent, TCI, was slow to respond.

In addition to the formidable financial challenge of overbuilding cable operators, Ameritech is encountering legal challenges as well. Cable organizations in Ohio and Michigan have filed complaints against an Ameritech promotions program that gives new cable customers "Americhecks"—coupons good for discounts on phone or cable service. The complaints say, essentially, that the program discriminates against Ameritech customers

who can't get its cable service.

Ameritech's deep pockets will allow it to stay on the overbuild offensive for the foreseeable future, says Bear Stearns' Deatherage. How long is the riddle everyone is trying to solve.

"It's hard to justify an overbuild on economics," he says. "The only explanation is that Ameritech sees some incremental economies of scale and scope that perhaps other overbuilders don't see."

TNT, NICKELODEON TOP 2ND QUARTER

Sports, movies and cartoons dominated basic cable ratings in second quarter 1997, with ratings increasing 13% over last year.

Turner Network Television continued its first-place showing among cable channels in prime time with a 2.4 rating, a 14% increase over last year's 2.1 rating for the same quarter. TNT's strong second quarter was helped by coverage of NBA basketball in May and by its cable premiere of the feature "The Shawshank Redemption" in early June.

Nickelodeon ranked first in total-day viewing. Its slate of children's programming earned a 1.6 rating for the quarter, up 7% from its 1.5 rating for the same quarter last year. In prime time, Nick at Nite earned a 1.9 rating, a 12% increase over last year.

Turner Broadcasting Systems' TBS Superstation ranked third in prime time ratings, earning a 1.8 in the latest quarter, down slightly from its 1.9 rating last year. TBS ranked second overall in total-day viewing, earning a 1.0 rating in the latest quarter compared with a 1.1 for the same quarter last year.

Ratings dipped in both prime time and total-day viewing for USA Networks, which earned a 1.8 in prime time, second quarter, compared with last year's 1.9. USA earned a 0.8 rating for total-day viewing for the quarter, compared with 0.9 last year. USA ranked fourth in total-day ratings and tied with TBS for third place in prime time.

Despite solid ratings gains for its *Biography* series, ratings for the Arts & Entertainment Network remained flat at 1.3 for prime time and at 0.8 for total-day viewing for the quarter. A&E says *Biography* scored its highest quarterly ratings in the past quarter, earning an average 2.7, and its best monthly ratings, with a 2.9 in June.

—DP

2nd-quarter ratings: 1997 vs. 1996

FULL DAY (MON.-SUN. 24 HOURS)					PRIME TIME (MON.-SUN. 8-11PM)				
		2Q 1997		2Q 1996			2Q 1997		2Q 1996
Network	Rtg	HHs (000)	Rtg	HHs (000)	Network	Rtg	HHs (000)	Rtg	HHs (000)
NICK	1.6	1,105	1.5	986	TNT	2.4	1,709	2.1	1,423
TBS	1.0	750	1.1	742	NICK	1.9	1,312	1.7	1,126
TNT	1.0	737	1.0	681	TBS	1.8	1,322	1.9	1,269
USA	0.8	587	0.9	618	USA	1.8	1,273	1.9	1,281
Lifetime	0.8	565	0.8	512	Lifetime	1.5	1,043	1.4	912
A&E	0.8	563	0.8	510	ESPN	1.4	997	1.5	1,026
Cartoon	0.8	342	0.8	222	A&E	1.3	912	1.3	815
ESPN	0.7	516	0.6	548	Discovery	1.3	898	1.1	747
Discovery	0.6	454	0.6	372	Cartoon	1.3	528	1.2	317
WGN	0.6	217	0.6	244	Family	1.0	668	1.1	700
TNN	0.5	350	0.6	342	WGN	1.0	369	1.0	394
CNN	0.4	294	0.4	276	TNN	0.9	624	0.9	586
Family	0.4	288	0.4	281	CNN	0.8	554	0.7	509
MTV	0.4	272	0.5	302	TLC	0.7	411	0.5	253
TLC	0.4	208	0.3	137	Sci-Fi	0.7	288	0.6	167
FX	0.4	118	0.4	113	MTV	0.6	405	0.6	404
TV Land	0.4	58	NA	NA	FX	0.6	180	0.6	163
Weather	0.3	196	0.3	214	ESPN2	0.5	235	0.5	151
Headline	0.3	163	0.3	181	History	0.5	182	NA	NA
Sci-Fi	0.3	147	0.3	100	TV Land	0.5	69	NA	NA
ESPN2	0.3	128	0.2	80	CNBC	0.4	223	0.5	289
Comedy	0.3	126	0.2	93	BET	0.4	199	0.5	210
History	0.3	111	NA	NA	Comedy	0.4	194	0.5	183
CNBC	0.2	131	0.2	129	Prevue	0.4	193	0.5	196
BET	0.2	120	0.3	115	Weather	0.3	219	0.4	247
VH1	0.2	116	0.2	88	Headline	0.3	186	0.3	186
Prevue	0.2	107	0.3	103	VH1	0.3	183	0.2	122
E!	0.2	97	0.2	90	E!	0.3	143	0.3	110
CMT	0.2	91	0.2	78	CMT	0.3	104	0.3	90
Food	0.2	40	0.2	NA	Food	0.2	57	0.2	NA
Court TV	0.1	28	0.1	15	Court TV	0.1	38	0.1	17
Travel	0.1	17	0.1	NA	Travel	0.1	23	0.1	NA
Fox News	0.1	15	NA	NA	Fox News	0.1	21	NA	NA

Notes: All ratings based on coverage homes for each network. Prime time is Mon.-Sun. 8-11 p.m. Total day is Mon.-Sun. 6 a.m.-6 a.m. for household and demographic performance. A&E, Comedy Central, CNBC, Discovery, FX, Lifetime, TLC and TNN total day performance based on the network's total definitions as reported by Nielsen. All others Mon.-Sun. 6 a.m.-6 a.m. Non-report weeks excluded from averages. Source: TBS Research from Nielsen Media Research data. NA—not available



'Sliders' slides over to Sci-Fi

Cable network picks up new and library episodes of former Fox hour

By Lynette Rice

The Universal Television drama *Sliders*—which Fox opted to let slide for fall—has found a new lease on life at the Sci-Fi Channel. The cable network picked up 22 new episodes of the series for debut in January and bought the exclusive rights to 48 old episodes.

"The commitment to continue production of original episodes of *Sliders* represents a very bold and significant statement by the Sci-Fi Channel," says Rod Perth, president of Sci-Fi owner USA Networks. "This series, as well as our development of major long-form projects such as *Dune* and *Invasion Earth*, is emblematic of the next plateau in the Sci-Fi Channel's evolution."

Sliders averaged a 5.5 Nielsen rating/10 share in households and a 3.9/13 in adults 18-49 during the 1996-97 season—its third on Fox before entertainment president Peter Roth decided to pass on the Universal drama for next year. The drama, starring Jerry O'Connell ("Jerry Maguire"), follows the adventures of a young team of explorers who "slide" through parallel dimensions of earth.

The Sci-Fi Channel reaches more than 42 million homes. ■

Roberts ponders Microsoft windfall

Comcast Corp. President Brian Roberts will take his time deciding how to spend Bill Gates' money. Speaking at a Montgomery Securities' media and communications conference in New York, Roberts told investors that the \$1 billion Microsoft Corp. is paying for 11% of the MSO comes with no strings attached and that the company hasn't figured out how to allocate it. Roberts held out the possibility of buying back stock—always a crowd pleaser in a room full of money managers—although other Comcast executives said that was unlikely given the ongoing strength of the company's share price. Comcast could use cash to rebuild systems more quickly, particularly smaller markets that have been low on the list of priorities. The company may also focus on doing more in its "A" and "B" markets that have highest prospects for new services like digital cable or cable modems. "Do you use the money to rebuild Tupelo, Miss?" Roberts asked, or "do you use the money to develop business applications for cable modems" that would have taken five or 10 years if cash were tight?

EchoStar boosts Canadian presence

EchoStar Communications Corp. has strengthened its Canadian ties in a deal that could be the precursor to even larger Canadian connections for EchoStar. The agreement between programing distributor ExpressVu and Beamscope Canada Inc., one of that nation's larger consumer electronics wholesalers, calls for Beamscope to distribute ExpressVu's DISH Network, which is licensed from EchoStar, to retailers and satellite service sellers when the service launches later this summer. Superficially, it's a straightforward distribution agreement, but it offers potential pluses for EchoStar: The Canadian direct-to-home satellite market is wide open as a result of AlphaStar's failure earlier this year, and EchoStar bolsters ties to potential strategic partner Bell Canada Enterprises, one of ExpressVu's owners. Earlier this year, EchoStar sold 62,000 converter boxes to

ExpressVu for roughly \$40 million and there is persistent speculation that a larger deal is pending. The EchoStar-Bell Canada strategic partnership deal probably isn't imminent. Two weeks ago, EchoStar sold \$375 million in debt, giving EchoStar Chairman Charlie Ergen time and money to launch a third satellite in September. "If the right person shows up, [Ergen] will talk to them," said a source familiar with the company. "He's not in hot pursuit right now."

Rock slogan honored

MTV's rock video battle cry will be the first campaign to enter CTAM's Marketing Hall of Fame. The society developed the Hall of Fame this year and "I Want my MTV" won its first honor by unanimous vote of the six-member selection committee. The slogan emerged 16 years ago and could be heard shouted through the screen by rock music icons including Mick Jagger. CTAM Chairman Josh Sapan says the campaign did not just sell the network, but went as far as to "alter the course of popular culture."

Researchers predict set-top growth

Researchers at In-Stat say they expect Cable TV set top box shipments to grow through 2001 at about 20% each year—in both number of units and dollar amount. This will impact semiconductor manufacturers targeting the set-top box market, set-top box manufacturers and broadcast networks and cable service providers, according to the report *Worldwide Markets for Cable TV Set Top Boxes: Not Convergence, but Migration*. "While digital cable TV systems have been overhyped for the past decade, the good news is that they are finally being rolled out by selected cable TV companies," says Gerry Kaufhold, senior analyst for In-Stat's Multimedia Service. "Microsoft's recent investment in ComCast will only speed up activity. However, traditional analog set-top boxes are not going away any time soon." Kaufhold added. In-Stat is part of Cahners Publishing Co., which also publishes BROADCASTING & CABLE.

Technology

June 30, 1997

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KGO-TV taps Tek for news conversion

Station spending almost \$5 million on server-based facility

By Glen Dickson

KGO-TV, the ABC O&O in San Francisco, has chosen Tektronix to replace its entire news production system with a disk-based architecture. Under a deal worth almost \$5 million, Tektronix will provide KGO-TV with a complete networked digital production system including Profile and Silicon Graphics video servers, Tektronix NewStar newsroom automation, Tektronix Lightworks nonlinear editors and StorageTek archive storage.

Tektronix will handle systems integration for the project, which should be fully operational by early next year. According to Jim Casabella, KGO-TV's director of engineering, the station also looked at news system proposals from Avid and Philips before choosing Tektronix. (KGO-TV uses a Philips BTS Media Pool server to play back spots in master control.) KGO-TV is a NewStar 1.0 user; the staff liked the functionality of NewStar's next-generation newsroom automation system and its EditStar news editing stations.

"We really like NewStar and Edit-

Star, and we figured we'd have a better integration into NewStar if we went with Tektronix," says Casabella. (Although Tektronix purchased NewStar in October, the system is still available in stand-alone configuration.)

KGO-TV is purchasing 90 NewStar seats and 12 EditStar stations, which will allow journalists to perform cuts-only editing. Stories will be finished on six Lightworks V.I.P. 4500 online editing systems.

The backbone of the KGO-TV system is a robust server architecture that marries Tektronix Profile PDR200 video servers with Silicon Graphics servers and StorageTek digital tape archives through Fibre Channel networking. (Tektronix is reselling the SGI equipment, while KGO-TV is purchasing the StorageTek equipment directly.)

Six Profiles will record incoming ENG/SNG feeds and also will play segments to air. Six will support the EditStar systems and six will be linked to the Lightworks editors. All incoming feeds to the Profile will be transported instantly via Fibre Channel and will be recorded on two mirrored SGI Origin 2000



KGO-TV San Francisco will use Tektronix Profile PDR200 video servers to record and play feeds as well as provide random access storage for nonlinear editors.

video servers, which have a total RAID-3 storage of 60 hours at 40 Mb/s.

"Any video that goes into the system will immediately be copied into the SGI as background," says Casabella. "Any other edit system will have access to the video as it's coming in—the SGI can support six to eight users."

The SGI servers are linked to a StorageTek Powderhorn digital linear tape system, which will provide 300 terabytes of "nearline" archive storage.

KGO-TV's news system will use a Grass Valley SMS7000 router to handle signal distribution, while playout will be under the control of both NewStar and Omnibus automation software.

Casabella expects the networked Profiles to be operational by September, with the SGI and StorageTek systems coming on line later in the fall. The station will continue to use Beta-cam SP tape for acquisition and will transfer taped material into the Lightworks editors as necessary.

KGO-TV is two years away from buying a digital tape format for news, Casabella says. In the interim the station is buying additional Beta SP gear to extend the life of its analog gear. "It's a bad time to make a decision," he says. "We'll be looking at a digital tape format, but we want something I-frame only and 4:2:2 [MPEG-2 compression]. We may go 16:9 by the time we make a decision."

LIN goes to the disk

For its production of Texas Rangers baseball games, LIN Productions is relying on an ASC VR30 digital disk recorder to generate its extensive replays.

Last year, LIN used a Pioneer laser disc system to create replays and play back moving graphics and animation. But, says LIN Productions President Lee Spieckerman, using one machine for two jobs was cumbersome. This season, the laser disc unit plays all of LIN's canned graphics and animation, while the VR records and plays out footage generated during the game.

"Our lead tape operator is building sequences with the VR throughout the game, and he can still run the laser disc and the slo-mo machine," Spieckerman says, adding that the menu-driven user interface of the VR makes it easier to build sequences than the timecode interface on the laser disc.

The VR30 is only a loaner unit for LIN. The company has spent roughly \$40,000 on ASC's high-end VR300 system, which features better image quality and Fibre Channel storage. ASC engineers are now perfecting the VR300's software for instant-replay applications, and Spieckerman expects delivery around the All Star Game break.

—GD



LIN Productions is using an ASC VR disk recorder to generate highlights and replays for Texas Rangers broadcasts.

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Cutting Edge

By Glen Dickson

Comark Digital Services and the WGBH Education Foundation have agreed to work together on DTV. According to Steve Bass, WGBH vice president and manager for TV stations, Comark will provide consulting services to WGBH's three PBS stations: WGBH-TV and WGBX-TV, both Boston, and WGBY-TV Springfield, Mass. The agreement doesn't yet include any equipment contracts, although WGBY-TV has a Comark IOT UHF transmitter that it hopes to upgrade to digital. "We're on the road to the actual purchasing of equipment," says Bass.

Sony has made a significant sale of its Betacam SX digital tape format to French network France 2, part of France Television Group. France 2 is buying more than 200 Betacam SX units, including VTRs, hybrid VTRs, camcorders and DNW-A220 portable field editors; shipments will start this summer. France 2 is adopting Betacam SX as its new tape format for news production as part of its move to a new location next year. In other Sony news, the company has introduced a widescreen SX camcorder aimed at DTV news production. The 16:9/4:3 switchable unit costs \$35,000 and should be available in August.

station groups with DTV and NTSC transmission equipment. Raymond, Me.-based Dielectric will deliver DTV and NTSC antennas, transmission line and RF systems to Pulitzer's 12 stations and Post-Newsweek's six stations.

tract from the European Broadcasting Union to supply MPEG-2 4:2:2 compression equipment that will convert the EBU's internal Eurovision transmission network to digital. Eurovision is used to distribute programs among EBU members via transponders



A look at the Solid State Logic audio console in BET's new mobile production truck.



Pittard Sullivan has made the 'Smart Guy' look even brighter.

Pittard Sullivan of Los Angeles created the new main title for the The WB's *Smart Guy* with the help of post-production house Scott Milne FX and production company Nu Pictures. The live action was shot on green screen and edited on an Avid nonlinear system, while the backgrounds, graphic animations and transitional elements were composited in a Quantel Henry.

ITN, the UK's commercial TV news organization, has selected **Panasonic's** DVCPRO as its next-generation field production format. To replace its Betacam SP equipment, ITN has ordered 50 DVCPRO VTRs, 32 camcorders and 12 laptop editors. ITN crews

should be fully operational with DVCPRO by the end of October. Panasonic also has sold 20 DVCPRO VTRs to German pay-TV operator Premiere and 15 VTRs, five camcorders and a Smart-Cart automation system to Canal+ Spain.

Dielectric Communications has signed contracts with Post-Newsweek Stations and Pulitzer Broadcasting to provide both TV

BET is now on the road with a new digital mobile production unit designed, engineered and integrated by **Communications Engineering Inc.** CEI collaborated with Calumet Coach to design and build the 50-foot production trailer, which has a 38-foot expanding section. The production trailer can support an 18 to 20-person broadcast team for such live productions as concerts and sporting events. The truck includes a Solid State Logic on-air production and multitrack audio mixing console, a Grass Valley digital production switcher, an Abekas Dveous effects system, BTS digital cameras with Canon lenses, a BTS Venus router, an RTS intercom system, Sony Digital Betacam VTRs with slo-mo controllers and a 360 Systems DigiCart II hard-disk recorder with instant replay.

News Digital Systems has received a \$10 million con-

on the Eutelsat II-F4 satellite. The EBU's new digital network will incorporate 55 transmit and receive earth stations and will increase the EBU's network capacity from seven TV channels to more than 20.

JVC and **EchoStar** have collaborated to develop a DBS receiver with a built-in D-VHS digital tape recorder. The product, the HM-DSR100 digital satellite recorder, uses JVC's D-VHS digital bit stream recording technology to allow a viewer to record and store EchoStar MPEG-2 digital signals in digital format; for playback, the pictures are decoded to analog for display on an NTSC set. A D-VHS cassette can store up to seven hours (44.4 gb) of MPEG-2 video at a fixed bit rate of 14.1 Mb/s, which equates to three full-length movies with room to spare. The HM-DSR100 will be available in October for \$949.55 for a stand-alone unit; \$999.95 with dual-LNBF dish included.

Broadcasting & Cable's **Telemedia**

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

Interactive Programming

NBC goes interactive with fall lineup

Network to use Wink technology for enhanced prime time

By Richard Tedesco

NBC will become the first major broadcast network to get serious about interactive programming this fall, when it builds interactive elements into prime time and weekend content.

Sports coverage will be a focal point of the enhanced on-screen content, offered in the form of text via technology from Wink Communications. Cable viewers with set-top boxes equipped with Wink's ITV technology will be able to call up team or player statistics during a game. Wink expects that systems in the 20 top major urban markets will have a substantial number of boxes in place when the interactive initiative kicks off in the fall.

Several hours of prime time programming will also be pumped with data about a particular show or its cast members, accessible on screen with a single click of the remote. And viewers also will be able to respond to advertising in the same manner. "We're going to explore a lot of different options here. We want to draw the audience in,"



says Peg Murphy, manager of business development for NBC Interactive Media.

Murphy declines to say which prime time shows will be used. But NBC's *Homicide*, which has an online

narrative extension on the NBC Website, is a likely candidate. NBC used the show in its demo of interactive programming features last week. The demo included an opportunity for viewers to purchase a

CD containing the songs featured on the drama series each week.

In another part of the demo, recipes were offered during cooking demonstra-

tions on the *Today* show, an application that holds out the possibility of local ad tie-ins with restaurants.

Viewers will be alerted to accessible interactive elements in a given show by an on-screen icon. In sports programming information will be accessible at any point during a broadcast.

Wink's ITV technology will have a presence in some three million analog and digital cable set-top boxes being shipped by General Instrument, Scientific-Atlanta and Pioneer this year. By next year, Wink hopes to have its technology in 2 million TV sets in the U.S. retail pipeline from Japanese set makers.

The initiative keeps NBC in the forefront of the broadcast networks in the interactive arena, where the peacock network has already firmly established a lead position

Jordan playing for CBS SportsLine

CBS SportsLine has signed Chicago Bulls superstar Michael Jordan to a 10-year deal that could add \$10 million to Jordan's coffers.

That's CBS SportsLine President Michael Levy's estimate of the value of advertising revenue and merchandising tied to a Jordan site on SportsLine's site. Levy says Jordan's deal includes a guarantee of a role as spokesperson for SportsLine in TV and radio promotion. Golf phenom Tiger Woods is next on SportsLine's list of desirable athletes. Fifteen athletes, including Los Angeles Lakers center Shaquille O'Neal and Baltimore Orioles third baseman Cal Ripken, already have areas on the Website.

Levy figures there's a long-term payoff in deals with internationally known jocks as the Internet becomes a significant worldwide medium.—RT



with its InterCast project with Intel Corp. InterCast broadcast signals are ported to PCs along with data signals embedded in the vertical blanking interval to enable users to access data while they view a TV broadcast in a PC screen window.

MSN offers 'Net version of 40-something

Despite the possibly patronizing title, Microsoft Network is hoping that aging baby boomers will find the content of its new bi-weekly *Forever Cool* series compelling.

The recurrent theme of the 40-minute show will be couples over 40 who are contemplating a major change in life. The show, conveyed in still pictures coordinated with audio streamed via Microsoft's NetShow software, will tell the tale of two couples in four segments separated by interactive elements.

PC users can view the entire narrative in sequence, skipping over the breaks, or they can participate in surveys about the issues examined in each episode. Last Wednesday's *Forever Cool* debut featured a financial adviser who, with his wife, decided to go back to work on the family farm.

"The show is really a cross-examination of where you are with your life and your age," says Renee Russak, senior producer for the show and MSN's lifestyle channel. "It involves an examination of the personal path for the viewer."

In addition to surveys, users can use resource areas in each show—for example, an area about geographic "hot spots" for appropriate lifestyles. Issues to be addressed include "reinventing oneself," health concerns, cashing out and community activism. A musical theme, with variations accompanying each area, will lend the productions continuity.—RT

The Wink technology offers a more widespread window, although an experimental one. "The issue is how this is going to be brought to the fore," says Tom Rogers, president of NBC Cable and business development. "Our whole

issue is to maintain NBC's leadership position vis-à-vis other prospective players."

As part of their programming partnership, Wink will aggregate all the transactional information that is recorded when viewers click on ads. Store-and-forward technolo-

gy in the cable boxes will enable transmission of the transactional information. Advertisers will be able to track every click of the remote that couch potatoes make to get more information about a product or to react to coupon offers.

Online Retailing/Delivery

Online music delivery will happen, eventually

Industry looks at alternative system as a long play

By Richard Tedesco

The Internet seems certain to radically change the manner in which recorded music is distributed—but not anytime soon.

That was the consensus among industry executives addressing distribution issues at a symposium on jazz and new technology sponsored by N2K, the online music marketer, in lower Manhattan last week. N2K produces the Jazz Central Station Website, which is both a music resource and a sales site.

The concept of downloading music directly to a storage device without the interim step of producing a CD or some other medium to convey the content holds unquestionable appeal. "We look at it as a way to have now, finally, a one-on-one relationship with our consumer," said Jim McDermott, vice president of new technology for PolyGram Records. "At some point, it's a lot easier to send a digitized file across twisted pair or satellite, or whatever it is, into somebody's home directly."

McDermott expects that "cottage industries" will spring up to attempt to make the transition to direct delivery systems before major record labels move on the idea. The one instance, he said, in which direct online distribution might make sense for PolyGram would be if a technically imperfect recording of a great artist such as Charlie Parker surfaced.

From the perspective of N2K, the advantages of direct distribution are already there for both the artist and the recording company. "There are great efficiencies to be gained for the recording artist, for the producer who wants to have control over the mastering process and for the ultimate reception of

music," said Chris Bell, N2K vice president of creative technologies and its co-founder. Bell thinks direct distribution by some means is a "viable" business now.

McDermott cited several factors that needed to be in place to make direct distribution practical including increased bandwidth, reliable encryption and transactional capabilities and portability. Increased bandwidth is a must to improve the level of sound quality that can be transmitted. Bell conceded that the industry is only on the verge of "turning some of those skunkworks [streaming] technologies into entertainment experiences."

Joe Pignato, jazz marketing manager for RCA Records, said one more ingredient was necessary: "You need a consumer base that's ready for a change in hardware: ready to switch the primary means that they listen to and receive their music. And I think people are a little uneasy now."

The technology transition would not foretell an analogous leap in the structure of the business, according to Mitch Satalof, president of Hired Gun Marketing: "You're going to own



Panelists at N2K symposium: (l-r) Chris Bell; Denise Incorvaia; Bret Primack, moderator, Jazz Central Station; Mitch Satalof; Joe Pignato; Jim McDermott

Gloria Tedesco

the rights to the record, you're going to hear it whenever you want. You're going to need the label for a delivery system."

As recording rights stand now, the respective labels retain control over any digital distribution of recorded material, according to Denise Incorvaia, a lawyer with the Record Industry Association of America.

Both McDermott and Bell agreed that a basic change will have to take place in the relationship between artist and label to enable the introduction of a direct—and more occasional—online distribution of recorded material. And McDermott suggested the precedent for groups that want to break the current mold in favor of a more fluid arrangement is already here, left by a supergroup that has not left the scene.

"Every couple of months in the '60s, the Beatles put out a single and people bought it," he said. "This [online] model supports that. It's going to change the dynamic between the recording companies and the artists. If recording companies want to continue to provide value to artists, they're going to have to change the way they do things." **TM**

PBS on the Web

'POV' online content connects to air

Three Websites aim to extend PBS programs' shelf lives

By Richard Tedesco

POV Interactive hopes to strengthen the relationship between online and on-air content.

Its latest efforts in that vein are manifested in three Websites the POV is putting up this summer. The first, Ready to Live: Art and Life Beyond Street Violence (www.pbs.org/pov/jesse) went up last week with the PBS airing of *Jesse's Gone*, a film about the drive-by shooting of a young East Oakland, Calif., rap artist.

The film explored the circumstances of Jesse Rahim Hall's death, as well as the effect of his life on those around him. The site attempts to build on the subject of senseless urban violence with content that includes community artwork, photos and poetry collected for several months from schools and grassroots antiviolence groups before the documentary's POV debut. "We're trying to find ways for people's voices to be heard on our Websites," says Marc Weiss, POV creator and

president of POV Interactive.

The second site, Fear and Learning (www.pbs.org/pov/learning), goes up this week, tied to *Fear and Learning at Hoover Elementary*, a documentary about the impact of California's Proposition 187 on the Los Angeles school system. Prop 187 prohibits extension of such state services as education to illegal immigrants. The film, set in Los Angeles's largest ele-

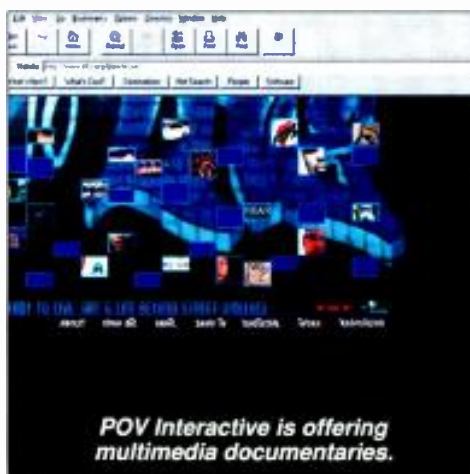
mentary school, won the Freedom of Expression Award at this year's Sundance Festival.

The Fear and Learning site is creating a moderated dialogue between high school students in Pasadena, Calif., and Cambridge, Mass., both embracing and going beyond the Prop 187 debate. "What we're trying to explore is how people see themselves [both] as part of a larger American culture and as a particular ethnic group," said Weiss.

The third site further documents the lives of four working-class girls from South Philadelphia who are featured in *Girls Like Us*. It will be a partner site to People Online (www.people.com).

All of the sites contain some video content from the respective documentary. In each case, Weiss is hoping that POV creates forums that take on lives of their own, as did Vietnam—Stories Since the War (www.pbs.org/pov/stories), which launched to accompany POV's airing last fall of a film about Maya Lin, architect of the national Vietnam War Memorial. That site has opened dialogue online about the Vietnam War between disparate communities.

POV recently launched a Hong Kong '97 Website for PBS (www.pbs.org/hongkong) to track the transition to Chinese rule there. Weiss says that POV has other PBS projects in mind and is talking to other broadcast entities about creating sites that would be integrated online and on-air content. It also is creating a fund to set up independent sites for which it would serve as facilitator and executive producer. **TM**



PC tower records

Global Music Outlet is testing a Website that will permit PC users to download songs at 99 cents a pop.

Users can download five tunes free at the site (www.global-music.com), until GMO starts charging in the next week or so. A \$10 membership fee will entitle the user to 10 free downloads.

PC users need a Pentium computer to enable GMO's Electric Record Player (which uses AT&T compression technology) to download and store the tunes to a hard drive.

Content sources are independent recording labels and individual musicians who do not have recording contracts, according to Hilton Rosenthal, GMO president. "We believe that this is an avenue not just for labels but for artists who have no other way of [distribution]," says Rosenthal.

Although GMO is also pursuing licensing deals with major labels, it sees the current as an aggregate of independent musical content. —RT



Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Sales Manager/GM combo opportunity in Northern Michigan. Traverse City, Charlevoix, Gaylord. Must lead by example in the street. Group operator with over 20 years of successful track record in northwest Michigan. Reply to Box 01104 EOE.

Oregon FM seeking quality manager with good sales and administrative capability. Fax resume to 301-907-9021.

Number one rated WMTZ, Johnstown, PA seeks LSM. Successful sales or management experience small/medium markets required. Carry list and lead by example. Great opportunity for advancement with Dame Media. Call Ron Kight 814-535-8554. EOE/MF.

General/Sales Manager opening for Top 80 metro small market. Must be sales driven. Great ground floor opportunity. Fax resume to: 919-527-3098.

General Manager Wanted. Are you that rare individual who can lead an organization to excellence? Does your sales talent rank with the best in radio? Do you enjoy helping others? Do you always need to win? If this is you, a strong, tri-state radio group needs your talent in the North Western Ohio area. If you have a solid sales or general management background and you are ready for a visible, growth-oriented and fast-paced environment, then submit your resume for consideration for this challenging and rewarding position. We offer: unlimited income potential; Number 1 in our market; personal growth with a solid, professional reputable employer; two FM stations; other benefits. If interested in this excellent opportunity, please send your resume in strict confidence to Box 01169 EOE.

Executive Producer, Truths That Transform. Coral Ridge Ministries Media, Inc. is seeking an experienced, professional radio producer to manage the total production of *Truths That Transform*, the daily outreach program of Dr. D. James Kennedy. The duties include, selection of program material, review and selection of program guests, and total supervision of the production process. Candidate must possess extended experience in the production of Christian radio programs, minimum of a bachelor's degree (MA preferred), and be a dedicated Christian. Interested candidates please Fax or Email Human Resource Manager, Coral Ridge Ministries Media, Inc., 954-351-2496; L.Hazen@crministries.org.

HELP WANTED SALES

THE BEST JOB FOR THE BEST NSM

A terrific opportunity at one of the largest great independently owned major market stations.

B-101 is looking for the best NSM. If this is you, you'll have all the expected skills and knowledge of Arbitron and you'll be eager to explore new areas of revenue. That's why you're the best.

Fax or mail your resume in confidence to

Charles Reilly GSM
WBEB FM
10 Presidential Boulevard
Bala Cynwyd PA 19004
Fax: 610/667-1215

*WBEB is an equal opportunity employer.
Women and minorities are encouraged to apply*

Sales Manager and Account Executive's needed now for full service AM Power house near Orlando, Florida. Ground floor opportunity for experienced, motivated team player. Must be detail oriented to develop new accounts and maintain list. Fax cover letter and resume today. 352-787-1402. WLBE is an EOE.

Sales Manager for beautiful Colorado Mountain college community. Excellent growth in county. Experienced sales manager comfortable with local selling and promotions. Excellent facility with modern equipment. Fax resume and inquiries to 970-641-3300.

General Sales Manager. WLAM AM FM Portland/Lewiston-Auburn, Maine. Adult standards nostalgia format self starter who will hire and motivate own staff. 6 of our previous sales managers have moved into ownership within this company. EEO. Minorities and females encouraged. Write or fax: Ron Frizzell, President, Down East Radio, Box 929, Lewiston, ME 04243. Fax 1-207-784-5581.

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.

HELP WANTED ANNOUNCER

Announcer interested in working in small market. Congenial working conditions, must have news writing experience. Send resume and tape to WTTT, 185 South Washington Street, Tiffin, OH 44883. EOE.

HELP WANTED NEWS

Radio News Producer. Medialink, world leader in broadcast public relations, is seeking a full-time radio news producer. Candidate must have at least five years major market experience, strong organizational and writing skills, familiarity with ISDN transmission, and the ability to deliver creative copy under deadline pressure. Knowledge of word processing programs and digital audio editing systems highly desirable. Send tape and resume to Medialink Radio, 708 3rd Ave., New York, NY 10017.

HELP WANTED PROGRAMMING

Music Director needed for Christian Music station in the Chicago suburbs. Excellent growth opportunity for the successful candidate, who will have several years progressive experience in music programming. Proficiency with music programming software and hard-disc automation necessary. College degree preferred. Please send tape and resume to: Jay L. Greener, Manager, WCFL-FM, 1802 N. Division, Suite 403, Morris, IL 60450. Minorities encouraged to apply. WCFL is an Equal Opportunity Employer.

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

Experienced broadcaster/businessman seeks GM/GSM position in small to medium market. Top biller. Excellent references. Willing to relocate. Teddy 212-421-7699.

Employed major market GM with Platinum credentials seeks performance driven organization. "I'll show you the results: you show me the money." Confidentiality maintained. Reply to Box 01168.

SITUATIONS WANTED SALES

Looking for working, selling sales manager? Call 316-343-9896. Fax 316-342-1175. Over 30 year career includes over 20 sales with profitable operations. Increasing each sales list.

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.

SITUATIONS WANTED ANNOUNCER

Classic Rock/AOR/Progressive Rock personality. 17 years experience. Extensive musical knowledge. Terrific communicator. Easygoing disposition. Seeks full or part-time slot. Please call Bill 914-993-0828.

TELEVISION

HELP WANTED MANAGEMENT

INDIANA WANTS YOU

General Manager:

Tribune Broadcasting's Fox 59 WXIN-TV Indianapolis, is seeking an experienced professional and proven leader to join forces with our staff in the nation's 25th market. We're looking for someone with a minimum of 3 years experience as a G.M. (Independent/Fox preferred, but not mandatory), with strong skills in budgeting, news and strategic thinking in regards to the dynamic future of TV broadcasting. If you're interested in joining Tribune's WXIN-TV, please send your resume to:



WXIN-TV
1440 North Meridian St.
Indianapolis, IN 46202
Attn: Tom Leach

Electronic Publishing. The Sun-Sentinel Company, located in Ft. Lauderdale, Florida, a dynamic member of Tribune Company, one of the nation's largest multi-media information and entertainment companies, is seeking an experienced newsroom manager to develop strategies for cross-media news content and to coordinate news content across newspaper, on-line and broadcast formats. Responsibilities include oversight of electronic-publication content; development of strategic news partnerships; and development of new-media publishing products. Position includes supervisory responsibilities and hands-on work, and will report to upper newsroom management at the Sun-Sentinel. A minimum of five years' experience in TV journalism and production is required. Three years' management experience in TV news, preferably at a news director or managing-editor level, is also required. Preference will be given for print-journalism experience and for a degree in journalism, broadcasting or a related field. Please send application letter and resume to Ellen Soeteber, Sun-Sentinel Managing Editor, 200 E. Las Olas Blvd., Ft. Lauderdale, FL 33301, Fax 954-356-4609, the Sun-Sentinel values diversity and encourages those who share our vision to apply. EOE. Sun-Sentinel supports a drug-free, smoke-free work environment.

Television Producer. Coral Ridge Ministries Media, Inc., the multi-media outreach program of Dr. D. James Kennedy, seeks an experienced television producer to supplement our staff. Qualified candidates will be committed Christians with a Master's degree in Communication with an emphasis in television production and a minimum of two years related experience. Responsibilities include: Pre-production - decisions of program direction and content, and guest interview line-up; Field-production - location shoots, producing, directing, guest interviews; and Post-production - creative decision-making on how program is edited, writing narration, choosing shots, music, and more. Interested candidates should be prepared to submit a demo video. Fax or Email Human Resource Manager, Coral Ridge Ministries Media, Inc., 954-351-2496; L.Hazen@crministries.org.

Managing Editor. News 12 News Jersey, the 24-hour news channel of the Garden State, needs a manager to plan coverage and to coordinate fourteen news crews, two satellite vehicles and a busy assignment desk. The mission is to cover New Jersey with depth and perspective. Send resume and cover letter to Allison Gibson, News 12 New Jersey, 450 Raritan Center Parkway, Edison, NJ 08837. EOE.

Operations Manager. FOX/44 WFFF-TV is coming to Vermont/New York (91st DMA). Mature, experienced individual with computer savvy (Win95) and knowledge of broadcast/cable regulations in US and Canada. Must possess excellent verbal and written communications ability to interact with viewers, staff and syndicators. Prior commercial station experience strongly preferred. Send resume to Joe Krone, Operations Manager, FOX 44/WFFF Television, 5 Television Drive, Plattsburgh, New York 12901. Position offers competitive compensation/benefits package and great quality of life. FOX 44/WFFF-TV is an Equal Opportunity Employer. Women and minorities strongly encouraged to apply. No phone calls, please.

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.

HELP WANTED SALES

ACCOUNT EXECUTIVE

GlobeCast Communications, formerly Keystone Communications, the world's largest US based provider of transmission services for television & radio broadcasting seeks aggressive sales pros in LA and Midwest. 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. April Hodgson, V.P. Sales Central Region 412-928-4701. No calls. EOE.

Sales Account Executive - WFSB, the #1 station in Hartford/New Haven, is seeking a highly motivated sales account executive to service clients, develop new advertisers and vendor co-op business. Must be strong team player and have excellent computer and communication skills. Minimum one year prior broadcast sales experience required. Send resume to Mike Pendergast, LSM, 3 Constitution Plaza, Hartford, CT 06103-1821. EOE.

Sales Marketing Manager: KYW-TV3, Philadelphia, PA has an immediate opening for a sales marketing manager with strong leadership and motivational skills to assist the local and national sales staffs in the pursuit and execution of incremental revenue billing projects. Must be able to develop, coordinate, and execute multi-dimensional television sales marketing ventures, custom designed corporate sponsorships and vendor development projects for new and existing accounts. Candidates should have a working knowledge of television, radio, print, magazine, in-store sales/marketing and the internet. Creativity, time and budget management skills and a strong sales instinct are all essential. Send resume to: Human Resources (SMM) Department, KYW-TV3, 101 South Independence Mall East, Philadelphia, PA 19106. EOE. M/F, ADA.

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.

National Sales Manager: KPRC, the Post-Newsweek Station in Houston, Texas seeks energetic, enthusiastic, aggressive individual with a minimum of 3-5 years national TV sales experience. Candidate for NSM at the hottest station in Houston, should have strong presentation skills, negotiating skills, motivational skills, leadership ability and computer knowledge. Extensive travel required. Send resume to Kathleen Keefe, General Sales Manager, KPRC-TV, PO Box 2222, Houston, Texas 77252.

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.

National Sales Manager. A solid understanding of ratings, qualitative data and the ability to effectively negotiate are necessary. The ability to lead and communicate both verbally and in writing is expected. A successful track record in sales management is highly preferred. Two to five years of television sales management required. An Equal Opportunity Employer. Send resume to: KDAF-TV WB 33, 8001 John Carpenter Freeway, Dallas, TX 75247, Attn: General Sales Manager.

Local Sales Manager. WAGA a FOX O&O in Atlanta, GA is seeking a Local Sales Manager to lead local sales effort to maximize revenue and attain financial goals. Responsible for training and motivating local account executives. Collaborate with GSM to develop new business, manage inventory, create rate cards, ratings information and develop profitable sales promotions. College degree; minimum 5 years local and/or national sales experience. Excellent written and oral communication skills. Prior management experience preferred. Thorough knowledge of event marketing required. Working knowledge of Scarborough research information, NSI, Enterprise, TVScan, and Qualitap is essential. Solid organizational skills and attention to detail a must. EOE. Send resume and cover letter to Human Resources, WAGA FOX 5, 1551 Briarcliff Road, Atlanta, GA 30306. No phone calls.

Local Sales Manager. KPRC-TV, the Post-Newsweek Station in Houston, Texas needs a leader with good organizational skills, high energy and team spirit who can lead a terrific sales team for a growing station in an exciting market. Previous sales management experience required. To apply, write to Kathleen Keefe, General Sales Manager, KPRC-TV2, PO Box 2222, Houston, Texas 77252-2222.

Local Sales Manager. The #1 WB affiliate in the country WNOL-TV in New Orleans is seeking a Local Sales Manager with a passion to win and the ability to lead and inspire. Candidate must have strong leadership and negotiating skills, inventory management, knowledge of Scarborough, BMP, and CMR. Independent sales background is a must. If you possess what it takes to lead this team to the next level, then we want to hear from you. Send resume to A. Oliva, WNOL-TV, 1661 Canal Street, New Orleans, LA 70112-2862. Deadline: July 11, 1997. No phone calls. EOE.

Local Account Executive - KYW-TV3 is looking for an account executive with strong negotiating and good communication skills, a working knowledge of computers and a proven track record of developing new business. Individual must be detail oriented, highly motivated and aggressive. A minimum of three years broadcast sales experience is required. Send resume to Human Resources Department, KYW-TV3, 101 South Independence Mall East, Philadelphia, PA 19106. Attn: LAE. EOE. M/F. ADA.

General Sales Manager. WIFR, the Benedek Broadcasting station in Rockford, Illinois, has an immediate opening for a GSM. Candidate must possess strong new business development and management skills. Prefer local sales background with experience in research and inventory control. Send resume to Bob Smith, Vice President General Manager, PO Box 123, Rockford, IL 61101. EOE.

General Sales Manager - WWMT-TV, the Granite Broadcasting television station serving Grand Rapids-Kalamazoo-Battle Creek, the 37th DMA, is seeking a proven manager to bring our sales organization into the next century. GSM candidates must have a sales management background and a proven track record in local and national sales. He or she must be an exceptionally skilled and highly motivated leader. The successful candidate will manage all aspects of the sales department including personnel, local and national revenue budgets, sales strategies and pricing, sales marketing, and management of traffic and inventory. Computer skills and understanding of the internet and its potential marketability is a strong plus. College degree in business, marketing or management preferred. Send cover letter and resume to Margie Candela, Human Resources, WWMT-TV, 590 West Maple Street, Kalamazoo, MI 49008. No phone calls please. EEOC.

General Sales Manager. Do you want to work for one of the highest rated stations in the country? A station that has been #1 for over 20 years! WNEP-TV is seeking an individual with a proven track record to lead their sales team. Candidate must have previous management experience, be a strong leader, sharp negotiator and have great people skills. Send or fax resume to: René LaSpina, President and GM, WNEP-TV, 16 Montage Mountain Road, Moosic, PA 18507. Fax 717-347-0359. EOE.

Television Traffic Dept. seeking a dynamic lead traffic person. Columbine experience a must. Current operating system is IBM ASA-400. Excellent lifestyle market and opportunity for advancement. If you understand sales and are a strong team player, you'll love working with our staff. KESQ-TV, 42-650 Melanie Place, Palm Desert, CA 92211. Rusty Kirkland 760-773-0342. EOE.

Advertising Sales. FOX/44 WFFF-TV is coming to Vermont/New York (91st DMA). Energetic, enthusiastic, self-motivated account executives to market television advertising to local and regional clients. Previous broadcast sales experience preferred. Send resume to John Nichols, General Sales Manager, FOX 44/WFFF Television, 5 Television Drive, Plattsburgh, New York 12901. Position offers competitive/benefits package and great quality of life. FOX 44/WFFF-TV is an Equal Opportunity Employer. Women and minorities strongly encouraged to apply. No phone calls, please.

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. 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

Studio Engineer: Position requires experience as an audio operator and/or Infit operator in a live production environment. A thorough knowledge of TV studio operations and standards required. Completion of accredited college or technical school desirable. Professional experience required. Please send resume to: Bill Kirkpatrick, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an Equal Opportunity Employer.

Senior Remote Operator (Engineer-in-Charge). Client-oriented EIC needed for the operation and maintenance of a 35-foot TV production truck. Qualified applicant should have experience with GVG switchers, Ikegami and BTS cameras, Chyron graphics, Sony tape machines, Yamaha audio consoles, etc. On-site duties include supervision of production crews and maintenance of equipment to highest broadcast standards. Moderate travel involved. Requires two years college or technical training in electronics or a related field and two years experience in commercial broadcast television, preferably in remote work. Equivalent combinations may substitute. SBE certification preferred. Apply with University Personnel Services, 405 Whitehurst Hall, OSU, Stillwater, OK 74078. OSU is an AA EEO employer committed to multicultural diversity.

Senior Maintenance Engineer. Responsible for maintenance, troubleshooting and repair of on-air, studio and post-production equipment. One-inch, Betacam, switcher and audio experience required. Betacart and digital experience helpful. FCC and/or SBE certification a plus. Must have valid driver's license. No phone calls, please. Send resume to KDVR, Attn: Human Resources/SME, 501 Wazee Street, Denver, CO 80204. EOE.

SNG Engineer: Washington area teleport has an opening for an experienced SNG truck engineer. Working knowledge of TV production procedures required, with equipment maintenance a plus. Applicant needs to be self motivated, organized, and have good communication and interpersonal skills. Please fax resume to Diversified Communications Inc. at (202)775-4363, Attention General Manager.

Master Control Operators. FOX/44 WFFF-TV is coming to Vermont/New York (91st DMA). Computer literacy, familiarity with broadcast equipment, and flexible scheduling essential. Odetics automated system. Send resume to Joe Cummings, Chief Engineer, FOX 44/WFFF Television, 5 Television Drive, Plattsburgh, New York 12901. Position offers competitive compensation/benefits package and great quality of life. FOX 44-WFFF-TV is an Equal Opportunity employer. Women and minorities strongly encouraged to apply. No phone calls, please.

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

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.

Manager, Technical Operations. Responsible for the management of a large technical operations staff. Participates in developing, interpreting and implementing policies and procedures of the organization. Prepares related reports and audits current procedures to monitor efficiency of operations. Actively contributes input to the capital, business and operating plans and is accountable for operational performance. Participates in transition to Digital TV. Experience scheduling technical operational staffs and facilities. Bachelors degree in a technical or business area or equivalent experience. Significant experience in a major market production/operations/technical management. Computer proficiency (Microsoft Word, Excel, Access, PowerPoint). Excellent leadership, team building, communications and general management skills. Solid broadcast technical knowledge. Experience working with unions is preferred. EOE. If interested, please send resume to: NBC 10 - Employee Relations, City Avenue and Monument Road, Philadelphia, PA 19131 or fax 610-668-7073.

ENG Personnel. ENG field operations with camera (and microwave) experience. Videotape Editors, and ENG Maintenance. Employment for West Coast. Would commence spring/summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or Fax: 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

Chief Engineer. WPVI-TV, Philadelphia. We need someone with an in-depth knowledge of digital video and audio technology as we begin our conversion to ATV, as well as complete understanding of broadcast and microwave RF technology. Candidates should have experience in TV broadcast engineering management including studio and transmitter facility maintenance, capital project planning and implementation, production and on-air operations, scheduling of technical personnel, preparation of operating budgets, knowledge of all building systems and compliance with all government and industry regulations and standards. We want a team player who has a proven ability to work well with employees and fellow department heads. Degree in technically-related field or equivalent experience required. Send resume and cover letter (no calls/faxes) to Dave Davis, President and General Manager, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

Broadcast Maintenance Engineer. WAGA a FOX O&O in Atlanta, GA is seeking a Broadcast maintenance engineer to maintain broadcast television equipment to the component level. Equipment installation and system design. Computer network knowledge. Equipment maintenance to include videotape, switchers, character generators, robotics, electronic graphic, cameras and other related equipment. Minimum 3 years experience working in television or production facility maintaining above equipment. Experience in computer and digital technology preferred. College degree or 2 year technical training. EOE. Send resume and cover letter to Human Resources, WAGA FOX 5, 1551 Briarcliff Road, Atlanta, GA 30306. No phone calls.

HELP WANTED NEWS



REPORTERS/ PRODUCERS ON-AIR

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Reuters News and Television is looking for experienced business television journalists to join our staff. The positions require a minimum of five years television journalism experience. All applicants should have experience writing, reporting and producing business, economic and market news packages. Anchoring duties will also be assigned commensurate with on-air experience. Fluency in Spanish and experience with the Latin American market would be a plus. These positions will be based in New York and Washington D.C.

Reuters Financial Television is a 24-hour information service that broadcasts market moving events directly to subscribers' desktop terminals. RFTV's live coverage, features and in-depth reports are broadcast to subscribers' desktop computers worldwide. Our 24-hour information service provides news packages and features to subscribers throughout the world.

All applicants should submit a resume, cover letter with salary expectations and a sample tape of work to the attention of: Megan Jones, Manager Human Resources, Reuters News & Television, 1333 H Street NW, Washington D.C. 20005. We are an equal opportunity employer committed to workforce diversity. M/F/D/V.



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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.

Weekend Meteorologist/Weekday Environmental Reporter and Fill-In Meteorologist. Qualified and competent weather anchor/reporter able to present factual, timely, accurate and responsible weather information needed. Must have previous experience and expertise as weather anchor/reporter, meteorologist in a broadcast environment. Must have an exceptional knowledge of weather. Prefer meteorology or related science degree. AMS/NWA seal holder strongly preferred. Working knowledge of the Kavours I-7 system preferred. Ability to participate in ad-lib conditions, including but not limited to "live" newscast conditions. Basic journalistic reporting and presentation skills, including fact gathering, story research and electronic news gathering story production. *Must be willing to be committed to severe weather coverage and events.* To apply, send resume and tape by 7/7/97 to: Troy Kimmel, Chief Meteorologist, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. Ref: Wknd WX. No phone calls, please. EEO Employer.

Weathercaster: NBC O&O is seeking experienced weathercaster to prepare weather forecast for the Birmingham area. Produce and perform weathercasts for various dayparts. Participate in severe weather converge both on and off air. Visit area schools and civic groups. Send resume and non-returnable tape to: Human Resources Department, NBC 13, 1732 Valley View Drive, Birmingham, AL 35209. No phone calls. EOE.

The NBC affiliate in Green Bay, WI is currently searching for a News Director. Terrific family environment and terrific working environment. Station possesses the best in technical support, and is striving to become the significant news force in the market. We need a nuts and bolts person, as well as one who can think outside the box. Send resume and current sample news tape to: ND-Search, WGBA-TV, 1391 North Road, Green Bay, WI 54313. EOE.

TV News Photographer. Minimum 2 years experience in broadcast news, live remotes, Betacam editing. Non-linear editing a plus. Send resume and audition tape to: Nancy Sanders, Assistant News Director, Channel 7/WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. Channel 7/WKBW-TV is an Equal Opportunity Employer. No phone calls please.

Sports Reporter. Western New York's 24 hour news channel seeks a sports reporter/anchor. Candidate will cover day to day sports events and features and fill-in anchor when needed. Rush tape and resume to Chris Musial, News Director, WIVB-TV, 2077 Elmwood Avenue, Buffalo, NY 14207. WIVB is an EOE.

Sports Director. Western New York's 24 hour news channel seeks a sports leader. Take charge candidate will anchor 5 and 11 pm newscasts and must be able to lead a staff of 7 in a market where sports dominance is up for grabs. Rush letter detailing vision for department, resume and tape to Chris Musial, News Director, WIVB-TV, 2077 Elmwood Avenue, Buffalo, NY 14207. WIVB is an EOE.

Southern ABC UHF affiliate seeks energetic News Director with strong journalistic background and ability to lead and teach a multi-cultural news room. Generous compensation package. Station to be part of merged Hearst-Argyle Company. Send resume, news philosophy and VHS news check to Stuart Kellogg, WAPT-TV, PO Box 10297, Jackson, MS 39289. WAPT is an EOE.

Producer: NBC O&O is seeking a creative and aggressive producer. Must be a good writer and able to produce an interesting and informative newscast. Send resume and non-returnable tape to: Human Resources Department, NBC 13, 1732 Valley View Drive, Birmingham, AL 35209. No phone calls. EOE.

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 Stewart, News Director, WROC-TV, 201 Humboldt Street, Rochester, New York 14610. No phone calls. EOE. M/F.

Producer. WSOC-TV is looking for a main show producer who can lead, write, and win the big story everyday. Storytellers, not stackers should apply. If you have great passion for local TV news, can make great visuals sing, and coax Reporters and Anchors into really selling their stories, then please contact us. Send tape and resume to: Deb Halpern, Executive Producer, Dept. 95, WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. No phone calls please.

Producer. WHOI-TV, the ABC affiliate in Peoria, IL, has an immediate opening for a producer. We're looking for a creative journalist who knows how to find and showcase lead stories, loves spot news, and knows how to deliver a hard-hitting, fast-paced newscast. Rush tape and resume to: Human Resources, WHOI-TV, 500 North Stewart Street, Creve Coeur, IL 61610. EOE.

Photojournalist. Three years experience in television news photography. Must be able and willing to be creative even in the most difficult of situations. Previous experience in operating live microwave equipment a plus. Valid Oklahoma driver's license required. Send resume and non-returnable tape to: K. Ashley, KFOR-TV, PO Box 14065, Oklahoma City, OK 73113. EOE. No phone calls please.

Photographer. WDAF-TV in Kansas City seeks an accomplished and aggressive news photographer. Individual will shoot news, sports and features, both solo and as part of a reporter/photographer team. Applicants should have three years of commercial TV experience with Sony Beta camera and editing equipment. Journalism degree preferred. Send resume tape with examples of spot news, sports, creative lighting and editing along with references to: Mike Lewis, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE.

Night Executive Producer: Job #7620. WSYX-TV is looking for a Night Executive Producer. Qualified person will supervise editorial staffs for 10pm and 11pm broadcasts. Large market producing and/or management experience required. This is a "hands-on" position which will stress your ability to execute and teach aggressive television coverage and production. Qualified applicants should send resume and cover letter to: WSYX-TV, PO Box 718, Columbus, Ohio 43216. Attn: Human Resources. Please state referral source and job number on resume. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

News Topical Writer/Producer. Write and edit topical news promos for Iowa's News Leader. AVID or other non-linear experience a plus. Send resume and tape to: Mike Cunningham, Promotion Director, KCCI-TV, 888 9th Street, Des Moines, IA 50309. EOE. No phone calls, please.

News Reporter. Great opportunity with a leading midwest station. Report for one of the premiere, award winning small market stations in the country. Must also be versatile on air. Experience preferred. Applications will be accepted through July 15, 1997. Send resume and tape to Box 01171 EOE. M/F.

News Operations Manager. This is a key news management job at WTSP-TV, the Gannett-owned CBS affiliate in Tampa/St. Petersburg. The successful applicant will have overall responsibility for managing all technical systems in the news department. The person will be a member of the senior news management team and will work closely with other departments including Engineering and Production. Among the areas of responsibility: computer system management, ENG and SNG vehicles and equipment, cameras and related gear and vehicle fleet. Prior experience on the assignment desk or as a news photographer is desirable, but other newsroom experience is also acceptable. Hiring is contingent on applicant's ability to pass a pre-employment drug screening test. References are required; all will be checked. Please send resume, references and salary requirements to Mike Cavender, Vice President/News, WTSP-TV, 11450 Gandy Boulevard, St. Petersburg, FL 33733.

KLAS is looking for an experienced investigative reporter to join our award winning I-Team. Send tape to Mike Workman, Asst. News Director, KLAS-TV Channel 8, 3228 Channel 8 Drive, Las Vegas, NV 89109. No phone calls. EOE.

News Director. A midwest, small market NBC affiliate is looking for a strong leader to run its news department. You must be an energetic leader, a team-builder, and an idea person. This is a hands-on management position directing a hungry, aggressive team of journalists. Looking for a chance to be in charge, and an opportunity to build a dominant newscast? Rush tape, resume, references, and news philosophy to: Paul Wise, General Manager, KSNF-TV, PO Box 1393, Joplin, Missouri 64802.

News Director. KCEN-TV NBC for Waco, Temple, Killeen, Bryan, Texas fastest growing market. We believe in news, KCEN broadcasts over 3 1/2 hours a day more than any of our competitors. We are searching for a leader to take us from a competitive #2 to #1. Experience in television newsroom management required. Must be computer literate. Applications accepted thru July 10, 1997. Send cover letter and resume to: Gayle Kiger, VP and GM, KCEN-TV, P.O. Box 6103, Temple, TX 76503. Equal Opportunity Employer.

News Anchor/Reporter. Looking for a creative, motivated, self-starter to join an established news team in Austin, Texas. Must have a positive attitude, a desire to learn and grow and a deep commitment to quality and the overall news product. We are looking for a news anchor who can deliver the news in a conversational but credible style. As a reporter, you should be able to tell compelling stories and have excellent live shot abilities. Must have at least 3 years prior experience as a news reporter and anchor at affiliated broadcast station. Must have strong command of the English language, working knowledge of libel laws and generally accepted journalistic ethics. Must have a good driving record. Send resume/tape by 7/7/97 to: News Department Human Resources, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. Ref: Anchor/Rep. No phone calls, please. EEO Employer.

News Anchor/Producer for an award winning midwest station. Anchor, report and produce in one of the nation's leading small market stations. Our station is number one in the ratings. We are a community leader with committed ownership and a great reputation. Join a winner. Previous on-air and news reporting experience necessary. Send letter and resume to News Director, Quincy Broadcasting Company, 513 Hampshire, Quincy, IL 62301. No phone calls will be accepted. EOE, M/F.

Media General's NBC station in beautiful Charleston, SC seeks an Executive Producer to oversee daily newscast quality control and a talented producer team. The ideal candidate is a creative line or special projects producer who has strong story telling, leadership, and special project skills. Send tape of your news product, resume, and philosophy to HR Dept., WCBD-TV, 210 West Coleman Blvd., Mount Pleasant, SC 29464. M/F, EOE. Final applicants drug screened.

Assignment Editor/5pm Producer: Experienced news professional to manage daily operation of assignment desk and produce 5pm newscast. Send resume to: Andy Gannon, WIFR-TV, PO Box 123, Rockford, Illinois 61105. EOE.

KPLR-TV, St. Louis 11 is looking for an independent, news-savvy photographer. You'll shoot and edit news packages, run and ENG live truck, and work with sports (we're the flagship station for the Cardinals.) We need an excellent photographer who can make sound news decisions on their own, when necessary. Please send tape and resume to: KPLR-TV Photog. Dept. 114G, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO Employer.

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.

CBS, KYW-TV3 is seeking a *writer/producer* to handle news and program promotions, including topical promotion for the station's 6pm and 11pm newscasts. In addition to previous television news promotion and/or television news writing credentials, candidates should have experience in: Location production, post-production, graphic direction and design. **Senior Writer/Producer -** Major market station with digital post-production facilities and state of art graphic department is searching for a senior writer/producer to oversee on-air promotion and manage day to day responsibilities of writer/producer staff. Candidates should have experience in: Writing/producing news promotion (image, series and topical), location production (tape and film) including directing, graphic design. Previous television station and/or ad agency experience is essential. Send resume (and reel for the senior writer/producer) to: Dick Goggin, KYW-TV, Independence Mall East, Philadelphia, Pennsylvania 19106. EOE. M/F. ADA.

6 and 11 pm Producer. The NBC affiliate in beautiful southern West Virginia needs a successful candidate with strong writing skills for our 6 and 11 pm producer opening. Candidate must understand the difference between "stacking" and producing, must have strong people skills and previous experience. Excellent salary and benefits. Females and minorities are encouraged to apply. Send VHS or 3/4 dub of newscasts and writing samples to: Producer, PO Box 1930, Bluefield, WV 24701. EOE/MF.

HELP WANTED PROGRAMMING

Local Program Executive Producer. Who says Local Programming Departments are dead? Not only is ours alive and well...we're seeking a leader to help it grow! If you know how to write, produce, tell stories with words and pictures, and manage people, you may be the person we seek to fill the position of Executive Producer. We are a powerful NBC affiliate in a major market where housing costs are low and lifestyle is great! Come help WPXI-TV in Pittsburgh make wonderful production out of the Steelers, Prime Time Specials, PSA Campaigns. You must be experienced and have a wonderful flair for this business. If you are not a hands on writing producer, this job is not for you. Send tapes of long and short format programs and spots and resumes to: Mark W. Barash, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214. EOE.

HELP WANTED PROMOTION

TV Promotion Producer. Channel/WKBW-TV, leading ABC affiliate in Buffalo, NY looking for promotion pro who understands news, programming, and marketing...and can do it all at once! Opportunity for creative and organized television professional to join the #1 Eyewitness News team. You would work for Granite Broadcasting. Must have television and/or production experience. Send non-returnable tape, resume, and the reason why you want to join our team by July 3, 1997 to: John Di Scullo, Promotion and Marketing Manager, Channel 7 WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. Channel 7/WKBW-TV is an Equal Opportunity Employer. No calls, please!

Promotion Writer/Producer: Do your promos reach through the screen and captivate viewers? Do you love winning more than the news department? WMBD TV is looking for an aggressive producer to join our award winning promotion team. Broadcasting degree, AVID editing and prior promotion experience preferred. Send resume and VHS reel to Clay Hagedorn, Promotion Manager, WMBD TV, 3131 N. University, Peoria, IL 61604. No calls please. EOE.

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.

HELP WANTED ADMINISTRATION

Secretary for News Director/Office Manager: WABC-TV Eyewitness News seeks highly organized individual with excellent oral and written communication skills. Individual must be comfortable in high pressure rapidly changing operation. Will oversee office supplies, travel and other secretary. Please send resume to: Bart Feder, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an Equal Opportunity Employer.

HELP WANTED RESEARCH

Research Analyst. WVIT, Connecticut's NBC Station, is seeking a highly motivated, strategic thinker. Must possess strong oral and written communication skills, working knowledge of Nielsen ratings and other related research software. Responsibilities: creating and presenting one-sheets, model presentations/packages, ratings assessment/analysis. Proficient computer skills a must, such as PowerPoint, Excel and Word. College degree. Resumes to Ron Pulera, GSM, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

Exciting new Rep Firm, FOX Television Sales. seeks experienced Analyst for its Research Department. Applicant should have Rep Research experience including knowledge of DDS or JDS. Micronode and Scarborough. Good math, analytical, computer and writing skills essential. Fax resume to HR Department at 212-567-6444.

HELP WANTED LEGAL

GREATER MEDIA, INC.

seeks attorney to handle counseling, contract review, regulatory and employment matters for its cable television systems, major market radio stations and newspapers, reporting to the vice president/general counsel. At least three years experience in broadcast or cable and general corporate practice is essential. Send resume to: **Veronica Hustak, Greater Media, Inc., P.O. Box 1059, East Brunswick, New Jersey 08816. Fax: 908-247-0215.** Greater Media is an equal opportunity employer and encourages female and minority applicants.



**HELP WANTED
FINANCIAL & ACCOUNTING**

Business Manager. KSTW, Seattle's UPN affiliate has an immediate opening for a Business Manager. The position requires a strong financial background with a minimum of 5 years of broadcast experience. The candidate should have a Bachelor's degree in accounting, CPA preferred. Must be proficient in Excel and have a working knowledge of BIAS. Interested candidates should fax resume to Dick Williams, GM, KSTW @ 253-838-4517 and Susan French, Controller, Paramount Stations Group @ 213-862-0121.

HELP WANTED PRODUCTION

Paintbox Artist

CBS TV New York seeks experienced per diem Paintbox artists willing to work overnight shifts. Mail resume and Beta or VHS reels to: Graphics Recruitment, CBS Inc., 524 West 57th Street, New York, NY 10019. Equal Opportunity Employer.



Stage Manager/Camera Person. Applicant must have a minimum of 3 years with a major market station. Prefer individual to have Infit experience. Send resume (no calls/faxes) to Irwin Ross, Director of Engineering, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

**EVENING MAGAZINE
PROGRAM PRODUCER**

KING 5 TV, an A.H. Belo station, has an immediate opening for a Program Producer. Here's an opportunity to work in America's most livable city and oversee the production of **Evening Magazine**, the nation's highest-rated locally produced nightly magazine program.

The ideal candidate will have minimum 5 years experience producing long format segments for a commercially broadcast magazine program, proven creative ability, and strong organizational skills. We're also looking for a teacher and a coach who will challenge a great staff to be even better! Send 2 copies of your resume, a Beta tape of story producing/writing skills, and a cover letter to:

**KING 5 TV
Attn: HR Dept.
#K97R27
333 Dexter Avenue, N.
Seattle, WA 98109**



Production Manager. WEEK-TV, the Midwest market's top post-production and edit facility, seeks an accomplished, organized director/cinematographer who is ready to move into management as "player/coach" of our successful team. Good people, leadership, and marketing skills a must. No beginners, please. Send reel, resume and salary requirements to Mark DeSantis, President and GM, WEEK-TV, 2907 Springfield Road, East Peoria, IL 61611. EOE. No phone calls, please.

Production Manager. WALB-TV, the number one NBC affiliate has an immediate opening for a team oriented person to lead our production department. Candidate should have experience with linear and AVID or similar digital edit suites. Client skills and a proven track record with spot and long form editing a must. Send resume to Jim Wilcox, President/General Manager, 1709 Stuart Avenue, Albany, GA 31707. EOE.

National TV Production Co. seeks Producer/Director/Writer to join our fast paced team in producing, for Nets and F500 CO's. Min. 2 years experience, as a highly successful P/D/W at station level. Some news experience preferred. Forward resume and reel to: GMC, 6245 N. 24th Pkwy., Suite 216, Phoenix, AZ 85016.

Love to direct live news? Iowa's premiere television station has an opening for a Director/TD. We need an experienced professional with a "whatever it takes attitude" for our 5pm and 10pm newscasts, and specials. If living in a nice city, and working for a solid, stable company with all the goodies is what you're looking for, rush your latest tape with director track to: Lee Ulrich, KCRG-TV, Second Ave. at 5th Street, S.E., Cedar Rapids, Iowa 52401. EOE.

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.

Commercial Producers. FOX 44 WFFF-TV is coming to Vermont/New York (91st DMA). Working knowledge of BETA cameras/editors. PC-based paint system and non-linear editing experience preferred. You'll concept, script, shoot and edit top-notch commercials on cutting-edge gear. Tape/resume to Jim Gratton, Production Manager, FOX 44/WFFF Television, 5 Television Drive, Plattsburgh, New York 12901. Position offers competitive compensation/benefits package and great quality of life. FOX 44 WFFF-TV is an Equal Opportunity Employer. Women and minorities strongly encouraged to apply. No phone calls, please.

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

Broadcast Personnel. Technical Directors (GVG 300 Switcher with Kaleidoscope), Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (Infinite), Still Store Operators, Tape Operators (Beta), Maintenance (plant systems experience - distribution and patching), Lighting Director Engineer. Employment would commence spring/summer 1997. Out of town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

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Assistant to Producer/Program Coordinator:

Position requires strong experience in control room operations with the ability to communicate professionally with control room and studio floor staff regarding overall and segment timings, chyron, seating on the set, and studio lighting requirements. Should be experienced in preparing scripts for TelePrompTer, program run-downs, graphics, and bumpers. Must also be competent in coordinating the traffic needs of guests. Excellent organizational, communication, typing, and computer skills are required as well as punctuality. Responsibilities also: storing, cataloging, and filing program reels, maintaining program and transcript records, and responding to viewer inquiries. Please send resume to: Gil Noble, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an Equal Opportunity Employer.

PROGRAMMING SERVICES

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"Enigma Theater" 52 cool films via satellite. A hosted series of mystery, sci-fi, horror and suspense films via banner and distributed weekly via satellite in spring of '97.

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CREATIVE SERVICES

Assistant Director of Creative Services. Join Philadelphia's #1 station, WPVI-TV, an ABC owned station, is looking for a person with breakthrough creativity and great judgement to take charge of on-air promotion. Includes topical promo writing and producing. Minimum 5 years news promo experience required. On-line and AVID editing know-how a plus. A real opportunity for someone ready for the 4th market. Send resume and tape (no calls/faxes) to Caroline Welch, Dir. of Creative Services, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.



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at
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RESEARCH ANALYST

This senior-level analyst position is responsible for regular and ad hoc analyses of internal, basic cable and broadcast Nielsen metered ratings. Assists director in preparation and analysis of major reports and presentations; oversees processing of all NHI metered ratings. Thorough knowledge of Nielsen ratings and related software systems. Superior analytical and writing ability. Excellent time management and organizational skills. Minimum 2+ years experience as research analyst at a cable or broadcast network. College degree in psychology, television/communications preferred. Showtime Networks Inc. offers an outstanding benefits package and competitive salary. For confidential consideration send/fax resume which MUST include salary history to: Showtime Networks Inc., Attn: DZ, 1633 Broadway, NY, NY 10019. FAX #: (212) 708-1530. NO PHONE CALLS PLEASE.

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HELP WANTED PRODUCTION

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

HELP WANTED MARKETING

Food Network, Merchandise/Marketing Manager - Great opportunity to work with on air media as key selling tool. 3-5 years experience. Applicants must possess keen analytical skills, previous customer service experience, direct marketing and database experience as well as experience in managing multi vendors, e.g. telemarketing, fulfillment, warehouse, inventory functions. Excellent financial analysis, operational skills, interpersonal communication and reporting skills. Proficient in Word Perfect, Excel, Lotus - databases and spreadsheets. Send resumes to Human Resources MMM, Food Network, 1177 Avenue of the Americas, 31st Floor, NY, NY 10036.

HELP WANTED PROGRAMMING

Food Network, Director of Program Schedule and Acquisitions - Responsible for selection and acquisition of syndicated programming for the network schedule, writing analysis of network's performance and recommendations for the program schedule. Experience in creating program schedules (regular as well as specials), analyzing quantitative and qualitative research from Nielsen, and program evaluation and negotiation. Cable experience a plus. Excellent interpersonal communication skills and ability to interact with all departments. Send resumes to Human Resources DPSA, Food Network, 1177 Avenue of the Americas, 31st Floor, NY, NY 10036.

ALLIED FIELDS

HELP WANTED INSTRUCTION

OSU Broadcast Journalism: Lecturer, non-tenure track, one-year appointment with option for second year. Salary: \$32,000-\$38,000. Teach 6 courses in television over three 10-week quarters; advise students; supervise internships, broadcast lab technical staff and joint WOSU/Journalism television producer. Qualifications: Masters degree with significant professional broadcast experience; must know television news production and ENG. Appointment Date: September 1997. Send resume with list of references to Thomas Schwartz, School of Journalism and communication, The Ohio University, 242 West 18th Avenue, Columbus, Ohio 43210. Tel. 614-292-1006. Fax 614-292-3809. The Search Committee will begin reviewing applications on July 31, 1997. The Ohio State University is an Equal Opportunity, Affirmative Action Employer. Women, Minorities, Vietnam-era veterans, disabled veterans, and individuals with disabilities are encouraged to apply.

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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

Granted

Desert Center, Calif. (BTCH-970523GH)—Desert Broadcasting Corp. for KZAL(AM): involuntary TOC from Wolfram J. Dochtermann, deceased, to Kathleen Dochtermann, executor. *June 18*

Accepted for filing

Laredo, Tex. (BTCCT-970604IA)—Panorama Broadcasting Co. for KLDO-TV: involuntary TOC from Reynaldo S. Gonzalez to James Whitworth, administrator of the estate of Reynaldo S. Gonzalez. *June 13*

NEW STATIONS

Dismissed

Newberry Springs, Calif. (BPH-960312MB)—Meadowlark Group Inc. for FM at 103.7 mhz. *June 18*

Corinth, Miss. (BPED-960821MA)—American Family Association for FM at 91.9 mhz. *June 18*

Brooklyn, N.Y. (BPED-970508MB)—Salvation Radio Corp. for noncommercial FM at 91.9 mhz. *June 16*

Returned

Johannesburg, Calif. (BPH-961218MA)—Shepherd Communications Inc. for FM at

100.9 mhz. *June 10*

Bettendorf, Iowa (BPED-970312MC)—Augustana College for noncommercial FM at 91.1 mhz. *June 18*

Eagle Bridge, N.Y. (BPED-961217MB)—Northeast Gospel Broadcasting Inc. for noncommercial FM at 88.1 mhz. *June 10*

Filed

Greensboro, Ala. (BPH-970515MG)—Pine Belt Broadcasting LLC (John C. Nettles, manager/5% owner. PO Box 279, Arlington, Ala. 36722) for FM at 99.1 mhz, 6 kw. ant. 100 m., 1.100 ft. SW of intersection of Rte 79 and Prisoc Rd. *May 15*

Chicot, Ark. (BPH-970520MH)—Delta Radio Inc. (Larry G. Fuss, president/51% owner. PO Box 1438, Cleveland, Miss. 38732) for FM at 105.7 mhz, 3 kw. ant. 100 m., W side of SH 165, 6 km NE of Dermott, Ark. *May 20*

Barstow, Calif. (BPED-970609MG)—Living Proof Inc. (Daniel McClenaghan, president, PO Box 637, Bishop, Calif. 93515) for FM at 91.3 mhz, 1.54 kw, ant. 698 m., atop Rodman/Target Peak near Newberry Springs. *June 9*

Huron, Calif. (BPH-970522ME)—Point Broadcasting Co. (John Q. Hearne, president/owner. 100 Wilshire Blvd., Suite 1000, Santa Monica, Calif. 90401) for FM at 98.3 mhz, 6 kw, ant. 22 m., .2 km E of SH 269 between 4th and 5th sts. *May 22*

Huron, Calif. (BPH-970522MF)—Todd Robinson (17717 Nathans Dr., Tampa, Fla. 33647) for FM at 98.3 mhz, 4 kw, ant. 100 m., 2 km SW of intersection of rtes. 198 and 269. *May 22*

Lemoore, Calif. (BPED-970602MC)—Lemoore Union High School District (William T. Black, district superintendent, 101 E. Bush St., Lemoore, Calif. 93245) for noncommercial FM at 88.5 mhz, .1 kw, ant. 30.4

m., 101 E. Bush St. *June 2*

Montrose, Calif. (BPH-9706)—Public Broadcasting of Colorado (Bob Hensler, director of engineering, 2249 S. Josephine St., Denver, Colo. 80210) for noncommercial FM at 88.3 mhz, 5 kw, ant. 468 m., Buckhorn Communications Site, 24 km SW of Montrose County Courthouse. *June 6*

Soledad, Calif. (BPED-970508MF)—Family Stations Inc. (Harold Camping, president, 4135 Northgate Blvd., Suite 1, Sacramento, Calif. 95834) for noncommercial FM at 89.9 mhz, .25 kw, ant. 93 m., 2.8 km S of CR G16, 5 km SW of Greenfield, Calif. *May 8*

Geneseo, Ill.; Marion, Iowa; Great Bend, Kan.; DeQuincy, La.; Plaquemine, La.; Jacksonville, N.C., and Paris, Tex. (BPED-970522MD: unreadable; BPED-970521MA; unreadable; BPED-970519MA; BPED-970612ME; BPED-970515MH)—American Family Association (Donald E. Wildmon, president. PO Drawer 2440, Tupelo, Miss. 38803) for noncommercial FMs at 88.1 mhz, 2 kw, ant. 102 m., 3.3 mi. on CR 13 at Wolf Road, Colona, Ill.: 89.9 mhz, 1.25 kw, ant. 100 m., 4100 Nelson Creek Rd., Center Point, Iowa: 89.7 mhz, .25 kw, ant. 34 m., on US 281 1 mi. S of Great Bend; 89.1 mhz, .25 kw, ant. 92 m., on Miller Rd. 1 mi. from Hwy 27, DeQuincy; 8.1 mhz, 4.5 kw, ant. 90 m., end of Hwy 386, Grosse Tete, La.: 90.1 mhz, 20 kw, ant. 93 m., 2802 Hwy 50, Holly Ridge, N.C., and 89.3 mhz, 6 kw, ant. 108 m., on CFR 3298, 6.4 km NE of Powderly, Tex. *May 22, 5, 21, unreadable, 19, June 12, May 15*

Greenup, Ill. (BPED-970606MA)—Word Power Inc. (Paul Dean Ford, president/33.3% owner. 6 E. Colorado Ave., PO Box 8, Casey, Ill. 62420) for noncommercial FM at 89.3 mhz, .185 kw, ant. 112 m., 2.5 km E of Jewett, Ill. *June 16*

Goshen, Ind. (BPED-970521MD)—Pensacola Christian College (Bill Rice III, chairman, Board of Directors, 250 Brent Lane, Pensacola, Fla. 32503) for FM at 89.9 mhz, 1.75 kw, ant. 100 m., 71225 CR 123, New Paris, Ind. *May 21*

Galena, Kan. (unreadable)—Emerald City Broadcasting (Todd P. Robinson, 2321 Devonshire Rd., Ann Arbor, Mich. 48104) for FM at 104.3 mhz, 3.5 kw, ant. 130.5 m., 6 km SW of intersection of rtes. 166 and 66, .5 km NW of Hockerville, Okla. *May 1*

Galena, Kan. (unreadable)—Saturn Communications Inc. (Andrew S. Wolfson, president/owner. 3001 W. 13th St., Joplin, Mo. 64801) for FM at 104.3 mhz, 6 kw, ant. 100 m., E of Rte 66, 3.1 km N of Baxter Springs, Kan. *May 1*

Middlesboro, Ky. (BPED-970612MG)—Gateway Christian School Inc. (John C. Russell, president, PO Drawer Z, Middlesboro, Ky. 40965) for noncommercial FM at 90.1 mhz, 2.5 kw, ant. 180 m., .5 mi. E of US 23, 3.5 mi. NE of Middlesboro. *June 12*

—Compiled by Elizabeth A. Rathbun

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

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Doctor in the house

EDITOR: I was pleased that BROADCASTING & CABLE had decided to cover syndicated radio stars (Cover Story, June 9). Pleased, that is, until I read the body of the article. You wrote: "As proof of syndication's enduring success, the heavyweights of the industry continue to be Rush Limbaugh, carried by 660 stations; Don Imus (100 stations); Howard Stern (39 stations); Dr. Laura Schlessinger (389 stations); Tom Joyner (82 stations), and the Fabulous Sports Babe (187 stations)." But there is no mention of another one of radio's heavyweights, *The Dr. Dean Edell Show*, which is heard on 323 stations [and is] the number-three syndicated show in the country.—*Daphne Brogdon, producer, The Dr. Dean Edell Show, San Francisco*

Familiar faces

EDITOR: We applaud your excellent editorial ("Appointment TV," June 9) for bringing attention to the consistently strong ratings record of off-network series on cable networks. However, as the industry's leading programming supplier to the market, we have observed a ratings track record that far overshadows the *Beverly Hills* example you cited.

A week-by-week study of 10 prominent basic cable networks shows that presold, off-network series—from classic sitcoms to current broadcast

network dramas—are often the highest-rated strip series for each network. (This doesn't even include Nick at Nite and TV Land, two networks devoted entirely to reruns of classic off-network series and specials.)

And while MSOs might argue that what their subscribers want is more original programming, the fact is, other than sports, the occasional highly touted made-for and specials—all of which receive tremendous promotional weight and resources—the bread and butter of basic cable's top-rated programming is established off-network favorites.

These easily promotable series offer familiar characters, well-written stories and TV favorites from past and present. In effect: once good, always good. Some current examples:

Law & Order's 11 p.m. Monday-Friday run has been A&E's number-one weekday strip virtually all year. A new 7 p.m. run has been second or third for months. (It's even possible that the A&E exposure has helped the series become a top-30 hit for NBC the past two seasons.)

The Dukes of Hazzard has dramatically increased TNN's adult 18-34 ratings and has been the network's first- or second-highest-rated series since joining the lineup in February '96. (TNN's success in introducing the *Dukes* to a whole new generation of fans even led to a hugely successful CBS-TV made-for during the recent May sweeps.) And all three daily runs

of *Dallas* continue to be in TNN's top 10 programs with women 18-49.

Rescue 911, *Highway to Heaven* and *The Waltons* have been Family Channel's first-, second- and third-highest-rated weekday strips all year—topped only by *Hawaii Five-O*, which has been first for Family since it premiered last month.

And yes, even E! Entertainment, the inspiration for your editorial, has achieved strong success with its morning double run of *Alice*, frequently the network's top-rated programs after *The Howard Stern Show's* prime time runs.

The trend will no doubt continue this August when FX delivers the off-network premieres of the third and fourth highest-rated network dramas from the '96-'97 season, *NYPD Blue* and *The X-Files*, and USA delivers *Walker, Texas Ranger*, followed in September by TNT's launch of *Lois & Clark: The New Adventures of Superman*—and next year's launch of powerhouse *ER*.

Fans of old favorites (and who isn't) have always embraced television's rich history. If anything, now there's just more to choose from and more places to find them.

And of course, by definition, off-network series are "advertiser-friendly"; thus, also presold where it matters most—on the bottom line.—*Greg Brodsky, director, advertising, publicity and promotion, Warner Bros. Domestic Pay-TV, Cable & Network Features, New York*

Changing Hands

Continued from page 56

Seller: Peninsula Broadcasting Corp., Erie (Roger Richards, president); no other broadcast interests

Facilities: 94.7 mhz, 1.1 kw, ant. 538 ft.

Format: Oldies

KZZB(FM) Poteau, Okla.

Price: \$1.5 million

Buyer: CapStar Broadcasting Partners LP (see FM item, above)

Seller: Arklaoma Communications Co., Fort Smith, Ark. (Eldon F. Coffman, L.E. Tate and L.J. Tate, principals). Coffman owns 50% of KEZU(FM) Booneville and KBRS(FM) Springdale, Ark.

Facilities: 97.9 mhz, 100 kw, ant. 2,000 ft.

Format: Rock/AOR

RADIO: AM

WZRC(AM) New York

Price: \$13 million

Buyer: Douglas Broadcasting Inc./Par Holdings Inc., Palo Alto, Calif. (N. John Douglas, chairman; Duane E. Hill and Cleveland A. Christophe, principals); owns/is buying two FMs and 22 AMs

Seller: Westinghouse Electric Co./CBS Corp., New York (Mel Karmazin, CEO, CBS Station Group); owns/is buying 73 radios

Facilities: 1480 khz, 5 kw

Format: Korean

Broker: H.B. La Rue Media Brokers (buyer)

WXGI(AM) Richmond, Va.

Price: \$650,000

Buyer: Gee Communications Inc., Chesterfield, Va. (David Gee, president/owner)

Seller: WXGI Inc., Richmond; no other broadcast interests

Facilities: 950 khz, 5 kw day, 64 w night

Format: C&W

WREN(AM) Topeka, Kan.

Price: \$500,000

Buyer: Mortenson Broadcasting Co.; is buying KINF(AM) Denton, Tex. (see item above)

Seller: Michael B. Gliner, Pensacola, Fla.; owns WASC(AM) Atmore and WZEW(FM) Brewton, Ala.; WZNO(AM) Pensacola, Fla., and WBAJ(AM) Blythe-wood, S.C.; is buying WNVY(AM) Cantonment, Fla.; has applied to build FM in South Tucson, Ariz.; owns 50% of company that has applied to build FMs in Thomasville, Ala., and Flint, Mich.

Facilities: 1250 khz, 5 kw

Format: Gospel

—Compiled by Elizabeth A. Rathbun

Datebook

THIS WEEK

Through July 1—Cabletelevision Advertising Bureau local cable sales management conference. Hyatt Regency Chicago. Contact: Nancy Lagos, (212) 508-1229.

Through July 1—New York State Broadcasters Association 36th annual executive conference. Sagamore Resort. Lake George, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

Through July 2—Cable Telecommunications Association of Maryland, Delaware and the District of Columbia annual conference. Sheraton Fountainsbleau, Ocean City, Md. Contact: (410) 974-6206.

July 1—"Female Executives: Quality Leadership Naturally," breakfast seminar presented by the Rocky Mountain chapter of *Women in Cable & Telecommunications*. TCI corporate HQ, Denver. Contact: Jody Haas, (303) 329-3621.

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

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 10—"Current Mass Media Issues," morning conference and luncheon presented by *The Federalist Society for Law & Public Policy Study*. The Cornell Club, New York City. Contact: (202) 822-8138.

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. Contact: Veronique Dos, (301) 405-8500.

July 18-19—Christian radio news directors conference, co-sponsored by *WCDA-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 discuss on: Brandon Tartikoff, moderator. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

July 24-25—Southwest National Religious Broadcasters convention. Dallas/Fort Worth Mar-

riott, 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. 12-14—Digital Television Summit, presented by *Kagan Seminars Inc.* Park Lane Hotel, New York City. Contact: Kathy Morris, (408) 624-1536.

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 Satellite Communications Conference, presented by *Centre for AsiaTelecomms*. Sheraton Towers, Singapore. Contact: (65) 737 6888.

Aug. 28-31—National Lesbian and Gay Journalists Association 6th annual convention. Sheraton Towers Chicago, Chicago. Contact: Mike Frederickson, (202) 588-9888.

SEPTEMBER

Sept. 3-5—Telco-Cable IX, ninth annual confer-

ence 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—18th annual News and Documentary Emmy Awards, presented by the *National Academy of Television Arts & Sciences*. Marriott Marquis Hotel, New York City. Contact: Stew Stoltz, (212) 586-8424.

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. 11—Hollywood Radio & Television Society newsmaker luncheon. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

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. 23-25—TV LINK '97, official congress and trade show of *ABTA (Brazilian Association of Pay Television)*. International Trade Mart, Sao Paulo, Brazil. Contact: Patrick Robinson, +44 181 910 7913.

Sept. 24-26—IEEE Broadcast Technology Society 47th annual Broadcast Symposium. Sheraton City Centre Hotel, Washington. Contact: Dr. Gerald Berman, (301) 881-4310.

Sept. 24-28—ANTENNES & Collectives-Réséaux, 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

Making Viacom's case

Carol Melton, Viacom's new lead lobbyist and senior vice president, probably was destined to trade the swamps of her native Florida for the swamps of Washington.

Coming from a family of lawyers, Melton arrived in Washington in 1977 and immediately felt like she had found her place.

And she seems to have found quite a prominent place. List Melton's admirers and you get a roster of media power players. NCTA head Decker Anstrom calls her "one of my favorite people." Her former boss at Time Warner, senior vice president of public policy Tim Boggs, says she "helped build Time Warner into the company it is." And Time Warner chief Gerald Levin wrote to her that "Time Warner is a stronger company today because of you."

Melton has had an effect not only on Time Warner but on the entire telecommunications industry. She helped to steer Warner Communications through regulation when it merged with Time Inc. in 1990. She played a role in constructing the Telecommunications Act of 1996. And she assisted with the Time Warner/Turner merger last October.

Now she is one of the few women in Washington heading a lobbying organization that represents millions of dollars in corporate interests. Viacom's deputy chairman, Philippe Dauman, feels confident her experience will ease the transition.

"I talked to a lot of people about this job, and to me she was really a perfect fit," Dauman says.

Melton says she works from 8:30 a.m. to 7 or 7:30 p.m., but she makes a point of not taking work home at nights or on weekends.

"You can't represent a company whose bedrock is entertainment and serving consumers without having a life yourself," she says.

It helps that her children, Matthew, 11, and Meredith, 8, relate to what she does. "My daughter is thrilled about Nickelodeon and my son is thrilled about MTV."

Melton's kids understand that Viacom owns two of their favorite cable networks; now she needs to make Washington aware. She says her initial challenge at the company, whose acquisitions over the past few years have made it a much bigger media player, is to "increase Viacom's visibility in Washington...and to give people a better understanding of what this company is about."

Melton's specific skill is serving as advocate for large, diverse, powerful media com-



"The hardest thing [about this job] is when you are advocating a position that, even though it's for a private company, you truly believe it is in the public interest."

Carol Melton

Senior VP, public policy, Viacom Inc., Washington; b. Aug. 2, 1954, St. Augustine, Fla.; BA, psychology, Wake Forest University, 1976; MA, journalism and communications, University of Florida, 1977; JD, American University, 1981; associate, Hogan & Hartson, Washington, 1981-83; assistant general counsel, National Cable Television Association, Washington, 1983-86; chief legal adviser to FCC Chairman Mark Fowler on cable and mass media issues, Washington, 1986-87; Washington counsel, Warner Communications, 1987-90; Time Warner Inc.: Washington counsel, 1990-92; VP for law and public policy, Washington, 1992-97; current position since May 27; m. Joseph M. Hassett, June 23, 1984; children: Matthew, 11; Meredith, 8

panies: Time Warner, from 1987 until this past May, and now Viacom.

"The hardest thing [about this job] is when you are advocating a position that, even though it's for a private company, you truly believe is in the public interest," she says. "Policymakers may have their own agenda unrelated to how this business really works."

But Melton is no stranger to overcoming such challenges; she seems to leap every hurdle life presents.

After graduating as valedictorian from St. Augustine High School in Florida, she went on to North Carolina's Wake Forest University, where she earned a bachelor's degree with honors in psychology. Melton followed that with a master's in journalism and communications from the University of Florida.

Perhaps a genetic predisposition attracted her to a city that has more lawyers per capita than any other. Melton arrived in Washington in 1977 knowing she wanted to be a part of the city's unique political world.

"I was committed to being in Washington," she says.

Although Melton had decided not to follow in her father's and brother's footsteps, it took about a month for lawyer-laden Washington to have its effect on her.

"[Being a lawyer] was the last thing I was going to do," she says. "As fate would have it, that's precisely what I ended up doing."

She applied to law school at American University and began in 1978.

In 1981, Melton emerged from AU with honors and began working as a communications law associate at Hogan & Hartson, where she met her husband, Joseph Hassett. From there, she went to the National Cable Television Association as assistant general counsel from 1983 to 1986.

She worked as FCC Chairman Mark Fowler's chief legal advisor for cable and mass media issues from 1986 until he retired in 1987. Melton joined Warner Communications in 1987.

Today, after 20 years of work in Washington on communications issues, Melton has built a reputation as well-rounded, knowledgeable, intelligent and good with people.

"There are various people in Washington who have one or two of those traits," says Diane Hinson, a partner at the Washington law firm of Morrison and Foerster and a former general counsel at the FCC. "Carol has strengths on all sides." —PA



Get the **News** *Out*

On the cusp of the important RTNDA and NAB Radio conventions — both held September 17-20 in New Orleans — *Broadcasting & Cable's* September 15th issue investigates the current and future state of television and radio news.

In this in-depth report, we'll tell you what you can expect at the RTNDA and NAB events, and we'll include our annual survey of broadcasting's top news directors. We'll also be the sounding board for radio's leading players on such hot-button topics as consolidation and syndicated programming.

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BROADCAST TV

Kristi Shearer, weekend anchor/reporter, KWCH-TV Hutchinson/Wichita, Kan., joins KMOV(TV) St. Louis as reporter.



Feinbloom

Helen Feinbloom, director, sales, WDCA(TV) Washington, named VP/GM.

Allen Horlick, president/GM, WRC-TV Washington, joins NBC Europe as president/managing director.

Roger Ogden, president/GM, NBC Europe, joins KUSA-TV Denver in same capacity.

Danny Grigsby, free-lance artist, joins WSET TV Lynchburg, Va., as creative services producer.

Appointments at WXIN(TV) Indianapolis: **Sally Kohn**, national sales manager, named local sales manager; **Kevin Nunn**, news director, WPSD-TV Paducah, Ky., joins in same capacity.

Appointments at WKRC-TV Cincinnati: **Sheila Obermeyer**, director, promotions, named VP, marketing; **Nancy Cotter** named producer, 5:30 p.m. news; **Kim Dillion** named staff reporter; **Angela Hursh** named weekend newscast producer; **Marla Hurston** named video producer; **Tracy Picchioni** named videographer/editor; **Anita Amarfo** joins as photojournalist; **Matt Coiner** joins as photojournalist; **Frank Graff** joins as primary nightside reporter; **Cara Mia Mullinnix** joins as administrative assistant; **Tiffani Sherman** joins as producer, *First at Four* newscast.

John Fider, managing director, news operations, ABC News, New York, named VP, production operations.

Appointments at WTVT(TV) Tampa, Fla.: **Mike House**, executive producer/creative operations director, named VP, creative services; **Jim Benedict**, production supervisor, named director, operations; **Bob Linger**, local sales manager, named VP, sales.

Dan Wall, local account executive, KWCH-TV Hutchinson, Ky., named local sales manager.

Appointments at WFAA-TV Dallas: **Connie Howard**, news director, WVTM-TV Birmingham, Ala., joins as assistant

news director; **Paula McClure**, host, *America's Health Network*, Orlando, Fla., joins as co-host, *Good Morning Texas*.

PROGRAMING

Jeff Brooks, regional sales manager, Northwest, Tribune Entertainment Co., Los Angeles, named Midwest sales director, Chicago.



Manville

Reed Manville, VP, international business development, Falcon International Communications, joins Paramount Television Group, Hollywood, as senior VP, international channels.

Appointments at Public Broadcasting Service, Alexandria, Va.: **Dennis Haarsager**, GM, KWSU-TV/KTNW(TV) Pullman/Richman, Wash.; **George Miles Jr.**, president/CEO, WQED(TV) Pittsburgh; **Rita Ray**, executive director, West Virginia Educational Broadcasting Authority, Charleston;

Sharon Rockefeller, president/CEO, WETA-TV Washington, elected to board of directors; **Jeff Clarke**, CEO/GM, KUHT(TV) Houston, elected professional director for one-year term; **David Dial**, president/GM, WXIN(TV) Evansville, Ind., re-elected to three-year term as professional director.



Manna

Christine Manna, director, pay per view, New Line Television, New York, named VP, pay-per-view sales and marketing.

Belinda Palmer, territory manager, South and Southwest, Carsey-Werner Distribution, Atlanta, named division manager.

RADIO

Wallace Smith, former general manager, KUSC(FM) Los Angeles, joins WPBX(FM) Southampton and WCWP(FM) Brookville, both New York, as GM.

Jeff Stein, national sales manager, WCOL-FM/WEH(FM) Columbus, Ohio, joins SFX Broadcasting's KODA(FM), KKPN(FM), KKRW(FM) and KQUE(AM), all Houston, in same capacity.

Charlie Sislen, VP, research and marketing, Eastman Radio, joins Research Director Inc., Baltimore, as partner.

Helen Wigger, operations manager, WUKY(FM) Lexington, Ky., joins WDUQ(FM) Pittsburgh in same capacity.

Seth Kaufman, account executive/regional market specialist, D&R Radio, joins SportsFan Radio Network, New York, as manager, affiliate relations.

Dan Dermody, program director/host, *The Good Morning Crew*, WXCL(FM) Pekin/Peoria, Ill., named corporate VP.

Nancy Higgins, director, marketing, The Library Ltd., Clayton, Mo., joins KMOX(AM) St. Louis as director, marketing/community relations.

Andrea Weiss, VP/affiliate sales executive, Entertainment Radio Networks, Malibu, Calif., joins The Select Network, Santa Monica, Calif., as VP, radio division.

Eric Stanger, producer, *The Tom Leykis Show*, Westwood One, joins NetStar

NBC appointments

Bari Carrelli, director, miniseries and motion pictures for television, NBC Entertainment, Burbank, Calif.,



Wallace



Carrelli



McCorry

named VP; **Jeffery Wallace**, VP, human resources and corporate diversity, Sony Pictures Entertainment, Culver City, Calif., joins NBC West Coast, Burbank, Calif., as VP, staffing and diversity; **Shelley McCorry**, director, prime time series, NBC Entertainment, Burbank, named VP.

Entertainment Group, Los Angeles, as director, broadcast operations.

CABLE



Parmet

Nancy Parmet, director, marketing, original movies and image, HBO, New York, named VP.

Appointments at FX Networks, Los Angeles:

Patrice Callahan, civil litigator.

Liner, Yankelovitz, Sunshine & Regenstreif, joins as director, business and legal affairs; **John Starr**, **Billy Hall** and **Jeff Payne**, formerly managers, operations, programing and on-air promotions operations, respectively, named directors of their departments.

Appointments at Turner properties: **Edward Adams**, human resources director, Frito Lay division, PepsiCo., Dallas, joins Turner Broadcasting System



Adams



Schwab

Inc., Atlanta, as VP, human resources; **Ken Schwab**, VP, programing, Turner Classic Movies, joins Turner Entertainment Group's programing acquisition group, Atlanta, as VP, program planning and acquisitions.

Steve Sando, director, operations, CBS News, joins Fox News Channel, Washington, as director, technical operations.

Dan Fawcett, assistant GM/general counsel, Fox Sports Pittsburgh, and **Matt Krimmer**, senior counsel, Columbia TriStar Television, join as senior VP and VP, respectively, business and legal affairs.

Appointments at Discovery Communications Inc., Bethesda, Md.: **Barb Bennett**, senior VP, finance, named divisional CFO, Discovery Networks U.S. and Global Library; **Frank Rosales**, CFO, The Nature Company, named division-

'Family Affair' star Brian Keith dies



Brian Keith, 75, best remembered as the gruff but loving bachelor uncle on TV's *Family Affair*, apparently killed himself in his Malibu home last week, ending his suffering from cancer.

Keith had a successful film career that included several popular features, including "The Parent Trap," "With Six You Get Eggroll," "The Russians Are Coming, the Russians Are Coming" and "Young Guns." But it was as "Uncle Bill" in CBS's *Family Affair* (1969-71) that he became most familiar to American audiences.

The son of an actor and a child actor himself, Keith had appeared on television for years before *Family Affair*. His first major appearance was on *The Motorola TV Hour* in 1953. He guest-starred in *The Untouchables* and made several appearances on *Alfred Hitchcock Presents*. He starred in the mid-'50s series *The Crusader* and the 1960 Sam Peckinpah creation *The Westerner*.

Although several less successful attempts at series television followed *Family Affair*, *Hardcastle and McCormick*, in which Keith starred as a retired judge teamed with an ex-con to bring criminals to justice, ran on ABC from 1983 to 1986. He is survived by his wife, actress Victoria Young. —DT

at CFO, Discovery Retail; **Neal Kirsch**, finance director, Discovery Networks International, named VP/divisional controller; **Lauren Galleher**, senior manager, finance, Discovery Enterprises Worldwide, named director/divisional controller.

Appointments at TCI Communications, Englewood, Colo.: **Lela Cocoros**, VP, corporate communications, NBC, New York, joins as senior VP, media and employee communications; **William Bennett**, GM, North Seattle system, named VP, Puget Sound region.

DEATH

Garry E. Hill, 46, president/CEO, Odyssey, died June 23 at St. Vincent's Hospital in New York.

He had undergone cancer treatment earlier this year and had recently suffered a stroke. Before he joined Odyssey (formerly Faith & Values Channel) Hill was executive VP/GM, Z Music Television. Since joining Odyssey in 1996, he had strengthened the programing, marketing and affiliate relations departments, and spearheaded the development of original programing. He is survived by his wife, Peggy, and five children.



Hill

Jacques Cousteau 1910-1997

Jacques-Yves Cousteau, 87, French explorer and filmmaker, died June 25 in Paris. Cousteau became a household name primarily through



the television series, *The Undersea World of Jacques Cousteau* and other documentaries about his underwater exploits. Cousteau's feature-length documentary *The Silent World* won the grand prize at the Cannes Film Festival and his first Academy Award. PBS aired *Cousteau Odyssey* in 1977 and Turner Broadcasting aired *Cousteau Amazon* series in 1984. Turner is commemorating Cousteau's death with a special tribute, *Jacques-Yves Cousteau: My First 85 Years*, airing July 6 and 7 on TBS Superstation. His last project, *Sanctuaries of Life*, will air Sept. 28 and 29. Cousteau is survived by his wife, Francine, and three children.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

The White House over the weekend was expected to name the leadership of its digital TV public interest committee. The White House is assembling the group to advise the FCC on the public interest obligations of digital broadcasters. Sources expected the President to name CBS's Les Moonves as co-chairman. The full membership of the advisory committee, however, is not expected to be named until later.

The WB Network's unofficial buying arm, Acme Television Holdings, will pay \$13.2 million plus liabilities for its second TV station, WINT-TV Crossville/Knoxville, Tenn. Acme, a group of WB Network supporters led by network chief Jamie Kellner, is shopping for WB affiliates or would-be affiliates in markets 20-80. Knoxville is in the nation's 60th-largest market. FCC documents list the seller of WINT-TV as CW TV Inc. of Tallahassee, Fla. Acme closed on its first station, KWBP(TV) Salem/Portland, Ore., on June 19.

Broadcasters won a quick victory on the Senate floor last week when the Senate defeated, 86-12, an amendment offered by Robert Byrd (D-W.V.) that would forbid alcohol advertisers from deducting all alcohol ads as a business expense. Byrd's spokesperson said the senator was not sure whether he would try to reintroduce the legislation. Byrd suggested the change would have raised approximately \$2.9 billion over five years for federal coffers. The provision would have been an amendment to the tax portion of the budget bill. The spending portion, which included provisions on

New FCC TV fees

The FCC last week adopted its schedule of regulatory fees for fiscal 1997. The plan calls for VHF stations to pay higher fees than last year and UHF stations to pay lower fees. U's in the top 10 markets, for instance, will see their fees drop to \$16,850 from \$25,000 in 1996. The commission also has altered its fee plan for radio stations, grouping the stations into 10 classifications based on population reach. The radio fees range from \$200 to \$2,000. Overall, the commission is collecting \$152.5 million in fees for FY 1997. The fees are due between Sept. 15 and 19.

VHF Commercial	FEE
Markets 1-10	\$35,025
Markets 11-25	\$28,450
Markets 26-50	\$18,600
Markets 51-100	\$9,850
Remaining Markets	\$2,725
Construction Permits	\$4,800
UHF Commercial	FEE
Markets 1-10	\$16,850
Markets 11-25	\$13,575
Markets 26-50	\$8,750
Markets 51-100	\$4,725
Remaining Markets	\$1,350
Construction Permits	\$2,975
Satellite TV stations (all markets)	\$950

spectrum auctions, passed in both houses of Congress Wednesday (see "Top of the Week").

After a lot of pomp and circumstance, **the launch of Rainbow Sports' American Sports Classics has been put on hold** and its future could be in jeopardy. The vintage sports and movie network was scheduled to launch July 9, but the network is in limbo because of the Fox/Liberty and Cablevision deal of two weeks ago. Fox/Liberty's agreement includes acquiring 40% of Rainbow Sports, a programming arm of Cablevision Systems Corp. Fox Sports now has managing control over the venture and is still deciding what to do

with the yet-to-air network. "We need to take a look at it," says Fox Sports' Vince Wladika. "The launch is going to be delayed, of course, and we are going to take a look at it with the Rainbow people." Michael Bair, Rainbow Sports executive vice president, says American Sports Classics is alive and will surface shortly: "We are stopping for a moment so they can get a peak under the hood," Bair says.

Viacom, Chancellor Media and Evergreen Media have agree to pay \$2 million to settle a dispute with the Rainbow-PUSH coalition over six Washington-area radio stations.

Rainbow had asked the FCC to deny the transfer of four stations from Viacom to Evergreen, as well as the transfer of two stations from Evergreen to Chancellor, on the basis that Viacom had not made good on a pledge to seek a minority buyer for two of the stations. The group has since reached an agreement with the three companies that calls for the firms to devote \$400,000 to three research studies on minority broadcast ownership and another \$600,000 to a public education and advocacy effort on the subject of minority media entrepreneurship. Additionally, the companies will provide \$880,000 to finance conferences on minority media entrepreneurship and will provide \$80,000 in scholarship assistance to the African American Media Incubator.

The first rift in that old gang at Continental Cablevision is appearing, with the first resignation of a senior executive since last year's takeover by US West Media Group Inc. Long-time financial executive Nancy Hawthorne announced last week that she is leaving the company Aug. 1, primarily to spend more time with her children. Hawthorne is

Nielsen and Lucent form alliance

Nielsen Media Research and Lucent Technologies are working together to develop a variety of media information technologies.

Nielsen will use Lucent's expertise in advanced video and audio for work that might lead to new metering technology for analog and digital TV and the Internet. John Dimling, Nielsen Media Research president, declined to specify what projects are under way between the two companies. "The first iteration is to see what combinations we can develop out of this," Dimling says.

Lucent's interest in working with Nielsen was sparked by Nielsen's development of its new active/passive (AP) meter system, which anticipates the transition to digital TV formats. The AP system would allow viewing of programs and commercials to be monitored without opening up TV sets in sample households.

—RT

executive VP of "enterprise transformation," a slot created six months ago to help integrate Continental's operations into US West Media's, creating the Media-One cable unit. Before that, she spent 15 years at the company, ultimately becoming CFO. Hawthorne can afford to leave: Securities filings show she received \$7.2 million in the sale of Continental.

KABC-TV Los Angeles anchor Lisa McRee is expected to be named, as early as this week, to fill the Good Morning America anchor slot being vacated by Joan Lunden in September. Sources say McRee and ABC are finalizing language in a new contract. McRee surfaced as a candidate after audience research on Elizabeth Vargas, the *GMA* news anchor who had been the front-runner to replace Lunden, was not overwhelmingly positive. Yesterday, Vargas was named featured correspondent for the ABC News magazines *20/20* and *PrimeTime Live*. In addition, Vargas will anchor *World News Saturday* and host occasional prime time specials. Further changes are expected on *GMA*, including the departures of co-anchor Charles Gibson, weatherman Spencer Christian and executive producer Marc Burstein.

ABC is reportedly on the lookout for a new face to host its successful franchise America's Funniest Home Videos. Bob Saget is leaving his job with the popular comedy/

reality series, which is set to begin its ninth season with the network. A network spokesperson declined comment.

Don't expect to see one hit comedy of 1996-97 among the field of nominees for best comedy series at the Prime Time Emmy Awards in September. Learning its lesson from *The Simpsons*, 20th Century Fox opted to submit the freshman hit *King of the Hill* in the outstanding animated program category rather than sweat it out for outstanding comedy. *The Simpsons*, which has unsuccessfully competed in the outstanding comedy category in the past, has won 10 Emmys, including two for outstanding animated program. Ballots for nominations were due at the Academy of Television Arts & Sciences on Friday; nominations will be announced July 24.

Global Shopping Network filed for bankruptcy protection last week, almost three weeks after pulling the plug on its broadcasting and cable home shopping service. The company reported total liabilities of \$81 million and about \$35 million in unsecured debt (for its 20 largest creditors) including more than \$24 million owed to various investors; more than \$818,000 to GE Americom; more than \$400,000 to Chelsea Studios, and \$315,000 in employee wages. In its bankruptcy petition, filed June 26, GSN President Barbara Laurence said Global filed because loans "did not

materialize" and certain creditors had "commenced actions detrimental to preserving the value of the company's assets." Those assets include KCNS(TV) San Francisco and WRAY-TV Raleigh-Durham, N.C.

King World reported a 5% drop in third-quarter operating income, to \$46.6 million, on revenue of \$166.8 million, which was basically flat compared with third quarter 1996 revenue of \$165.8 million. The company reported a 1% gain in net income, to \$35.7 million. For the first nine months of KWP's fiscal year, it posted operating income of \$143.8 million, flat with last year's nine-month total of \$143.7 million, on revenue of \$506.2 million, slightly above last year's \$504.7 million. For the nine-month period, net income was down 6%, to \$107.3 million. KWP said that drop was due, in part, to a onetime gain in 1996 of \$10.3 million from the sale of a TV station in Buffalo, N.Y.

Marquee Group, New

York, said last week it **has agreed to acquire rival sports marketing and television producer ProServ for \$15 million** in cash and stock. Marquee said that Donald Dell, who founded ProServ 26 years ago, will remain chairman/CEO of both ProServ and ProServ Television under a new multiyear employment contract. Dell also will join Marquee's board of directors. With the ProServ acquisition, publicly traded Marquee will produce sports events for ABC, CBS, NBC, ESPN, Lifetime and others. The company provides other services, including events management, consulting and personal representation of professional athletes. Former Madison Square Garden President Robert Gutkowski is Marquee president.

NBC will use digital

Errata: Robert Pittman is president of America Online Networks, not America Online, as reported in the June 23 edition of BROADCASTING & CABLE.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Here's a new one—He rolled his chair back and his ponytail got caught in a cart machine!"

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Incorporating The Fifth Estate TELEVISION Broadcasting

Help wanted

There's an opening for a new champion of the First Amendment. Broadcasting has left the ring. (Cable, of course, doesn't yet count in this context. It quit before it ever got started as a First Amendment medium.)

Applicants must believe in the Constitution, freedom of the press, freedom of speech, the legitimacy of the Fifth Estate, artistic freedom and the right to know. They must be prepared to put principle before profit and/or the latest legislative benefit they can winnow from Capitol Hill. They must believe the First Amendment is to be used as a sword, not just a shield. They must have the courage to face down all the powers that be, including the President and the Congress. They must stake their all on the proposition that the electronic press, which has come to be the country's most pervasive, must be accorded the same protections due the printed press, the movies and the Internet.

The job came open when—in what may prove the last act of a dying First Amendment medium—the handful of lobbyists negotiating Act II of the broadcast ratings debacle gave away all our futures. Having failed to resist Congress when it set up the first “voluntary” ratings system last year, it again capitulated when Congress—inevitably—said the system wasn't good enough and demanded content ratings to gild the age-based ratings lily. Having said it would go to court “in a nanosecond” if the government interfered with the industry system, it did nothing of the sort. It cut and ran.

Act III of this drama will occur when—inevitably—the Congress and citizen groups decide that the new system isn't accomplishing their aim, which is to rid the airways of programing they abhor, for good reasons or ill. That's when the move for Congress to effect its own system will begin.

In the meantime, every television broadcast (except news, for the moment) will be branded with TV-Y, TV-Y7, TV-G, TV-PG, TV-14, TV-M and possibly S, V, L, D or

FV. The industry has already been made to run the ratings bigger and longer. Next it will be required to run them more and more often.

If this seems a mangling of artistic and other freedoms, it is. The idea, of course, was to set up an electronic code that would be read by a so-called V-chip, which we suspect will never be developed or if so rarely used. For all its Big Brotherish connotations, we are less concerned with the chip than the ratings. One, they're here and it isn't. Two, it's those ratings that will be used by the government to take over TV.

This page rates no exemption from the failure to secure First Amendment protection for the Fifth Estate. Indeed, our lapse may be the greatest of all. Having published more words on that subject more often than any other entity, we appear to have failed to persuade even the broadcasting and cable industries. A sorry showing indeed.

Net gain

Amid our relief at the Supreme Court's proper holding that the so-called indecency provisions of the 1996 Communications Decency Act failed under the Constitution was acute pain from the court's reminder that broadcasting remains a second-class citizen under the First Amendment.

The court noted that, although it has not done so with the Internet, it has “recognized special justifications for regulation of the broadcast media,” including broadcasting's “history of extensive government regulation...the scarcity of available frequencies...and [broadcasting's] ‘invasive’ nature.”

What the court is really saying is that even an emerging and immature medium has greater constitutional rights than does broadcasting. And, interestingly, that all that past government intrusion into content justifies further intrusion. This 50-page-plus decision demonstrates the court's compulsion to justify itself when it finds regulation unnecessary. Broadcasters could easily do without the explanation, and the regulation.

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